



# UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



## National Educational Officer

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## National Educational Officer USPS Board of Directors Report

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### Item 1 of 6      **Advanced Grade Course Name Changes**

In order to make our course names more descriptive of course content, the names of all our advanced grade courses are being updated as follows:

Current Name	New Name
Seamanship	Boat Handling
Piloting	Marine Navigation
Advanced Piloting	Advanced Marine Navigation
Junior Navigation	Offshore Navigation
Navigation	Celestial Navigation

The first course name changes were announced in the Winter issue of *The Ensign* <http://www.theensign.org/imag/winter2018/> which shared that, in addition to name changes, Boat Handling, Marine Navigation, and Advanced Marine Navigation will also be adopting a seminar series format. They will be offered as a seminar series and also as a complete course.

### **Boat Handling**

The Boat Handling Curriculum will comprise one advanced grade course.

*Boat Handling* (previously Seamanship) will be covered in six seminars which will be the complete course:

1. Rules of the Road – A Practical Approach
2. Confidence in Docking and Undocking – Slow Speed Maneuvering
3. Boating With Confidence – Handling Your Boat Underway
4. Anchoring with Assurance – Don't Get Carried Away

5. Emergencies on Board – Preparation for Handling Common Problems
6. Knots and Line Handling – The Knots You Need to Know

### **Inland/Coastal Navigation**

The Inland/Coastal Navigation curriculum will comprise two advanced grade courses.

*Marine Navigation* (previously Piloting) will be covered in seven seminar which will be the complete course:

1. Introduction to Navigation – Planning and navigation basics, taking into account the variety of electronic devices available today
2. Charting Essentials – the use of navigation data derived from charts
3. Using OpenCPN – the use of chart plotter navigation software
4. Traditional Techniques – covers the basics of using paper charts and plotting, labeling and dead reckoning
5. Coastal Navigation – provides a closer look at navigating in coastal waters
6. Inland Navigation – covers navigating on inland river systems and lakes
7. Practice Cruise – brings everything together when students plan a day cruise

*Advanced Marine Navigation* (previously Advanced Piloting) will be covered in five seminars which will be the complete course:

1. Navigating When Electronics Fail
2. Advanced Navigation Techniques – virtual waypoints, transferring planned routes between systems, maintaining a log, and hazard avoidance
3. Navigating in Limited Visibility – making safe passage at night or in a fog and rain
4. Advanced Coastal Navigation – the environmental impact on navigation from tides, currents and wind
5. Multiple-Day Practice Cruise – ties everything together with planning and navigating a multiple day cruise

### **Offshore Navigation**

Completing the advanced course curriculum are two offshore navigation courses:

*Offshore Navigation* (previously Junior Navigation)

*Celestial Navigation* (previously Navigation)

These courses will be unchanged at the present time.

## **Item 2 of 6            Basic Public Education Committee**

*America's Boating Course* – The Spanish language translation of the classroom and online versions of *America's Boating Course* became available this winter and is currently available in the catalog.

The National Association of Boating Law Administrators (NASBLA) approved 2015 printing has received approval from 47 states for classroom education and from 30 states for online education.

*How to Use a Chart Seminar* – Launched in 2012, this seminar parallels ABC charting in Section 17 and provides detailed use of charts, and correct interpretations of symbols and marks.

*Introduction to Navigation Seminar* - Rewritten and launched in January 2017, the revised seminar supersedes the *Basic Coastal Navigation* seminar. The content focuses upon navigation practices in use by recreational boaters, starting with basics for charting then expanding to GPS and electronic navigation. It includes an introduction to *OpenCPN*, the electronic navigation software used in *ABC* Section 18, *Piloting* Appendix B, and the *Navigation Course*.

*Paddle Smart Seminar* – Launched in 2007, the seminar continues as the baseline for human powered boats. The seminar is scheduled for content update revision however NASBLA is nearing completion of its standards revision for human propelled vessels as indicated by the following quote from their website – “The draft standard *BSR/NASBLA 101-201X: Basic Boating Knowledge - Human-Propelled* was closed for public review on August 4, 2017”. Once the final revised standards are issued, we plan to proceed with the rewrite incorporating those standards.

*Trailer Your Boat Seminar* - This seminar was updated and printed in 2014. It explains how to select a tow vehicle, discusses the correct towing hitch for the intended use, and information to aid in choosing a trailer that has the features that meet your needs. It explains how to safely trailer your boat, why you must match the trailer hitch ball to your trailer hitch, the need for and types of trailer brakes, and the importance of correct electrical connections.

#### Current and Future Committee Activities:

- *America’s Boating Course* is currently being updated and processed for NASBLA re-approval. This conformity review will once again require submission to NASBLA for the national approval and to each state for the state specific approvals. This project is time consuming and requires frequent communication and negotiation with the state boating law administrators who need to separately re-approve our course content for each individual state. Our work for this project has begun with obtaining the initial re-approval from NASBLA and will continue throughout the spring and summer of 2018 as we work with the 47 states to update and obtain re-approval of their state specific content.
- The last element of the *ABC3* Spanish translation project is the translation of the *PowerPoint* slides to Spanish which will allow issuing the Instructor DVD with both English and Spanish versions of the *PowerPoints*. A \$50,000 grant from the USPS Educational Fund has been secured to pay for the professional translators necessary for this work.

- Resolving issues with squadrons not using HQ800 or not using it properly. Assisting in the production of a webinar designed to help new SEOs and ASEOs quickly learn the essentials of the important administrative and marketing tool.
- Continued service as the “help desk provider” for HQ-800 technical issues.
- Continued service as the distribution coordinator and screener for squadron requisitions of the Primer – a guide for new boaters which was published this past winter.
- Bringing *Paddle Smart* current with latest human powered devices in compliance with the new upcoming NASBLA standards for human propelled craft.

### **Item 3 of 6            eBooks**

The Educational Department Leadership is pleased to announce the coming availability of an incentive program for the initial launch of the option to obtain course and seminar material in eBook format. The first course to launch is *Seamanship 2016* Student Manual in pdf format. The eBook pdf version of *Seamanship 2016* contains the same content as the hard copy.

All orders for eBook course and seminar material will go through the SEO. SEO's will use the Standard Order Form (SOF) to order eBooks and receive the appropriate number of Redemption Keys from USPS HQ by email. Initially eBook course and seminars will be provided in pdf format. ePub will follow at a later date. DEO's and SEO's will be provided details pertaining to download, redemption, and suggested eBook readers. The course price, exam process and squadron account billing remain the same. The USPS web site Educational Department page has a link to the eBook Information page and the eBook Redemption page. Click on Educational Department and eBooks in the drop down menu. Squadron members will be able to see future eBook offerings of courses and seminars on the eBook Information page.

### **Item 4 of 6            Boat Operator Certification/On the Water Training**

#### General Activities:

- Conducted three conference calls for the BOC Committee
- Conducted open committee meetings and program presentations at the 2017 Governing Board
- Participated in discussions with Educational Department Leadership regarding curriculum strategy
- Monitored email from the BOC Committee page and responded to inquiries
- Supported BOC training and certification activity through the RD/ARDs and the certifier network
- Submitted Merit Marks on behalf of committee members and squadron members that supported program activity

- Conducted negotiations with the USCG to finalize the terms and conditions of the Learning Center grant.
- Executed the contract for the Learning Center program with the USCG.
- Began initial planning phase of the Learning Center program.
- Submitted a proposal to the USCG for Phase 2 of the Learning Center program

#### Marketing and Communications

- Rolled the public POTW website into the new USPS public website.
- Initiated work with the Public Affairs Committee to create an email marketing campaign to support the *Jump Start* program.
- Continued review of branding changes on program materials and on the Learning Center program
- Re-branded the *Practical On-the-water Training (POTW)* to *Hands-on Training* (program name) with courses in *Basic Powerboat* and *Large Powerboat*
- Continued outreach to squadrons and districts through presentations at district conferences

#### Information Technology

- Worked with the National Secretary and the IT Committee to obtain a source of updated internal emails to use with iContact communications.
- Continued to work with the Educational Department Publishing Team to add more content to the BOC web pages.

#### Curriculum Updates

- Developed an update for the *BOC Certifier Manual*.
- Developed an update for the *Certifier* seminar.
- Developed updated information sheets for BOC participants and for BOC Certifiers.
- Dropped the US Sailing book (*Start Powerboating Right*) from the Basic Powerboat (POTW) student kit
- Continued development of the revised *Basic Powerboat* (POTW) student guide and other components of the student kit
- Continued development of the *Basic Powerboat* (POTW) instructor guide
- Began broader dissemination of the *Large Powerboat* (Large Boat POTW) program

## **Item 5 of 6      Boating Skills Virtual Trainer**

#### Statistics:

- There are a total of 24 active units as of today's date.
- Several units are dedicated to 10 NMMA National Boats Shows and transported between shows by Fred's Shed
- There is an average of 30 "Guest Captains" per day per show.
- We have finished USCG – Grant IV, and have submitted Grant VI

Positives:

- Units are being utilized at area conferences and outreach opportunities which are often published in the Ensign.
- Users of the simulator translate to piloting students and/or OTW family instruction
- Use in classes motivate students to take additional advanced classes with USPS
- Outreach, demonstration and meeting with the Coast Guard Office of Auxiliary of Boat Safety in Washington D.C.

Negatives:

- Damage to the screens can occur in transport
- Set-up and familiarization of the units can be challenging to instructors with limitation of time, ie, transport or arrival 1 day before the boat show
- Improper packing of the units/clamps/damaged cords delays proper set up

Corrective Actions:

- ✓ Watch for 3 new videos are being produced with corresponding copy to aide and assist new users
  - How to: Set up the system
  - How to: Run the system
  - How to: Promote the system

2018 Confirmed Winter/Spring Venues George is confirmed and attending, training and supervising:

- ❖ New York Boat Show, Jan. 24 – Jan 28
- ❖ Miami Boat Show, Feb. 15 – Feb. 19
- ❖ IBWSS, Lexington, Kentucky, March 4 – March 7
- ❖ Future events include planning for 3 Tall Ship Landings

Our 2018 goal is to improve the utilization of the units and increase the number of venues where it can be operated. Our videos will provide the confidence to set – up and coach the user to operate the Virtual Trainer prior to its arrival. Announcements to the District and Local commanders for application of its use will be increased in 2018. The promotional videos will be circulated in the next month. Version 5 of the software is to be presented at the Annual Meeting.

## **Item 6 of 6            DML – America’s Boating Channel**

- DML 4.0 GRANT PROPOSAL

Completed grant proposal for USCG submission to develop *America's Boating Channel* as a full-time linear video programming feed for cable and satellite television distribution and as a video-on-demand (VoD) online streaming portal featuring Coast Guard sponsored boating safety and boater education video content.

- DML 3.0 PRE-PRODUCTION

Began fulfillment of 20 July agreement with USCG to produce 9 original videos based on gap analysis, create 32 video pullouts, implement industry-wide promotion, and conduct digital media curation as DML 3.0 deliverables during 2018 term.

- DML 2.0 VIDEO POST-PRODUCTION

Completed editing for downloadable and closed-captioning streaming versions for all DML 2.0 videos: *Navigation Rules FAQ, Choosing the Best Life Jacket, How Life Jackets Save Lives, Life Jacket Flotation, Life Jackets for Children, Visual Distress Signals, MMSI, PWC Departing, PWC Pivot Turn, Operating a PWC on Plane, Stopping a PWC on Plane, PWC Person Overboard and Roll-Overs, PWC Docking, and Boat Accident Reporting*. To date, have received USCG final approvals for all but 3 videos.

- DML 2.0 WEBSITE & MOBILE APP

Completed navigation and functionality testing and completed all creative elements for February 2018 launch of [americasboatingchannel.com](http://americasboatingchannel.com) and derivative mobile app. New sections will be featured for USPS instructors including 3 new *Boating Skills Virtual Trainer* videos, *Navigation Rules FAQ, Life Jackets, Safety, Basic Boating Skills, PWC Operation, and Boat Accident Reporting* interactive map of US waterways. Established Google Drive download folder for USPS members with all DML videos and compilations.

- DML 2.0 MARKETING & PROMOTION

Exhibited USPS DML at Government Video Expo & National Drone Show 28-30 November in Washington, DC. Publicly launched *MMSI* video for holiday VHF-DSC radio sales. Prepared Feb-April promotional launch campaign featuring weekly debut of new DML 2.0 videos to drive viewership and establish *America's Boating Channel* brand using 15 newswire services and social media.

- DML 2.0 SOCIAL MEDIA

Created *America's Boating Channel* social media outlets: YouTube Channel, Facebook page, Twitter presence, Instagram account, Pinterest page, and LinkedIn Group. #AMERICASBOATINGCHANNEL trademark application completed; hashtag registered and verified at Twubs.com and registered at hashtags.org. Produced behind-the-scenes photo albums to launch on *America's Boating Channel* Facebook page the day after videos launch on website and YouTube channel. NSBC is providing reciprocal cross-promotion through its Twitter presence.

- DML 1.0 CLOSE-OUT

Approval of DML 1.0 final closeout received from USCG on 20 September upon completion of Biblioteca de Recursos Digitales (USPS BRD) [uspdml.org](http://uspdml.org) Español landing page, USPS BRD YouTube channel launch, and roll-out of Spanish language video series as final steps of USPS DML 1.0 website, social media, and mobile app launch showcasing roll-out of DML 1.0 series of original safe-boating videos.