

United States Power Squadrons®

Consolidated Educational Department Report

Annual Meeting January 2015

Jacksonville, FL

BASIC PUBLIC EDUCATION (BPE Com) – R/C Richard L. Carson, JN

1. The *America's Boating Course 3^d Edition (ABC3)* continues as the USPS NASBLA approved education system. It fulfills basic boating education requirements in most states, a prerequisite for state issued operator licensing. The course was introduced in 2008, reprinted in 2010, revised to new NASBLA 2012 Standards and printed in 2012, reprinted in 2013, and is currently in preparation for a reprinting in early 2015. The 2015 reprinting will encompass NASBLA 2015 Standards and all known updates such as recent rulings by the USCG on Rules and lifejacket nomenclature. On-the-water education supporting boat handling material in the student manual and follow-on BOC course is included in the 2015 printing as Appendix A.

2. Evolving items of interest include:

- a. Revise boat capacity label-plates with calculations for maximum person capacity using a revised upward representative average weight. Discussions include using 184 versus 160 pounds to divide into available design buoyancy of the boat to produce a passenger limit number.
- b. Transition to a new consolidated North American life jacket standard. The USCG has issued their final decision to remove Type I, II, III, IV, and V nomenclature and replace with Off Shore, Near Shore, Floatation Aids, Throwable Floatation Aids and Special Use Devices. The revised labels for all "U.S. Coast Guard Approved" lifejackets are being developed in concert with manufacturers and will be promulgated. Until then, the new and "Types I, II, III, IV and V" nomenclature will be used in parallel in discussions and to describe use.
- c. The USCG had promulgated the Navigation Rules and Regulations Handbook, August 2014 Edition, a welcome clarification of Rules and leads to further changes in Ed Dept. student materials.

3. Revisions to boater's language include:

- a. PWC / Personal Water Craft / Jet Ski are encompassed in "Water-jet propelled boats."
- b. Vessel is being replaced with more representative "boats."
- c. Kill switch is being replaced with a better descriptive "Ignition shut-off device."
- d. The variety of paddle boats is encompassed in "Human-Powered Boating."

4. Translation of the *ABC3* Student Manual to classic Spanish remains stalled. The 2012 *ABC3* examinations have been translated to Spanish and are available from the Ed Dept. products catalog.

5. The *ABC3* on-line course continues as a popular distance learning vehicle. The differing state specific laws and exam questions necessitate tailored on-line assessment examinations for each state. When launched, the on-line exam will be introduced one state at a time. In 2014, only 2% of on-line students completed the required proctored final examination. The eventual launch of the on-line examinations should greatly increase course completion statistics. Launching the on-line examination is currently on hold.

6. The Committee is responsible for 4 seminars:

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- a. *Basic Coastal Navigation* (2009); essentially paralleling *ABC3* Chapter 5, this seminar continues in need of update and conversion to the single booklet format (transition from the MAPTECH to Rose Point electronic navigation DVD is included).
- b. *How to Use a Chart* was updated in 2012.
- c. *Paddle Smart* (2007) is under revision to the single booklet format and include 2015 NASBLA Human Powered nomenclature.
- d. *Trailing Your Boat* was updated in 2014.

7. The Committee is responsible for the 44 USPS – state MOUs and similar agreements. Many of these are dated and otherwise in need of maintenance attention. Advances were made in USPS-BLA communications in 2014 and will continue into 2015.

8. The first totally blind person successfully completed *ABC3* with a squadron in District 16. Efforts continue to comply with ADA directives.

9. Housekeeping:

- a. The Ed Dept. equivalent of a recall was implemented after discovering flawed stocks of preprinted blank *ABC3* Wallet Cards – printed off-center and not compatible with printing software. Proper forms are being shipped to Squadrons holding flawed stocks.
- b. The Committee continues to monitor the educational materials status and consumption rates using manual methods during the continued restoration of computer assisted tracking.
- c. A vast amount of Committee time is consumed responding, always as soon as possible, to “customer” requests. Efforts continue to sort out why some squadrons fail to file course completions in the HQ800 system, and with assistance for using any of the FOUR published teaching aids to HQ800.
- d. Committee files on the FTP site continue to be updated and debris expunged.

A large concern is the failure of many squadrons to conduct any basic public education, evidenced by the monthly *ABC3* course completion reports. The corresponding decline in sales and resultant reduction in the revenue stream from *ABC3* sales is adversely impacting the USPS. We look forward to the normal springtime increase in sales of educational materials.

BOAT HANDLING – R/C Chris Windeler, SN

Seamanship Instructor Manual has not been reprinted and has been added to the instructor CD that also contains the PowerPoint presentation. The instructor CD has also been upgraded so the questions in the student manual match those in the instructor CD.

Only a few *Seamanship* Student Manuals have been reprinted while the Committee considers using the CPS-ECP *Seamanship* Student Manual jointly. This is an attempt to remove redundancy with *ABC3* and to lower cost by a joint printing. The Committee is cooperating with the Inland and Coastal Navigation Committee on this issue because the CPS-ECP *Seamanship* Student Manual contains significant *Piloting* instruction.

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The Committee is cooperating with the Outreach Committee by providing material to investigate eBooks and on-demand printing.

A decision was made not to reorder 07-66-100 Basic Knots CD and to remove from the Ed Dept. Catalog when inventory runs out. This was not our material and is slow moving.

A decision was made not to reorder *Hurricanes and Boats* Student Notes with copies of the slides but to modernize it into a small color booklet format.

BOAT OPERATOR CERTIFICATION / ON THE WATER TRAINING – R/C Scott McDonald, SN

The following is a brief summary of BOC-OTWTr Committee since the 2014 Annual Meeting:

- Conducted monthly conference calls for the committee
- Updated and expanded the RD/ARD network to increase coverage across the districts
- Initiated an outreach to DEOs on the BOC program
- Promoted On-the-Water training at Spring conferences
- Initiated a working group on marketing to improve our internal communications and our market penetration.
- Managed the schedule and use of Water Trainer on a tour up the East Coast
- Performed the decommissioning of Water Trainer and returned the vessel to the manufacturer
- Conducted schools to train more certifiers on the east coast and the west coast.
- Participated in the 2014 IBWSS Conference. Provided an on-the-water demonstration of the POTW program
- Developed skills content for the Simulator documentation
- Completed the second USCG grant for POTW and began the third grant.
- Assisted squadrons with the use of on-the-water guides for advanced grades
- Completed development of the Offshore Navigator level of the BOC program
- Conducted a successful beta test of the ON program on the west coast.
- Scheduled BOC programs in conjunction with the USPS Annual Meeting, including a second beta test of the ON program.
- Began discussions with the Discover Boating program to explore opportunities for instructors and squadrons
- Continued to monitor discussions with the USCG regarding licensing for on-the-water instructors
- Began discussions with the Royal Yacht Association to explore potential relationships between the RYA ICC and the BOC program.
- Met with Richard Falk of the RYA at the Ft. Lauderdale International Boat Show
- Began a review of the BPH skill in conjunction with the RYA materials and the emerging ANSI standards

EDUCATIONAL OUTREACH COMMITTEE (EOCom) – R/C William J. McManimen, III, SN

1. The committee continues to focus our resources on preparing seminars and course material for online accessibility and student participation through our partnership relationships with the University of West Florida and the Boat US Foundation. We have recently initiated an evaluation of incorporating the use of eBooks into our educational products. We are looking into the available readers along with conversion software and are attempting to formulate a preliminary policy to guide our continuing research into the use of this product.
2. The University of West Florida continues to be administered by P/R/C Wil Hugli, SN. During this year the program has added USPS *Mariner's Compass*, the *Piloting* course, and *Cruise and Cruise Planning* to the existing "menu" of educational online opportunities. For the calendar year we had 58 course enrollments and 33 enrolled in the seminars.
3. The online partnership with the BoatUS Foundation currently has three seminars available. They are *Partner in Command*, *Boating on Rivers, Locks and Lakes*, and *Weather for Boaters*. *Hurricane Prep for Boaters*, *VHF/DSC* and the first section of *Cruise Planning* have been forwarded to the BoatUS team for their Claro development and Learning Management portion. The *GPS for Boaters* seminar is progressing through the summary and detailed outline phase and should be ready for the Claro development value added phase by mid-January 2015. Illness, development reorganization and personnel changes at BoatUS have caused schedule changes that are currently being evaluated for their impact on seminar and course release dates.
4. The committee team has three members producing technical content under the supervision and scheduling of Stf/C Sumberg. We are still hoping to pick up several more seminar production personnel to supplement current technical resources.

ELECTRO-MECHANICAL SYSTEMS COMMITTEE (EMS Com) – R/C George R. Hallenbeck, AP

Course Statistics

Course shipments are holding momentum, generally outpacing the five month projection on inventory, while seminar shipments have peaked and are in decline. The table below is illustrative of EMSCom inventory.

Description	Shipped 2014	Shipped 2013	Shipped 2012
EM SM 07	528	836	
EM IM 07	13	90	110
ME-SM 101/102 2002	9	81	86
ME-IM 101/102 2002	1	3	31
ME-SM 103	9	79	88

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ME-IM 103	1	19	27
<i>Marine Electrical Systems</i>	165	409	448
<i>Marine Elec. Systems IM</i>	13	38	62
<i>Marine Comm Sys SM</i>	106	301	300
<i>Marine Comm Sys IM</i>	5	38	51
<i>Marine Amateur Radio – LG</i>	13	220	16
<i>Boat Owner Guide to GMDSS – LG</i>	26	26	75
QG – GPS	23	137	395
VHF – QG	43	249	293
<i>Marine Radar SM</i>	41	111	149
<i>Marine Radar IM</i>	53	15	20
Radar Book	66	116	149

Course Development

Electronic Navigation remains the key focus of all resources. It has been redeveloped based on a CPS course to provide additional breadth of coverage, as our alpha testers told us.

Work on additional new courses has been redirected pending conclusion of *Electronic Navigation*.

Engine Maintenance (EM2011) is in general use under continuing demand.

Marine Electrical Systems is in general use.

Marine Communications Systems continues to be well received and is in general use.

Marine Navigation Systems (which we expect to return to shortly) is still a victim of rapid change in the marketplace.

Marine Electronics (101, 102 and 103) have been discontinued following the release of *Electronic Navigation Systems*, with the exams remaining open for a few more months.

Seminar Development

With the completion of *Electronic Navigation*, we hope to return to seminar development.

Rewrite of the radar seminar has been assigned within the committee, but added resources are needed.

GPS is under redevelopment. Watch for an expansion of this seminar.

AIS is still in need of a technical writer.

The committee is considering additional electro-mechanical topics, including the possibility of two additional courses covering many of the electro-mechanical topics not covered today. This is based on the feedback for the national NEO survey of last January.

Other Issues

New MMSI number assignments continued to grow (2014 68% over 2013), but remain below expectations.

R/C Hallenbeck attended the May 2nd meeting held in Annapolis, MD. with P/R/C Danko covering the July 31st meeting in Arlington, VA. Key developments will continue to be reported via the "Blast". Eighty percent of recreational mariners have not responded to Task Force recommendations that GPS systems be connected to DSC radios. Despite our growth in MMSI number assignments, boaters in general are not registering for MMSI numbers. Additional education is needed to resolve this persistent need. The bottom line is that all recreational boaters need to obtain an MMSI if they have a DSC-capable radio, enter that number into the unit and hook the radio to their GPS for best effect.

Associate membership for USPS has proven useful with the National Marine Electronics Association (NMEA), through the advanced education they offer.

EMSCom effectively remains de-staffed with only three members contributing to the committee load. Continuing factors include: burnout due to committee workload, personal needs, aging of the membership and a dearth of qualified candidates.

INLAND & COASTAL NAVIGATION COMMITTEE (ICN Com) – R/C John P. Cook, SN

Piloting

Piloting is the initial navigational course in the USPS Advanced Grades Series. The course focuses on techniques for navigating in coastal and inland waters. Piloting emphasizes planning of courses and routes using the basic GPS for determining geographical position, plus bearing and distance to an active waypoint, course over ground and speed of advance. The course introduces digital charting along with traditional dead reckoning skills as a backup for the electronic systems. Plotting and labeling, use of the compass, aids to navigation and related topics are included in this introduction to coastal and inland piloting.

The current *Piloting* Student Kit 2011 includes the 2011 Piloting Manual, the Plotting and Labeling Standards and the *Weekend Navigator, 2nd Edition*. The Instructor Kit includes the Student Kit plus the Instructor Manual 2008 and the Instructor CD 2008, Rev. 2012. There is an optional Piloting on-the-water training segment available for download from the Piloting page of the USPS.org web site.

For the educational year 2013-2014, 660 individuals completed the *Piloting* exam and 598 passed. The average grade was 91%.

Advanced Piloting

Advanced Piloting is the second navigational course in the USPS Advanced Grades series. The course material builds on the base developed in the *Piloting* course and includes the practical use of additional electronic tools and advanced techniques for determining your position and for avoiding hazards. Among the topics covered are prediction of tides and currents and determining leeway, and using that information to determine the correct heading and boat speed required to achieve your desired destination.

The current *Advanced Piloting* Manual and Instructor Manual editions are both 2011. The Instructor CD is 2011 (version 6.0). As in the *Piloting* course, the *Advanced Piloting* course also uses the *Weekend Navigator, 2nd Edition*, as a reference. And, there is also an optional Advanced Piloting on-the-water training segment available for download from the Advanced Piloting page of the USPS.org web site.

For the educational year 2013-2014, 343 individuals completed the *Advanced Piloting* exam. 93% passed. The average grade was 92%

Seminars and Guides

The following Inland and Coastal Navigation seminars and guides are available from the Ship's Store:

- *GPS for Mariners*
- *Mariner's Compass*
- *Tides and Currents*
- *Predicted Log*
- *How to Read a Nautical Chart*

INSTRUCTOR DEVELOPMENT COMMITTEE (ID Com) – R/C Tom Shuell, SN

Certified Instructors

As of 2 December 2014, there were 2,942 certified instructors. The certification of another 2,395 members has expired and they need only complete the recertification seminar to reinstate their certification. The number of certified instructors continues to decline, down 4% (133) since the end of the educational year and down 10% (320) during all of 2014.

Strategies for addressing the increasing number of certified instructors who have let their certification expired were discussed at the meeting of the ID committee. In addition, the problem was discussed with R/C Bill McManimen, SN, Chair of the national Educational Outreach Committee. Offering the seminar online using GoToMeeting was discussed, as both Bill and IDCom member, Carl Filios, have used GoToMeeting to offer the recertification seminar.

It was agreed that enrollment in the seminar needs to be limited to no more than 20 participants. The reason for limited enrollment is twofold: First, participants in the recertification are experienced instructors, and one of the goals of the seminar is for them to discuss what has and has not worked for them in their teaching experiences. Second, one of main tenants of the current instructor development program is to engage students in the learning process, and not providing for sufficient interaction in the seminar would violate this principle.

The committee is currently pursuing the possibility of offering a recertification webinar during February 2015. Enrollment in the webinar will be limited to permit interaction among the participants.

Developing a promotional/marketing program to increase the number of certified instructors is currently being pursued. The goal of this program would be to increase the number of certified instructors, both new ones and the number of current certified instructors who renew their certification by taking the recertification seminar.

ID Course

During 2014, 28 squadrons conducted the new Instructor Development 2013 course. Final Evaluation materials were submitted for 63 students. The 1-hour lesson plan for 51 of these students received a passing score on their initial submission, for an initial pass rate of 81%. Three students who initially did not receive a passing score revised and resubmitted their lesson plan, and all 3 passed. Thus, the overall pass rate for 2014 was 86%.

Since the course was released in March 2013, a total of 47 squadrons have submitted Final Evaluation materials for 132 students with an overall pass rate of 86%, including students who revised and resubmitted their lesson plan after failing to receive a passing score on their initial submission.

Overall, the reception of the new course has been positive. However, several squadrons have reacted negatively to the course. In most of these cases, it appears the instructor did not fully understand the goal and procedures involved in the new course and did not seek assistance from IDCom. How this problem might be addressed is not entirely clear, although it does concern the committee. Stf/C Robert Rayburn, who manages the Final Evaluation part of the course, is also looking into ways to reduce the number of students who don't receive a passing score on their initial submission; to revise their plan based on the reviewer's comments and resubmit their lesson plan. All of those students who have resubmitted their 1-hour lesson plan have passed the course.

Teaching Aid Competition

Since the resumption of the national teaching aid competition several years ago, the committee has worked at revising the procedures and encouraging participation by the districts. IDCom member, Carl Filios, has assumed responsibility for managing the program, and the procedures, guidelines, and judging criteria have been reviewed in preparation for the upcoming competition in Jacksonville. Several changes should result in the competition running more smoothly this year. This year's competition will be reviewed for further possible revisions, especially with regard to encouraging districts to participate by holding their own competitions so that their "Best of Show" can be entered in the national competition.

Goals for 2015

During the upcoming year, the committee will be addressing the following goals:

- Review procedures, guidelines, and judging criteria for the national Teaching Aid Competition and work on ways to increase participation by districts.
- Update the PowerPoint® presentations for the ID course

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- Update/correct errors, etc. in *ID* Student Manual (IDCom member, Howard Kaufmann, has recently revised Chapter 5, "Making Learning Accessible," so it better reflects current laws and practices regarding accessibility; the chapter is in the final review process.)
- Update the Instructor Manual for the ID course.
- Revise score sheet used to evaluate the 1-hour lesson plan that is part of the *ID* course's Final Evaluation.
- Revise score sheet used to evaluate the 1-hour lesson plan that is part of the *ID* course's Final Evaluation.
- Articulate the stated purpose of the recertification seminar, revise the seminar and update the PowerPoint® presentations to better reflect its purpose.
- Explore offering the recertification seminar online via Go-To-Meeting or similar program as a means to counteract the increasing number of instructors who do not renew their certification. The possibility of offering it as a webinar with limited enrollment so that interaction can occur among the participants will also be explored, as will developing a promotional/marketing program to increase participation.
- Consider developing regular 2-hour USPS seminars in addition to the recertification seminar. Topics might include Effective Teaching Strategies, How to Modify PowerPoint® Slides Provided by National, etc.
- Develop informational marketing materials on various educational topics with USPS Marketers

MARINE ENVIRONMENT COMMITTEE (MEnvCom) - R/C Charles J. Wells, SN

MEnvCom is responsible for producing and administering two courses, three seminars and one Webinar: the *Cruising and Cruise Planning* course, the *Weather* course, the *Basic Weather and Forecasting* seminar, the *Boating on Rivers, Locks and Lakes* seminar, the *Crossing Borders* seminar, and the *Marine Weather Forecasting* webinar. This report has some brief comments about each one.

R/C Charles Wells, SN is the current committee chair. Stf/C Robert Anderson, AP and Stf/C John Gill, AP are the Assistant Committee chairs.

The Cruising and Cruise Planning Course

The course was updated and published in 2013. The course includes a new Student Manual, an Instructor Guide (on CD) with a Slide Presentation and notes, and a full set of examination questions. Revisions are planned for the next printing in 2015.

The Weather Course

The course was updated in 2012. The Instructor CD has both a regular PowerPoint presentation with complete notes and an Instructor's Guide that contains suggestions and tips for instructors. No changes are forecast in the near future.

Basic Weather and Forecasting Seminar

The new weather seminar – *Basic Weather and Forecasting* – is more comprehensive than its predecessor (94 slides versus 63 in the old one). In addition to the *Onboard Weather*

Forecasting QuickGuide used in the old seminar, participants receive a full color Seminar Guide complete with notes—a major upgrade from the previous guide. There is no separate printed Instructor Guide. The notes in the Seminar Guide also serve as instructor notes. The Instructor's CD, however, in addition to the PowerPoint presentation has a file with an Instructor's Guide that contains suggestions and tips for instructors.

Boating on Rivers, Locks and Lakes Seminar

Boating on Rivers, Locks and Lakes seminar has been well received and is still available under its first printing. This seminar has undergone a major revision for inclusion in the new BoatUS/USPS online course program. We will include these revisions in the next printing of the student manual.

Crossing Borders Seminar

This new seminar was developed with the cooperation of the Boat Handling Committee. It details the requirements for crossing international borders with special emphasis on our neighbors to the north and south. The first printing of the CD and student manual are complete and it is listed in the catalogue.

Marine Weather Forecasting Webinar

The *Marine Weather Forecasting* webinar was developed for coastal and offshore cruisers and emphasized the 500 mb chart as a forecasting tool and NOAA/NWS coastal/offshore meteorological products. The webinar was offered again in 2014.

BoatUS/USPS Online Course Program

The Committee has been active in supporting the BoatUS/USPS online program. Stf/C John Gill took the lead on the revision of the *Boating on Rivers, Locks and Lakes* seminar. P/R/C Ron Kessell led the review and development of the online version of the *Basic Weather and Forecasting* seminar. It is online now as *Weather for Boaters*. We are also working to format the *Cruising and Cruise Planning* course for the online project.

Planned Projects

A *Severe Marine Weather* seminar is under development. Stf/C Robert Anderson and P/R/C Kessel are taking the lead in overseeing this project. It will focus on severe weather and oceanographic events that affect boaters.

The Committee intends to promote the development of other sample cruises for the new *Cruising and Cruise Planning* course. As these new examples are created, we will post them online so that other boaters and instructors can use these for classroom or practical use.

OFFSHORE NAVIGATION COMMITTEE (ON Com) – R/C Steve Abbott, SN

1. During the fiscal year 2014 (end of November), we sold 353 JN kits and 132 N kits (these numbers include sales to Canada). The rate for JN kits is substantially above last year while the rate for N kits is slightly below last year. During the same period, our examiners graded 128 JN exams (87% passed with an average passing score of 91.5%), 115 N exams (86% passed with an average passing score of 89%), and 88 N Sight Folders (84% passed with an average passing score of 90%).

2. The JN2012 Instructor Manual and CD were re-printed during 2014. Minor changes were made to correct errors; additional slides were added to the CD on sextant adjustments.
3. The JN2012 Student Manual is currently being reprinted. Along with error corrections, a Sight Folder requirement for a meridian transit of the sun was added. A Power Point presentation on latitude calculations from meridian transit sights is now available on the JN website.
4. Publishing is making final changes to the *Navigation* student manual. Printing is scheduled for the first quarter, 2015. One squadron has completed the new N course with a BETA segment and completed a BETA exam. The changes included in the new N15 Student Manual include:
 - a. A brief clarification of the celestial coordinate system.
 - b. Inclusion of Latitude by Polaris
 - c. Inclusion of Sight Data Averaging (moved from optional materials)
 - d. Definition of Equation of Time
 - e. Clarification of the definitions for the optimum angles of a 2 and 3-body fix
 - f. Replaced the *Capn* software with *OpenCPN* and replaced the homework and Practice Cruise.
 - g. Added Weather Gribbs and overlays to the navigation charts.
 - h. An optional section on 'Tablets' and on interfaces between navigational software and chart-plotters was completed for N15 and is available for review.
 - i. Removal of the Meridian Transit requirement (now in JN)
5. *Navtra* and *Plottools* programs for 64-bit Windows are now available on the web site. Also, *Celestial Tools* has been upgraded with additional features for P and AP students.

ON-LINE COURSE CONVERSION – P/D/Lt/C Eileen Rickard, SN

Development

The Interactive Online Program, in partnership with the BoatUS Foundation, will be implementing the seminar *Hurricane Prep for Boaters ~ Protect Your Boat From The Next Big One: Storms, Floods and Wind* in February. This is the *Hurricanes and Boats* seminar, implemented online in a fully interactive manner and renamed to appeal to non-USPS boaters.

Several seminars are in development:

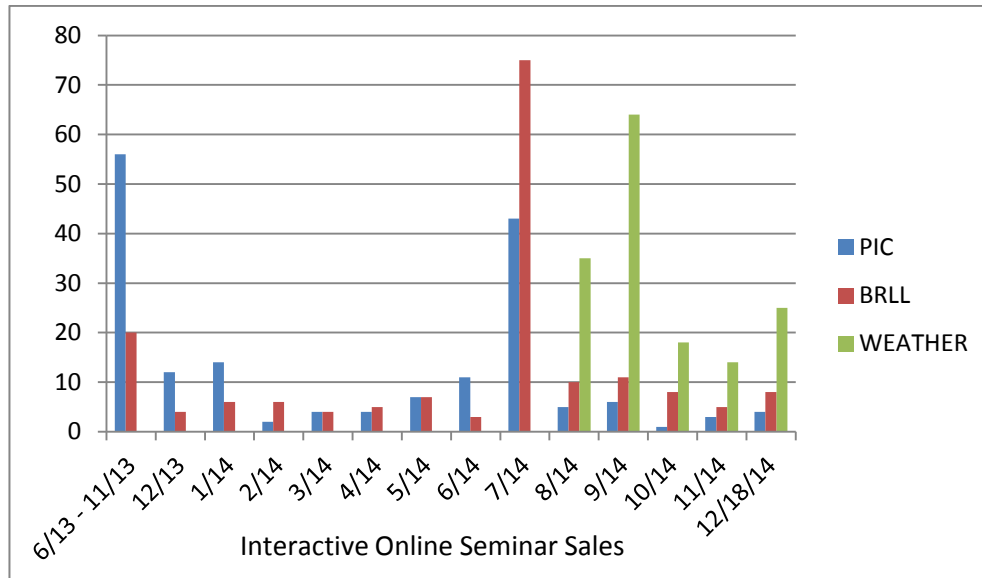
- Full development of *VHF/DSC Marine Radio* at BoatUS has begun.
- The upgraded content for the *Using GPS* online seminar has been determined and the initial definition of the transfer to the online platform is in process.
- Our first course – *Cruising and Cruise Planning* – is also in development. The storyboard is being developed in 4 sections. The first section has begun turnover to BoatUS and the second section has begun storyboarding.

Sales

As of the writing of the last report, 17 August, 290 seminars had been sold. From 18 August through 25 December, we sold another 266 seminars– 32 *Partner in Command* and 46

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Boating on Rivers Locks and Lakes and 188 *Weather for Boaters*. Of these 266 sales, 85 or 32% of the sales were to members. This makes a total of 556 seminars sold since the beginning of the program, of which 147 or 26% were to members.



Several factors helped enable the relatively strong sales this fall. First was the rollout of *Weather for Boaters* with a price \$24.95 and several types of promotion in late August and the full month of September. Secondly was a holiday promotion with weekly email blasts from Black Friday through 12/23. Finally, *Weather for Boaters* seems to be a more popular seminar subject. Although it was released in late August, 2014, *Weather for Boaters* total sales have reached the level of the two previously released seminars. Each seminar has now sold about 185 units.

Marketing

The program has a Marketing Team made up of the USPS project manager, two members of the National Marketing Committee, Tammy Brown, the USPS Marketing Director, the NEO and two employees of the BoatUS Foundation. New approaches and initiatives since the Governing Board are:

- **Change the name of a seminar to make it more saleable online.** Our course and seminar names do not always convey what they are about, especially to web searches and boaters who only see the title. For the seminar about to be released, we chose the name *Hurricane Prep for Boaters* to communicate the connection with boating and the emphasis of the seminar on preparation. As before, we added a tag line to the full title that gives more information and helps with keyword searches on the web. The full name became "*Hurricane Prep for Boaters ~ Protect Your Boat From The Next Big One: Storms, Floods and Wind.*" Choosing the best name and tag line has become a regular part of the marketing plan for each new seminar or course.
- **Research whether the pricing is right.** The July promotion showed significant sales increases at the lower prices, with the \$24.95 price actually selling more than \$19.95. As part of the rollout for *Weather for Boaters*, there was a promotion for all seminars to sell

at \$29.95 to see how sales are impacted by this price. We have determined that at this point the best price for our seminars seems to be \$24.95 with a 20% discount for members.

- **Outside marketing help.** Rinck Advertising was contracted in the late summer to help with online marketing of the Interactive Online seminars as well as ABC3. They have been managing the Google Adwords accounts and advising us on many marketing approaches.
- **Email Promotions.** Email promotions coupled with some special pricing was found to be successful in the summer and fall. We intend to continue to actively promote by email on a regular basis.

Making Seminar Additions Available For the Classroom

One of the goals of this program is to make the videos and other seminar innovations available to the classroom versions of the seminar. In September we determined that this will be done by:

- Making a video of the screen while someone takes the seminar. This will provide the context for the new images and videos.
- Make a copy of all new or enhanced images.
- Make a copy of all videos.
- Put all of these pieces in a central area where the committees can access them.

These steps were taken for the *Weather for Boaters* seminar before the middle of December and should be complete for *Partner in Command* and *Boating on Rivers, Locks and Lakes* by the Annual Meeting.

Enabling Squadrons to Increase Membership

The system that was built to capture Interactive Online registrations and completions emails squadrons near where the student lives the information needed to contact the student and recruit them to join in squadron activities and join USPS. Making sure that squadrons understand how to recognize and use these referrals is an ongoing process which has included seminars at national meetings, articles in the *Ensign* and emails to squadron commanders and SEOs.

PROGRAM PARTNER RELATIONS – R/C John Miller, JN

Brunswick Dealer Advantage (BDA) Program

The Brunswick Dealer Advantage/U.S. Power Squadrons Program continues to expand, although at a slower rate than desired. We have plenty of room for continued growth and will continue our efforts along with our partner (Brunswick) to increase our participation numbers. Your Program Partner Relations Committee Team – Stf/C Shirley Heald, AP; P/R/C Dick Pfenniger, SN and I, are in constant contact with Brunswick and our squadrons to assist in facilitating local partnering efforts. As a direct result of our trusted relationship with Brunswick Corporate, we have been able to obtain a full listing of all Brunswick dealerships that participate in the Brunswick Dealer Advantage Program (BDA).

Districts and/or squadrons that are not certain if there is a participating dealer within their respective geographical areas, are asked to contact: P/R/C Dick Pfenniger (Districts 1-10), R/C John Miller (Districts 11-20 and 26) or Stf/C Shirley Heald (Districts 21-33) to obtain requested information. We have an agreement with Brunswick as to how and to whom we share this information, thus certain protocols must be followed. Our team reached out to all DC's and DEO's in December 2014, to obtain information on activity being tracked by squadrons participating in the BDA. To date (23 DEC 14) response to our questions are less than stellar and highlights one of our continued organizational difficulties – COMMUNICATION.

BDA Customer Service Representatives will again be making contact with their dealers and partner squadrons, rekindling the relationship and assisting with the establishment of various seminars and courses. With the listing of Brunswick Dealers in hand, we can now identify those geographical areas where there are no Brunswick dealers so we can more accurately define the exact number of squadrons who have potential Brunswick partners. We will provide updates periodically throughout the remaining part of this calendar year. This number will then give us a more realistic number of squadrons that need to participate to establish 100% participation of eligible squadrons in the program.

For more information on the BDA Program, please contact Program Partner Relations Chair John Miller, JN (viper6miller@gmail.com, Stf/C Shirley Heald, AP (shirleyheald@verizon.net) or P/R/C Dick Pfenniger, SN (rcp37@juno.com).

Mariners Learning System (MLS)

Mariners Learning System offers Coast Guard approved Captain's Licensing courses that can be taken online in the comfort of your home or on the road and at your own pace. They have incorporated an intuitive learning approach that's direct, clear, and effective. They provide a methodical, well-organized program of professionally produced, on-demand lectures, videos, and companion manuals.

As mentioned in prior communications, USPS and MLS entered into an agreement which entitles USPS to serve as a distributor of MLS courses. The intent of this agreement is to provide USPS with the ability to (1) offer all MLS courses to our members at a significant discount, as an example the OUPV Captain's course (better known as the "Six-Pac" license) List Price is \$795, our Member Price is \$535; (2) offer all MLS courses to non-members at a special price; and (3) afford all courses to be available through our Ships Store. In addition to offering deep discounts to our members, we will also be expanding our MLS partnership by providing 'proctoring' services to MLS students who have successfully completed the curriculum and are ready to 'sit in' and take the U.S. Coast Guard Captain's License Exam (more on this element to follow).

MLS will also be providing a monthly technical e-Newsletter that will be available on our USPS website that will speak to various technical elements such as interpreting the NavRules, Seamanship for the Mariner, Navigation for the Mariner, Maritime Law, etc. All elements that a “licensed” Captain and prudent mariner should be aware of.

For additional information about this new and exciting opportunity for USPS and USPS members contact: R/C John D. Miller at: viper6miller@gmail.com

PUBLISHING COMMITTEE (Pub Com) – R/C Priscilla B. Clarke, AP

The Publishing Committee responsibility involves operations relating to the process of publishing course and seminar materials. This includes content editing of storyboard for all new projects and rewrites of our courses and seminars; text editing; formatting of student and instructor material; graphic assistance and preparation of printer ready content.

Work completed since last annual report.

- Generated original Power Point working files for *Weather* seminar as baseline for online *Weather for Boaters* seminar
- Edited and formatted N 2015.
- Created master CDs for *Cruising and Cruise Planning*, JN Power Point CD, PIC Instructor CD, AP Instructor CD, *Emergencies on Board* Instructor CD, *Marine Electronic Navigation* student and Instructor CD.
- Tested and revised *Sail* exam.
- Generated working Power Point files for online *VHF* seminar.
- Reviewed USPS-CPS *Marine Electronic Navigation* consolidated glossary.
- Created BoatUS-USPS *Weather for Boaters* and *VHF Radio* seminars pdf take-aways.
- Printed and mailed BOC Certificates and wallet cards for IN and CN completions monthly thru the end of December.
- Processed ED 79s and obtained quotes for order/reorder of courses, seminars and CD's at request of Educational Department Rear Commanders.
 - *Cruising and Cruise Planning* Instructor CD
 - *Trailer Your Boat* seminar and DVD
 - Bowditch Bay Chart 2008
 - 1210 Training Chart
 - *Partner in Command* student manual and Instructor CD
 - Sight Folder covers
 - NOAA Chart – Eastern
 - ED46 update
 - *JN* Instructor manual and Power Point Instructor CD
 - *Emergencies on Board* Student Guide and Instructor CD
 - *Seamanship* manual and Instructor CD
 - McGraw Hill One-Minute Guide to Rules of the Road
 - *ABC3* Exam 1A, Exam 1B, *ABC3* Chapter 5 Piloting exam, and wallet cards
 - CPS *Marine Electronics Systems* Student and Instructor manual
 - 4" x 15" Plotters

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- *AP* Instructor CD
- *ABC3* SeaScout certificate
- *Practical On The Water* student DVD and Instructor CN
- *Marine Electronic Navigation* student and Instructor CD
- *Engine Maintenance* student manual
- Pilot Chart No. America
- *Weekend Navigator 2nd Edition*
- *GPS for Mariners*
- SR96A Sight Reduction Pads
- Universal Plotting Sheets
- *JN* 2012 student manual
- *Marine Electrical Systems* Instructor manual
- *Marine Communications Systems* Instructor manual

Business Operations:

- Compiled and distributed monthly and quarterly *ABC3* class statistics
- Published *Currents* (Educational Dept newsletter) for 2014 fall Governing Board Meeting, Crystal City, VA and USPS 2015 Annual meeting, Jacksonville, FL.
- Updated and published Ed Dept Directory and flow chart
- Updated and published Publishing Com roster

Website:

- Updated and maintained Educational Dept web pages.
- Updated online catalog of Educational courses and seminars.

Work in Progress:

- Updating USPS graphics and video library.
- ExamGen - under review for updating to today's technology

Thank you to Staff Commanders, Pat Greer, SN, Al Bruhin, SN, Bob Potter, SN, Tom Brincka, SN and all members of the Publishing Committee.

SIMULATOR PROJECT – P/C Lisa Herndon, AP

Since the last report to the Governing Board, USPS has added five Boating Skills Virtual Trainer (BSVT) units for use by the districts and squadrons, doubling the size of the fleet. These units are currently housed at USPS headquarters in custom-designed Pelican cases for shipping. There are two supporting websites, one for internal reservations (www.usps.org/php/bsvt) and one for external sales and promotional information (www.usps.org/boatingskillsvt). The internal site requires a member number password and hosts a calendar and reservation system. There are also two downloadable manuals (1) for instructor lessons and (2) for unit assembly and disassembly supported by a training video for unit setup.

USPS was granted a second grant of \$200k extending to September 2015. All remaining project commitments for grant one were completed by the project completion date of September 30, 2014. However, USPS requested and was granted a no-penalty extension until March 31, 2015. The budget of the first grant was carefully managed and this extension

allowed for the purchase of a sixth unit (grant one funding for only 5 units) and additional promotional support at the major fall boat shows including Tall Ships, Ft. Lauderdale, NASBLA and Marine Dealers.

Grant two will support the purchase of seven additional units for a total of thirteen. Timing for rollout is dependent upon funding infusion with ten units inspected by year end 2014 and remaining units delivered in 1Q15. Nine units will go into full time reservation with the tenth unit available for high volume activity transitions, emergency backup and repairs and high focus HQ promotional activity. The prototype generation 2.1.0 unit will be debuted in Jacksonville for the USPS Annual meeting in January 2015. Additional exercises will be added with supporting documentation in time for a summary presentation at the 2015 IBWSS. The upgrades will be executed through an encrypted download.

- Currently the Generation one lessons supported are:
 - Departing the Dock
 - Working with Spring Lines
 - Fairways
 - Pivot Turns
 - Moorings
 - Docking
 - Slalom
 - Crossing/Overtaking/Meeting
 - Emergency Stop
 - Training in heavy wind, strong current, day/night scenarios
- Additional Generation two functionality includes:
 - Multilingual capabilities including French and Spanish now included
 - Full 360 degree visibility by enhancing “slewing” mechanism (buttons which scan to right and left) currently used for 225 degree visibility
 - Beaching and mooring scenarios in support of ongoing boating standards development. As proposed National On-Water Standards are developed and defined, the BSVT II simulator can readily incorporate the standards and adapt performance rubrics in response.
 - Navigational aids for piloting instruction
- Additional development to be introduced at IBWSS:
 - Enhanced water physics (e.g. Impact of trailing stern wake from other vessels when overtaking or crossing)
 - Screen enhancements such as a map location display, session timer (for performance assessment) and billboards/panels displaying user-input boating safety messages

Several unexpected repair issues generated the need for increased protection during transport. Cases were refitted with different foam filler and all units were sent back to the developer to Locktite™ the screws. External organizations have already shown an interest in purchasing the BSVT from development partner Virtual Driver Interactive (VDI). The Canadian Power and Sail Squadrons (CPS-ECP) has purchased one unit which was shown at their Annual General Meeting in October 2014. The Virginia Department of Game and Inland Fisheries has also ordered a unit and several squadrons are working on separate grant submissions in order to fund future purchases.

We will continue to create meaningful reports and measures of success for improved boating skills and confidence associated with those students using the BSVT in their classroom settings. The team designed Summary observation sheets based on input from the Coast Guard Grant Administrator to capture data that was deemed important to the success of tracking the project. USPS ITCom is also evaluating software packages to streamline the tracking and logistics of reservations and communication as the fleet grows. We are set to meet end of training targets through the remainder of the project with the USPS Boat Handling Simulator grant completion date of September 30, 2014 and continue the enhancement of the product through the new grant date of September 30, 2015.