

The following notes were used in a presentation to the Board of Directors by the Chairman of the Educational Fund. The members of the BOD are also the trustees of the Century Fund and had agreed to meet with the EdFund trustees to discuss common areas of interest and concern regarding the future of USPS. The basic purpose of these discussions was to elaborate what the two funds working together might accomplish in furthering the mission of USPS, “To promote recreational boating skills through education...” both for USPS members and the general public.

Since teaching, or education, is the main mission of the Power Squadrons, there is a very broad range of activities that actively support the actual classroom and water-based teaching. It seemed appropriate from the perspective of the Educational Fund to visit the question as to whether some of these support activities were sufficiently important to the educational role that the Educational Fund should consider additional financial grants for these support activities.

It is in this context that these speaking notes were prepared so as to open a dialog with the Board of Directors/Century Fund Trustees about the future of the organization and what the two funds working together might do to assist the USPS management team.

Please keep these background thoughts in mind as you read the following pages.

Joint Meeting
of the
Educational Fund Trustees
and the
Board of Directors
21 January 2015

A Presentation
by
Fred Mangelsdorf, Chairman
Trustees of the Educational Fund

Please note that the following pages are not a full-blown presentation,
but rather a set of brief speaking notes meant to initiate a dialog.

- A case can be made, I believe, for a significant change in direction of the grants made by the Educational Fund.
- I'd like to make that case, and I'd like to build a foundation for those suggestions, if I may.
- And if any of my facts are incorrect, I apologize; and I stand corrected.
- Please bear with me.
- The changes I am about to suggest will only happen if USPS changes its direction, and that necessarily means that this body – the Board – would back the changes.
- And that the Century Fund would also move in this new direction as well.
- I'll build my case with a few basic points.

- **Point 1**

- USPS is dying.

- Membership continues to decline.

- Member participation in the educational offerings continues to decline.

- **Point 2**

- The Educational Department has partnered with BOAT US to offer on-line courses to the general public as well as to members.
- The courses are good – they reflect well on the high standards of past USPS teaching materials.
- New member recruitment through the on-line courses has been less than a rousing success.

- **Point 3**

- USPS is the best kept secret in the field of boating education, even taking into account the on-the-water training and certification programs.

- **Point 4**

- The Marketing Committee and HQ Marketing Director have made attempts to market USPS over the years with very limited success.

- **Point 5**

- We all can point to other similar organizations with membership numbers ten times that of USPS.
- Two that come immediately to mind are BOAT US [boaters] and AOPA [pilots].
- And why do they have so many more members than do we??
- Do they have a better product? I don't think so.
- I think it's because they advertise.

- **Point 6**

- The on-line courses fill one of the needs in making USPS relevant to new generations.
- But the need for advertising is largely ignored.

- **Point 7**

- Advertising is a very specialized field.
- The EdFund has funded a project to employ Rinck Advertising to study and to tweak the USPS presence on the web.
- Initial results of this work seem promising, even if somewhat incomprehensible to most of us.

- **Point 8**

- Given the specialties involved, it would seem logical to employ specialists to help USPS develop several things:
 - A public name
 - A logo
 - A brief tag line
 - And, once we have these three things, we would want an advertising program to put them into the public mindset.

- **Point 9**

- A public name
- Like Exxon
- What does it mean? And where did it come from? And how did Standard Oil of New Jersey get to be known as Exxon?
- It's a very long story as to the why's and how's.
- And it involved a lot of professional help.

- **Point 10**

- A logo
- If I were to show you a red 'T' superimposed on a white star inside a red circle, most of you would recognize the Texaco star.
- Why? It doesn't say Texaco.
- Designing and then testing with focus groups is what the professionals in this field do. We can have a logo that represents who we are and what we do.
- And, it's because of the advertising that goes with the logo that you just know who the logo represents.
- It's all part of name recognition.

- **Point 11**

- A brief tagline.
- ‘Come for the education – stay for the friends’ does describe USPS.
- But it is arguably too long.
- We need something short and succinct – along the lines of ‘Got Milk?’
- Not unlike ‘Be A Better Boater.’
- That describes what we really do – we teach boating skills.
- So that even good boaters can become better boaters.
- And, as with a public name and a logo, it takes professional expertise to design and test a brief tagline.

- **Point 12**

- What's the first response when the suggestion is made to employ experts?
- We can't afford them.
- Imagine that. The organization is going down the rathole, and we can't afford steps to save it.
- I submit – we can't afford not to employ them!
- The organization is worth saving. We do good work.

- **Point 13**

- The Educational Fund can support some of this work.
- And I believe that it will do so if decent grant proposals are presented to it.
- It is my hope that the Century Fund would join in these efforts.

- **In summary**

- The Educational Fund has money.
- I believe that those monies could be well spent helping move USPS to a new level of visibility in the larger boating community.
- The Educational Department has been doing a yeoman's job in trying to move the organization in new directions, and I think we need an organization-wide push in those new directions.
- So – how can we help?
- I say 'help' because this is not something that the Educational Fund can or should do alone. It ought to be a joint effort with operating funds, Century Fund and Educational Fund support.
- Thank you.