

United States Power Squadrons®



National Planning Committee Strategic Transition Plan Outline

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**Proposed Outline of 2019 Strategic Transition Plan for:
United States Power Squadrons, dba; America's Boating Club**

Mission:

Promote watercraft skills on and off the water through member fellowship, education, and civic service.

Vision:

America's Boating Club is local groups of members who enjoy sharing their passion for boating skills within their membership and with the boating public. They partner with other organizations dedicated to improving the on-water experience, while respecting the environment and laws governing our waterways. ABClub projects a pleasurable social atmosphere, combined with educational efforts.

Strategy One: Establish an operational structure that ensures survivability of USPS/ABClub through the transition period and beyond

- Initiative One – Initiate squadron, district, and national simplification to ensure success (see appendix "A")
 - Create a contemporary organizational structure
 - Operational changes
 - Meeting reductions
 - Attire & Protocol changes

- Initiative Two – Establish organizational structure of USPS
 - Corporate entity for 501c3 status
 - Grant Management
 - USPS Education Dept. (USPS University) & HQ support
 - Provide a highly visible, broad-based on water training initiative that attracts a wide audience
 - Develop and maintain educational material that is relevant to the recreational watercraft market place
 - Develop and provide educational offerings in the technology that is desired by the market place
 - HQ positions & Executive Director
 - Succession Plan
 - Marketing & Publications
 - Promote and Market America's Boating Club opportunities
 - Develop comprehensive 'best practice' civic outreach guidelines that project values of our organization, and encourages member involvement.
 - Member Benefits

- Initiative Three – Establish business plan for America's Boating Club
 - Improve Culture and Products to Attract New Members
 - Boating—recreation, fun, family and relaxation are of primary importance
 - Culture—emphasize flexibly with minimal structure and formality

- Appearance—look and dress like contemporary boaters
- Education—must be highly accessible and emphasize on-water training, seminars, and online course access
- Programming—facilitate recreational watercraft community and waterway betterment and advocacy
- Ultimately America’s Boating Club Business Plan will be
 - Focused on recreation and on-water fun
 - Simple to participate in, flexible and easy to do business with
 - Highly visible among active watercraft enthusiasts and within the marine community
 - Delivering valuable, exclusive member benefits
 - Adding value to the recreational on-the-water experience of all members
 - Ahead of trends and up to date with developments in recreational on water communities

Strategy Two: Assess Fiscal Management

- Initiative One – Review expense reimbursement policy based on the strict needs of the new reduced organizational structure
- Initiative Two – Assessment of assets
 - Ensure return on investment
 - Establish support level for less popular offerings
- Initiative Three – Develop operational budget for new organizational structure
- Initiative Four – Assess possible ‘one single dues regime’ throughout the organization
- Initiative Five - Fund new offerings based upon the needs of the current and forecasted recreational watercraft community
- Initiative Six – Evaluate the role of Education and Endowment Funds in any future re-organization
- Initiative Seven - Fund technology improvements to support the growth of the organization

Strategy Three: Reflect age, gender, cultural, and demographic changes in the watercraft community while honoring our heritage

- Initiative One – Develop comprehensive recruitment outreach program
 - Depict variety of ethnicity in advertisements
- Initiative Two – Relax uniform protocol as desired
- Initiative Three – Improve technology and social media infrastructure
- Initiative Four – Establish partnerships and working relationships with other organizations to reach a larger and diverse audience in the watercraft community
- Initiative Five – Encourage family friendly and youth activities for future market development

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