



CCA Long Range Plan Executive Summary

Since its founding in 1922, The Cruising Club of America has been a leader in blue water sailing. Membership in The CCA is a mark of distinction and reflects the members sailing accomplishments and personal character. The community of CCA members is known for its “adventurous use of the sea” as demonstrated by many accomplishments in long distance voyaging, offshore racing, seamanship, safe boat handling and yacht design. CCA members have a long history of encouraging and promoting small boat handling through The Club’s excellent publications, development of leading seamanship and safety programs, co-sponsorship of the Newport Bermuda Race, establishment of offshore racing rules and awards which recognize special accomplishments in blue water sailing.

This Long Range Plan (LRP) report is the summary of work conducted from 2021 through 2024 by a committee of CCA leaders from across the club. In performing its assessment and developing recommendations, the committee pulled together information from previous planning efforts, sought feedback from club and station leaders, conducted a club wide survey, and compiled available statistics about the clubs membership and activities. The purpose of the report is to review the current activities and structure of The Club and to consider recommendations that might help the club continue its relevant contributions to the blue water community over the next many years.

“Steady as She Goes”

The LRP committee is pleased to report its general view that the current activities and direction of the CCA do not require any significant changes in course. Although the club’s long term slow growth in membership has been interrupted by a small drop in membership which we believe is related to the COVID-19 pandemic, The Club’s community of highly qualified members continues to be vibrant and active. The Club’s committees and publications enjoy strong support from members as evidenced by high rates of members who volunteer to staff these activities. Importantly The Club continues to be a leading contributor to the advancement of blue water sailing on many fronts. Accordingly, the main message of this report is “steady as she goes” and the recommendations that follow represent minor opportunities for tuning our sails and slightly changing our tactics as we continue the clubs longer term voyage.



Recommended Goals for the CCA

Goal #1: Continue to focus on building an active and engaged community of accomplished offshore sailors committed to adventurous use of the sea. The success of the CCA and its ability to continue to operate in a high-quality way depends entirely on the contributions of its member community. It is therefore clear that CCA leadership should focus on continuously improving on ways to provide opportunities for the membership to come together and engage in activities that create new relationships and support CCA initiatives. As the club continues to return to a full schedule of events and cruises post-pandemic, the LRP believes that there may be opportunities to create new “interest groups” within the CCA that will allow for creation of deep connections between members. The LRP also believes that the CCA should focus efforts on increasing volunteer participation by creating a volunteer clearinghouse function, streamlining and automating volunteer activities, and by increasing recognition for volunteer activities.

Goal #2: While maintaining high standards, return to a pattern of slow membership growth including increasing the percentage of women and young members. The CCA membership has grown at a slow rate of 1% per year for many years. When CCA leadership made a significant push to recruit younger members starting in approximately 2016 the Club was able to increase its growth rate to approximately 2% per year while materially increasing the portion of members who are young and who are women. Unfortunately, this period of stronger growth ended when the Covid-19 pandemic started in 2020, and from 2020 – 2024 The Club’s membership has declined slightly while losing ground on the gains in percentage of younger and women members. The LRP recommends that the CCA Station and Club leadership focus on a return to slow 1-2% per year growth while continuing to maintain high standards for membership. The Club should set a planning target of 1,560 to 1,670 members by 2030 compared to 1,370 members in 2024, with increased percentages of young and women members. Other LRP recommendations include ways to increase new member activity, to increase outreach to current members, and to ensure that CCA policies are aligned with the goal of slow membership growth.

Goal #3: Increase efforts to make members of the blue water sailing community aware of the CCA, what its activities are and the level of seamanship required for membership. For many years the CCA let its actions and the reputations of its members speak to the prominence of The Club. Data from The Club’s 2017 “Study of American Ocean Sailors and Club Members” indicated that a number of active offshore sailors were not aware of the CCA and its activities. In response, the CCA has created a communications committee and become more active in social media and other forms of promotion. This effort is not primarily a recruiting tool, but more fundamentally reflects the reality that the members of the club are proud of its accomplishments and want to see it recognized. The LRP recommends that the CCA continue to focus on external and internal communications that create awareness of the club, and has suggested specific actions that can create more visibility for the CCA as a leader in Blue Water activities by bringing attention to the activities of its members.



Goal #1: Continued focus on building a community of accomplished offshore sailors committed to adventurous use of the sea. The focus, operation and activities of the CCA will be similar to what we find today, with changes driven by responses to opportunities and our environment. The CCA continues to enjoy strong connections among members, provides activities and opportunities that engage the membership, and is able to recruit enough members to continue its 100% volunteer staffing model.

Build the CCA Community

- Make a full return to a schedule of Station and Club games and cruises, and continue to encourage member participation in these events by providing offerings that target various segments of the CCA community (younger members with families, working members, active travelers, etc.)
- Create the “Henry Wise Wood Committee”, an initiative similar to the “Next Watch” program but oriented toward CCA members who are no longer active on the water but who continue to seek content and community from the CCA
- Create the “Adventurous Use of the Sea Committee”, an online community of CCA members who are participating in long blue water passages and who wish to connect and share information with other like- minded CCA members; this virtual community could create a focal point in the club for recording and acknowledging members making long passages.

Streamline Volunteer Participation

- Create a clearinghouse activity (“Volunteer Development Committee”) to develop volunteers, track volunteer participation, and match volunteers to opportunities at the station level and on committees.
- Create a set of “best practices” for CCA committees to increase the efficiency of volunteer participation (clarity of committee charters, clear communications, how to use available technology to automate repeat processes, etc.)
- Create a CCA recognition program to thank and reward volunteers for their contributions; make this a more visible way to highlight members who have stepped up in Station and Committee Leadership
- Governing Board to review formation of new committees or expansion of current committees with an eye toward volunteer staffing – ensuring alignment of committees to the Club Mission and also availability of volunteers.



Goal #2: The club's membership standards will remain high. We will be committed to maintaining high standards for sailing experience and personal character. CCA Membership will continue to be a mark of distinction. After flattening during the pandemic, The Club will return to a pattern of slow (1-2%) annual membership growth. (This translates to a 2030 target of 1,560 to 1,670 members. (ending 2023 = 1356)) As we grow, we will focus on expanding the percentage of members that are "Next Watch" and Women.

New Member Recruitment

- Develop clear messaging from CCA Flag and Station leaders reinforcing importance of new members. Why is it in everyone's interest to add new members? How are we maintaining high membership standards?
- Create 2 new stations or posts across the CCA by 2030 to serve as centers of new member formation.
- CCA sponsorship of events in association with distance races; allowing CCA members to meet non-CCA member skippers and racers
- Club and Station Membership Committees to review procedures to align with new membership goals, for example increased frequency of membership reviews, alignment of station membership processes, etc.

Current Member Engagement

- Develop clear messaging on the "value of CCA membership" and emphasize these points in CCA communications, website, etc.
- Initiate program of regular (annual) phone outreach by station leadership to CCA members – encourage direct contact with and feedback from members that have not been active in events

Aligning Policies and Standards

- GB to review "Membership Dashboard" – data on CCA membership trends (overall and by station), new member activity, resignations, etc. twice per year (suggest with each new member class). Collect and include data on membership activity at station level (number of inquiries vs number passed on to national committee) to generate earlier indicators of new member activity and yield
- Governing Board to initiate comprehensive dues and membership policies review with goal of aligning with and supporting membership growth initiative (new member recruitment and current member retention) with financial objectives; create a sustainable level of dues increases. (Ideas – automatic member renewal system; align dues to next watch age break, etc.)



Goal #3: The CCA will increase efforts to make individuals in the Blue Water sailing aware of the CCA, what its activities are, and the level of seamanship required for membership.

Communications Plan (Efforts Already Underway by Communications Committee)

- Develop a CCA “communications plan” to organize the process of promoting the club through our outreach and social media – including a forward looking schedule of notable events (new commodore election, Blue water Medal, Awards, Bermuda race and other races that CCA members will lead or participate in, results of club cruises, elections of new members, etc,) to highlight in communications

- Continued efforts to standardize communications messages including: continued development of CCA branding guidelines; consistent use of “about the CCA” language in all CCA communications; development of a repository of announcements where CCA announcements and press releases are available to the public on the CCA website

- Identify appropriate publications to place content (Yachting World, Sail, Cruising World)

- Expanded social media (Instagram, Facebook, LinkedIn (?)) to include regular postings from all stations and broader set of committees, not just charts and guides – create a process for collecting and posting content

Visible CCA Leadership in Blue Water Activities

- Challenge all stations to sponsor and publicize outreach to local yacht clubs on an annual basis – for example safety programs at local yacht clubs, environment of the sea collaborations with offshore races, support of programs promoting diversity in sailing as a means of local outreach. Consider strategic alliances which could provide greater exposure for the CCA. - - (Distance races, Yacht affiliations, Rally organizers, Clubs)

- Create a “West Coast Working Group” to identify ways to leverage CCA’s presence in west coast blue water racing to raise awareness of the CCA’s contributions

- Messaging through our Members - In our communications and social media, highlight accomplishments of younger / women members, those with young children or grandchildren, those who are leaders in WW offshore events, volunteers who are leading committees, those who are undertaking circumnavigations or other long passages, etc – to project the images of CCA members as leaders in Blue Water sailing. Encourage all members to highlight CCA membership when writing articles, serving on panels, etc.



Long Range Planning Report Snapshot of The CCA

Long Range Planning Committee

Final Report June, 2024

Committee Members

Chace Anderson, CHE

Alli Bell, SOC

Gerry Douglas, FLA

Doug Cole, PNW

Ernie Godshalk, BOS

Peter Becker, NYS

Gretchen McCurdy, BDO

Sheila McCurdy, BOS

Bob Medland, GLS

Pat Montgomery, FLA

James Phyfe, BOS

Jim Quanci, SFO

Tim Surgenor, BOS – Chair

Chris Otorowski, PNW –
Commodore

Jay Gowell, BOS – Vice
Commodore

Mission Statement – Adopted at the Annual Meeting March 2023



The Cruising Club of America is a group of accomplished recreational offshore sailors bound together by friendship and the desire to foster the responsibilities, expertise, and skills needed for the adventurous use of the sea.

Members volunteer to achieve the CCA's goals by sharing experiences, organizing events on and off the water, promoting seamanship and best practices, and recognizing outstanding accomplishments by fellow members and the amateur sailing community. The Club's initiatives put particular emphasis on safety at sea education and training, exemplary offshore yacht design and construction, and environmental stewardship.

The CCA does not have a physical headquarters. The Club exists anywhere its members come together on land and sea. In popular sailing regions, members organize into stations which host local gatherings for members and guests.

The Club is known - since shortly after its founding in 1922 - for running the biennial Newport Bermuda Race and awarding the Blue Water Medal. More recently the CCA has added the Young Voyager Award, Roderick Stephens Seamanship Trophy, and Diana Russell Award for Innovation to honor those who represent the best of the Club's priorities. The Club has produced enduring books like *Nowhere Is Too Far*, *Far Horizons*, *Desirable and Undesirable Characteristics of Offshore Yachts*, *Safety for Cruising Couples*, and *Adventurous Use of the Sea*, cruising guides to the coast of Maine, Nova Scotia, Newfoundland, Gulf of Saint Lawrence, and Labrador, and the annual publication of members' articles, *Voyages*.



2022 CCA Survey of CCA Leadership

2022 CCA Leadership Questionnaire - Top Responses

Significant Challenges and Opportunities for the CCA




- Positioning (28 Comments)
 - Focus on Relevancy / value proposition for next generation
 - Raise the profile of the CCA
 - Continue to be a leader in sailing safety and offshore sailing
 - expand environmental programs
 - Preserve our legacy positioning as a leader with a high bar for membership
 - Breakdown perception that we are an elitist club - not welcoming / hard to get to know
 - Learn from how other clubs are changing positioning (NYYC, STC)
 - Interaction with US SAILING
 - Interaction and affiliation with Brick and Mortar clubs
- Engagement and events (25 Comments)
 - focus on new member (family) participation
 - get back to international cruising opportunities
 - better promotion of local events to encourage max member participation
 - getting new members involved in volunteer work of the club
 - get back to classy, in person events (also comment about high costs)
 - do a better job of passing on personal histories and history of the club
- Membership and Diversity (23 Comments)
 - Attract younger men and women members passionate about sailing
 - Addressing aging membership base
 - Encouraging current membership to nominate more candidates
 - Address diversity - women and other
 - Highlight our women club members more - incredible accomplishments
 - Adjust standards and make process more "user-friendly"
 - Offer CCA membership to Blue Medal Award Winners
 - focus on global membership outside our current stations
- Content (8 Comments)
 - expand e-communications to members about accomplishments of other members
 - expand cruising guides and leverage for awareness
 - Leveraging our content (Video) into revenue
 - raise visibility of high quality programs
 - build "online clubhouse" and get members to use it more
 - hire a professional to spearhead sponsorship
- Other Comments
 - NBR: Participation, finance, operations, ORA
 - Club Operations: Admin support, succession planning,



Recent Membership Trends

Data Sources

- CCA Blue Book
 - “By the Numbers” Page in CCA Yearbook appears to have been included since ~2000
 - Parkinsons and Circumnavigations awards also listed by year
- CCA Website
 - Lists Final Voyages by year
- CCA Newsletters
 - Lists of newly elected members
- Reports from membership records database
- There are timing differences between these various sources, so not all numbers add up precisely



THE CRUISING CLUB OF AMERICA
BY THE NUMBERS

The Membership

- Total Members: 1,370
- Honorary: 9
- (Reported) Female Members: 106
- Couple both Members: 58
- Youngest Member: 29
- Eldest Member: 102
- Average Age: 72.0150
- Earliest Join Year: 1952 - 05 - 31

The Stations

Bermuda	29	Great Lakes.....	41
Boston.....	479	New York.....	140
Bras d'Or.....	42	Pacific Northwest.....	126
Chesapeake.....	142	San Francisco.....	99
Essex.....	81	Southern California	99
Florida	82		

The Fleet

Catamaran: 11	Catboat: 11	Cabin Cruiser: 5
Cutter: 84	Fractional Rig: 9	Gaff Cutter: 1
Ketch: 38	Motorsailer: 1	Power: 190
Runabout: 2	Schooner: 7	Sloop: 493
Trawler: 13	Tugboat: 3	Yawl: 31
Powercat: 2		

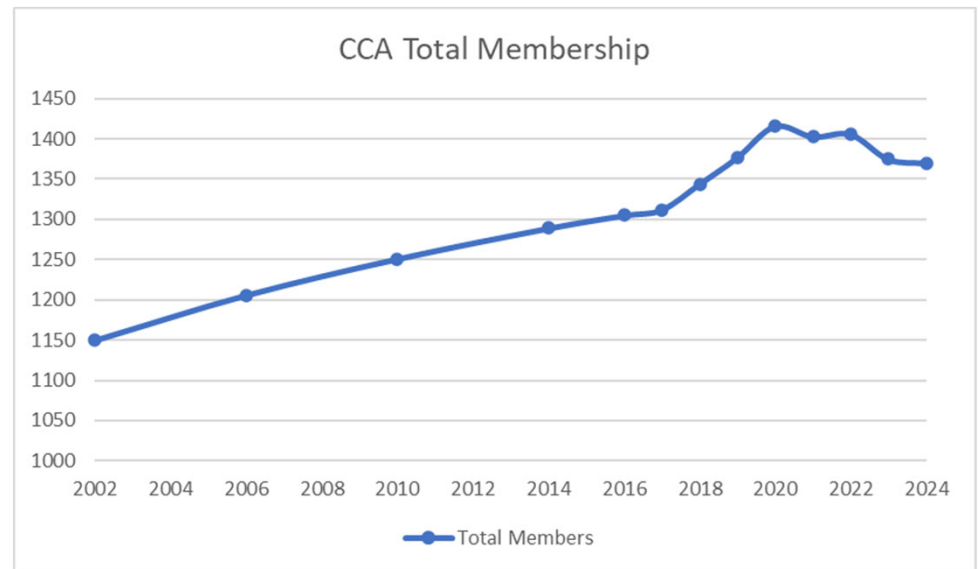
Boats Owned by Members: 1,003
Average LOA: 41.338'
Largest LOA: 149'
Total overall length: 41462.4
(Data as of March 2024)

CCA Membership

First Declining Trend in Membership in Over 20 Years



- The Club's long term growth has been 1-2% per year
- A Club wide focus on “young members” starting in 2016 resulted in higher growth to a peak of 1,416 members in 2020
- Total membership declined during the COVID-19 pandemic (2020 to 2023) and in 2024; this decline represents the decreasing trend in total membership in 20+ years
- During the pandemic there were significant increases in resignations and separations due to dues delinquencies; approximately 80 members lost from 2020 to 2023

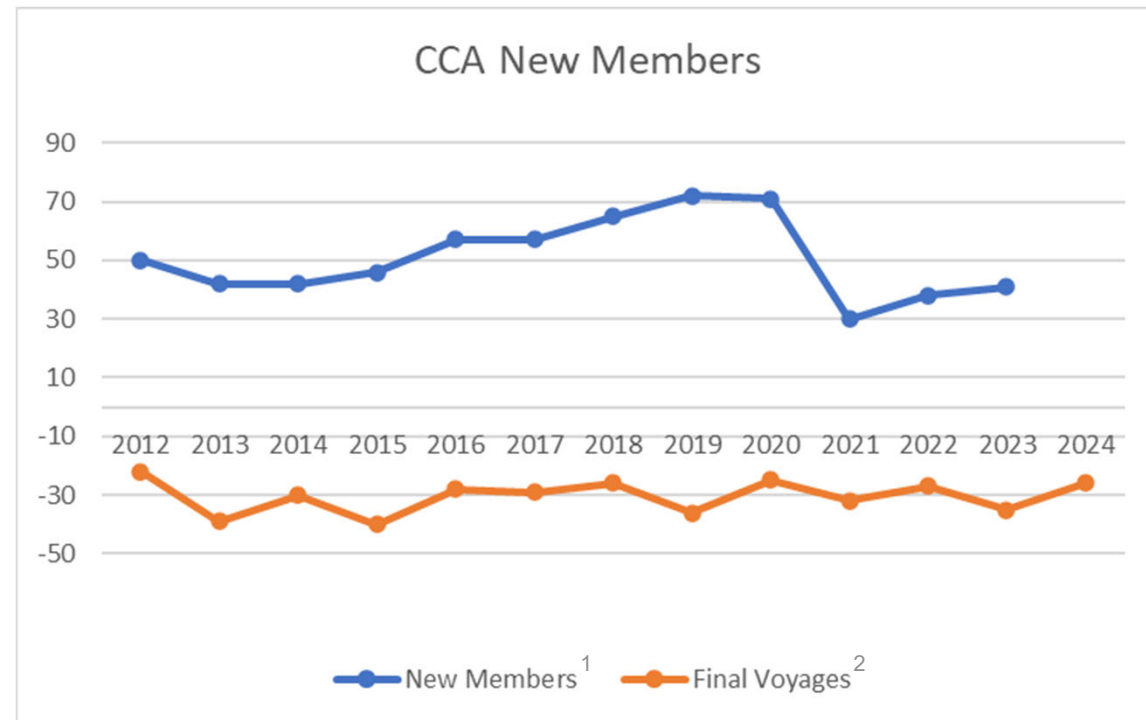


CCA Membership Activity

Significant Decline in New Member Activity Since 2021



- Size of New Member Classes increased from approximately 40 per year in 2016 to over 70 in 2019 and 2020
- During the COVID-19 pandemic new member activity dropped significantly
 - Membership guidelines adjustments in 2022 may have also contributed
- Final Voyages remains relatively constant over this entire period

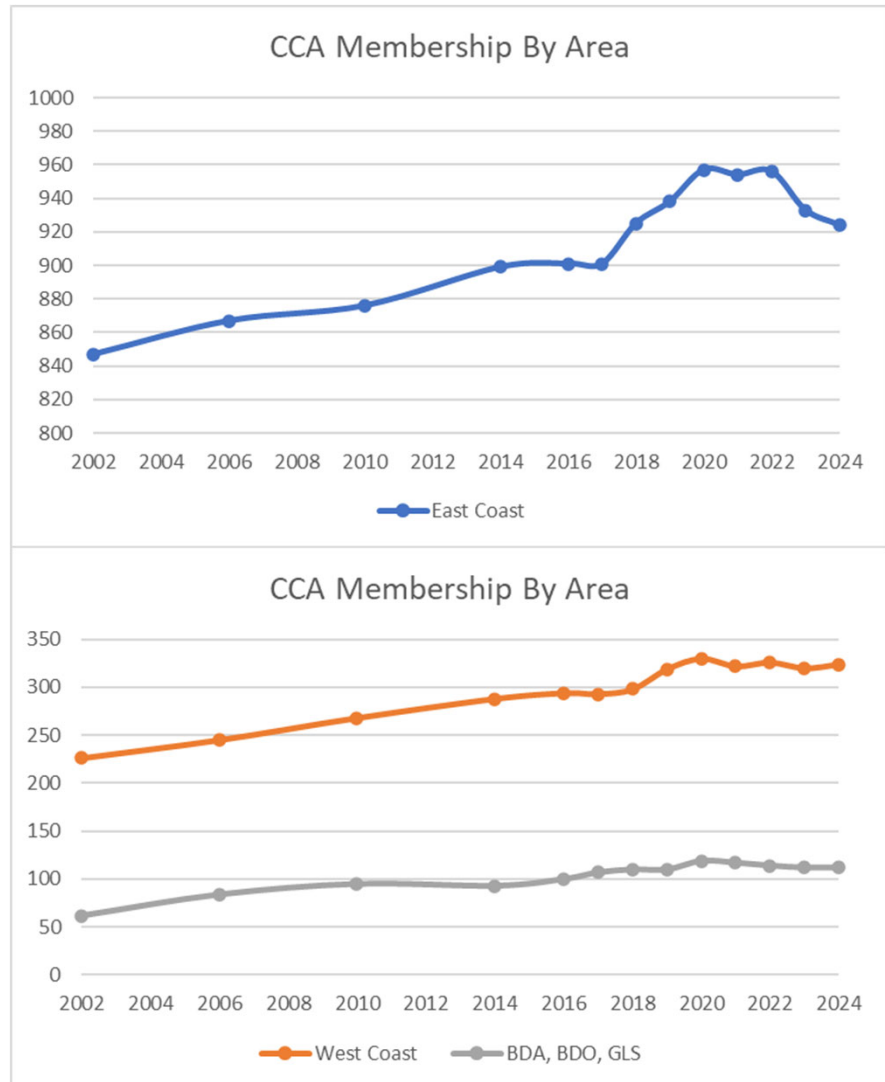


¹ New Member Activity on Calendar Year Basis; Spring New Member Class = 22

² Final Voyages from Blue Book Listing

Membership by Geography

- East Coast Stations (BOS, ESS, NYS, CHE, FLA)
 - 67% of CCA members
- West Coast Stations (PNW, SFO, SCA)
 - 23% of CCA members
- BDO, BDA, GLS =
 - 8% of CCA members

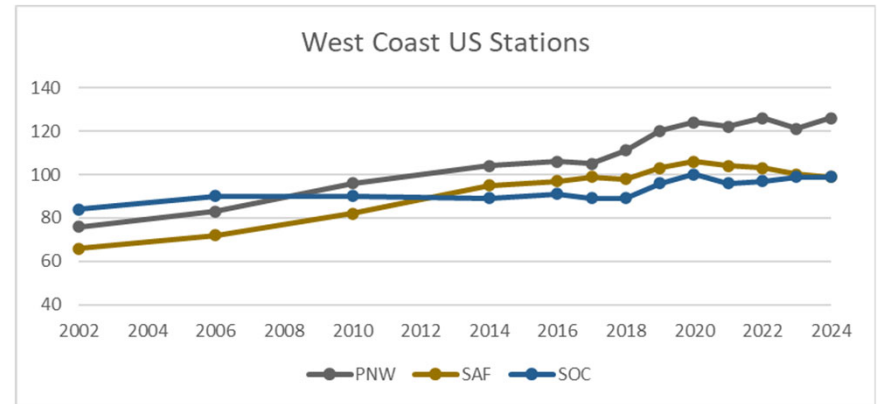
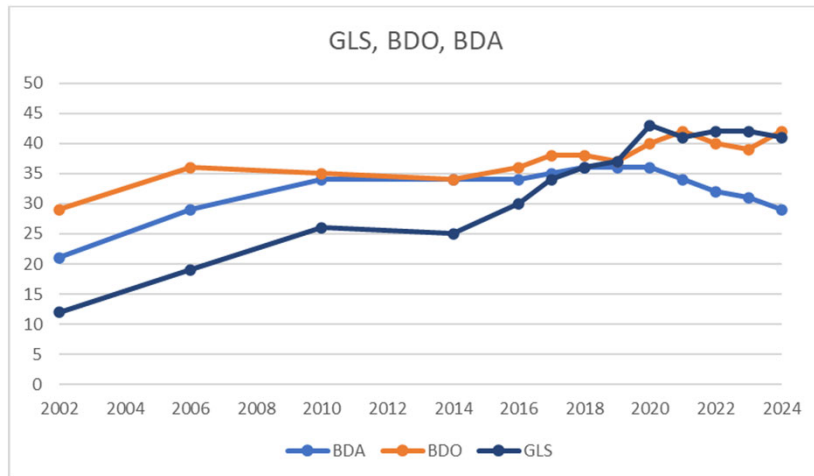
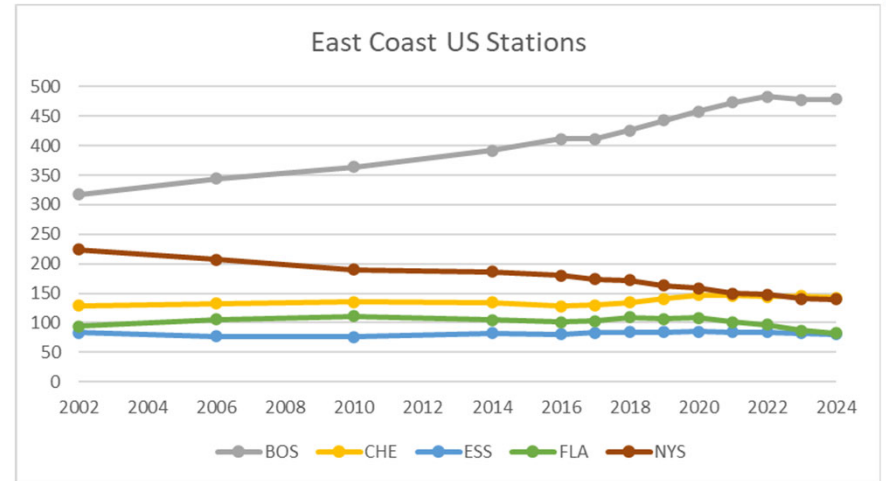


*Blue Book Years

CCA Membership Trends by Station (Blue Book Annual Data)

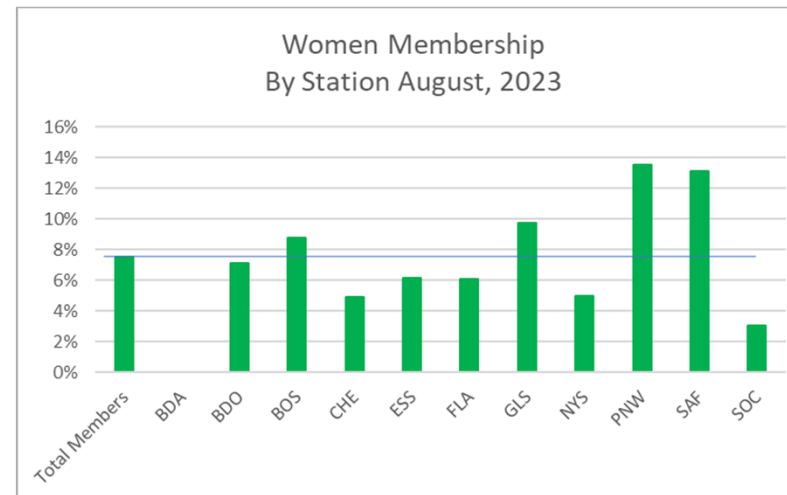
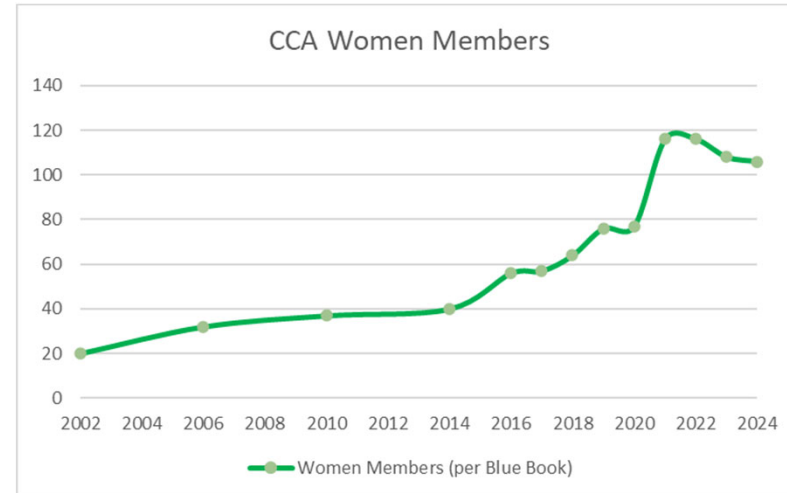


	Rate of Growth / Decline Per Year		2024 Members
	02 to 20	20 to 24	
BOS	2.2%	1.1%	479
CHE	0.8%	-0.9%	142
NYS	-2.0%	-3.1%	140
PNW	2.9%	0.4%	126
SAF	2.8%	-1.7%	99
SOC	1.0%	-0.3%	99
FLA	0.8%	-6.7%	82
ESS	0.1%	-1.2%	81
BDO	1.9%	1.2%	42
GLS	7.8%	-1.2%	41
BDA	3.2%	-5.3%	29
Unaffiliated	-0.6%	0.0%	10
Total Club	1.2%	-0.8%	1370



Women Members

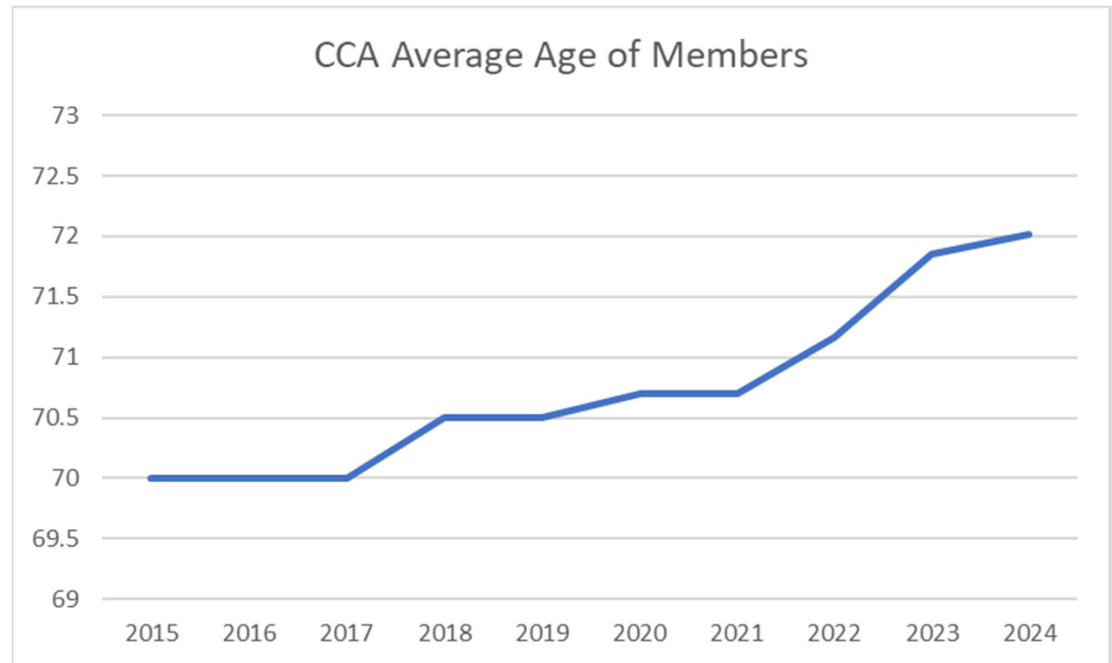
- The number of women members increased more rapidly during the period from 2016 to 2021
- There were 106 Women Members in the 2024 Blue Book report, representing 7.7% of the Members



Average Age of Members



- Concerns about the aging of membership have been expressed throughout the history of the CCA
- Average age appears to have risen more quickly during the last several years



*Blue Book Year

Next Watch Members

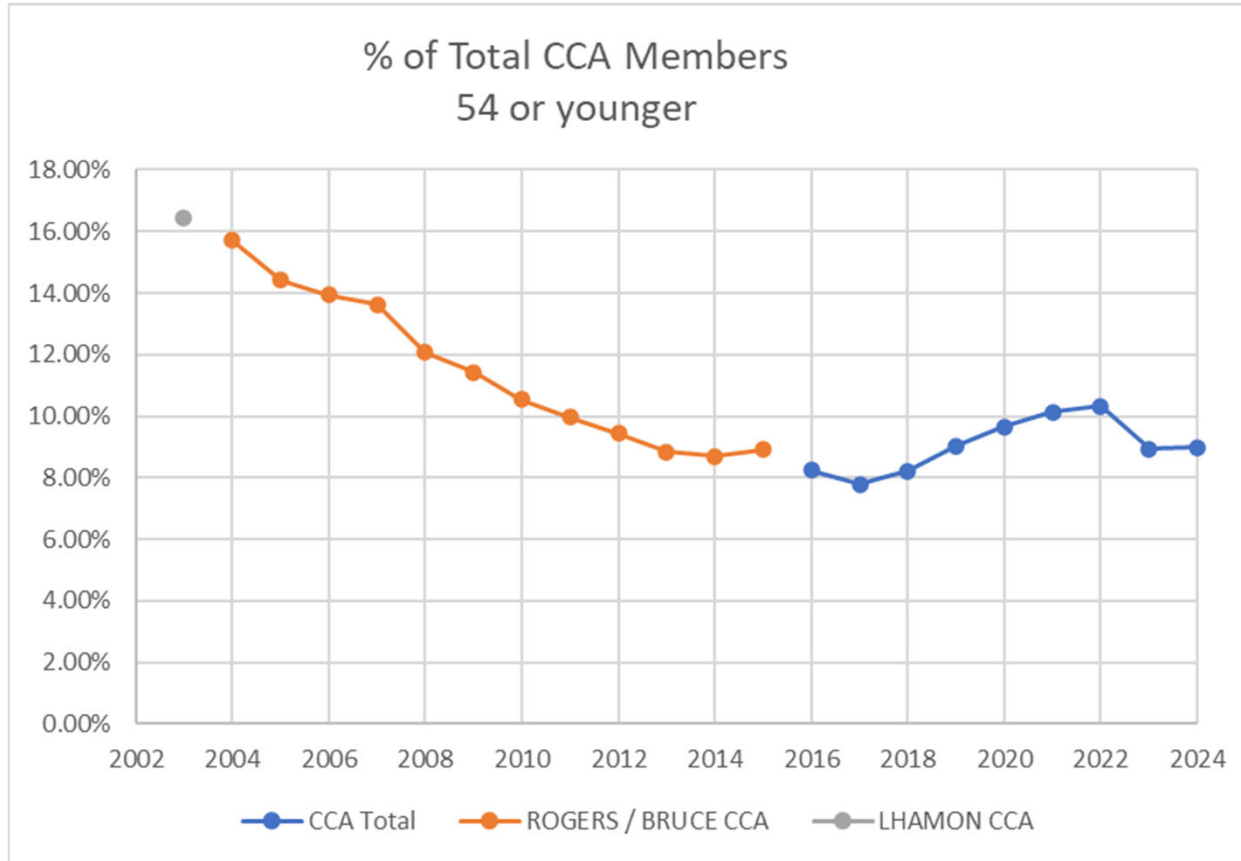
Defined as 54 years old or younger



- The CCA initiated a strong focus on recruiting new members starting in 2016 / 2017 with demographics study
- The “Next Watch” committee was initiated in 2020 to coordinate activities among members less than 55 years of age
- The number of Next Watch members appears to have dipped in 2022 as a number of members “graduated” from that category.

Next Watch Members

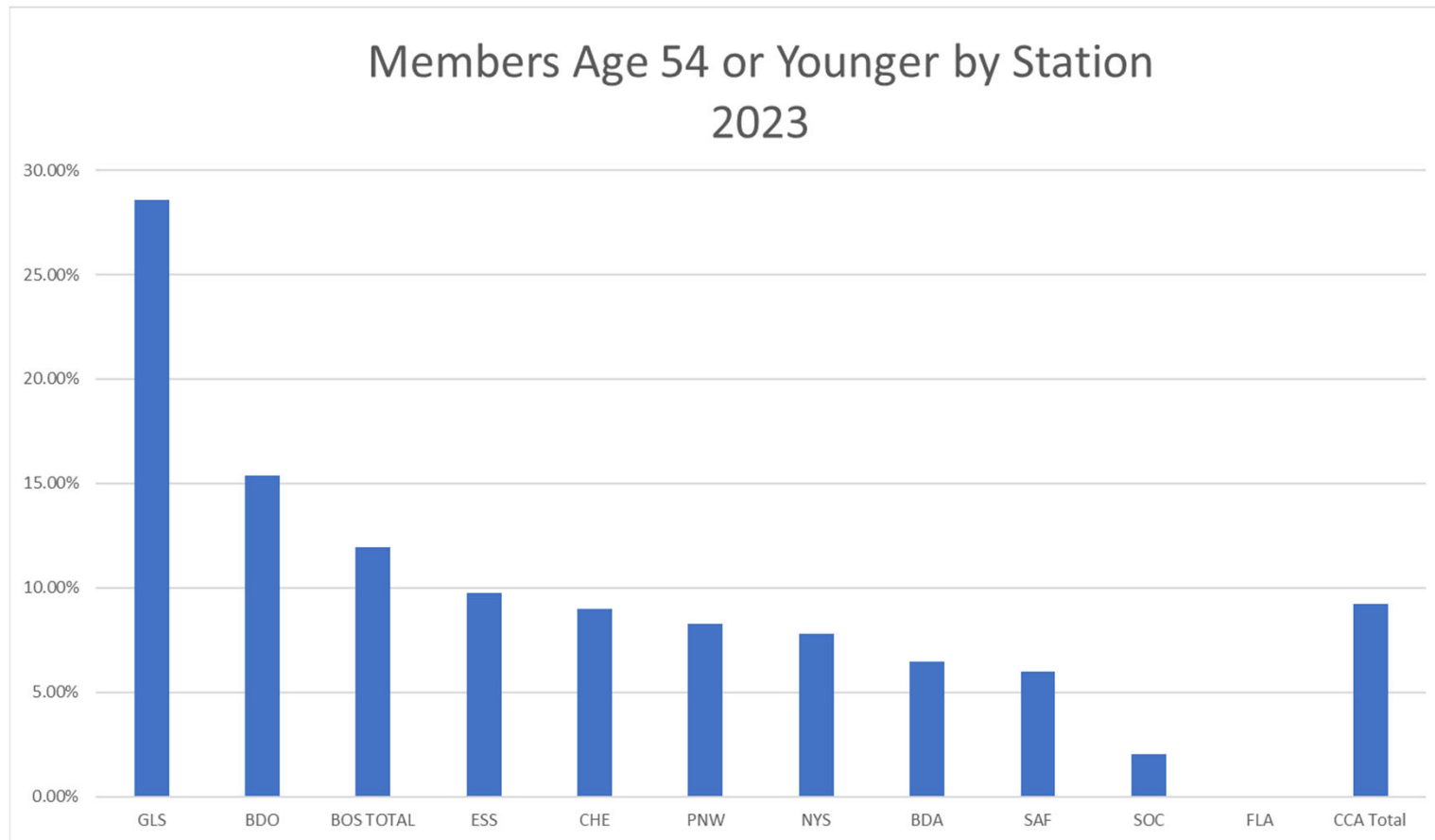
As percentage of total membership



- Shows Data from Lhamon Study (2003), Rogers / Bruce Study (2016), and Current analysis
- From 2017 to 2022 the CCA was able to increase the “next watch” segment of the overall membership – age 54 or less
- 2023-2024 next watch percentage appears flat

Recent “CCA Total” Provided by Michael Moradzadeh from Club Data base, “About the CCA” web page

Next Watch Membership by Station



Provided by Michael Moradzadeh from Club Data base

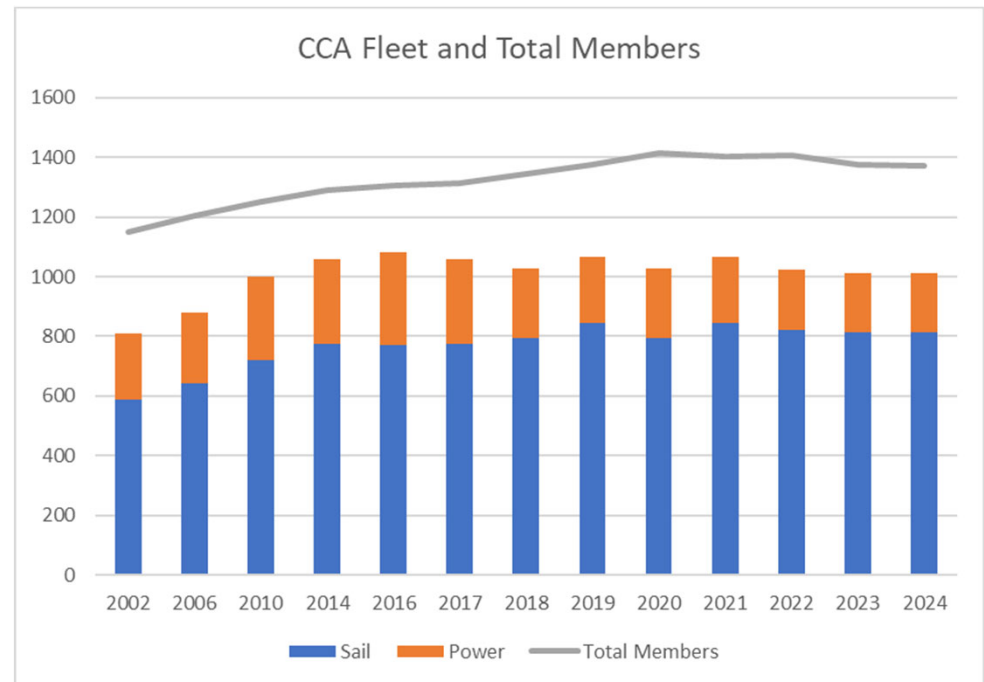


“Adventurous Use of the Sea”

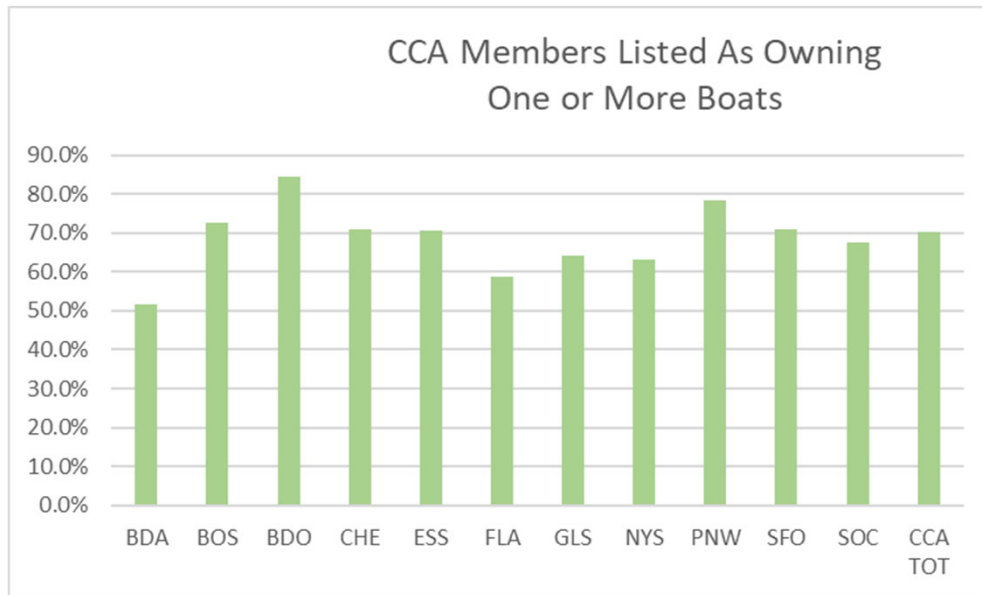
CCA Fleet



- Ratio of Boats to Total Members has fluctuated from 0.7 in 2002 to 0.8 in 2014 and back to 0.74 in 2024
- Percentage of Fleet that are Sailboats has grown steadily from ~70% in 2002 to over 80% in 2024



2023 Database - CCA Members Listed as Owning one or More Boats

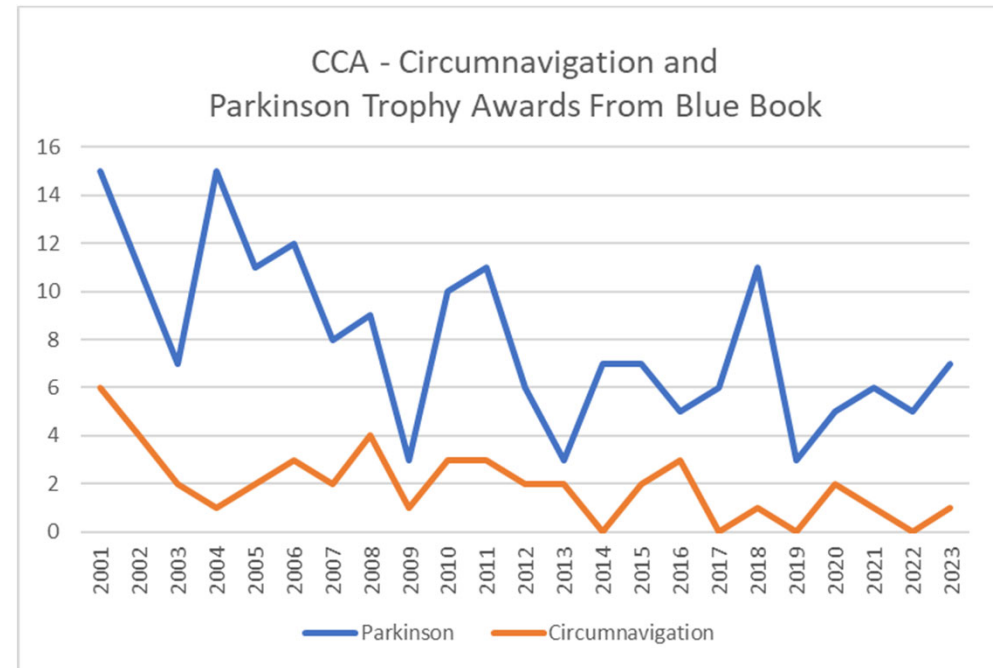


- 70.2% of CCA members (or 958 members) listed as owning one or more boats

CCA Member Awards by Year



- *John Parkinson Memorial Trophy: Awarded to any member of the CCA, who, in their own yacht, makes a transoceanic passage.*
- *Circumnavigation Award: Earned by a CCA Member-owner for one continuous circumnavigation of the world in the same yacht.*
- The number of awards made over the last 20 years appears to be declining.



2023 Database - Current CCA Members Listed as Recipients By Award (Many Awardees have Multiple Awards)



John Parkinson	180
Transoceanic	124
Circumnavigation	60
Fifteen Thrashes	44
Vilas Prize	25
RCC	21
Nye	20
Far Horizons	14
Blue Water	9
Stephens	3
Young Voyager	3
Diana Russell	1
Other	1
Total	<hr/> 505

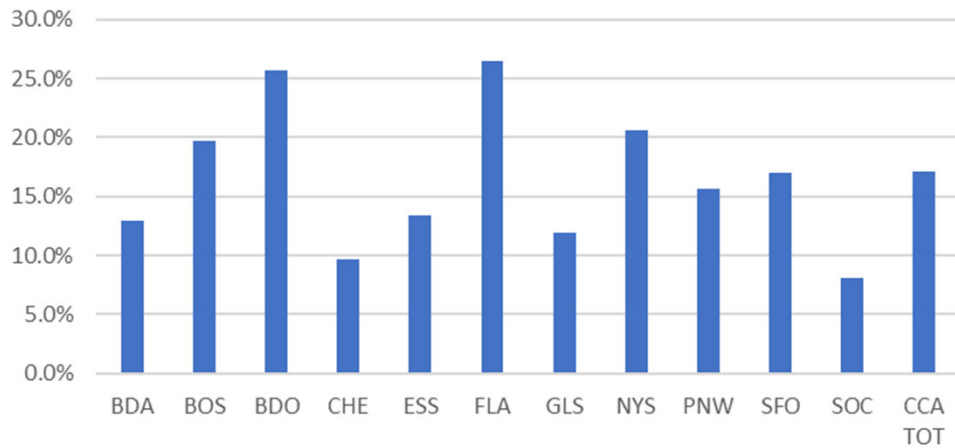
- 17.1% of Current CCA Members (or 234 in total) have won one or more sailing awards
- The average awards per awardee is 2.2
- John Parkinson and Transoceanic are most frequently awarded
- Estimates are ~25% of NBR skippers are CCA members
- Strong participation in other blue water racing including west coast events

<https://cruisingclub.org/awards>

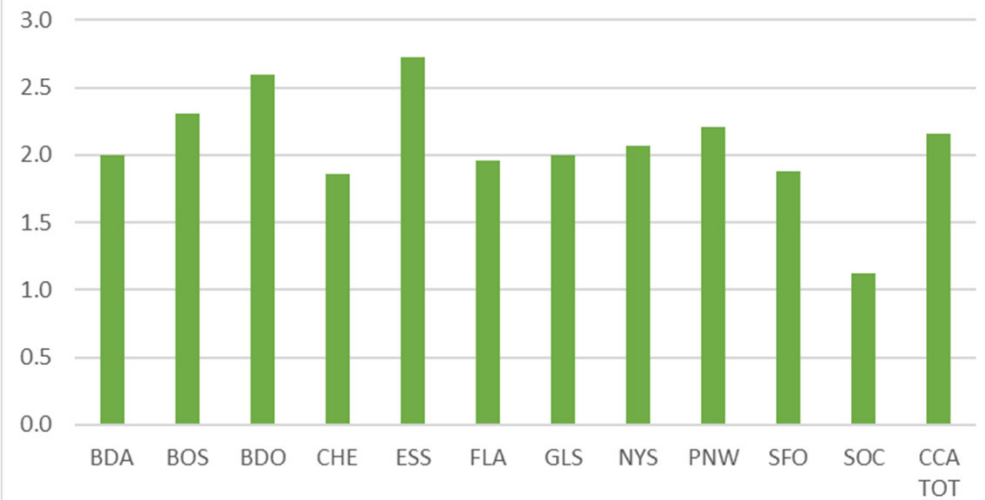
2023 Database - Current Members Listed as Award Winners (Excluding Commodore and Special Awards)



Members Listed as Awardees
(One or More Awards)



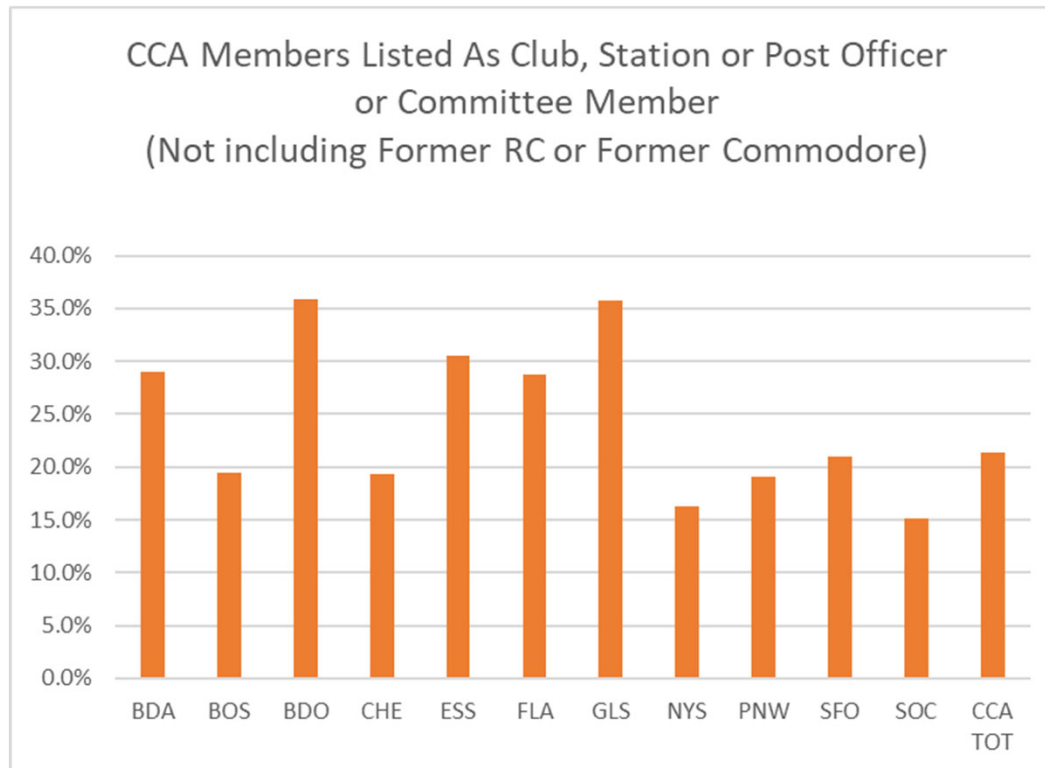
Awards per Awardee





Volunteer Participation

2023 Database - CCA Members Volunteering at Club or Station Level (not including former RC or Former Commodore)



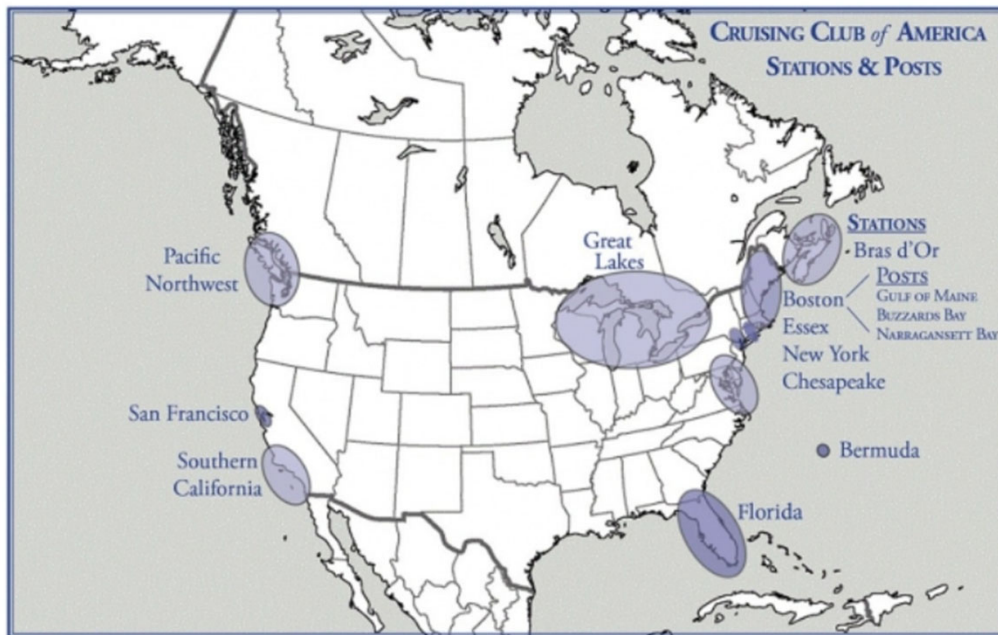
- 21.3% of CCA Members (or 293 Members) are involved as current Club or Station level officers or committee members
- Volunteers committing large amounts of time and energy
- Long Term Planning Consideration
 - Recognize that member volunteers are a key resource for the CCA
 - Important to focus on recruiting members to leadership positions and committees
 - Be careful when creating new activities – do we have the people to staff them?



CCA Stations and Posts



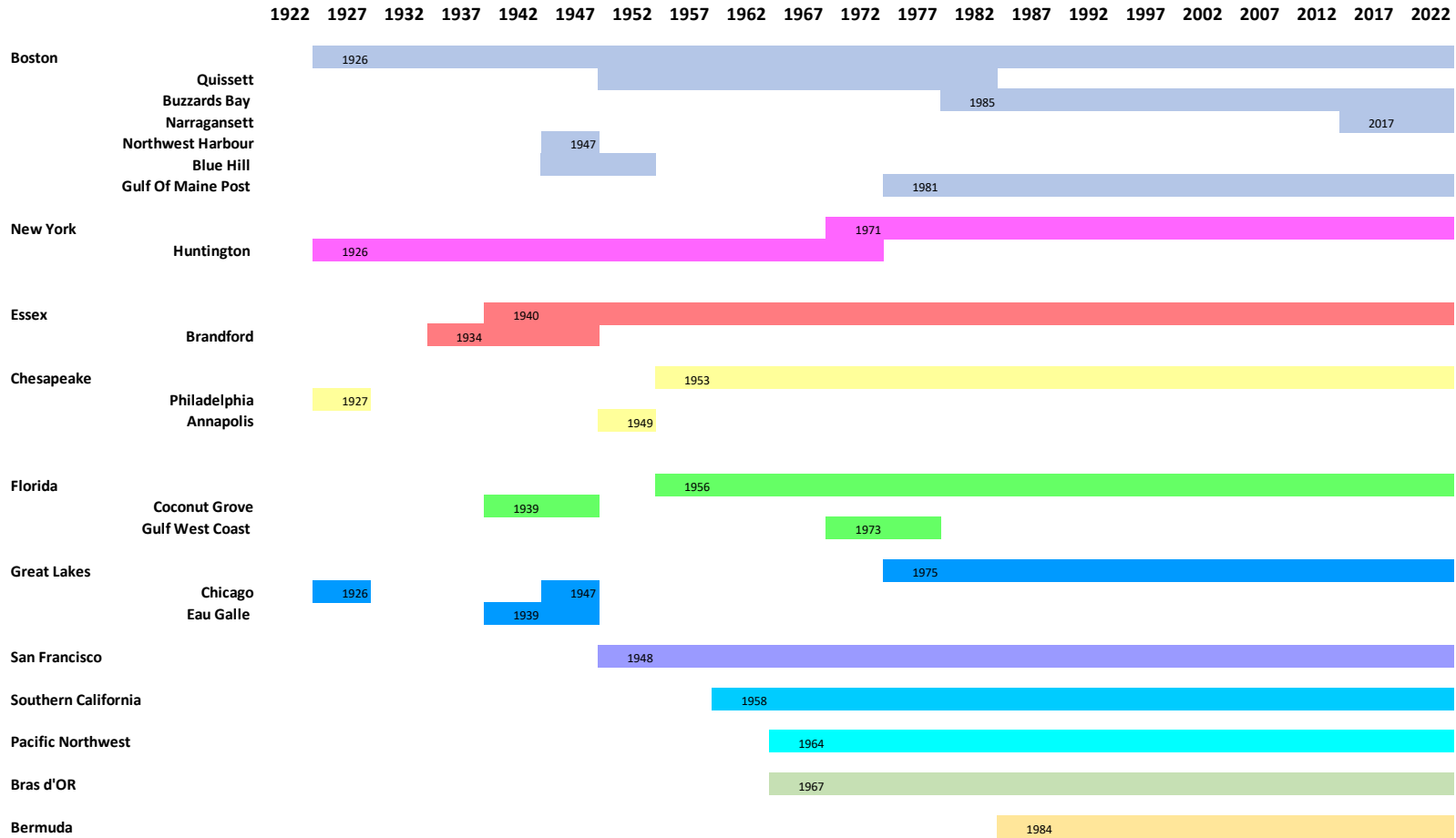
The Cruising Club of America – Stations



An International Club Comprised of 11 Local Stations

- Membership processes and governance driven by local stations in locations with significant blue water communities
- With no bricks and mortar clubhouses, members interact with each other at station sponsored events and on-the-water gatherings ranging from one day “gams” to longer cruises
- Club meetings and cruises to global destinations provide an opportunity for broader travel and exposure

Timeline of CCA Stations and Posts



Based on "Rear Commodores, Post and Station Captains" – 100th Anniversary CCA Yearbook



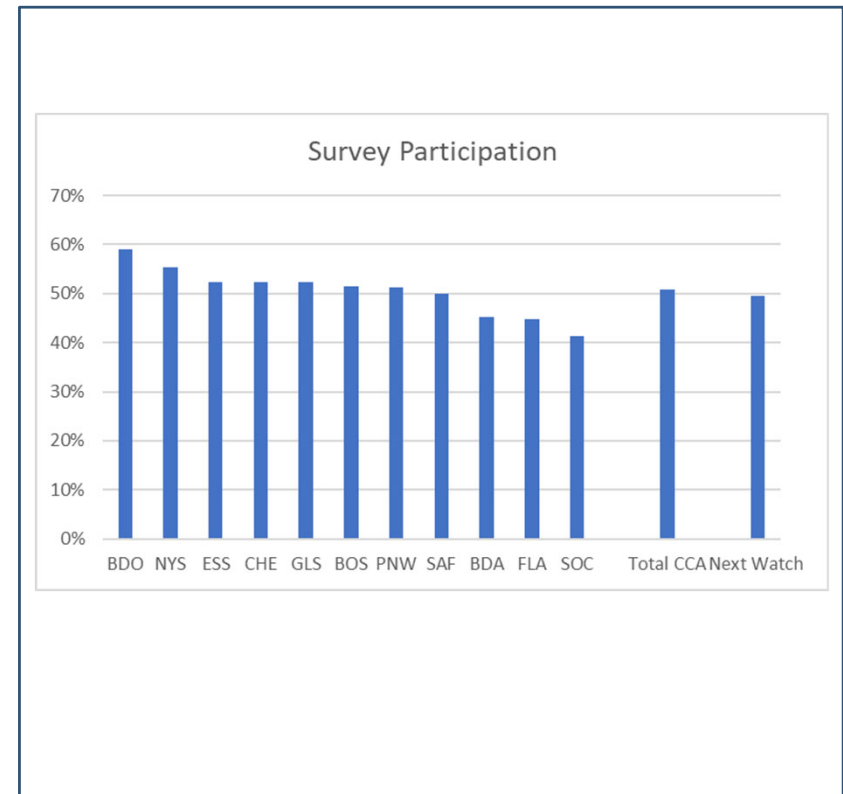
2023 Member Survey



2023 Member Survey

Survey Overview

- Design Team – Alli Bell, Ernie Godshalk, Tim Surgenor
- Conducted via email (Survey Monkey) during August 2023
- 694 Full or Partial Responses, representing ~50% of the total membership of the Club
- Station participation rates from 41% to 59%
- Next Watch participation of 49%



Survey Objectives



Key Questions

- What is the current level of CCA member participation?
 - Measure level of sailing participation (Adventurous Use of the Sea)
 - Station activities
 - Club activities
 - New Member process
- What are hurdles to member's increased participation?
- How do members value CCA activities?
- How do members get information on CCA activities?
- What roles are members interested in?
- Generally, develop insights on how to increase member participation and satisfaction

Initial Impressions



- Fellow members share a love of day sailing, coastal cruising
 - Significant participation in blue water or extended cruising and/or blue water racing / NBR
- Significant support for the activities of the CCA – members view committee work as very important
- Insights on Engagement
 - Consider member profiles – meet them where they are
 - Events that fit available time and distance
 - Interest in Station activities higher than Club activities for many members
 - Committee roles as entry point to volunteering
 - “Make the Ask” – direct contact with members (telephone) may work best
 - Make it efficient – value volunteer time
 - Reach out to members we haven’t heard from

We belong to an amazing club!

Thanks to fellow members who took the time to complete the survey!



“Grateful for my CCA Membership and all it has to offer in the way of a welcoming environment, friendships, education, and opportunities to participate across our Club. Keep encouraging members to participate. It will be worth their time.”

“I participate because I love the people I meet. CCA members are a breed apart. I'm always interested in spending time with other CCA members.”

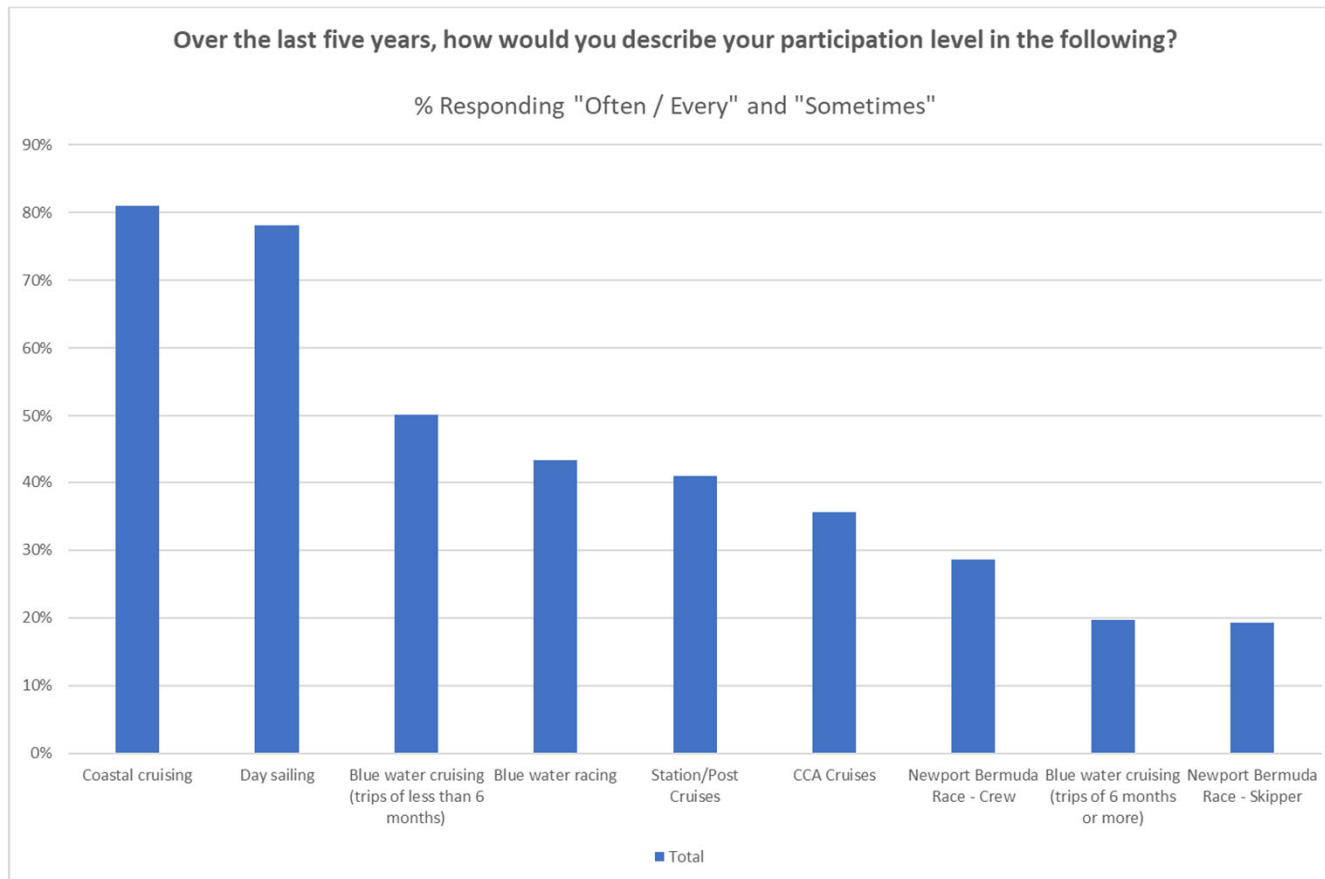
“The CCA is made up of a wonderful group of accomplished and like-minded sailors. Majority of my friends are from the CCA.”

“I am proud to be a member of CCA.”



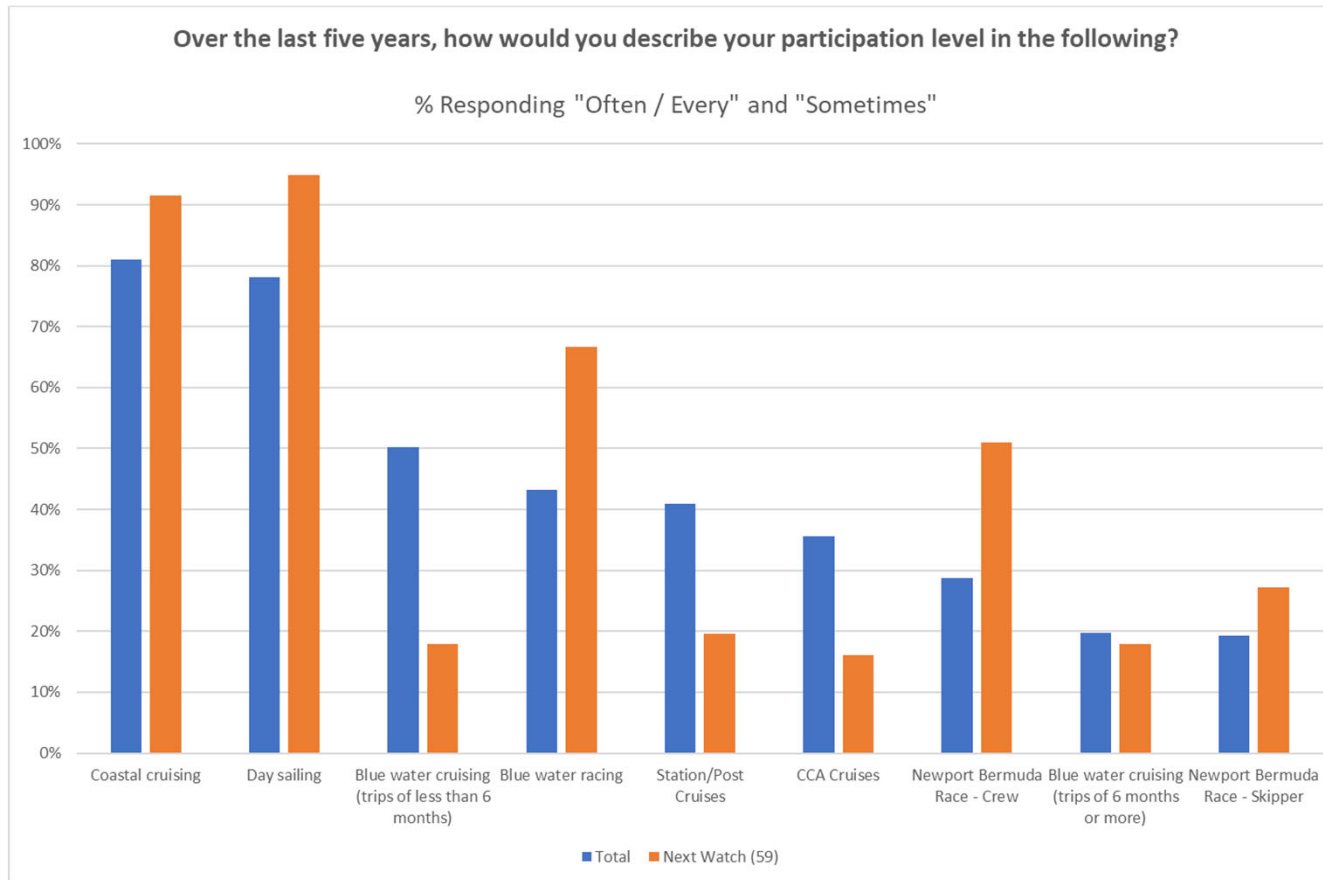
Q2 - Over the last five years, how would you describe your participation level in the following?

Adventurous Use of the Sea: Our members are deeply involved with on-the-water activities led by coastal cruising and day sailing



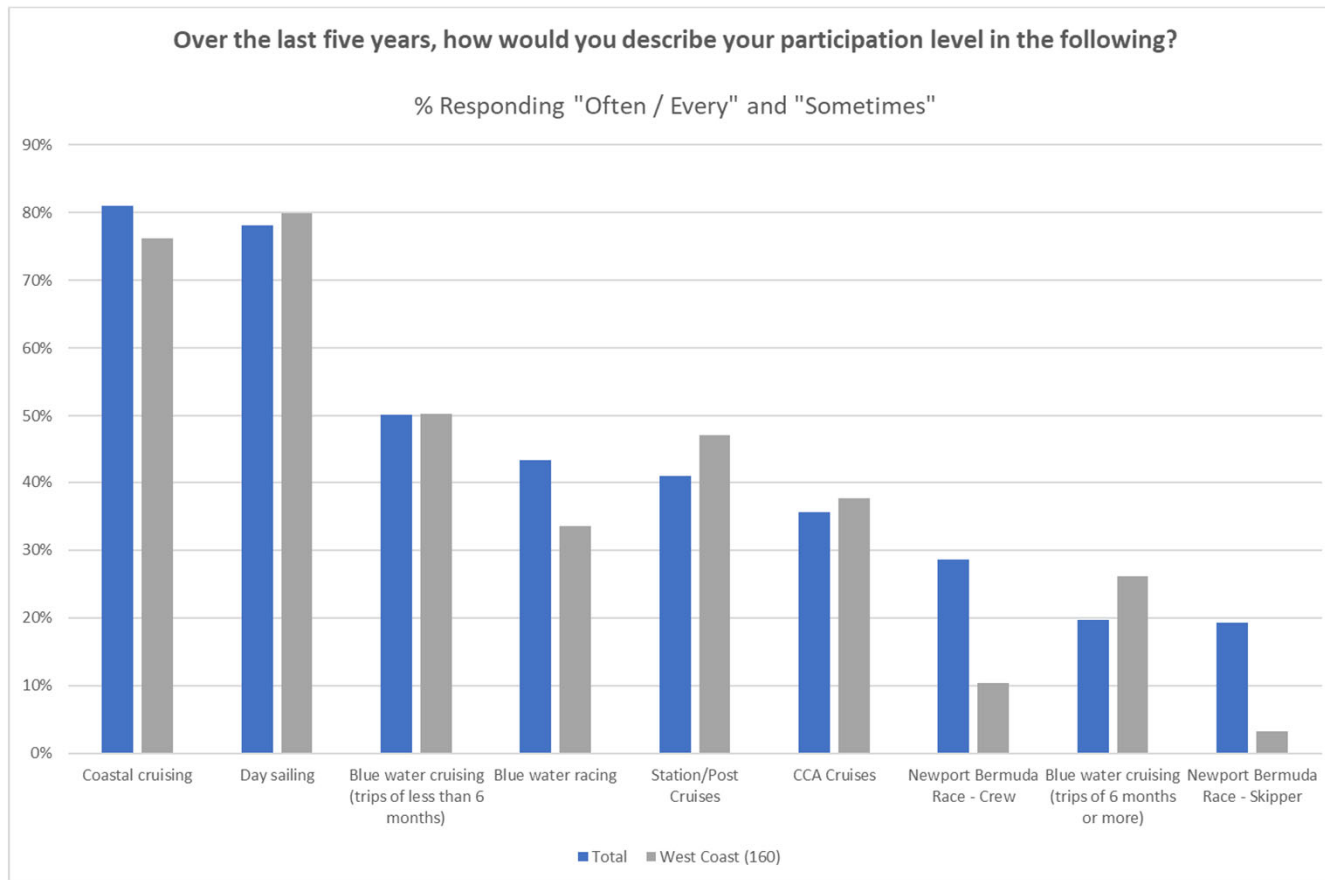


Adventurous Use of the Sea: Next Watch members (Age <55) report generally higher participation except lower in station and club cruises



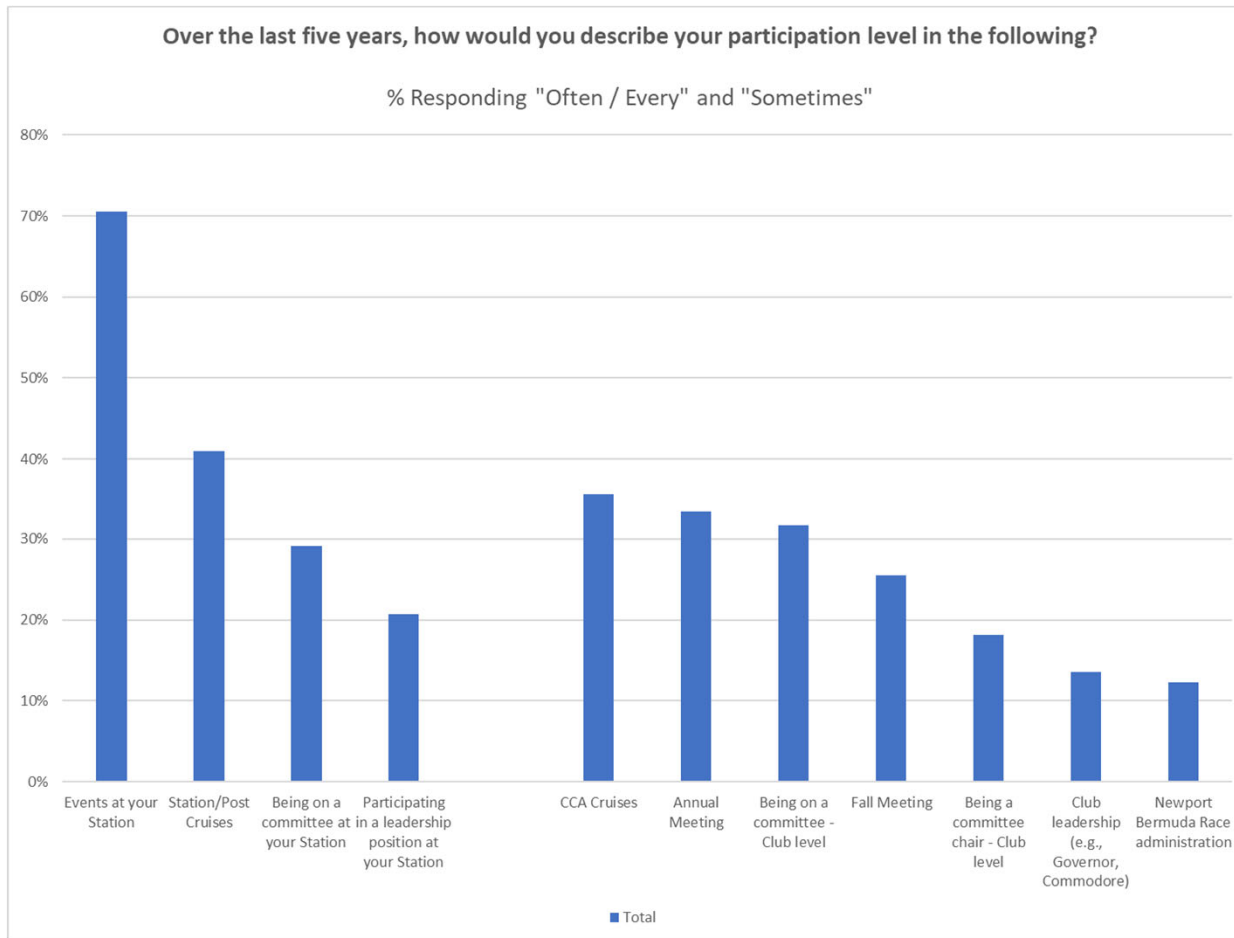


Adventurous Use of the Sea: West Coast / GLS members report higher participation in station and club cruises and less in NBR and racing



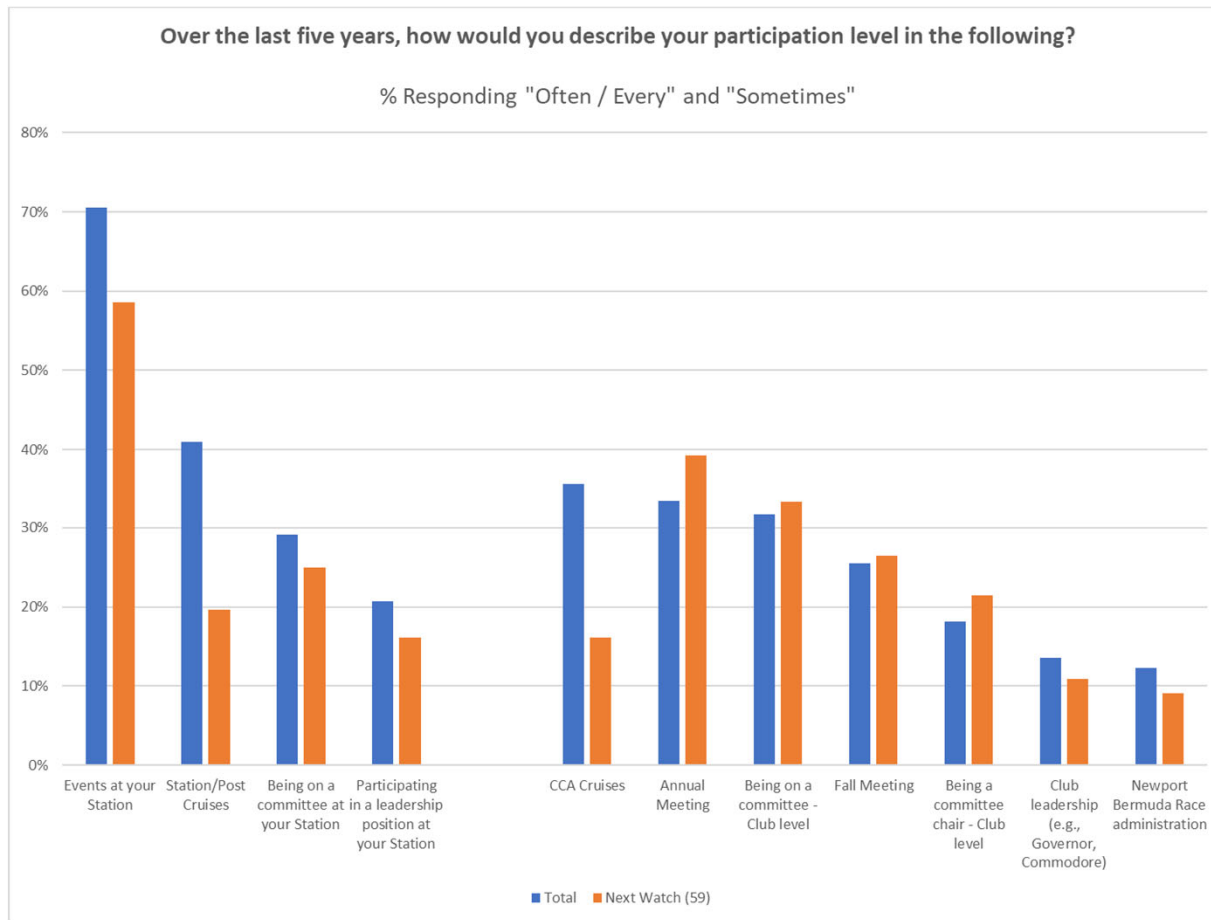


CCA Events, Cruises and Committees: Members report highest participation in station events, station cruises and club cruises



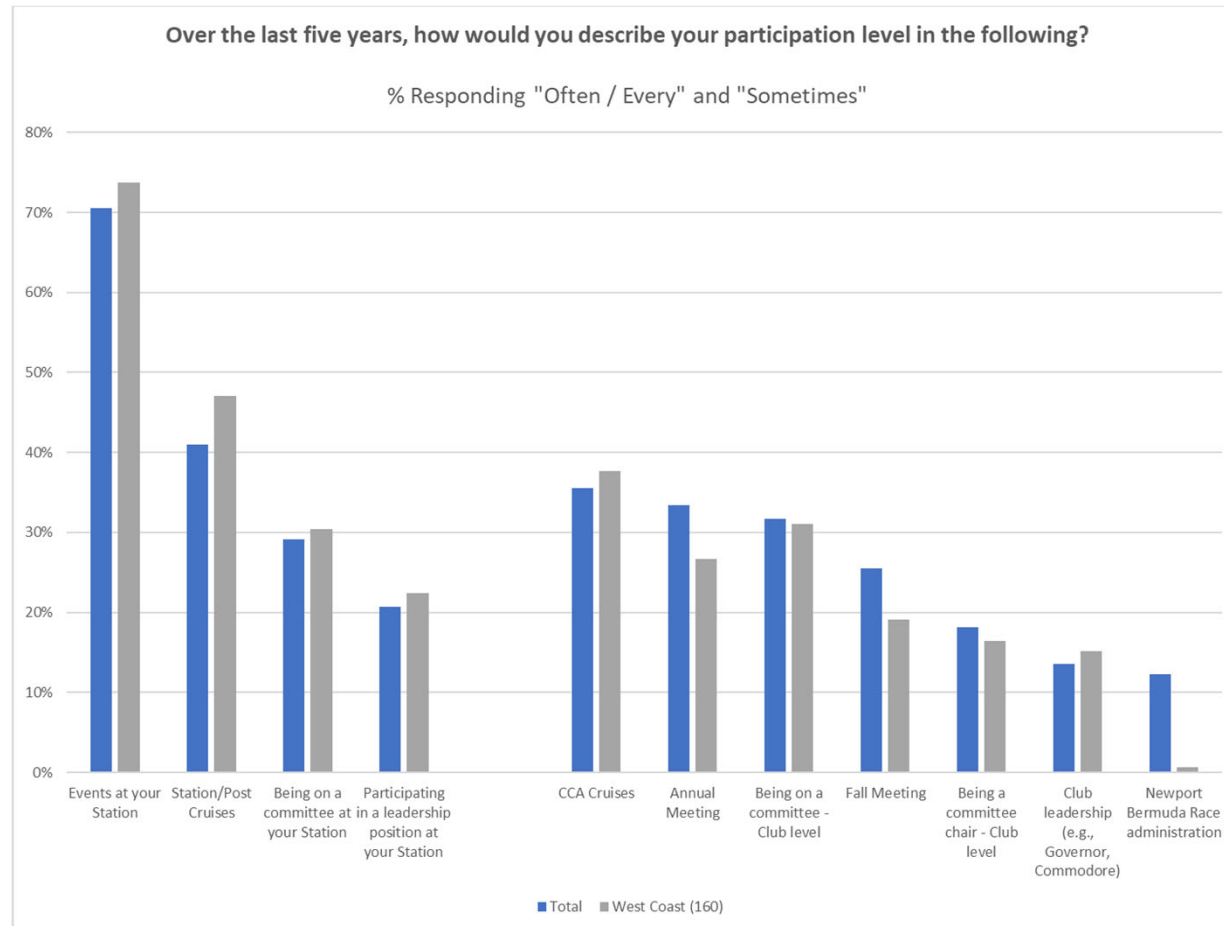


CCA Events, Cruises and Committees: Next Watch CCA members (Age <55) report lower participation in cruises



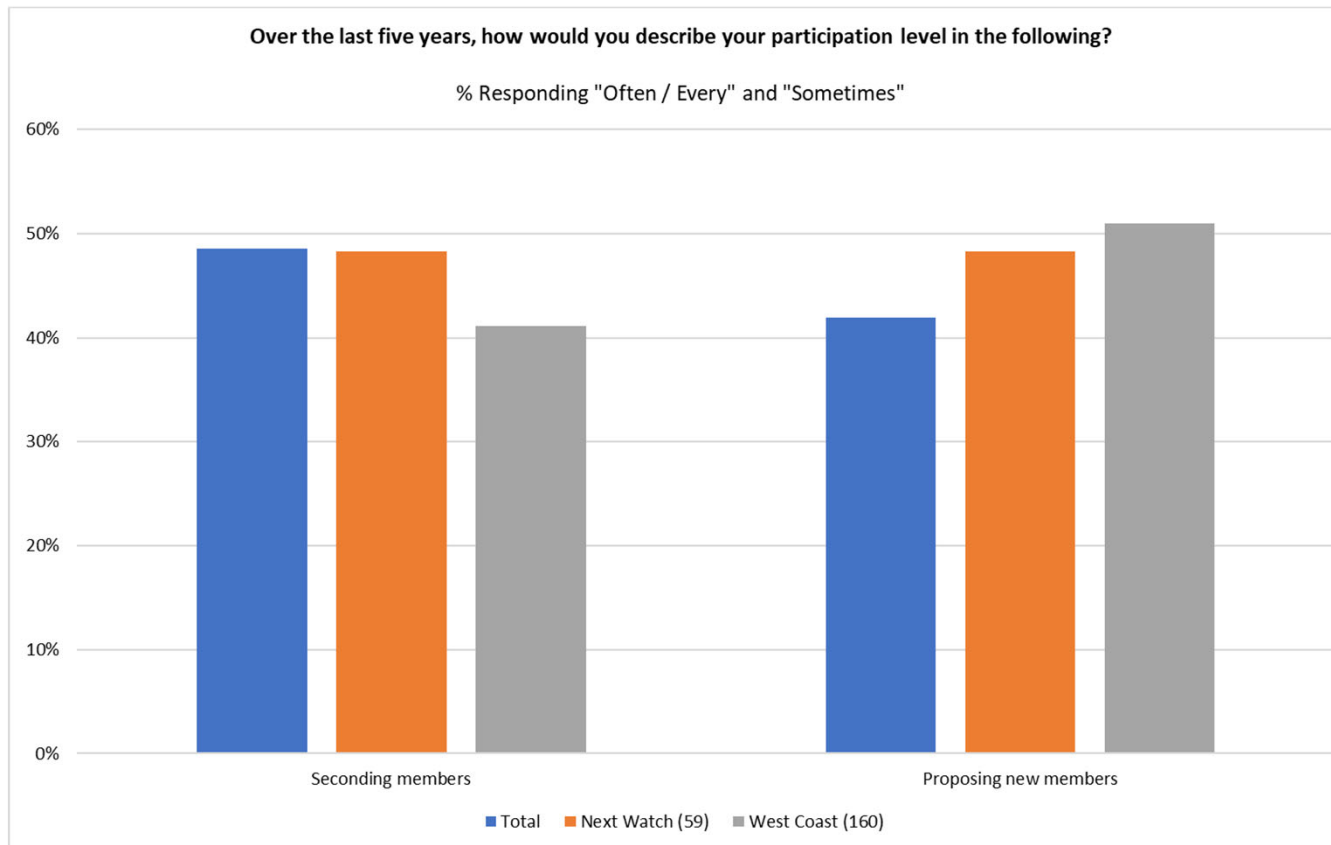


CCA Events, Cruises and Committees: West Coast and GLS members report slightly higher participation in station activities and lower in club meetings





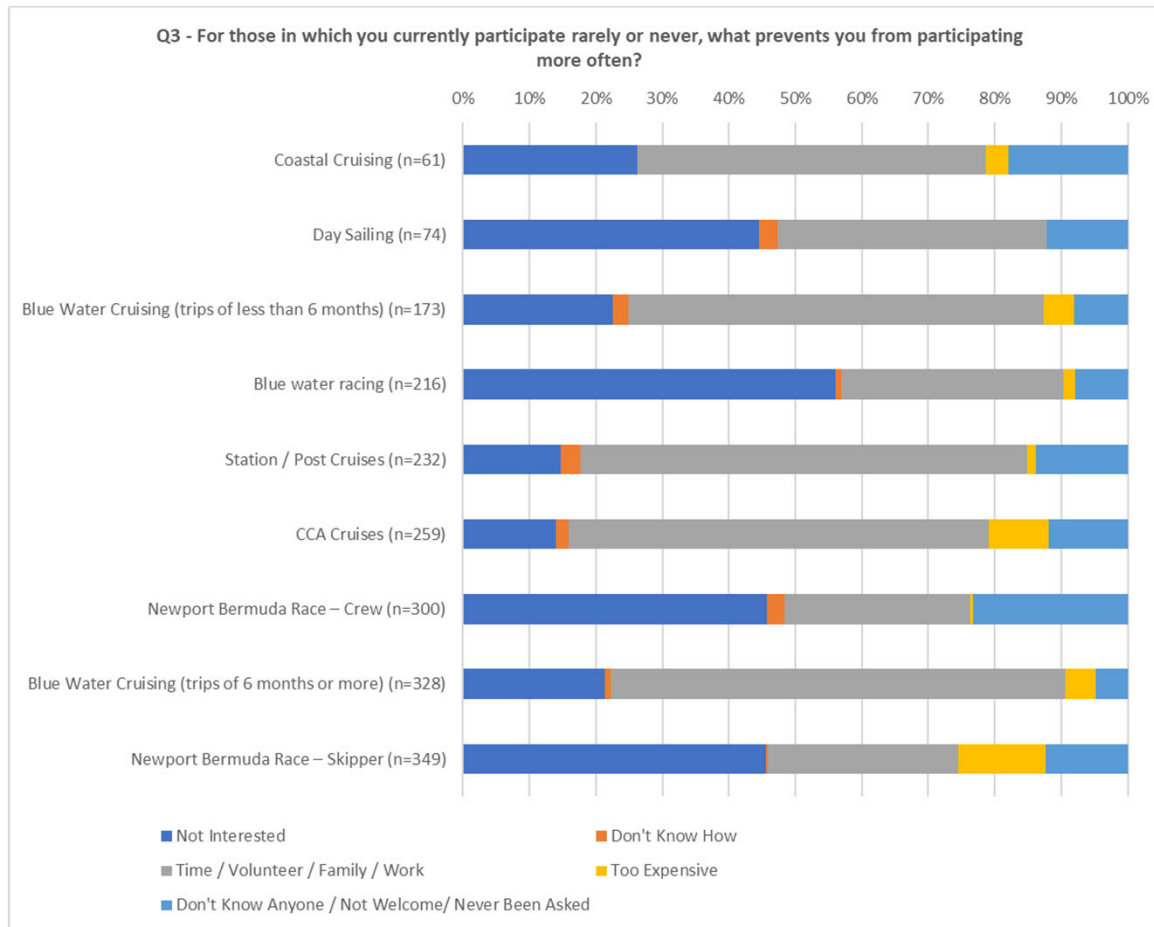
Member Proposal Process: 40-50% of respondents report recent participation in proposing or seconding new members





Q3 - For those in which you currently participate rarely or never, what prevents you from participating more often?

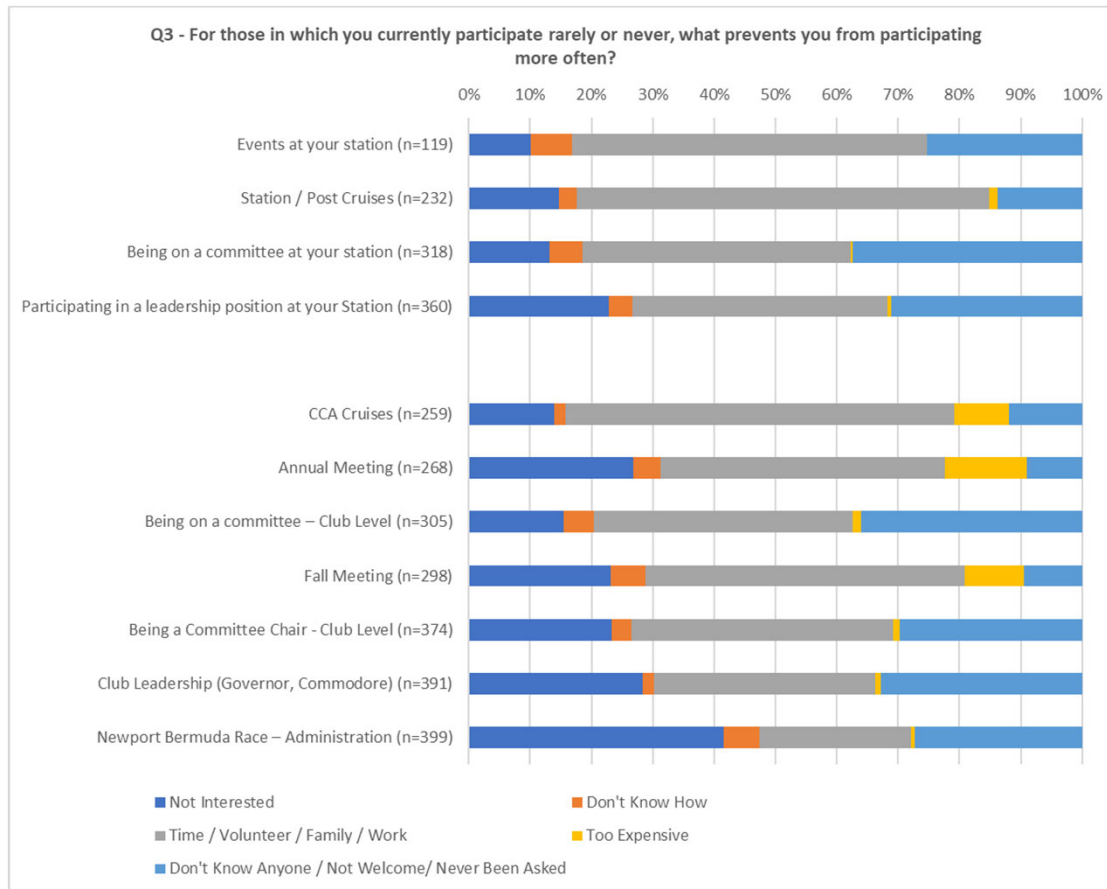
Adventurous Use of the Sea: Lack of time, interest are primary reasons members do not participate in on-the-water events



CCA Events, Cruises and Committees: “never been asked” is significant hurdle for committee and leadership roles



All Responders

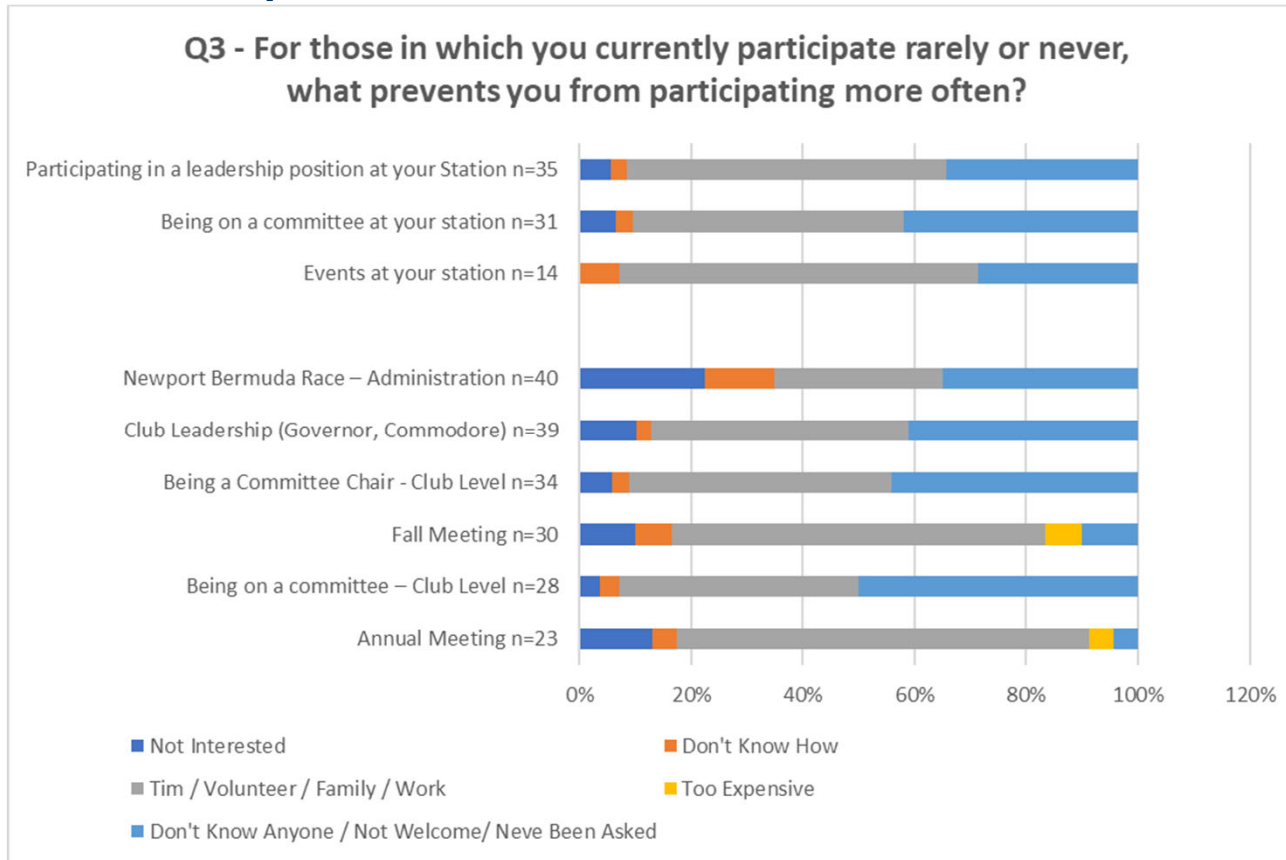


- Lack of Time is predominant hurdle
- “Never Been Asked” is significant hurdle for some categories
- “Too Expensive” cited less frequently – applies to club cruises and meetings

CCA Events, Cruises and Committees: “never been asked” is significant hurdle for committee and leadership roles

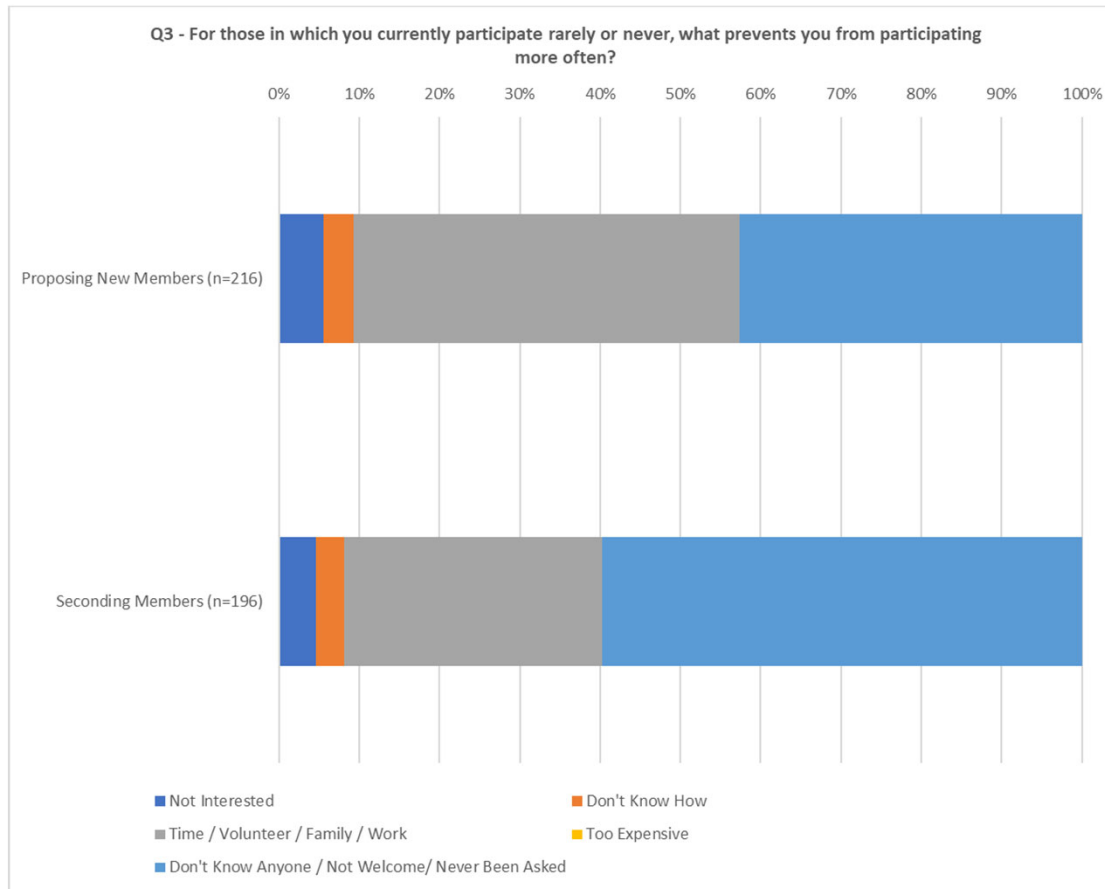


Next Watch



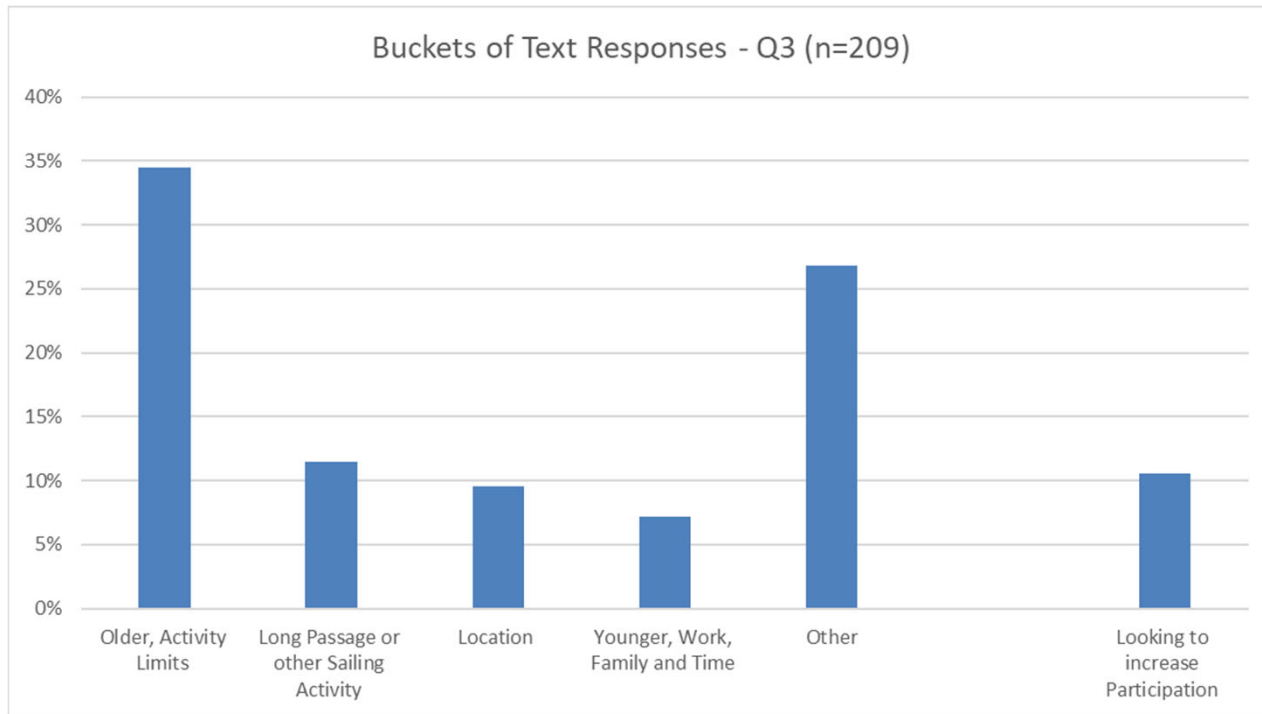
- Lack of Time is predominant hurdle
- “Never Been Asked” is significant hurdle for some categories

New Member Proposal Process:



- “Lack of Time”
- “Don’t Know Anyone”

Text Responses – Groups of CCA members whose ability to participate is limited



- Older members who no longer get on the water but who love the CCA are a significant segment of members
- Members engaged full time in voyages or sailing activities cannot participate in many CCA offerings
- Younger members cite conflicts with work and family schedules – would like to see CCA events that are shorter and during evening hours
- Many members report living far from station hubs and therefore unable to participate

Selected comments from Members looking to increase participation

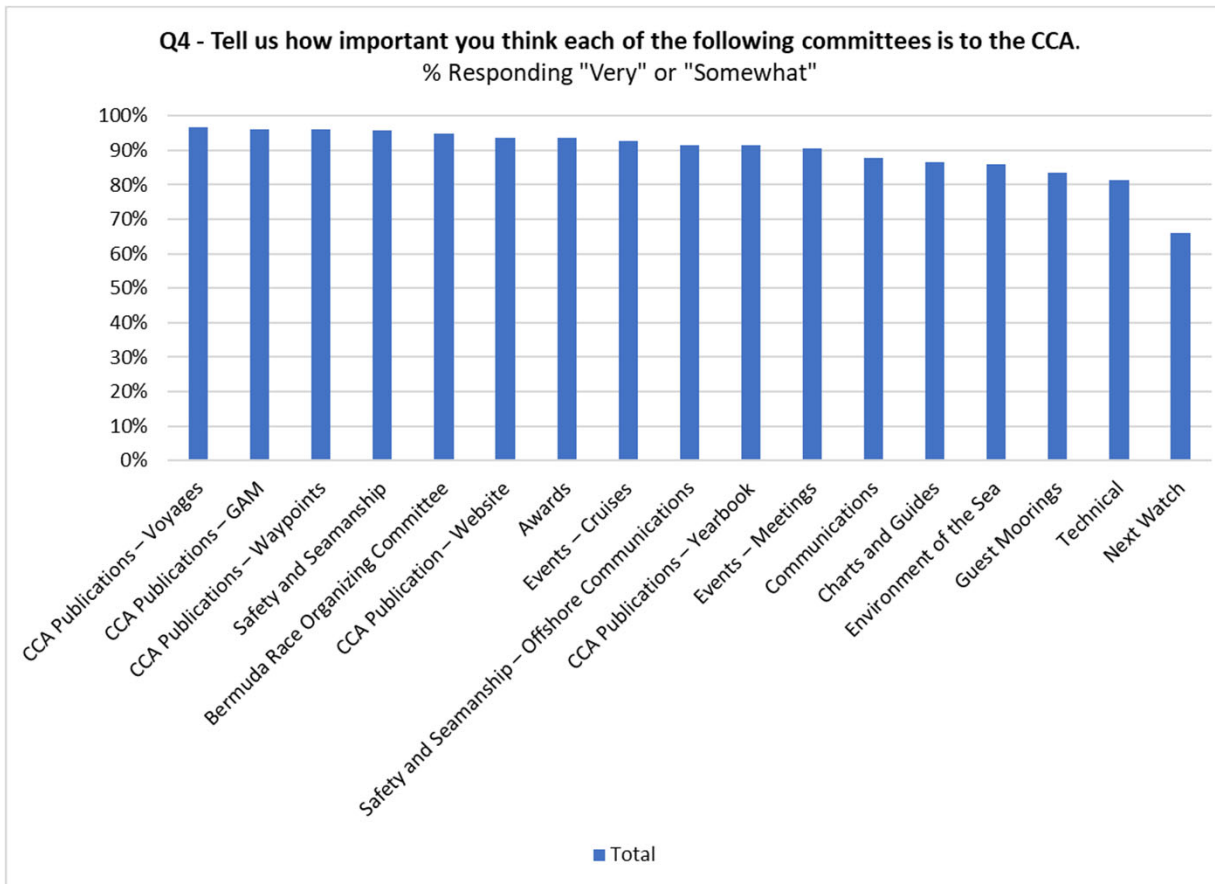


- Life Transition – looking to participate more
 - Am getting to the point where I will have more time and am eager to participate more. Failure to participate in the past has been exclusively my fault! All are welcoming and I am sure opportunities are there.
 - ... focused on stepping back from work. I have served on the board and also as fleet captain at [another club]; the latter involved the planning of many cruises, and I would be pleased to be involved in that way for the CCA.
 - I have participated in some of the topics listed ... then became involved in local club leadership for several years. Now increasing my CCA involvement again.
- New Members – looking to participate more
 - I'm a fairly new member of CCA so the opportunity to participate in some of these things has not come my way yet
 - Just getting into all this
 - I am a new member, and have not yet fully participated in Club events.
 - I am a new member and haven't had the opportunity to participate yet
- Looking for an entry point / invitation
 - I perhaps have also been a bit timid.
 - I am interested in doing committee work and once sent a note to that effect. But did not really get a response. I would participate in more cruises especially in Maine and points north in the future.
 - I'm new to [the CCA] as of a few years ago but I've not been invited to participate.



Q4 - Tell us how important you think each of the following committees is to the CCA.

Survey participants report strong support for CCA Committees



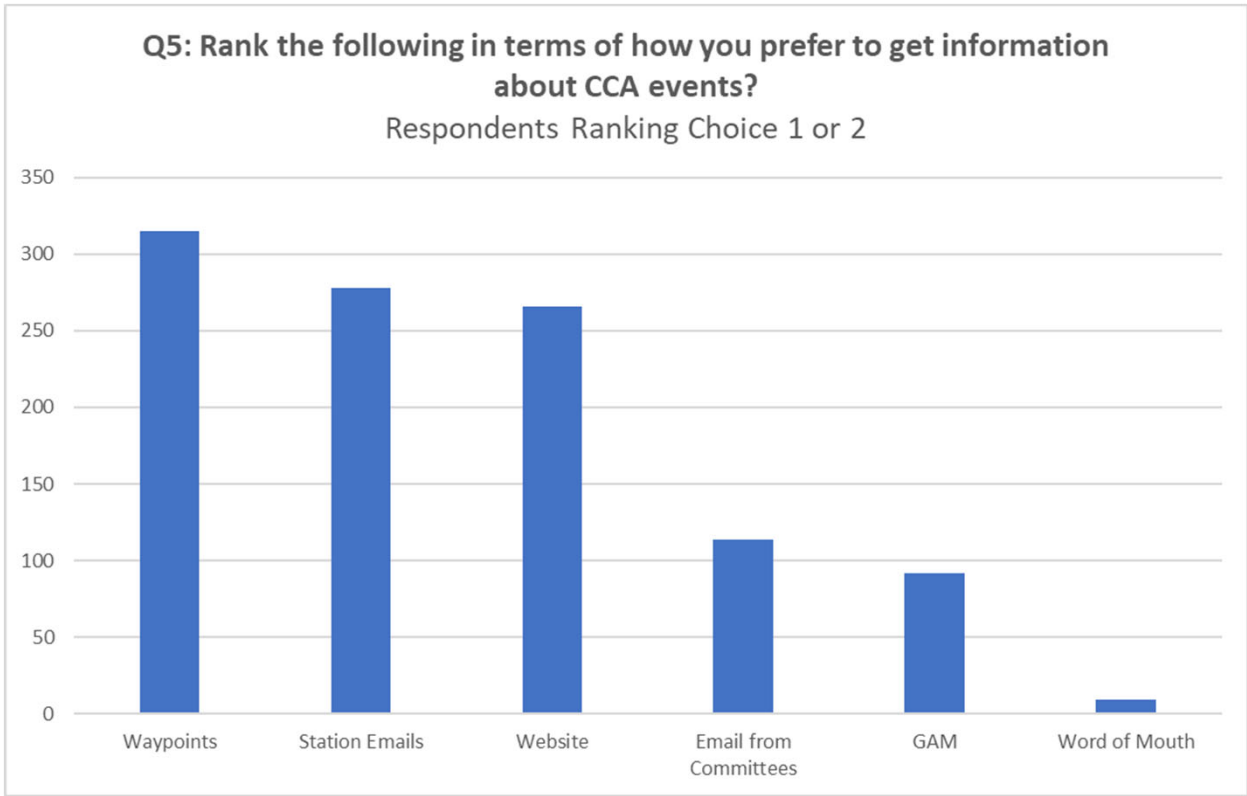
Opportunities – “I Don’t Know What This Committee Does”:

- 26% - Next Watch
- 14% - Technical
- 8% - Communications



Q5 - Rank the following in terms of how you prefer to get information about CCA events?

CCA Members Prefer Waypoints, Station Emails and Website roughly equally as sources of event information.



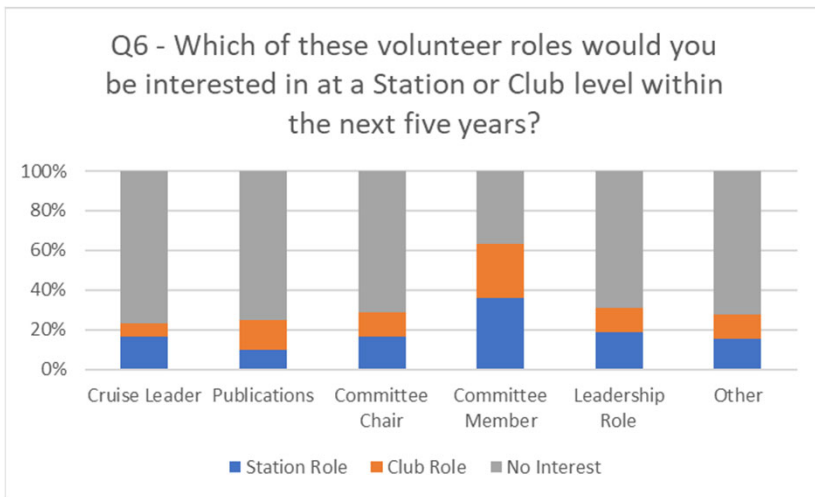


Q6 - Which of these volunteer roles would you be interested in at a Station or Club level within the next five years?

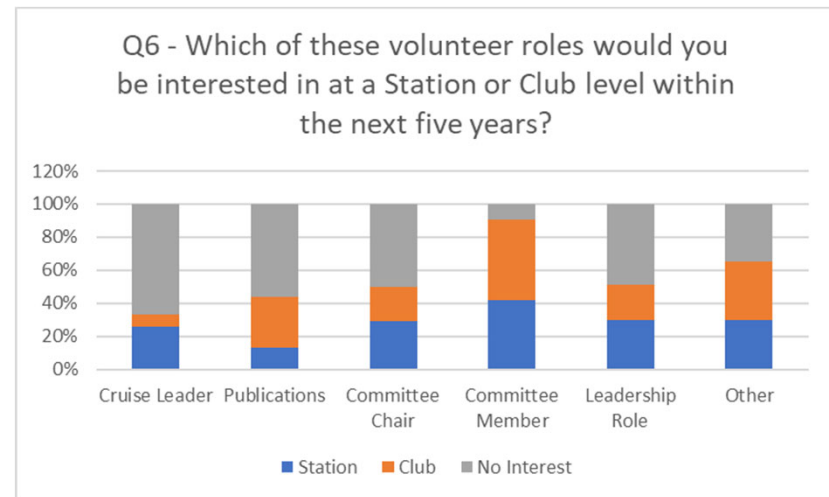
Committee roles are the most common entry point for volunteer roles as identified by members



All Responders



Next Watch



Over 215 members provided contact information and indicated willingness to volunteer. Many of these are already active, but names will be provided to station and club leadership.



Committee Charters 2023 Document



The Cruising Club of America

Standing Committees

Their Roles and Duties on Behalf of the Members

*March 2016
Updated March 2023*



December 2021

Dear Members, Volunteers, Committee Members and Chairs, Members of the Governing Board, and Flag Officers:

The past two years have had their challenges and uncertainties as we all have adapted to the impact of the Covid-19 pandemic. The members and leaders of the CCA have shown their mettle and worked together to maintain and further the mission, activity, and camaraderie of our Club. The coming months and years look brighter as we adjust to the new norms as a result of the pandemic.

In the spirit of getting back to some semblance of normalcy, your Flag Officers have reviewed and updated the summary of the roles and duties of the Club's standing committees, a project ably launched by Past Commodore Jim Binch in 2016. I want to recognize and congratulate Past Commodore Binch on the fine work he did in preparing a clear and concise descriptions of Club's committees, which, together with the Stations and Posts, carry out a vital and vast array of activities on our behalf

I encourage each member to peruse these descriptions to become more familiar with the workings, contributions, and benefits of your Club, and whenever possible, volunteer to participate and help out. Information concerning each committee and its chairperson may be found both in the CCA Yearbook and on our website.

Sincerely

Bob Medland, Commodore 2020-'22

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Archives Committee

The responsibility of the Archives Committee of the Cruising CCA is provide for a central location for the safeguarding, conservation, preservation and study of records pertaining to the history of the CCA, including official CCA records, minutes, notices, pertinent books, manuscripts, letters, photographs, small unframed paintings, sketches, etchings and prints and other memorabilia of historical interest.

Its purposes are:

- to perpetuate the memory and past experiences of individual members and from this storehouse of sailing expertise, provide guidelines for future activities of CCA members, and
- to make available source material relating to North American yachtsmen and women, their vessels, their experiences at sea, their evaluations of seamanship and the seaworthiness of their vessels which cannot be found in any other source.

The archives of the Club are located in the Collections Research Center of Mystic Seaport Museum and are maintained as a manuscript collection under an agreement between the CCA and the Marine Historical Association of Mystic Seaport.

Awards Committee

This Committee is responsible for recommending to the Commodore and the Board of Governors those individuals most deserving of each of the numerous awards handed out each year to members and non-members. In doing so we attempt to have committee members located in diverse locations contributing local knowledge and monitoring sailing publications worldwide, in print and digital forms, to identify potential candidates; additionally, it accepts nominations from Club members for all awards and expects members to apply for recognition for their accomplishments.

CCA Awards:

- Blue Water Medal (1)
- Far Horizons Award (2)
- Rod Stephens Seamanship Trophy (1)
- Young Voyager Award (1)
- Richard S. Nye Trophy (2)
- Charles H. Vilas Literary Prize (2)
- Royal Cruising Club Trophy (2)
- Circumnavigation Award (3)
- John Parkinson Transoceanic Trophy (3)
- Transoceanic Pennant (3)
- 50 Year Member Medals (3)
- 15 Thrashes to the Onion Patch Medallions (3)

A full description of each award and a record of past awardees is found in the Yearbook.

The Committee typically meets several times each year virtually and attempts an in person meeting twice yearly, at the Fall Meeting and again before the Annual Meeting.

The Committee is responsible for coordinating and presenting the Awards at the Annual Meeting Awards Dinner. It handles all invitations to the award recipients and, in the case of non-member awards, their lodging while attending the awards dinner and transportation to the meeting.

All award citations and trophies are coordinated by this Committee with the Club's trophy supplier for preparation and delivery.

The Chair coordinates the promotion of the Club and the Awards through external media via press releases and the Club's agent.

Ensuring that the Yearbook Committee and the Webmaster have up to date information and annual additions or modifications is another important on-going responsibility.

From time-to-time ideas for new Awards are presented. The Committee reviews these and advises the Commodore and the Governing Board regarding the details of the deed, the appropriateness of proposal in relation to our present awards and strives to retain their distinction while enhancing our public image.

Bermuda Race Foundation, Inc.

First sailed in 1906, the Bermuda Race has become the offshore race most sailors worldwide aspire to race, perhaps because it is truly an open ocean race to warm and friendly Bermuda.

The Bermuda Race Foundation, Inc. is a not for profit 501(c)(3) public charity whose mission is to promote national and international amateur sports competition, to serve as the Organizing Authority for the biennial Newport Bermuda Race, and to provide vessel safety inspections, educational services and training for offshore sailing and safety at sea. In addition to organizing and conducting Safety at Sea training under the auspices of US Sailing and World Sailing, through the volunteers on its Bermuda Race Organizing Committee the Foundation screens potential vessel and crew participants, conducts pre-race vessel safety inspections, organizes and runs all aspects of the race, and is the Organizing Authority for the Newport Bermuda Race. Donations to the Bermuda Race Foundation are tax-deductible.

Bermuda Race Organizing Committee (BROC)

This Committee of the Bermuda Race Foundation serves as the vehicle by and through which the biennial ocean race known as the Newport Bermuda Race is conducted. By agreement among the Cruising Club of America, the Royal Bermuda Yacht Club, and the Bermuda Race Foundation, this Committee runs an ocean race for a fleet of suitably designed, built, and prepared sailboats in divisions for amateur and professional sailors. The Race management and shoreside activities foster fair and safe competition and promote sportsmanship and camaraderie while being environmentally conscientious.

Oversight of the Committee is provided by the Board of the Bermuda Race Foundation and the Commodores and Vice Commodores of the respective Clubs, serving as the Executive Committee of the BROC. The Chair of the BROC sits as a Standing Committee chair of the CCA.

Bonnell Cove Foundation

The Bonnell Cove Foundation is a 501(c)(3) organization founded in 1989 to oversee research and educational activities previously conducted by the Club and makes grants each year to other charitable organizations with particular emphasis in the areas of safety at sea and environmental protection. George P.P. Bonnell, a charter member and former Commodore of the Club, bequeathed a tract of waterfront land in Block Island, Rhode Island, to the Club in 1959. Initial funding for the Foundation came from the sale of the land to the Block Island Conservancy, and Club members have provided additional funding. The Club continues to maintain two moorings off the land, known as Bonnell Cove.

Communications Committee

The Communications Committee of the CCA is the principal coordinating body for sharing written and digital information with members and the public. The Committee creates and maintains the Club's communications strategy, including:

- Providing regular information to Club members concerning news, activities, races, cruises, awards, events and member whereabouts and accomplishments. Acting as the primary recordkeeper of administrative information concerning the membership, Club history, governance and management.
- Promoting awareness of the CCA and assisting those who wish to make adventurous use of the seas by developing and maintaining content on cruising and seamanship suitable for the ocean-going public. This includes determining topics of relevance, soliciting content, editing and publishing articles in both digital and print and updating them regularly.
- Defining and upholding the CCA brand by developing artwork, style guides and templates to ensure consistency of message and language.

The Communications Committee maintains all Club publications, including the website (cruisingclub.org), Voyages, GAM, Waypoints, Social Media and the Yearbook.

Membership shall consist of a Chairperson, and the following:

- Vice Commodore
- Editors of Voyages, Yearbook, Waypoints and GAM
- CCA Webmaster
- Events
- Cruising Guides & Charts
- Safety at Sea
- Next Watch
- Social Media
- Historian
- Membership

It is anticipated that this Committee will review the proposed budget for its activities with the Commodore and the Flag Officers at least once a year.

Cruising Guides & Charts Committee

From its origins within the Boston Station in 1950, this Committee has evolved from a small group of members, independent from the Club, publishing widely admired guides for provinces in Atlantic Canada. It is now a large committee working with CCA copyright ownership managing a portfolio of guides. Its primary goals are to achieve positive awareness and respect for the Club among the international cruising community and operate at breakeven financially. Its product line continues with regularly updated, quality books for Nova Scotia, Newfoundland, Labrador, and the Gulf of St. Lawrence -- to a new offshore passage guide to the "Viking Route." And, most recently, a test of a digital guide for the Maine Coast. The Committee now engages a large number (60+) of voluntary CCA members actively helping to create traditional paper and newer digital guides. The chart loaning service continues (albeit at a much slower pace since the COVID pandemic) to store and distribute a variety of worldwide chart collections available on request from CCA members via the Club website.

Environment of the Sea Committee

This Committee is charged with ensuring that the CCA, and its members, adhere to the highest possible standards with respect to the care and protection of the oceans and seas on which we sail. In fulfilling this mission, the Committee authored the policy and code that governs our behavior with respect to ocean stewardship, as ratified by the Board of Governors and published in the Club's annual Yearbook.

The committee oversees the Club's engagement with external organizations whose purposes are consistent with the principles found in the Club's ocean stewardship policy, and provides support and guidance to Club activities, such as the Newport Bermuda Race, Club cruises, and such other events as are relevant.

Events Committee

The primary purpose of the Events Committee is to coordinate the numerous Club meetings, Cruises and events to ensure adequate notice, lack of conflict with important Station activities, and administrative follow-up wherever necessary.

As a coordinating body, its membership shall include the Vice Commodore; the individuals who serve as chairs for: a) the Annual Meeting, b) the Fall Meeting, c) the Club Cruises, and d) the Ski Gam; and the Chairs of the Safety at Sea Committee and the Communications Committee.

Financial Affairs Committee

The Financial Affairs Committee replaced the former Audit Committee, with a broader mandate than its predecessor. It shall:

1. Review the Club's financial statements no less frequently than quarterly.
2. Consult with the Treasurer on accounting matters, as needed.
3. Review and approve any formal policy statements concerning financial matters (e.g., guidelines for cruises and meetings, policies for handling of "station funds").
4. Identify and engage an external accounting firm to review the Club's accounting procedures and financial statements, pursuant to an agreed program.

5. In conjunction with the Treasurer and the accounting firm, develop and document a program for the accounting firm to follow in evaluating the Club's financial procedures and the Club's statements as of and for the end of the Club's fiscal year.
6. Receive the accounting firm's report of the results of its review.
7. Report annually to the Board of Governors on the activities of the Financial Affairs Committee and the results of the accounting firm's engagement.

“GAM” Committee

The GAM Committee is charged with the responsibility of assembling and publishing twice yearly a newsletter-style publication reporting on the activities of the Club and its Stations, for the benefit of the members. Key contributors include the Station historians, cruise chairpersons, the Club Historian and on a biennial basis, the communications team on the BROCC.

Guest Moorings Committee

The mission of this Committee is to encourage fellow members to offer up to the membership their vacant private moorings or slips as a courtesy by their owners, and to provide a means for all members to have knowledge of these resources, updated annually and available in the Yearbook and on the Club website.

Investment Committee

The Investment Committee of the CCA is responsible for developing and recommending to the Board of Governors an investment policy whose purpose is to ensure appropriate management of the capital funds entrusted to the Cruising Club for furtherance of, and support for, the ongoing conduct of the activities of the Club. The Investment Committee is not involved with the daily and monthly operating cash accounts of the Club, except to the extent there are specific financial needs greater than the balances available in the operating accounts for Club activities maintained by the Treasurer.

In addition to investment policy, this Committee has direct responsibility for investing and managing the funds, considered in effect endowment funds, according to the policies approved by the Board of Governors, and reporting the results therefrom to the Board of Governors at least twice annually, at the Fall Meeting and the Annual Meeting in March.

Membership Committee

The Governing Board shall appoint, annually, a Chairperson of the Membership Committee, who shall serve as a member of the Board of Governors during his/her term. The term of office shall not exceed five consecutive years. The balance of the Committee shall be comprised of the Membership Chairpersons of the Stations.

The Membership Committee's role shall be to review and recommend persons deemed eligible for membership in the Club, based on current club standards, i.e.: A sailor and a person of acceptable character and personality who has demonstrated his or her ability to handle or command and navigate and pilot a yacht or small vessel at sea, and who has had sufficient cruising experience.

In fulfilling this critical role, the Committee shall be responsible for refining and improving the processes utilized in the admissions review process and recommending approval of modifications of those processes to the Governing Board.

The Committee shall meet formally twice yearly, prior to the Fall Meeting of the Board, and prior to the Annual Meeting, typically held in March of each calendar year. The Board shall consider its recommendations for membership at each of these meetings.

Next Watch Committee

The Next Watch is a club-wide, sustainable effort oriented toward activities, outreach and opportunities ensuring a next generation of active, engaged members working toward the club's high ideals and standards of sailing, cruising, and seamanship. Each Station and Post should have a Next Watch Captain to organize and provide input for events, activities, and resources accessible to skilled sailors and cruisers who, for example, may be raising children or may be work-week employed. The Next Watch works with each station's leadership in an ongoing effort to attract to the club sailors with passion and energy at any stage in their adventures.

Nominating Committee

The Nominating Committee consists of five members of the Club, including 3 immediate past Commodores and 2 "At Large" members appointed by such Commodores, all of whom at the time of appointment shall be neither Officers nor Governors of the Club. The immediate past Commodore shall serve as Chairman for two years commencing one year after his or her term as Commodore has expired. This Committee shall nominate candidates for Commodore, Vice Commodore, Secretary, Treasurer, Historian and Governors. All nominations shall be submitted to the Secretary not less than sixty days preceding the next Annual Meeting.

Safety and Seamanship Committee

Mission Statement

Our mission is to make yachting safer by researching and promoting best safety practices and seamanship skills, capitalizing on the knowledge and blue water experience of CCA members to provide educational resources to the yachting community of racers and cruisers of offshore capable vessels and to yachtsmen and women with interest in offshore passage-making.

Vision Statement

The Safety & Seamanship Committee of the CCA will instill a culture of safety and best safety practices within the yachting community.

10-year Goal

The CCA will dramatically increase educational outreach and presentation of safety programs, continue to be acknowledged as a premier offshore yachting safety organization, and lead with an authoritative voice in the international safety community.

Strategies and Principles

1. We will focus on the practical application of safety and seamanship skills and how to enhance the safety ethos aboard our boats through skills training and leadership education.
2. All offshore capable vessels, whether racing or cruising, have similar safety requirements and needs, and we will encourage the sharing of safety practices, equipment lists, and methods between racers and cruisers.
3. We will work diligently with like-minded clubs and associations to coordinate efforts to promote and disseminate safety and seamanship training to the yachting community.
4. We will share our safety articles, studies, and recommendations through a highly visible, easily searched and navigated website, creating a formidable online library of safety and seamanship information.
5. As offshore knowledge, skills and techniques apply to coastal and inland vessels, we will promote and market our safety and seamanship articles, presentations, and courses to attract a broad array of safety minded yachtsmen and women.
6. We will measure our success by the members of the yachting community who utilize our safety and seamanship products through in-person courses, online courses, website traffic, and surveys of the boating public

Priority Activities

Conduct Safety at Sea training in best practices and newest safety information to educate offshore sailors and racers;

Serve as an important resource to the Bermuda Race Organizing Committee in the conduct of safety education for race participants;

Broaden delivery of the Safety for Cruising Couples program by developing alternate delivery mechanisms and continuously improving presentation materials;

Encourage safety and seamanship best practices among CCA Members through Safety Officers providing Safety Comments and “practice on your own boat” opportunities in the Stations and Posts; and

Work closely with the Communications Committee to develop and distribute to both the membership and the general public interesting and valuable safety and seamanship practices as a service to the boating public and in a way that reflects well on the reputation of CCA, for example, the “School of Hard Rocks” series of brief “lessons learned”, and by facilitating re-publication of articles by CCA authors on the CCA website from mainstream boating media.

Technical Committee

The Technical Committee of the CCA shall have responsibility for apprising the membership on an ongoing basis of developments in yacht design and materials that affect the seaworthiness of yachts, and for ensuring that the Club retains an important voice in the ongoing debate as to an equitable handicapping system that ensures a fair competition for yachts of differing generations that compete in the Newport Bermuda Race or equivalent races the Club might be involved in. The Club believes in the basic premise that well sailed yachts of multiple past generations should be able to race offshore equitably with the latest modern designs.

The Committee shall also be responsible for providing technical support to the Newport Bermuda Race Organizing Committee with respect to acceptable design, build and/or equipment requirements for yachts seeking to participate in this Race, or others in which the Club may become involved.

It shall also address the question of multihull safety, as well as its traditional role focusing on mono hull designs, both for those considering extensive cruising on a multihull as well as those who would like to compete in one or more of the world's major offshore races, such as the Newport Bermuda Race.

This Committee shall, annually, report to the Board of Governors and the membership at large concerning any major developments with which it has been considering, including materials advances (hull or sail), ratings developments, safety decisions, and the like.

“Voyages” Committee

“Voyages”, which is published annually, represents an evolution of the Club's efforts to provide its members with news of its members' voyages and activities. Its mission is to provide those members making interesting passages or cruises with an outlet for describing their adventures, containing both narrative and photography of the highest standard.

“Voyages” is also the chosen medium for the Club to honor those members who have sailed their last voyage. This portion of the publication is referred to as “Final Voyages”.

“Waypoints” Committee

Waypoints is a monthly on-line newsletter to inform Club members about various upcoming and recent Club activities.

Website Committee

The purpose of this Committee is to support operations of the Club that require an online presence, such as information sharing, events – both announcements and signups, a repository for records of proceedings and contracts of the Club, commerce, and Club membership rosters.

Yearbook Committee

The purpose of this Committee is to gather, organize and publish, annually, a reference record of the Club, its members and their yachts, the upcoming calendar of Club cruises and events, and other topics of interest to members.