



**Strategic Plan/Status  
Oakville Squadron  
Canadian Power and Sail Squadrons**

**7th edition  
August 2004**

This update of the Oakville Squadron is based upon the initial Strategic Plan of Summer 2000 and the status of the various issues as of August 2004.

Summary of Desired Outcomes (details on following pages)		Measure
1.	Financial performance	Income greater than expenses
2a.	Membership: Existing	Retain
2b.	Membership: New	Increase Boating graduates
3.	Courses	Offer all courses
4a.	Boating class	Increase registrations
4b.	Adv./Elec class	Increase registrations
4c.	Seminars	Increase registrations
5a.	Grad/AGM/Dock Party Event	Organize & Offer
5b.	On-the-water Day	Organize & Offer
5c.	Winter Seminar	Organize & Offer
6.	Profile/Awareness of CPS in Oakville area	Raise
7.	Bridge Effectiveness	Increased commitment Younger folks

1.	Financial performance	Income greater than expenses
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Problem: \_\_\_\_\_

What prevents us doing better:

The PLAN

What	Who	When
Prepare budget forms for each Cost/Revenue centre.	Treasurer Pat Morrissey	Done
Prepare Annual Budget with coordinated input from Bridge members.	Each Bridge members to complete Budget Request forms for their Cost/Revenue centre.	Done
Establish format of monthly reporting (YTD plus forecast to year end) to be compared to Budget.	Treasurer Pat Morrissey	Done

2a.	Membership: Existing	Retain
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Problem:

Members don't stick after first year (see if this is true in Summer 05)  
 CPS members who move into area aren't encouraged to join.

What prevents us doing better:

- Lack of events for members > See 5a, 5b, 5c
- Competing Yacht Clubs > See 6
- Poor quality of regular member publication (Port Hole)

The PLAN

What	Who	When
Follow-up all drop outs at renewal time	Membership Officer	June 05
Port Hole to be moved to Canadian Yachting	HQ	
See if HQ can notify us based on change of address whenever a CPS member moves into the Oakville area. We would then phone that person, welcome them to the area and see if they want to Join Oakville Squadron.	Membership Officer >> HQ	Oct 04

2b.	Membership: New	Increase Boating graduates
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Problem:  
Some Boating students don't write the exam.

What prevents us doing better:

The PLAN

What	Who	When
Proctors to follow-up any students who miss more than 2 classes.	Class proctors	Continuous

3. Courses	Offer all courses
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Problem:

Potential that we may not have instructors for all courses.

*\*\* need to also ensure that instructors are technically qualified and have instruction skills.*

What prevents us doing better:

The PLAN

What	Who	When
Recruit instructors for all courses	STO	On-going
Liaise with surrounding Squadron Training Officers to place students in other squadron classes if that course not being offered locally	STO to call STOs in Burlington, Port Credit and Halton	By 15Sep04
Promote Instructor Training course for new instructors and for proctors.	STO to arrange	??

4a.	Boating class	Increase registrations
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Problem:

Not enough timely promotion in boating community at large.

What prevents us doing better:

Getting early confirmation of OTHS availability and booking

The PLAN

What	Who	When
Coordinate and manage classroom bookings	STO	On-going
Establish course pricing	STO (with Bridge approval)	Done
Prepare and distribute handout/ poster package for: - Boat dealers - Yacht Clubs - Libraries - Linda Beers (Hbrs Auth)	PRO PRO PRO & Membership Membership Officer Membership Officer	Done Done
Brochures update W/web address Delete phone number		Done By Jan05
Info on answering line Cancel Info Line	Georgina Ramsay	Done Jan05
Info on Web site	Fraser	Done
Confirm dates for registration/classes with OTHS	STO	Done

4b.	Adv./Elect. class	Increase registrations
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Problem:  
 Not enough timely promotion to members.

What prevents us doing better:

The PLAN

What	Who	When
Establish course pricing	STO	Done
Mainsheet to members	Editor	Publish Aug 20, 2004
E-mail to members	Fraser	Aug 20 2004
Info on answering line	Georgina Ramsay	Aug 20 2004
Info on Web site	Fraser	Done

4c.	Seminars	Increase registrations
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Problem:  
 No plan re topic/presenter/date.  
 Not enough timely promotion in boating community at large.

What prevents us doing better:  
 Lack of person dedicated to task.

The PLAN

What	Who	When
Recruit seminar coordinator.		
Select topic/presenter/date/venue		
Promotion to community at large		

5a.	Grad/AGM/Dock Party Event	Organize & Offer
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Problem:  
 Inadequate timely planning and promotion

What prevents us doing better:

The PLAN

What	Who	When
Research appropriate venue, program, date, promotion		
Coordinate venue, program, date, promotion		

Problem:  
 No timely planning and promotion

What prevents us doing better:  
 Lack of person dedicated to task

The PLAN

What	Who	When
Recruit person dedicated to task		
Research appropriate venue, program, date, promotion		
Coordinate venue, program, date, promotion		

Problem:  
No timely planning and promotion.

What prevents us doing better:  
Lack of person dedicated to task.

The PLAN

What	Who	When

6.	Profile/Awareness of CPS in Oakville area	Raise
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Problem: Few boaters (non-members) aware of CPS in general and Oakville Squadron in particular.

What prevents us doing better:  
Lack of Communications Strategy & Plan.

The PLAN

What	Who	When
Prepare a written Communications Strategy & Plan - Newspaper articles - Web site - Talks at Yacht Clubs Promotion in their newsletters - Scouts & Guides -Red Cross - TV, Radio - other ++++++++	PRO (draft available from Fraser)	October, 2004 Bridge meeting

7.	Bridge Effectiveness	Increased commitment
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Problem: Not all Bridge members attend all meetings.  
 New Bridge members may not know their responsibilities.

What prevents us doing better:  
 Apparent apathy of some officers as exhibited by lack of attendance at meetings and lack of notification to Commander.

The PLAN

What	Who	When
Consult with each Bridge member about commitment.		
Replace Bridge members who do not wish to continue		
Run a 2 hr session on the responsibilities of each officer and the processes involved		