

Distinguished Civic Service Award Details

2009 Award Covers from January 1, 2009 to October 31, 2009
2010 Award will cover from November 1, 2009 to October 31, 2010

Overview

In 2008, there were lots of questions regarding how this award submission form should be completed. We also felt that out of approximately 425 squadrons, the 29 that participated was still way too low of a number than the civic service that all the squadrons contribute in the national boating community. With these items in mind, we have put together this guide to help you through the sections that might be tough. Use it as a guide, not a book. Just refer to the sections that you do not understand.

Objective

The objective of the Civic Service Award is to recognize one squadron and one district in USPS who have contributed the most to their community (external to USPS). Some squadrons are very active, but very active in that they have many courses for members only and social activities that involve members only. This award is not designed to recognize member only events. So the events, courses and situations listed on this submission form should be circumstances where your **group** exposed the community to your organization. This could be done in many ways. It could start out as a program designed to continuously give recognition to safe boating or it could happen when a squadron member finds a stranded boater and saves their life.

Submissions

All submissions need to be in to National representative by December 1 of each year. However, if your district has a district contest, then you should send your submission to them first by the deadline they specify. If you send your submission to district, your district chair will submit your entry by December 1. District chairs: If you send the national contact an email, they will let you know if any submissions from your district make it to national that are not in the group submission. National does want to see ALL submissions – not just the winners.

Changes for 2009

Squadron Size This year, the squadron size will be taken into consideration. Thus, a squadron of 50 located in a community of 5000 in the center of the country will have the same chance as a squadron with 400 members located in a highly populated coastal town.

Number of Students We will also remove points based on the number of students that attend a class. We are removing the student point system due to what is described in the following example. Squadron A can have 8 people prepare for 6 months for a hands on kayaking skills course, have 5 people show and therefore, not get the credit that is due on paper. But Squadron B could perform the exact same project and combine with a community water sports extravaganza and get 200 people. Should the points be different for the same amount of class time and volunteers, but different locations, advertising opportunities and community situations? We feel this will help even out the scores based on the various differences presented one squadron or district from another.

Electronic Submission Form We have put together an electronic version of the submission form for you to use to report. Please do not make changes to this form as it does have calculations behind the scenes. (Please check the website for this updated form.)

Individual Areas Defined

OTHER ACTIVITIES

For the following categories, the information below applies:

Cooperative Charting
Adopt-An-Environment Project
Courtesy Marine Patrol
Representing Squadron on state/local level
Parade Float, Boat Parade
Support Local Community Activity
Boating Safety for Kids/Youth
Public Projects/Events
NSBW (or similar) program for public group
Boating Safety /USPS presentation to outside org.
Youth Day Activity
Family Day Activity
Maritime Security Patrols

The event must be sponsored/advertised as a USPS only event. If one member participates it is not a GROUP activity. Thus, make sure anything entered here reflects GROUP activities that are organized by a USPS squadron or district. You must be doing the work as a USPS member and not a member of any other organization. For example, if you have one member that is also a member of the Red Hats club, but decides to wear a USPS purple shirt with the logo on a community parade float, that does not qualify. However, if a large banner advertising USPS or the boating course is added to the same float, and multiple USPS members are there with purple shirts with USPS logo AND the red hats ladies are on the float too, that would qualify. Pictures of these events are great to send with your submission form as well.

Boat Show Booth

When calculating the points for Boat Show Booth, you have to figure out the number of members that worked it, AND the number of hours EACH member worked. For example A, since most Boat Shows different members work a different number of hours, you must add up all hours worked by each member and enter it. Just record the number of members.

Example A "CORRECT WAY":

9 members helped run a Boat Show Booth.
2 members worked 8 hours each = 16 hours total worked
3 members worked 4 hours each = 12 hours total worked
4 members worked 2 hours each = 8 hours total worked
On the form, you would enter 9 members and **36** total hours

Example B "WRONG WAY":

9 members helped run the boat show booth.
Boat Show was for 3 days, 8 hours each day = 24 hours.
9 members X 24 hours = 216 hours

MULTI-MEDIA ACTIVITIES

Website – Creation, Recreation and Maintenance:

If you are planning on claiming any points for a new site setup or the maintaining of an existing site, then the site should be up-to-date when we go look near the end of the year. Otherwise, points will be reduced. Topics on main page and in calendar should have occurred in the last 3 months and announcing items to occur in the future. A district conference in the future does not qualify. An announcement that your squadron will be having a float in an upcoming parade does. Primarily – your civic service to your community should be visible. That means the same rules that apply to this award apply to the website (see “Objective” section at the beginning of this document).

Public Service Announcements, Interview, Guest Spot/Demo

Each of these is excellent ways to let people in your community know that USPS exists. However, the same rules apply here as with other areas:

- 1) USPS and its purpose (teaching safe boating) have to be mentioned.
- 2) A single member working with another organization does not qualify unless the single member is talking about USPS on camera. Just wearing a shirt while a camera is rolling does not qualify as a civic service event for USPS.
- 3) If USPS members are answering the phone for a fund-raiser, then the group wearing their USPS shirts and not talking on air does qualify. Usually, the announcer will announce where the group of phone answers are from.

Articles

- 1) Must be written and published to get credit.
- 2) An article is not an advertisement/graphic box/blurb for a course.
- 3) A “proof” or copy of the article in its published format must be provided to get credit.
- 4) If an article gets published more than once in the same media source, you will receive less credit than if you have a unique article in multiple media sources. In other words, if Magazine A publishes the same article every week, though this is exposure, not many will read it each time. If Magazine B gets a new article every week, then this receives more points as it will attract more readers and will be read over and over by the same people. This makes the “repetition” of our name greater.
- 5) Points will be given for time to write the article as a separate line item. Again, must be published.
- 6) Because each time the same article is printed means more exposure for the organization and it does take time to distribute, we are giving points for this, separately than writing time. However, we do feel that the time and effort to write articles is greater than that compared to distributing. Regardless if an article is published once or 50 times, you can get points for this.

Additional Tips

Provide more information than you think is needed for events. This means explaining in great detail how the external USPS world will know about us – every media outlet that is notified and how they covered it. Also, it should provide statistics on how many people will see it/participate in it, how often it is repeated or any other detail that keeps the USPS name out there. The number of hours worked on a project should be included by everyone involved; however, the real points are for the day of the event. Provide copies of posters or articles or videos or whatever to show the time USPS was out there.