



Long Range Planning

Long Range Planning Committee

September, 2025

Committee Members

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Chris Otorowski, PNW

Tim Surgenor, BOS – Chair

Overview



- Objectives Reminder
 - Engagement: Building a more active, involved membership.
 - Growth: Returning to a pattern of slow, steady growth—specifically focusing on younger sailors and women—while maintaining our high standards.
 - Awareness: Increasing the CCA’s profile and reputation for seamanship within the broader blue water community.

- Recent Topic – Skills Inventory / Volunteers
- Decisions at Fall meeting:
 - Shift to supporting execution
 - Shrink LRP membership
 - Plan for next cycle in 2028/2029
 - Search for members with strategic planning interests
- Membership Update
- Activities Aligning with Priorities

Membership Trends Quick Update



	2020 Blue Book Total	2025 Blue Book Total	2020 - 2025 Change	2020 - 2025 Annual Growth (Decline)	From Website 3.3.26	2025 BB - now Change
BOS	458	485	27	1.4%	479	(6)
CHE	147	148	1	0.2%	149	1
NYS	159	140	(19)	-3.1%	132	(8)
PNW	124	123	(1)	-0.2%	119	(4)
SAF	106	103	(3)	-0.7%	107	4
SOC	100	99	(1)	-0.3%	99	0
ESS	85	87	2	0.6%	87	0
FLA	108	75	(33)	-8.7%	70	(5)
BDO	40	42	2	1.2%	45	3
GLS	43	40	(3)	-1.8%	41	1
BDA	36	29	(7)	-5.3%	27	(2)
Unaffiliated (Honorary)	10	10	0	0.0%	29	19
WES					13	13
Total Members	1416	1381	(45)	-0.6%	1397	16

- New WES Station (created from current stations)
- Increase in honorary / unaffiliated members
- CHE now second largest station
- Declining – NYS, FLA, BDA

Membership Report



Since the Fall Meeting in Washington, the Membership Committee has elected 33 candidates to membership ranging in age from 34 to 77, with five being eligible for Next Watch (under 55 y.o.) and an average age of 64. Nine are women.

The Board of Governors approved two changes to our membership committee and processes at its December 2025 meeting. The first was to accept guidelines calling for rotation of Station Membership Chairs every six to ten years. The second was an edit to the Club's Membership Guidelines to clarify that not all supporters of a proposal need to have sailed with the candidate. Specific details of eligibility for membership may be found here:

https://cruisingclub.org/sites/default/files/files/Membership_guidelines_25.12.02.pdf

Although perhaps not yet statistically significant, we have noticed an upward trend in average age, accompanied by a decrease in Next Watch (under 55 y.o.) new members of late. In the four years between 2020 and 2023, the average age of new members was 57.4, and 28% were under 55. Since 2023, average age has ticked up to 61.2 and only 22% are under 55. Bucking that trend, though, the number of female new members rose from 8% in 2020-2023 to 22% since.

The next deadline for proposals will be July 14th, 2026. Our target continues to be 1-2% membership growth per year, a realistic pace given activity of the past few classes.

Continued Focus on Building the CCA Community



Build the CCA Community		
	Make a full return to our normal schedule post-COVID	Well underway
	Create initiative to connect with older CCA members who are no longer active on the water but still seeking connections with other members (Henry Wise Wood)	Discussion stage
	Create initiative to connect CCA members who are actively engaged in circumnavigations, transoceanic passages, extended cruises, races, etc (Adventurous Use of the Sea)	Fleet Captain communications committee discussion of attempts to register members who are setting out on “new Voyages” in some fashion; How to enlist support of stations to collect this data
Streamline Volunteer Participation		
	Clearinghouse for developing and tracking volunteers and matching candidates to opportunities	<ul style="list-style-type: none"> - Survey and thank you process - nascent LinkedIn Group for CCA
	Best practices to increase efficiency of volunteer participation	
	Create recognition program to thank and reward volunteers for the contributions	
	Ensure that GB reviews formation of new committees or expansion of scope to ensure alignment with objectives and resources	

Return to membership growth while retaining highest standards for membership



New Member recruitment		
	Clear messaging from flag officers reinforcing the importance of new members	Underway, History suggests that this needs constant reinforcement
	Create 2 new stations of posts by 2030	WES station created 2025; in formation Newfoundland Post w/in BDO Station (?)
	Promote CCA sponsorship of events in conjunction with distance races to promote non-members meeting members	Event for NBR Discussion w/in West Coast Working Group Budget (?)
	Club and Station membership committees to review procedures to align with new membership goals – frequency of elections, alignment of station process	Policy on station membership chair tenure; clarification of seconder requirements
Current Member Engagement		
	Develop clear messaging on the value of CCA membership and emphasize these points in communications	Element of Dues Review Needs focused approach
	Initiate program of regular (annual?) phone outreach by station leadership to members	
Aligning Policies and Standards		
	Membership dashboard for GB review	Ad hoc updates provided by LRP
	Comprehensive review of dues and membership policies to align with membership growth initiatives	Dues forecasting spreadsheet developed and discussed with finance committee; decision to retain current dues structure. Plan to reengage on dues process and management.

Increase Awareness of the CCA



Communications		
	<i>Continue efforts to standardize communications messages</i>	CCA Branding Guide
	<i>Identify appropriate publications to place content</i>	(communications committee)
	<i>Expand social media to include postings from a boarder set of CCA committees</i>	The free on-line Cruising Guide to Maine https://guides.cruisingclub.org/ engaged an audience of 2700 users in 2025 with over 2,000 subscribers to the guide's frequent newsletters. With Starlink hardware now selling for \$200, internet access for the cruiser is now affordable and ubiquitous.
Visible CCA leadership in Blue Water Activities		
	Challenge all stations to sponsor and publicize outreach to local clubs; consider strategic alliances as appropriate	
	West Coast Working group – how to leverage CCA presence in the west coast blue water community	West Coast working group formed; update?
	Messaging through our members – highlighting accomplishments of members that reinforce key messages; ensure that authors mention CCA when writing articles	