

United States Power Squadrons®

Consolidated Educational Department Report

Governing Board Meeting

September 2015 - San Diego, CA

BASIC PUBLIC EDUCATION (BPE Com) – R/C Craig Fraser, SN

The Basic Public Education Committee (BPECom) continues to be active working on multiple projects with the most important project being the 2015 America's Boating Course 3 re-certification.

1. The *America's Boating Course 3rd Edition* (ABC3) continues as the USPS NASBLA approved education system. The 2015 NASBLA re-certification for the new ABC3 Student Manual and assessment examination package was completed with NASBLA approval on 3 April, 2015.
2. The 2015 NASBLA approval requires additional approval of the Section 8, State Specific information by each State and territory. A unique, State Specific Section 8 presentation is now required for each and every State where ABC3 is taught. The BPE Committee has been developing the State Specific information in concert with the respective District Educational Officers (DEO) for submittal to each State for approval.
3. As the BPE Committee continues to process materials with Section 8, State Specific education tailored to each State and territory, NASBLA has provided USPS with extensions of our 2012 ABC3 approval, currently through 30 September, 2015.
4. In consonance with USPS continuum of educational goals, Chapter 5 in the new 2015 ABC3 Manual now includes use of OpenCPN software with linkage to NOAA Nautical Charts. The Rose Point Navigation Program DVD will no longer be shipped with student materials.
5. The 2015 ABC3 Education Program materials have been labeled with "2015" including an Instructor CD with the classroom PPT presentation. The 2012 ABC3 Instructor Manual remains in effect, and will be shipped with the 2015 Addendum supplement which includes the NASBLA approved examiner instructions, 2015 final examination package, and 2015 ABC3 Classroom PowerPoint CD. The 2015 ABC3 Assessment Final Examinations 1A and 1B and answer key/cross reference material will also be available for downloading from the EdDept home page. State specific final examination supplements will continue available for downloading from the EdDept home page.
6. The *America's Boating Course 3rd Edition* (ABC3) On-Line Course with on-line assessment examinations was also approved as meeting the 2015 NASBLA Standards on 3 April, 2015. Work has started with New York State as the first un-proctored On-Line course examination which we expect to have approved and completed before the end of the 4th quarter 2015. A similar effort follows with all other states and territories after completion and approval of New York State.
7. A United States Coast Guard Grant request was submitted and approved to provide translation of the new 2015 ABC3 Student Manual into Spanish. This will engage the Spanish speaking boating public to provide a NASBLA approved boater education course.

8. The BPE Committee is responsible for 4 seminars:

- a. *Basic Coastal Navigation (2009)*; this seminar is currently in revision. In consonance with UPSP continuum of educational goals and paralleling ABC3 Chapter 5, this seminar will now include use of *OpenCPN* software. Completion of this updated seminar is expected in the 1st quarter of 2016.
- b. *Paddle Smart (2007)*; is currently in revision which will include the 2015 NASBLA Human Powered nomenclature. The Paddle Smart Seminar will include the single booklet format and the presentation will be in a classroom which could include an on the water segment as well.
- c. *How to use a Chart* was updated in 2012.
- d. *Trailer Your Boat* was updated in 2014.

BOAT HANDLING – R/C Chris Windeler, SN

1000 copies of the *Seamanship* Student Manual have been reprinted as 2015. The only change was corrections in spelling, grammar and punctuation. A new version has been sent to publishing to be formatted and released as an e-book after the current inventory has been consumed. There are some content changes in this revised version.

The Committee is continuing to cooperate with the Outreach Committee by participating in conference calls to investigate eBooks and on demand printing.

Hurricanes and Boats seminar is being upgraded to be consistent with the USPS/BoatUS online seminar. We have basically copied it and removed all references, per BoatUS's request, to BoatUS from our .ppt slides. A few more corrections and it will be sent to the Publishing Committee after the GB.

USPS Boat Insurance learning guide is being updated. Believed to be written by McGriff, Seibels & Willians, Inc. in 1997 for USPS they have been requested to upgrade it to current status. Mr. Jake Hill is our contact. When upgraded it will be an eBook and possibly a seminar.

Knots, Bends and Hitches seminar has been reformatted by the Publishing Committee and will be ready for release after a new cover is created.

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

The following is a brief summary of BOC-OTWTr Committee since the 2015 annual meeting:

- Held monthly conference calls for committee members
- Conducted BOC Training Schools to train new students and certifiers in South Carolina, Washington, and Minnesota
- Participated in the 2015 IBWSS Conference. Provided an on-the-water demonstration of the POTW program.

- Participated in a study group to develop a recommendation to the USCG for licensing standards for basic on-the-water instructors
- Revised our POTW curriculum to achieve compliance with the new ANSI Standard Boating Skills
- Completed our final revision of the BOC Offshore Navigation Program
- Began discussions of boat categories beyond basic powerboats for future expansion of the certification program
- Continued testing POTW for large boats
- Updated our certifier seminar to reflect current policy and improve presentation quality
- Applied for and subsequently awarded a grant from the USCG to develop a media library to support boating safety campaigns. The grant included the development of a series of videos covering the complete ANSI standard powerboat skills.

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

1. The Online Seminar Team continues to be active in utilizing our resources for preparing seminars and course material for online accessibility and student participation through our partnership relationships with the University of West Florida and the BoatUS Foundation.
2. The University of West Florida initiative continues to be administered by P/R/C Wil Hugli, SN. Since the annual meeting, the program has seen a total of 56 registrations, with 36 being for courses and 20 for seminars. Thirty of the registrants have completed all of the work. Thirty four of the total registrants have been USPS members and 26 of those have taken an online USPS course.
3. The Online Partnership with the BoatUS Foundation is flourishing, and over 800 individuals have taken one of the seminars. Since the annual meeting, we have launched two new seminar offerings. The new seminars are *Hurricane Preparation for Boaters* and *All About Marine Radio*. Scheduled for release this fall will be a seminar covering *GPS Navigation for Boaters* and another on *Cruising and Cruise Planning*. The Cruise Planning offering will initially be a two hour seminar and expanded to include all of the material covered in the classroom course, which will qualify it for an alternate to taking the *Cruise Planning* course in the classroom. The team is also initiating work on seminars covering *The Automated Identification System* and *How to Use a Nautical Chart*. We hope to release at least four and potentially six new titles next year.
4. The Committee currently has three members producing technical content under the administration of Stf/C Andrew Sumberg, SN. We have also added a fourth product producing writer that has joined the team and will be collaborating on the AIS seminar. We can still use additional help and will continue our vigilance in finding talented members to assist in producing our online seminars and courses.
5. The eBook evaluation workgroup has been meeting monthly since the 2015 annual meeting in Jacksonville. The main focus of the workgroup, that has members from Educational Outreach, Publishing, Boating Handling, Basic Public Education and Departmental Leadership, is to evaluate the perceived impact of using eBooks and electronic publishing as a supplement, alternate, and replacement to the traditional hard copy printed student material. The workgroup has organized the task into

four sections: Technology, Policy, Procedures, and Recommendations. The team has considered and evaluated specific areas including “where are we”? “where do we want to be”? “how could we make the transition. We set specific goals for the basic program. The ePublishing must be readily available, platform independent, relatively inexpensive, have some level of security, and be transportable in a controlled environment. The technology study is looking at available formats, readers, OS compatibility, conversion software, server storage, transmission methods, data controls, and user tools. The policy study will result in a report outlining recommendations that USPS will adopt when a transition is made to use ePublishing material. The procedures section covers how we envision the implementation of an eBook transition and how specific areas might be covered. Considerations include but are not limited to items like; squadron involvement, the roll of the SEO, how would orders be received and filled, how would payment be processed, who can order materials, and how would the product actually be delivered to a participant/user. At the completion of our workgroup’s study and evaluation, the ad hoc committee envisions generating a report to the Educational Department Senior Leadership outlining what recommendations should be considered, and how the program might be implemented into the mainstream educational department product line. We are inviting interested members with strong feelings to contact the committee so that we can address any major (positive or negative) concerns as part of our study.

ELECTRO-MECHANICAL SYSTEMS COMMITTEE (EMS Com) –
R/C George 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 all EMSCom inventory.

Description	Shipped ytd (August) 2015	Shipped 2014	Shipped 2013	Shipped 2012
EM SM 07	373	368	836	1054
EM IM 07	23	34	90	110
ME-SM 101/102 2002 *	-1	9	81	86
ME-IM 101/102 2002 *	0	1	3	31
ME-SM 103 *	-11	9	79	88
ME-IM 103 *	0	1	19	27
Marine Electrical Systems	242	197	409	448
Marine Elec. Systems IM	23	33	38	62
Marine Comm Sys SM	94	121	301	300
Marine Comm Sys IM	14	20	38	51

Marine Amateur Radio – LG	114	4	220	16
Gen Lic. Manual ARRL LG	3	2	15	1
Amateur Radio On The Move ARRL			0*	2*
Ham Radio Lic. Manual-ARRL	4	0	0	2
Boat Owner Guide to GMDSS – LG	23	26	26	75
QG – GPS	25	23	137	395
VHF – QG	138	43	249	293
Marine Radar SN	36	72	111	149
Marine Radar IN	8	13	15	20
Radar Book,2nd Edition	41	66	116	149
Electronic Navigatioin - SM	208	144	--	--
Electronic Navigation - IM	48	63	--	--
GPS - SM	138	95		
GPS - IM	20	30		

*No longer in Inventory

Course Development

Marine Electronic Navigation is in general use and selling well. An added optional set of review questions has been developed and will be released on the web site pending final review.

Work on additional new courses has now been redirected.

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

Marine Electrical Systems remains strong and in general use. We are working on a joint project with our Canadian counterparts to determine possible revisions.

Marine Communications continues to be well received and is in general use. A new CD is currently in test mode.

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

Marine Electronics (101.102 and 103) have been discontinued following the release of *Marine Electronic Navigation*, with the exams expecting to close by the end of the year.

Seminar Development

With the completion of *Marine Electronic Navigation*, we are now able to return to seminar development.

A new two part *Radar* seminar is under development with our Canadian counterparts. The thinking is to provide an initial 2-hour seminar stressing basic familiarity with Radar, followed by an optional multi week seminar for those wanting a more detailed/technical understanding. Initial assignments have been made within the committee, but added resources are needed.

GPS is enjoying moderate sales, while a new course is also under development. The initial draft of a new seminar has been written with a new set of PowerPoints being developed to match.

A/S has an initial layout but we are 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, but remain below expectations. With the decision by TowBoat US to get out of the assignment of MMSI numbers we have seen a sharp rise in demand. This required us to recently add 4,000 new numbers, and has seen the unexpected need to respond to user demands. If demand remains at the same level we can expect to need additional numbers within the year. Discussions are taking place with the CG and FCC which could lead to a new MOU.

R/C Hallenbeck attended the Jan. 8th & July 23rd GMDSS meetings held in Rosslyn, VA. P/R/C Danko & Hallenbeck covering the May 7th meeting in Annapolis, MD. We expect to be at the Fall meeting on Oct 1st, in Baltimore. 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. As manufacturers increasingly build in GPS function, this percentage should decline. 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 (once) 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 (and attendance at their meetings when they coincide). ABYC continues to supply us with a technical resource.

With the advent of the NetSuite accounting system, getting accurate monthly unit counts that we can use for accurate projections has proven elusive despite the best efforts of multiple people.

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 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 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 calendar year 2014, 698 individuals completed the *Piloting* exam and 635 passed. The average grade was 91%. From January 1 through July 17, 2015, 454 have completed the *Piloting* exam and 423 passed. The average score 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 calendar year 2014, 358 individuals completed the *Advanced Piloting* exam and 333 passed. The average grade was 92%. From January 1 through July 17, 2015, 195 have completed the AP exam and 178 passed. The average score was 90%.

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

During the past year, the ID committee Chair, R/C Tom Shuell, has been dealing with a series of medical issues. His health is now continuing to improve, and he is working closely with IDCom Assistant Chair, Stf/C Robert Rayburn, who assumed Tom's duties during the period he was unable to carry them out. Although Tom is not able to attend this year's Governing Board meeting in person, he plans to attend the meeting via a GoToMeeting session, thanks to committee member Carl Filios who is arranging the session. Tom plans to attend the Annual Meeting in Orlando in February.

During the past 8 months, the committee dealt with several important issues reported later in this report. During this period, Assistant Chair, Bob Rayburn, did an outstanding job in leading the committee in finding solutions to these issues.

The number of certified instructors continues to decline. The educational year ended with 2,841 certified instructor, down 8% (234) from a year ago. Another 2,491 members need only complete the recertification seminar to renew their certification.

Since the beginning of the calendar year, 14 squadrons have submitted Final Evaluation (exam) materials for 33 students that have taken the Instructor Development course. Twenty-eight students passed on their first submission, and 1 passed after they revised and resubmitted their 1-hour lesson plan. The initial pass rate was 85% and the overall pass rate for the period was 88%.

Since the course was released in March 2013, 70 squadrons have submitted Final Evaluation materials for 191 students. Thirteen students revised and resubmitted their lesson plan, and all 13 passed. The initial pass rate for the course since it was release is 79% with an overall pass rate (including resubmissions) of 86%.

During late Spring 2015, the committee worked on how procedures for evaluating ID-instructor candidates could be improved. The committee began by looking at the evaluation procedures (Final Evaluation) currently used in the 2013 ID course. Using the committee's own experiences in teaching the course, along with comments from ID-course instructors in other USPS squadrons, areas where there have been difficulties were identified. Six or seven GoToMeeting conference calls were held, handled by Carl Filios, to discuss new ways of evaluating ID students. As a result of these discussions, a revised evaluation form and procedures were developed.

The most complaints came from the lesson planning part of the course, especially the 1-hour lesson plan used as part of the Final Evaluation. Part of the problem was difficulty in the committee explaining the purpose of having students develop a lesson plan of their own. The committee never expected instructors to develop lesson plans from scratch for each course they teach.

Effective instructors prepare for each class they teach by doing some sort of planning. As discussed in the ID-course *Student Manual*, there are several ways to create effective lesson plans. The purpose of including students' 1-hour lesson plans as part of the ID course's Final Evaluation was to provide a way to evaluate how effectively students can plan a lesson according to the principles and concepts covered in the course. Lesson plans included in the instructor materials provided for each USPS course are not necessarily effective ones, and instructors already are encouraged to revise them in ways that meet the local needs of the course being taught. Regardless of the way in which a lesson plan is written (see ID *Student Manual*) the issue is whether students taking the ID course are able to develop their own plan in a manner consistent with the ID course.

The "Instructions" for the ID course that can be downloaded from the ID course webpage states that the evaluation of ID students is a joint effort between the local squadron and the national committee. The result of the committee's work these past few months has strengthened the role of the squadron and especially the SEO while still permitting oversight by the national ID committee, which has veto power over the evaluation done by the local squadron; it is hoped such vetoes occur very rarely.

The exact nature of the new Final Evaluation procedures is available in the various documents that can be downloaded from the ID-course webpage. Comments are welcome and can be sent to IDCom@usps.org.

MARINE ENVIRONMENT COMMITTEE (MEnvCom) - R/C Robert F Anderson, AP

MEnvCom is responsible for producing and administrating two courses, five seminars and three Webinars: 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, the *Emergencies on Board* seminar, the *Partner in Command* seminar, the *Crossing Borders* webinar, the *Marine Weather Forecasting* webinar and the new *Thunderstorms/Severe Weather Forecasting* webinar. This report will have some brief comments about each one.

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

The *Cruising and Cruise Planning* course

The course was last updated in 2013. The course is being updated for the next printing to include corrections of the current edition, the splitting of chapter 12 into two chapters, Emergencies on Board (12) and Medical (13) and the Weather Chapter will become chapter 14. The new cruise guide for the northeast has been completed and will be added to the Cruise Guide appendix.

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). The Onboard Weather Forecasting Quick Guide used in the old seminar has been removed from the seminar kit and is offered as a separate item in the catalog. Participants receive a full color Seminar Guide complete with notes. There is no separate printed Instructor Guide as 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 Boat US/USPS online course program. We will include these revisions in the next printing of the student manual.

Crossing Borders seminar

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 is complete and is listed in the catalogue.

Emergencies on Board seminar

The *Emergencies on Board* seminar is undergoing a complete revision. These changes will include enhanced discussions on emergencies concerning the boat and those concerning the crew. Additional slides have been added. The seminar will be available with a student manual.

The instructor kit will include a CD with the guide and the Power Point presentation. The Emergencies on Board Quick Guide will be available as a separate item in the catalog.

Partner in Command seminar

The *Partner in Command* seminar has been moved to the MEnvCom committee. An on the water guide will be added to the seminar for those students who would like training on their boat. No other changes are anticipated. The student kit will include the manual. The Partner in Command patch is no longer available.

Boat US/USPS Online Course Program

The following courses are now online, *Boating on Rivers, Locks and Lakes* and *Weather for Boaters*. P/R/C Charles Wells, SN is continuing to work on the new *Cruising for Boaters* course with BoatUS. There will be four modules and is in the finishing stages.

Webinars

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. The webinar *Crossing Borders* was offered in April 2015. A new webinar/seminar, *Thunderstorms/Severe Weather Forecasting*, will be offered on September 22, 2015. This webinar will be presented by Jared Guyer from the NWS Storm Prediction Center and P/R/C Ronald Kessel, SN. The Power Point Presentation is completed and the student guide is nearing completion. The student guide will be available as a download.

Projects in Planning

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.

A new webinar, *Emergencies on Board*, is in the planning stages and will be derived from the new enhanced seminar.

OFFSHORE NAVIGATION COMMITTEE (ON Com) – R/C Victor Schwartz, SN

1. Due to the change in the inventory management system software, it is somewhat difficult to determine how many JN and N kits have been sold. What I do know is that our examiners have graded 113 JN exams (87.6% passed with an average passing score 91.5%), 49 N exams (94% passed with an average passing score of 88.5%), and 44 Sight Folders (95.5% passed with an average score of 90%).
2. The JN 2012, revision 2014, Student Manual and Instructor Manual have been printed and are being used now by students and instructors. The Instructor Manual is now on CD and has helped to reduce the cost of the Instructor Kit.
3. In June of this year, we started using the Student Manuals and Instructor Manuals for N 2015. There have been several changes to the N 2009 manuals, so it would

be wise for course instructors to review the new material before beginning to teach the N course.

4. For those students who are working toward completion of the N 2009 course, the last date for those examinations and sight folders will be June 1, 2016. Any N 2009 materials that will have to be graded after that date will need the approval of the committee chairman on a case by case basis.
5. Celestial Tools 4.9.2 has been added to the ON Com web site. It is the latest version of Celestial Tools and includes tools for working sites near the Greenwich Meridian and the International Date Line.

ONLINE COURSE CONVERSION – P/D/Lt/C Eileen Rickard, SN

DEVELOPMENT

Since the Annual Meeting the Interactive Online Program has implemented two seminars online in a fully interactive manner and renamed to appeal to non-USPS boaters. The first, *Hurricane Prep for Boaters ~ Protect Your Boat From The Next Big One: Storms, Floods and Wind* was put online in February. This is the *Hurricanes and Boats* seminar renamed. The second, *All About Marine Radio ~ Choosing and using a VHF radio for your boat* was implemented in June. This is the *Using VHF and VHF/DSC Radio* renamed. Thus we now have five seminars available online: *Partner in Command*, *Boating on Rivers, Locks and Lakes*, *Weather for Boaters*, *Hurricane Preparation for Boaters*, and *All About Marine Radio*.

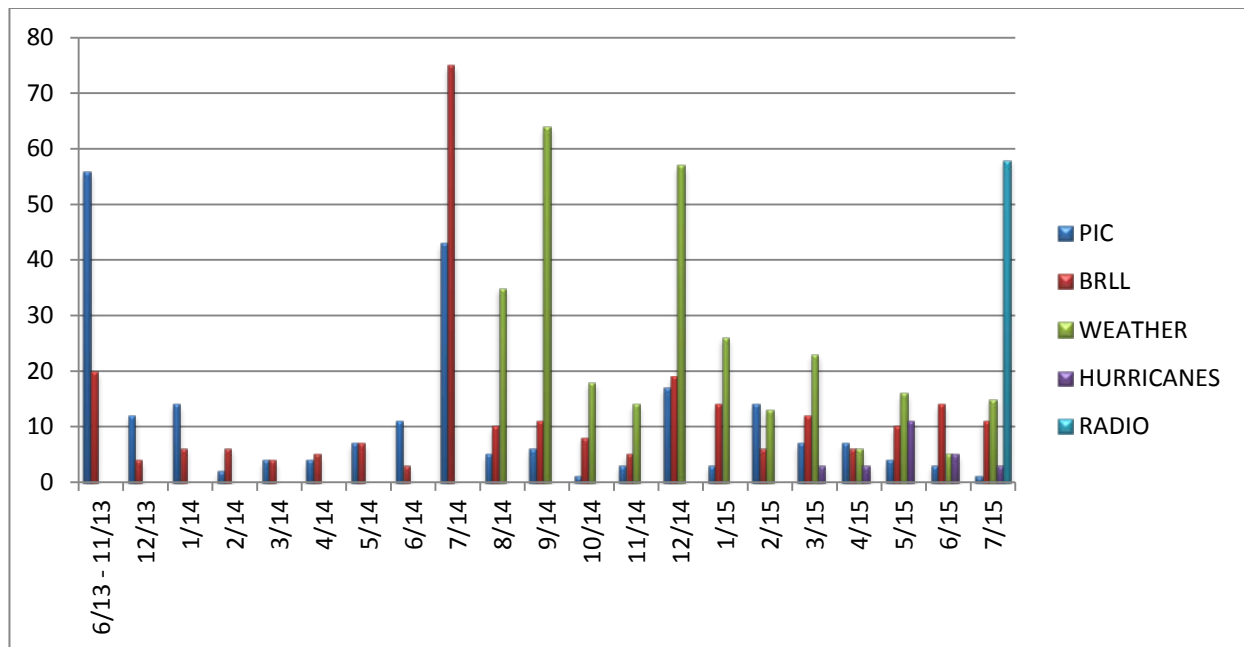
Two seminars are in development:

- The *Using GPS* online seminar has been upgraded to work with charting GPSs and will be implemented this fall.
- Our first course – *Cruising and Cruise Planning* – will have the first portion implemented this fall. This will include our first implementation of testing on the interactive online platform.

Several seminars are being evaluated as the next in line for development. These include *How to Use a Chart*, *Boat Handling under Power*, *Emergencies on Board*, and *AIS*.

SALES

Since the report at the annual meeting, 299 seminars have been sold from January through July – 39 *Partner in Command*, 73 *Boating on Rivers Locks and Lakes*, 104 *Weather for Boaters*, 25 *Hurricanes*, and 58 *Radio*. Of these 299 sales, 87 or 29% of the sales were to members. This makes a total of 855 seminars sold since the beginning of the program, of which 226 or 26% were to members.



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 Annual Meeting are:

- Use Purchased Email Lists - We have purchased new vessel owner lists from Florida and Ohio to use in the email campaigns. There will be a way that local squadrons will be able to email to boaters on the lists who live in their local area.
- Purchased Ads with Soundings - We have purchased ads with Soundings that appear on their website and on their daily email newsletter. As with all our ads and email campaigns, BoatUS provides the graphic artist work to put together a professional ad.
- New Edonline Web Page - Our primary landing page for the Interactive Online seminars is www.usps.org/edonline. The original design used tabs and had a limit of 6 offerings. We have reached that maximum with 5 seminars and a link to ABC3. We are in the process of upgrading that page to a different approach that will support an unlimited number of offerings.

We continue to use Social Media promotions, monthly email campaigns, the lower price of \$24.95 and have promotional articles in the *Ensign* and *BoatUS Magazine*.

We have taken an initial look at the customers that have purchased these seminars so far.

- 76% are non-members; 4% are Cyber members; 20% are members associated with a squadron
- Florida, Massachusetts and California are the top resident states.
- To our surprise, the age range of the online students is the same as the age range taking the classroom seminars with an average age of 56.5.

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. For each implemented seminar we have been:

- 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.

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 email contains 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 Shirley D. Heald, AP

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 made significant strides this year in squadron successes with the Brunswick Partner Dealers. 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). Additionally, Brunswick has furnished our committee with a prioritized list of Dealers they have identified as definitely interested in working with USPS. This list has been cross referenced in a master spreadsheet document with the closest squadrons to these dealers and most all of the squadrons on the “first priority” list of dealers furnished by Brunswick have been contacted by the Program Partner Relations Committee (PPRC) to make them aware of their local dealer’s interest so they can reach out to these dealers.

Your Program Partner Relations Committee Team – Stf/C John Miller, SN; P/R/C Dick Pfenniger, SN and R/C Shirley D. Heald, AP, are in constant contact with Brunswick and the associated USPS squadrons to assist in facilitating local partnering efforts. Through this calling campaign, the PPRC was able to determine “gaps” and challenges involved with the program such as being able to identify the actual decision maker in the Dealer Advantage programs and determining the proper timing for squadrons to contact these dealers, ie during fall and early winter months when the dealers are less busy. This sometimes conflicts with squadron timing in the late winter/early spring when squadrons change officers in their respective COW’s. Additionally, the PPRC has developed a system to track the squadron classes held at or in conjunction with a Brunswick Dealer Partner by placing the word “Brunswick” in the first line of the address field in HQ800 where the class is being held. We can then run a query on this field in HQ800.

This information was communicated to all in USPS through the June “Blast”. Brunswick has set a goal of 100 classes to be held this year with USPS squadrons. The PPRC is in the process of running mid-year reports on the number of classes to provide to Brunswick and USPS leadership.

Districts and/or squadrons that are not certain if there is a participating dealer within their respective geographical areas, are asked to contact: Dick Pfenniger (Districts 1-10), John Miller (Districts 11-20 and 26) or 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.

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. Brunswick representatives have also continued to work internally within their organization to promote the MOU with USPS by providing point of sales material to share with their partner dealers and promotional materials they published for Safe Boating week that promote USPS educational classes and materials.

For more information on the BDA Program, please contact Shirley Heald, (shirleyheald@verizon.net) ; John Miller, (viper6miller@gmail.com), or 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. 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). The PPRC has identified 5 USPS squadrons who are willing to help proctor exams for the MLS courses and have communicated these to MLS along with contact information.

USPS still has a good deal of inventory of Captain's Course material we need to move. Stf/C John Miller is working on publishing an advertisement in the Ensign to help promote the material sales.

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

Discover Boating (NMMA)

The PPRC continues to work with Discover Boating, the educational arm of the National Marine Manufacturer's Association, to help place the USPS simulator and local squadron USPS representatives at the various US Boat Shows in which Discover Boating participates. The PPRC has received a list of the upcoming boat shows where Discover Boating will be participating so that we can assist with helping the USPS Simulator Project Coordinator, Lisa Wilson, to get local USPS squadrons involved with manning the booths to demonstrate the simulator. This is a great opportunity for USPS squadrons to partner with the Discover Boating team using their booth space for free to promote USPS and our education classes.

Tall Ships Program

USPS representatives and local squadrons have participated in and manned booths in all coordinated stops of the 2015 Tall Ships voyages and are working on the logistics for the 2016 program and beyond.

Plans to develop a short on-line video of what participants can expect to experience when they go aboard a Tall Ship are in the infancy stages as well.

Freedom Boat Club

Talks continue with Freedom Boat Club to begin to capitalize on this USPS partnership as well. The PPRC is attempting to get them to offer boats for our OTW training to be given to their participating members.

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

The Publishing Committee (PUBCOM) is responsible for operations relating to the process of publishing course and seminar materials. This includes working with committee R/C's relating to initial storyboard, course/seminar rewrites, text editing and review, formatting final copy for printer, graphic assistance, creating master CDs, working with USPS Headquarters staff relating to quotes and submitting final files in pdf format to printer. PUBCOM is also responsible for distribution of monthly Boating Statistics, online Course Catalog, Educational Dept. website, Educational Dept. Directory, online glossary, management of Educational Dept. ftp site, ExamGen, Currents newsletter and graphics/video library.

Work Completed since 2015 USPS Annual Meeting

- Updated and published the Ed Dept Directory and flow chart.
- Updated and published the Publishing Committee roster
- Published *Currents* (Educational Dept. newsletter) for 2015 Annual Meeting and fall Governing Board
- Printed and mailed BOC Certificates and Wallet cards for completions monthly thru the end of August.
- Formatted N15 course
- Edited and formatted Knots, Bends and Hitches seminar in booklet format
- Reviewed Electro-Mechanical exam questions
- Produced master Instructor CDs and DVDs
- Processed ED79's:

<ul style="list-style-type: none"> • <i>Marine Communications Systems</i> Student Manual • <i>Navigation15</i> Student Manual • <i>Piloting</i> Student Manual 	<ul style="list-style-type: none"> • <i>Seamanship</i> Student Manual • JN 14 Instructor CD • ABC3 Instructor CD • ABC3 Instructor Manual Addendum
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- Captains Quick Guide Using VHF & SSB Radio
- *Ham Radio License Manual 3rd Edition*
- ABC3 Student Manual

- *Plotting and Labeling Standards*
-

Business Operations:

- Compiled and distributed Monthly and Quarterly reports of the Boating Class Statistics
- Updated Educational Dept. ftp site and archive site.

Web Site and On-line processing:

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

BoatUS Project

- Reviewed content of *Weather for Boaters* and *All About Marine Radio* seminars
- Created .pdf handout for individuals who enroll in BoatUS-USPS:
 - *Weather for Boaters* and *VHF Radio* seminars
 - *Hurricane Preparation for Boaters* seminar
 - *All About Marine Radio* seminar

Work in progress

- Graphics/video library- ongoing updates
- ExamGen – currently under review for updating to today's technology
- Exploring with Educational Outreach Committee various formats and formatting requirements for future USPS online courses.
- Working with Marine Environment Committee re September 2015 Weather Webinar
- Under review – revision of course flow topics across all grades.
- Identify an individual to update the USPS glossary.

A special thank you to Stf/C Pat Greer, SN, Stf/C Al Bruhin, SN, Stf/C Bob Potter, SN, Stf/C Tom Brincka, SN, and all Publishing Committee members who work diligently to insure the quality of our products.

SIMULATOR PROJECT – P/C Lisa Herndon Wilson, AP

Since the last report, USPS has continued to operate the Boating Skills Virtual Trainer (BSVT) grant program with its current fleet of thirteen simulator units in custom designed cases for shipping.

Tally sheets used at each event throughout the reporting period help document user demographics and feedback, including responses to 2 questions: (1) for a new boater, on a scale of 1-5, how much confidence do you think this would give that person before taking the helm in a real boat? And (2) on a scale of 1-5, how realistic is the trainer experience compared to a real boat? with 1 being low and 5 being high. The results are included as a supplement to this update report and are summarized as follows:

- In 2014, there were 483 documented users with averaging scores of 3.4 for question one and 4.0 for question two
- Year to date as of July 31, 2015, there have been 2,588 users documented across 36 events in 16 states with a statistically significant improvement in feedback scores averaging 4.3 for question one and 4.4 for question two

Development

From April to June, all thirteen units in USPS' fleet were upgraded to generation two software. The following table illustrates the progression of software development since the project began.

Boating Skills Virtual Trainer	Gen. I Proto- type	Gen. I Full	Gen. II v2.1. 0	Gen. II v 2.2.1 Proto- type	Gen II IBWSS 2.2.2 Proto- type	Gen. II Full 2.2.2
	Jan. 2014	Apr. 2014	Sept. 2014	Jan. 2015	Apr. 2015	May 2015
Full Marina		✓	✓	✓	✓	✓
Day vs. night scenarios for all lessons		✓	✓	✓	✓	✓
Lighted navigation aids in night mode		✓	✓	✓	✓	✓
Training in heavy wind and strong current		✓	✓	✓	✓	✓
Realistic glide momentum when moving in and out of neutral position for control in tight docking situations		✓	✓	✓	✓	✓
Side to side vision with expansion up to 225 degrees left and right		✓	✓	✓	✓	✓
Trim capabilities		✓	✓	✓	✓	✓
Lessons:						
Departing the Dock	✓	✓	✓	✓	✓	✓
Working with Spring Lines	✓	✓	✓	✓	✓	✓
Fairways	✓	✓	✓	✓	✓	✓
Pivot Turns		✓	✓	✓	✓	✓
Mooring		✓	✓	✓	✓	✓
Docking		✓	✓	✓	✓	✓
Slalom		✓	✓	✓	✓	✓
Crossing/Overtaking/Meeting		✓	✓	✓	✓	✓
Emergency Stop		✓	✓	✓	✓	✓
Multilingual capabilities including French and			✓	✓	✓	✓

Spanish						
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					✓	✓
Full 360 degree visibility by enhancing "slewing" mechanism (buttons that 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				✓	✓	✓

New Partnership Initiative

USPS has been working to develop a strategic relationship with the National Marine Manufacturers Association (NMMA) who manages a public awareness effort called Discover Boating. NMMA/Discover Boating produces a calendar of boat shows across the nation with eighteen shows from April 2015 to February 2016. Cooperative negotiations have already resulted in successful participation at the San Diego Boat Show, with NMMA funding half of shipping, power usage and increased website coverage. Planning is underway for USPS squadrons to provide set-up, packing and training demonstrations of the BSVT simulators in exchange for increased visibility and advertising, premium show space in cooperation with Discover Boating presence and intra-show shipping costs. The number of shows will be dependent upon local squadron resources and NMMA local boat show environments.

USPS was awarded a third phase grant for the BSVT program in June 2015 and has since submitted the budget revision which will provide for four additional units (units 15-18) which will be geographically dispersed in order to reduce shipping costs. There will also be additional functionality and honing of the realism of the units and initial planning for this phase of the project are in progress. Additionally, "drunk goggles" are being tested at the Governing Board and at the NASBLA conference for inclusion with each of the units later in the year.

Next Steps

Through careful budget management, USPS will be able to fund an additional unit from grant II funds for a total of fourteen. USPS will be concentrating on the promotion and use of the units for maximum visibility in the boating marketplace and in the USPS educational curriculum through its squadrons and districts nationwide. USPS will continue to create meaningful reports and measures of success for improved boating skills and confidence associated with students using the Boating Skills Virtual Trainer in classroom settings. USPS' IT team is also evaluating software packages to streamline the tracking and logistics of reservations and communication as the fleet grows.

The USPS BSVT grant II project is on track for completion of its original grant milestones by September 30, 2015 and will be requesting an extension to November 30 in order to complete the purchase and launch of an additional unit and maintain support for the increased promotional activity during the fall boat show season. Four additional units (units 15-18) will be ordered as Grant three funds are released. There will be an interim software upgrade to fix bugs and then a new set of Grant three development will target release for the 2016 USPS Annual meeting in Orlando.