

MASKGI Professional Development Committee / Working Group
March 4th, 2019 – Meeting Notes

ATTENDEES: Don Fusco, Cathy Nugent, Nate Hanson, Alice Bean Adrenyak, and Sam Frankel.

3:05 - Introductions

3:13 - Purpose of call, how to get conversation started, survey that said members found development opportunities one of the primary benefits of membership

3:15 - What are we doing now, what's going on out there,

3:17 - Quick recap of current MASKGI programming

- Pool sessions
- WFAA
- Promote classes

3:17 - Many members of MASKGI for one reason for another who don't have a desire to become ACA certified (to maintain it) as much as they want the skill training.

- People want a diversity of training opportunities
- Skills and geographic diversity
- Spring / Fall specialized training days?
 - What do we mean by these training day? Different than rescues and practice courses?
 - People who may be worried they are not ready for rough water courses.
 - We can clarify that MASKGI discounted courses are available at a variety of skill levels
 - Take the intimidation out of it
 - These started bubbling up after the incident in Corea
 - Reinforced the idea of rescues out of best paddling conditions.
 - But we may want to be reinforcing the skills we think are necessary, not ideal conditions
 - Encourage people to be going a step beyond their comfort level. Emphasize inclusive challenge.
 - Offering a preparedness class early Spring or Fall?
 - Pool sessions are preparedness in Winter, WFAA in the Spring, rough water rescues in the Spring,
 - Fall: Boats to bed, fiberglass repair, etc
 - More structured development to attract or keep members?
 - Discount on courses is a good reason to join.
 - Often a donation of someone's time or expertise
 - We think there are a lot of very experienced members
 - How do we meet the needs of the varying levels of experience? Meet some needs, but not be all things to all people?
 - That's a big part of instructor development, tailoring the teaching to the student.

- Offer a bunch of different courses, but also really good instruction that reflects needs of membership
- Fall roundtable about trip incidents, incident management.
 - Hear stories, and workshop incidents
 - Formalizing with principles of leadership and decision making
 - Experienced guides get insight from different parts of the coast and other people's experiences elsewhere
 - With visuals like charts
 - Incident management clinic
 - We think this is valuable for people of all experience
 - There used to be articles in Sea Kayaker magazine
 - "Deep Trouble"
 - Great closure piece from the seasons
 - Replicate event in different areas
 - "Third Wednesday in October"
 - Different locations
 - Different types of facilitator (wilderness leadership principles, experienced)
 - Coast Guard is getting more and more active
 - MASKGI is member of National Safe Boating Council
 - There are about five other groups
 - NSBC has great materials to give out
 - Coast Guard Auxiliary has great materials too
 - Store to Shore pamphlet on preparedness is a great tool.
 - Have good buckets to draw from
 - Coast guard auxiliary
 - Round tables
 - To reach more members, work with Outfitters
 - Show more marketing value
 - Try to build up training opportunities as a member benefit

NEXT STEPS:

- Don - Why do people come and go from the group? What differentiates MASKGI and offers a competitive experience. Use partnerships with groups with similar goals.
 - Reduce membership costs
- Nate - Training events as the main thrust, but not a real calendar view. Add a calendar view of training opportunities.
 - Maybe take the emphasis off Outfitter memberships
 - Gap to follow up with Outfitters on value
 - Interest from the membership to have access to insurance
 - ACA instructor certification lets you insure trips for \$20 / event.
- Cathy - Development schedule, current courses, and new ones like partnerships with Coast Guard auxiliary and round tables

