



National Safe Boating Council
Strategic Plan Guide
September 28, 2019

VISION: Helping create a safe boating experience for recreational boaters.

MISSION: The NSBC serves as a national catalyst for developing a safe boating culture by providing educational resources, outreach programming, and training opportunities for industry partners and the boating community to influence safe, secure, and responsible boating.

1. INFLUENCE BOATER BEHAVIOR

Foster a boating safety culture by connecting people to each other and providing educational resources, outreach initiatives & training programs.

1.1. Connect People

- 1.1.1. Productive dialogue
- 1.1.2. We>Me model
- 1.1.3. MOUs

1.2. Educational Resources

- 1.2.1. Quality resources
- 1.2.2. Robust distribution
- 1.2.3. Expand communications

1.3. Outreach Programs

- 1.3.1. Social change messaging
- 1.3.2. Leverage partners
- 1.3.3. Grow national reach
- 1.3.4. Further Waves of Hope
- 1.3.5. Best practices and recognition

1.4. Training Programs

- 1.4.1. Classroom training
- 1.4.2. Online training
- 1.4.3. On-water training
- 1.4.4. Instructor network
- 1.4.5. Program integrity

Measurements: Partnership collaboration/committees, survey feedback, membership commitment, digital analytics, social media engagements, inventory reports, outreach impact, resources distribution, growth of Waves of Hope network, media guidelines impact, annual awards, training program growth

2. OPERATIONAL SUSTAINABILITY

Cultivate relationships to increase engagement, grow membership, and diversify revenue streams to accomplish our mission

2.1. Relationships

- 2.1.1. RBS Strategic Plan
- 2.1.2. New engagement opportunities

2.2. Membership

- 2.2.1. Quality communication
- 2.2.2. Growth and retention plan
- 2.2.3. Cross-platform engagement
- 2.2.4. Membership growth and consistency

2.3. Revenue Streams

- 2.3.1. Unrestricted revenue sources
- 2.3.2. R3 initiative

Measurements: Feedback from the U.S. Coast Guard, annual grant award amounts, evaluation of programs and resources produced, inventory reports on resource distribution, survey feedback, digital analytics, social media engagement, operations income from membership, qualitative feedback, membership committee reports, operations budget, new revenue sources, NSBC Online Store sales