

National M/PR Committee
 P/D/C John H. Supple, AP
 PO Box 209
 Lincolndale, NY 10540
 Tel: (914) 248-7720
supplest@bestweb.net

**SQUADRON EDITION BOATING CLASS
 ENROLLMENT EVALUATION**

SQUADRON _____ DISTRICT _____

TODAY'S DATE _____ FROM: SQUADRON PRO _____

TO: DISTRICT PRO _____

THE REPORTING CALENDAR YEAR'S TOTALS (January 1 - December 31)

NUMBER OF COURSES CONDUCTED _____ NUMBER OF STUDENTS ENROLLED _____

THE PREVIOUS CALENDAR YEAR'S TOTALS (Jan 1 - Dec 31, If Available)

NUMBER OF COURSES CONDUCTED _____ NUMBER OF STUDENTS ENROLLED _____

DEADLINE APRIL 1ST

MASS MEDIA/PROMOTION:	#RESPONSES	OTHER SOURCES:	#RESPONSES
Newspaper Advertising		BOAT/US 1-800-336-BOAT	
Newspaper Article		School	
Magazine Advertising		State/Local Government	
Magazine Article		Public Utility	
Shopper/Penny Saver		Insurance Company	
Radio Spot		Marina	
Radio Program		Yacht Club	
TV/Cable Spot		Marine Supply Store/Boat Dealer	
TV/Cable Program		U.S. Coast Guard	
Highway Billboards		Member of USPS	
World Wide Web		A Friend, etc. - Not USPS Member	
		Boat Show Booth	
USPS LITERATURE:		Shopping Mall Exhibit	
Flyers		Parade	
Posters/Course Schedules		Courts	
Marine Products "TAG"		Other (Please Specify)	
Direct Mail Inserts		1)	
Other Literature		2)	

MALE____FEMALE____; AGE 0-18____, 18-24____, 25-39____, 40-54____, 55 and over_____

Years Boating: 0-5____, 6-10____, 11-15____, 16-20____, 21 and over_____

Boat Type Owned: None____, Outboard____, I/O____, Inboard____, Sail____, Paddle Craft____, PWC____

Boat Length: None____, Under 16'____, 16-25____, 26-39'____, 40-54'____, Over 54'_____

DO YOU TRAILER YOUR BOAT? Yes_____, No_____

WHY IS THE NPR 101S IMPORTANT

The NPR 101S Form is essential for the:

Squadron PRO so he/she can readily see if the effort and money expended by the Squadron and the Public Relations Committee were well spent, or if some changes should be made. It is very important for your Committee to see how success is achieved. District PRO so he/she can compare the Squadrons' efforts and see what did well and what did not. In District meetings and bulletins, he/she then can give positive advice. National Public Relations Committee to publish national surveys, exchange experiences and give advice to all District PRO's.

The ED-46 form is the enrollment card that is filled out by all students on the first night of the Boating Course. The bottom portion of the card lists questions identical to those contained in the NPR 101S form. This is where our information originates. You've got to be sure that the students fill out **all** sections of the ED-46 form. If the cards are incorrectly filled out, our survey will be incorrect. You or a member of the Boating Course Committee should take a few minutes in front of the class to explain how to fill out the cards correctly.

Filling Out the NPR 101S Form

Remember, we are interested in the Boating Course classes only. Please indicate whether they are in the January-June or July-December time periods. Report separately if more than one time period is involved, and report the actual number of students registered. Some Squadrons run more than one Boating Course during the same time period, so please indicate how many courses this report encompasses. If, for example, you had four courses and have the results of only three, fill in and note only three courses.

Method Squadrons Used

We want to know what methods were used in your campaign and what the results were, so make a checkmark in the square of the actual method used. Don't hesitate to fill in the number of students claiming to have been brought in by a method not used by you. They might have heard about the course through methods used in the past, or by other Squadrons.

Total number of students enrolled vs students responses

If you add up the number of students on the breakdown and come up with more than the actual number enrolled, this is all right. Some students might have seen your announcement in a newspaper as well as on TV, so we want to know both. For your purposes we want to know how many people showed up and why they came, not how many dropped out or stayed in the class.

Keep a copy

Keep a copy of the completed NPR 101S form in a folder for your successor. You can spare him/her from making the same mistakes again. Your comments also are important for your successor as well as District and National.

We sincerely thank you for your cooperation.

Please put comments and suggestions below: