

United States Power Squadrons®

Consolidated Educational Department Report

Governing Board Meeting

February 2016 – Orlando, FL

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

The Basic Publication Committee (BPECom) continues to provide basic boating knowledge for boaters throughout the Nation. This is done through courses and seminars that educate recreational boaters to and beyond National standards. The primary effort is recreational boating education through America's Boating Course 3rd Edition (ABC3). Education on specific aspects of recreational boating is offered through four seminars; Basic Coastal Navigation, How to Use a Chart, Paddle Smart, and Trailing Your Boat.

The ABC3 program is based upon National Standards developed and promulgated by the National Association of State Boating Law Administrators (NASBLA). The Standards are revised to mitigate causes of recreational boating accidents and reinforce sound boating practices. Changes to the Standards lead to revision to educational programs, thus revising and printing of the 2015 ABC3 program. In prior revisions, approval by NASBLA encompassed approval from the 57 states and territories. In December 2014 NASBLA introduced new approval procedures for 2015 material wherein the course provider must have individual state / territory approval of the state specific information, in our case the content of Section 8 in ABC3. NASBLA headquarters approved the 2015 ABC3 materials on 3 April 2015 as reported at the 2015 Governing Board. Completion of the second phase, mandated requirement by NASBLA to obtain approval of state specific content before conducting basic boating education in the 57 states and territories, has proven to be a challenging objective.

The dominant effort through calendar year 2015, and continuing into 2016, is developing tailored Section 8 material for each state / territory, presenting it to the specific state Boating Law Administrator (BLA) for approval then placing the approved material with the respective districts and squadrons. Concomitantly, USPS is launching the ABC3 online program with online examinations. The priority for these efforts began with the states having large ABC3 activity. As of 31 December 2015, we had obtained approval from 35 states / territories.

Significantly, the Committee's online team of Eugene Molteni and David Daniels brought the 2015 ABC3 online course into today's market for online education by introducing the course with online final examinations. Currently there are over 6 states with functioning online ABC3 programs.

The 2015 ABC3 embraces the direction set forth in NASBLA Standards and NASBLA's new status as the American National Standards Institute (ANSI) agency for recreational power boating standards in the United States. Importantly to our heritage, ABC3 course content extends beyond teaching mandated Federal and state laws to provide basic boating education and embraces over 100 years of boating education experience. ABC3 provides the boating education foundation for the continuum of education provided by the United States Power Squadrons. It provides education about basic boating knowledge from fundamental marlinespike skills to electronic navigation.

Recognizing the vast Spanish-speaking boating population and their quest for recreational boating education, USPS engaged in translating the 2015 ABC3 System to Spanish. Through contract and grants, this effort is well underway with expected christening in the fall of 2016, a giant step forward from the 2004 translation of The Squadron Boating Course.

While the Committee continues to gain approval for conduct of education throughout the USA and territories, and revise the products to meet market demands, our 4 seminars are moving forward. The 2009 printing of Basic Coastal Navigation is under revision. When completed, it will be in the new seminar format and complement ABC3 chapter FIVE with stand-alone education about inland

and near shore operations. It also supports the Boating Operator Certification (BOC) level Inland Navigator program. Christening is planned for mid-summer 2016.

The 2012 printing of How to Use a Chart was updated to the single Student – Instructor booklet format in 2012, and provides a sound education on the use of navigational charts.

The 2007 printing of Paddle Smart is in initial stages of revision, with objective to encompass the wide range of paddle sports from canoeing on calm lakes to white water operations. The evolution of stand-up paddle boards and their status under the USCG Rules as a vessel when operating outside the surf zone has expanded the scope of the Paddle Smart revision. And, under consideration, is where to educate jet-pack water sports.

The 2014 printing of Trailering Your Boat, in the single booklet format, continues a stable product. The importance of trailering procedures etiquette is heightened by the need for awareness of invasive aquatic species and the role of recreational boaters who trailer boats from one water site to another. Good trailering practices can help STOP THE SPREAD OF INVASIVE SPECIES.

BOAT HANDLING (BH Com) – 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 on the e-book issue. The Boat Handling Committee, the Outreach Committee, the IT Committee and the Publishing Committee are working together to provide a plan on e-books by the Annual Meeting.

Hurricanes and Boats seminar is being upgraded to be consistent with the USPS/BoatUS online seminar. We have basically copied it and given credit to BoatUS per their request for the photos they provided. The Publishing Committee has formatted the slides and student manual and has obtained quotes.

USPS Boat Insurance" learning guide is being updated. Believed to be written by McGriff, Seibels & Williams, INC in 1997 for USPS they have been requested to upgrade it to current status. Mr. Jake Hill, our contact has not been able to work on it at this time. I will look for other options. When upgraded it will be an e-book and possibly a seminar.

Knots, Bends and Hitches Seminar student manual has been reformatted by the Publishing Committee and a new cover created. It is in inventory.

Mastering the Rules of the Road seminar has been reworked and is undergoing proofing. The title will be changed to Understanding the Rules of the Road. No one can master the rules in 1½ hours. A new student manual is being prepared.

Sail Trim Seminar has been reworked and is being proofread. It should be ready for formatting and publishing after the Annual Meeting.

Advanced Power Boat Handling is next on the agenda.

BOAT OPERATOR CERTIFICATION / ON THE WATER TRAINING –
(BOC/OWT) R/C Scott McDonald, SN

- Conducted monthly conference calls for the committee
- Updated the BOC Certifier Seminar
- Updated to the POTW and BOC Inland Navigator program to meet the new boating standards.
- Began testing of the large boat POTW program
- Continued our outreach to DEOs and SEOs for the BOC program
- Conducted an online survey of SEOs and DEOs to determine effectiveness of our communications.
- Promoted our On-the-Water training at Spring and Fall District Conferences
- Worked with the National Secretary to obtain the iContact email system for managing public communications.
- Conducted schools to train more certifiers on the east coast, Pacific Northwest, and Wisconsin
- Participated in the 2015 IBWSS Conference. Provided an on-the-water training demonstrations for guests
- Completed work on the third USCG grant for POTW
- Developed the concept and was awarded a USCG Grant for the Digital Media Library
- Conducted a successful beta test of the ON program on the east coast.
- Continued to monitor discussions with the USCG regarding licensing for on-the-water instructors

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

1. The Online Seminar Team is active in two major areas. We continue to strengthen our partnership relationships with the University of West Florida and the BoatUS Foundation.
2. The University of West Florida activities continue to be administered by P/R/C Wil Hugli, SN. Wil has added several new titles to the online offerings, is working on course ADA compatibility and is looking into ways and means that we can consider increasing the student activity with all of the courses. Several of the original Online Courses are scheduled for review and updating during 2016.
3. The Online Partnership with the BoatUS Foundation is flourishing and over 1000 individuals have taken one of the custom produced seminars. Since the Fall Governing Board, we have released the "Planning Your Cruise" seminar, a standalone seminar from Cruise Planning that will also be part of the three seminar offering for course credit. Once the three core seminars are completed, a participant will be able to order an online examination that once successfully completed will qualify the candidate for meeting the course requirements. The GPS/Chart Plotter seminar is near completion and will be released in the spring of 2016. The team is also working on seminars that will cover "Automated Information System" and "Fundamentals of Navigation".
4. The online team currently has three members producing technical content under the direction of Stf/C Andrew Sumberg, SN. Additionally, we have a member that is doing Claro development converting design criteria into viewing format images, narrations, videos and individual slides. We can still use additional help and will continue our vigilance in finding

talented members to assist in producing our online seminars and courses. We will be losing our Online Seminar Project Manager shortly after the annual meeting. Our efforts so far in finding a replacement have gone un-rewarded. We are still hoping to have someone onboard before our current PM leaves and we will be searching at the annual meeting.

5. The E-Book evaluation workgroup had their first meeting at the annual meeting in Jacksonville. They met most months during the year and established the guidelines for their evaluation study. The committee consisted of members from Education Outreach, Publishing, Boat Handling, Basic Public Education, and Departmental Leadership. The workgroup also had several members of the IT committee offer opinions and solutions to technical areas. The main focus of the work group is to evaluate the impact of using E-Books and electronic publishing as a supplement, alternate and replacement to the traditional hard copy printed student and instructor's material. The work group has organized the task into four major sections: Technology, Policy, Procedures and Recommendations. The team has considered and evaluated specific areas, including "where are we currently", "where do we want to be", "how do we want to get there", and "how to we want to make the transition". We set some initial specific goals for the basic program. The E-Publishing material must be readily available, platform independent, relatively inexpensive, have some level of security, and be transportable in a controlled environment. The technology study looks at available formats, e-readers, operating system compatibility, conversion software, server storage, delivery methods, data controls, and the availability of user controls. The policy study will result in a report outlining recommendations that USPS should adopt when a transition is made to use E-Publishing as the primary source for course materials. The procedures section covers how we envision the implementation of an E-Book transition and how specific area 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/interested party. 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.

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

Course Statistics

Course shipments are holding momentum, generally continuing to outpace 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 2015	Shipped 2014	Shipped 2013
EM SM 07	530	528	
EM IM 07	32	13	90
Marine Electrical Systems SM	352	165	409
Marine Electrical Systems IM	37	13	38
Marine Communication Systems SM	132	106	301
Marine Communication Systems IM	18	5	38
Electronic Navigation SM			
Marine Amateur Radio – LG	115	13	220
Gen License Manual ARRL LG	4	1	15
Ham Radio License Manual-ARRL	4	0	0
Boat Owner Guide to GMDSS – LG	28	26	26
GPS – Quick Guide	53	23	137
VHF – Quick Guide	194	43	249
Marine Radar SN	47	41	111
Marine Radar IN	13	53	15
Radar Book	60	66	116
GPS Student Guide	38		
GPS Instructor Guide	16		
VHF Student Notes			
VHF Instructor Guide	21		

Course Development

Electronic Navigation remained 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.

Initial response to this interim course with the new optional review questions has been positive.

Engine Maintenance (EM2011) is in general use under continuing demand. (463 new students since June)

Marine Electrical Systems is in general use, with improved volume (almost double last year).

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

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

Marine Electronics (101.102 and 103) have been discontinued following the release of Electronic Navigation.

Our new "ShareFile" system has been in use for 6 months and has proven an effective collaboration and implementation tool.

Seminar Development

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

Rewrite of the radar seminar and advanced course has been assigned within the committee with added help from our Canadian Power Squadron counterparts, 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 from the national NEO survey.

Other Issues

New MMSI number assignments continued to grow (over 2,000 additional in 2015). Expect to see electronic updating process within the year. The MOU continues to be under review. R/C Hallenbeck attended the quarterly GMDSS & NMEA Meetings held in Arlington, VA and Baltimore, MD as well as the Canadian Sail & Power Squadron National Meeting in Niagara Falls. 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 with the National Marine Electronics Association (NMEA) has proven useful through the advanced education they offer.

EMSCoM effectively remains under-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 the 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, 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 Piloting 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 2014-2015, 613 individuals completed Piloting. 95% 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 Piloting and includes the practical use of additional electronic tools and other advanced techniques for determining position and for avoiding collision and other hazards. Among the topics covered are predictions of tides and currents and determining leeway, and using that information to determine the correct heading and boat speed 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 AP course uses the Weekend Navigator, 2nd Edition, as a reference. 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 2014-2015, 327 individuals completed Advanced Piloting. 95% 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 4 January 2016, there were 2,675 USPS certified instructors. The certification of another 2,440 members has expired and need only to complete the recertification seminar to reinstate their certification. The decline in the number of certified instructors continues, down 6% (133) since the end of the educational year (30 June 2015), and down 9% (267) from a year ago.

The decline continues at about the same rate over the past several years. Efforts are underway to encourage those who need to be recertified by offering the recertification seminar via distance learning (e.g., GoToMeeting). These programs have had some success, but a combination of an aging membership, burnout, loss of interest in certain areas of the United States, and declining membership makes this a difficult task. It would be interesting to compare the percentage decline in membership with the percentage decline in certified instructors; my suspicion is they are very similar, but even then the number of certified instructors would not be increasing. The solution to the problem may not reside as much in our existing membership as in the difficulty we have had overall in recruiting new members with an interest in teaching.

ID Course Statistics

During 2015, 26 squadrons taught the Instructor Development course. Final Evaluation materials were submitted for 66 students. The 1-hour lesson plan for 53 of these students received a passing score on their initial submission, for an initial pass rate of 80%. Six students who initially did not receive a passing score revised and resubmitted their lesson plan, and all 6 passed. Thus, the overall pass rate for 2015 was 89%.

Since the course was released in March 2013, 82 squadrons have submitted Final Evaluation materials for 221 students with an overall pass rate of 90%, including students who revised and resubmitted their lesson plan after failing to receive a passing score on their initial submission.

ID Course Final Evaluation

During the past year, substantial changes have been made in the procedures used in grading the Final Evaluation (Examination) for the ID course. The new procedures give the SEO and course instructor new responsibilities and more say in whether a student passes the course. Both the 15-minute presentation and 1-hour lesson plan for each student are now scored locally against specific criteria.

The SEO must approve the documents and accept the student as an instructor before submitting them to IDCom, which reviews the materials. In some cases, the R/C or Stf/C may initiate a discussion with the SEO and instructor that leads to a student revising and

resubmitting their 1-hour lesson plan. Additional details are available for download from the ID course webpage, www.usps.org/national/eddept/id/idcourse.htm.

The new procedures are still being tweaked in an effort to make the course and evaluation as user friendly, understandable, and consistent with the goals of the course as possible. Questions and concerns from SEOs and instructors are always welcome. These may be emailed to the committee at IDCom@usps.org, or one may call the R/C or Stf/C.

Teaching Aid Competition

The national teaching-aid competition will be held again at the 2016 Annual Meeting. Under the leadership of IDCom member, Carl Filios, a number of changes have been made that hopefully will make the competition run more smoothly at both the district and national levels. He also has worked out arrangements where the winners will be announced and awards made at the Annual Meeting.

Goals for 2016

NEO, Bob Brandenstein, and IDCom Chair, Tom Shuell, have agreed that during the upcoming year, IDCom will pursue the following goals:

- Update the PowerPoint® presentations for the ID course.
- Update/correct errors, etc. in ID *Student Manual* (Howard Kaufmann 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.
- 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.
- Using blended learning to increase availability of courses.
- Add a student feedback capability as a regular part of the ID routine.

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.

Cruising and Cruise Planning Course

The course was last updated in 2016. The course has been updated to include corrections of the current edition. These corrections will show up in the next printing. The splitting of chapter 12 into two chapters, Emergencies on Board (12) and Medical (13). The Weather Chapter will become chapter 14. This should be completed by the fall of 2016.

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 seminar is being evaluated for updates in the future. 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

This 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 has been added to the seminar for those students who would like training on their boat. This on the water guide replaces the older check list as well as conforming to the BOC format. 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 has completed his work on the new Cruising for Boaters

seminar with Boat US. There will be three modules when finished. Weather for Boaters is done.

Webinars

The Marine Weather Forecasting webinar was developed for coastal and offshore cruisers and emphasizes the 500mb chart as a forecasting tool and NOAA/NWS coastal/offshore meteorological products. The webinar was offered again in 2014. Another offering will be made in mid-2016. The webinar Crossing Borders was offered in April 2015. A new webinar/seminar, Thunderstorms/Severe Weather Forecasting, was offered on September 22, 2015 and will be offered again in the future.. This webinar was presented by Jared Guyer from the NWS Storm Prediction Center and P/R/C Ronald Kessel, SN.

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 completion stages and will be presented in March/April. This webinar is derived from the new enhanced seminar. A second new webinar will be weather forecasting using GRIB Files in conjunction with electronic navigation. This webinar will be ready for fall 2016.

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

1. According to the latest inventory reports, there have been 414 JN Student Manuals sold last fiscal year and 11 this fiscal year so far. With the introduction of N 15, sales have been quite good with 192 manuals sold last year, of which some were the last of the N09 manuals, with 22 manuals sold this fiscal year so far. Our examiners have graded 139 JN exams (89.9% passed with an average passing score 91.6%), 73 N exams (91.8% passed with an average passing score of 87.9%), and 68 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 last 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. Response to this newer course has been so good that student manuals have gone through a second printing, correcting minor errors in the first printing.
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 5.1.0 has been added to the ON Com web site. It is the latest version of Celestial Tools.

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

Development

Since the Governing Board the Interactive Online Program has implemented a key portion of the first full course. The seminar *Planning Your Cruise ~ Boating Beyond the Day Trip*, implemented in December, is the second part of the first course to be put online. The online student will be able to get credit for the course, *Cruising and Cruise Planning*, when they complete:

- *Planning Your Cruise* – Available now
- *Weather for Boaters* – Available now
- *Boats and Boat Systems for Cruising* – In development
- Online test for *Cruising and Cruise Planning* – In development

We now have six seminars available online: *Partner in Command; Boating on Rivers, Locks and Lakes; Weather for Boaters; Hurricane Preparation for Boaters; All About Marine Radio; and Planning Your Cruise.*

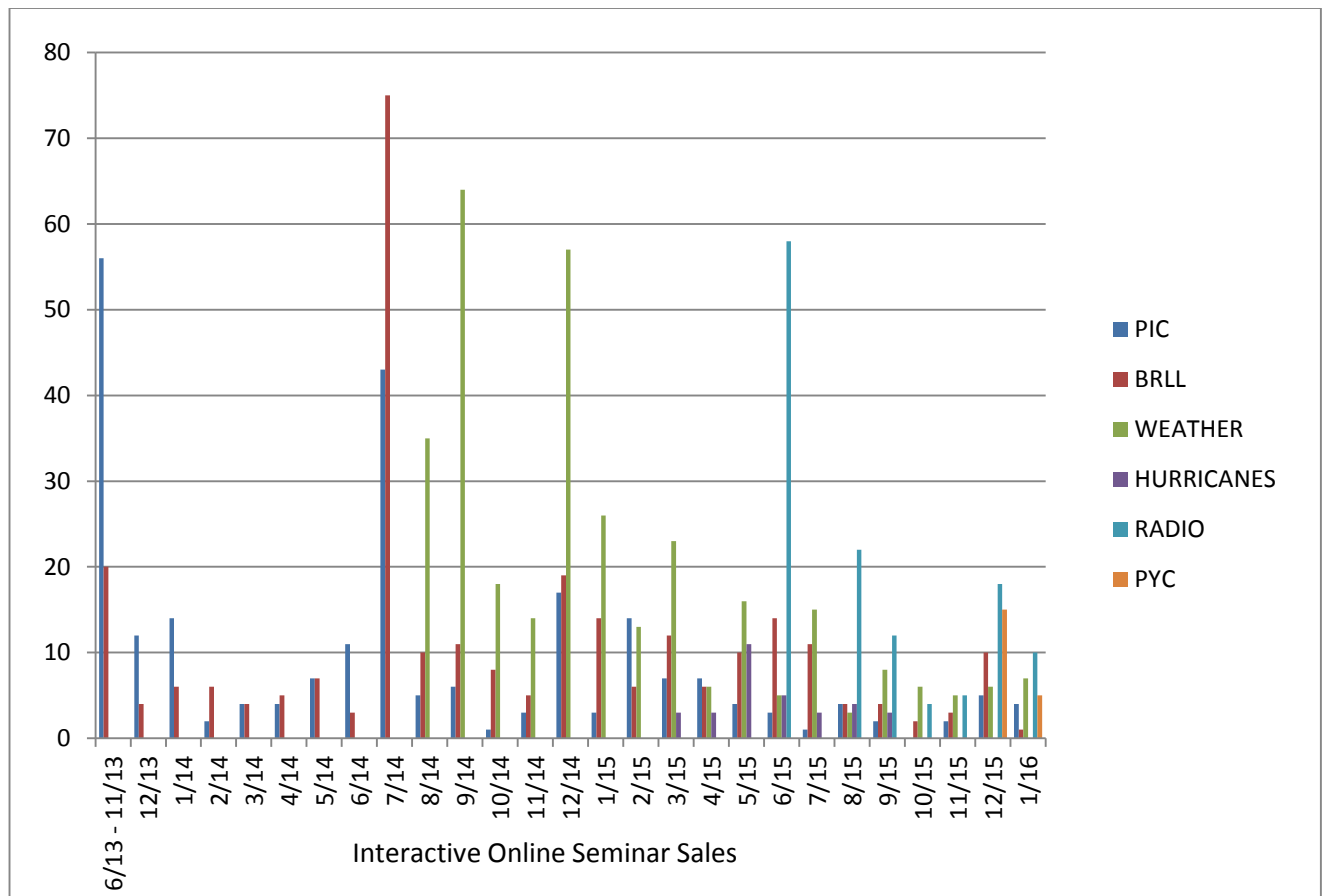
Two seminars and the first test are in development:

- The *Using GPS* online seminar has been upgraded to work with charting GPSs and will be implemented this winter.
- The final seminar and the online test for the first course – *Cruising and Cruise Planning.*

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

Sales

Since the report at the Governing Board, 174 seminars have been sold from August, 2015, through January, 2016 – 17 *Partner in Command*; 24 *Boating on Rivers Locks and Lakes*; 35 *Weather for Boaters*; 7 *Hurricane Preparation for Boaters*; 71 *All about Marine Radio* and 20 *Planning Your Cruise*. Of these 174 sales, 29 or 17% of the sales were to members. This makes a total of 1029 seminars sold since the beginning of the program, of which 255 or 25% 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. Since the Annual Meeting the marketing efforts have included:

- **Monthly Email Marketing.** Professional email ads are sent monthly to over 200,000 boaters. BoatUS provides the graphic artist work to put together a professional email.
- **Use Coupon Codes to Track Marketing Results.** We have repriced the basic cost of a seminar to \$30. This allows us to regularly promote discounts in several venues using specific coupon codes so we can track their effectiveness.
- **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 redesigned this page to handle an unlimited number of offerings and improved its look and feel.
- **Gift Certificates.** During the Christmas season this year we offered Gift Certificates at a discounted price. Because of some issues with how the payment was done, we will be working on a new approach for Gift Certificates and hope to have them regularly available in late spring.

Making Seminar Additions Available For The Classroom

The Boat Handling Committee is the first to take advantage of the images, videos and other enhancements to seminars that are a product of putting these seminars online in an interactive manner. They have redone the *Hurricanes and Boats* seminar, using the upgraded content from the online seminar.

More upgrades to seminars are possible. Remember that for each implemented seminar we:

- Make 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

Early this year, Brunswick management and USPS participated in a “restart” of our efforts to increase squadron and dealer participation in our partnership program. We began with weekly calls to kick off the new campaign with Brunswick providing us with a prioritized list of their dealers who had expressed most interest in working with us. The Program Partner Relations Committee prepared a spreadsheet indicating the nearest squadron/s located to these priority dealers, divided up the list by assigned districts and placed personal phone calls to approximately 45 individual squadrons in an attempt to garner interest in the program. A list of the squadrons we contacted that were willing to participate in the program was then passed back to Brunswick who had their customer service department contact the associated dealer to let them know that someone from USPS would be calling them to begin setting up the program, providing the USPS contact name and local squadron information to the dealer.

R/C Heald wrote case studies of local individual success stories in different areas that were passed along to squadrons for incentive to participate in the program in their respective areas. Additionally, a “tracking system” to identify classes held at Brunswick facilities by placing the word “Brunswick” in the first line of the class location address in HQ800 was created and communicated through the USPS “Blast” and at the Fall Governing Board meetings in San Diego.

A recent file pulled from HQ 800 of all of the classes and seminars held to date were matched to the actual addresses of the Brunswick dealers indicate that we have had approximately 13 Squadrons participating offering at least 150 known classes. Fortunately, this class total is

150% of the goal that Brunswick gave us to hold at least 100 classes at their dealers this year. Additionally, many local squadrons continue to inquire about how to participate in the program.

In true partnership fashion, we made sure the Brunswick logo was on the BSVT software and on our boat show flyers, etc. Additionally, a Brunswick Brand boat name was inserted in most of our education materials as opposed to referring to competing or generic references. Brunswick also created flyers for their dealers for Safe Boating week that advertised our USPS partnership.

The program was moderately successful but suffered from small gaps such as timing (contact was being made in Feb/Mar with the dealers during their busiest seasonal activities, as well as during the time when USPS squadrons are having their Changes of Watch). Additionally, finding the right person to contact within the dealers who actually had the authority to set up the program was difficult for both Brunswick and USPS local squadrons. Existing established relationships between the Brunswick Dealers and local paid Captains or the Coast Guard Auxiliary presented challenges to the campaign, as well as squadrons who already had "free places" to present classes, some with educational institutions who also provided the students for their classes. Squadrons with local Coast Guard licensed Captains seemed to also be a bigger incentive to the dealers to work with them.

Personnel turnover within Brunswick also seemed to slow our momentum somewhat with Ole Riis moving to another position within the company and with the announcement of the retirement of the current CEO, Dusty McCoy. Our contact was mostly limited to contact with their customer service representative, Kirsten Schuchardt, though she is very committed to the partnership and making it work. We are hopeful the recent announcement of Dusty's replacement, Mark Schwarboro (Current COO), will right the ship and fill the leadership void that seemed to exist for a good deal of the year. Brunswick has committed to renewing their membership, but most likely at the "Bronze level of \$5,000, and will again be presenting the monetary rewards to squadrons who have taught the most classes at their dealers.

The Brunswick partnership with USPS seems to be solid and acceptable to both sides. Lisa Wilson, Tammy Brown, and Dick Pfenniger attended the Marine Manufacturers show in Florida this year and received positive feedback from Kirsten Schuchardt and Scott Ward of Brunswick about their interaction with USPS.

The Program Partner Relations Committee is committed to growing the program in 2016 and taking it to new heights. Additionally, we are asking Brunswick to ask their dealers in States like California who are implementing new Boating Certification laws to recommend their clients turn to USPS to get their licensing requirements.

Discover Boating (NMMA)

The Program Partner Relations Committee has been working very closely with Lisa Wilson, Project Coordinator of the Boating Skills Virtual Trainer (BSVT), to pair local squadrons with each of the Progressive Insurance Boat Shows in which Discover Boating is participating in the 2015-2016 Boat Show season. So far we have commitments for local squadron participation in 15 of the 17 shows held between Jun 2015 and the new season from Jan 2016 to Feb 2016. The USPS annual meeting falls right in the middle of the time frame shows are being held, so some small squadrons like St Louis and Kansas City will not have enough members to cover both the show and the Annual Meeting. The Miami show site was cemented very late in the game, so we are struggling to cover it but we will be represented. The San Francisco Show was postponed due to the El Nino weather effect this year, but will be held in April. We are

working on "regional" places to house the unit to mitigate shipping costs, such as in Southern California for the West Coast. R/C Shirley Heald held conference calls prior to the Tampa Show with Tammy Brown, Mary Paige Abbott, and Glenn Sherman from marketing, Bob Palmer representing the state of and updates to the BSVT, and local squadron/district members who were going to do the show. From these calls, a Power Point presentation outlining the history and the purpose of the relationship between USPS and Discover Boating/NMMA and providing step by step instructions to the squadrons for obtaining, setting up, insuring, and demonstrating the units was created. (Copy attached). Conference calls are scheduled for Nov. with all of the squadron/district boat show contacts provided to DB to go over the Power Point and one in Dec. with them for Lisa Wilson to go over the changes/updates in the latest software version coming out.

Our latest grant begins with the New York show Jan. 6-10, and Lisa Wilson has arranged for the BSVT units to be shipped in the Discover Boating trailer as it moves from show to show, cutting down on shipping costs squadrons/districts would have to pick up for the BSVT.

Feedback from the Norwalk, Tampa, and New York shows recently held are that Discover Boating is very excited about USPS being there and that they have found our members very professional and easy to work with. Squadron feedback has also been positive in that they find the DB show managers easy to work with as well. Squadrons are receiving excellent press in the show guides that direct the show participants to our booth to use the BSVT unit. Participant surveys have been very favorable about their experience with the BSVT. Additionally, a show survey is being sent by DB to the participants. One of the questions on the survey is about how participants perceived our BSVT and the experience with it, so we are anxious to hear the results. Multiple technical problems with the trainer have caused a lot of frustration early on in the program. Lisa Wilson and Bob Palmer have spent many hours with the vendor to resolve the technical issues we have encountered, and they feel they now have them resolved. In some instances DB has been able to find additional public space for the trainer in addition to the booths many local squadrons have paid for themselves, but not in every instance. Security at some shows has also been an issue as some of the public space where the units have been set up fall outside the actual paid entrance to the show. We are working with Discover Boating to find secured space to place the pelican cases over night, but this requires setting up and taking down the unit daily.

All in all, the relationship between Discover Boating/USPS seems to be solid. Earlier in the year, R/C Heald held a conference call with Tom Knighten, on the water manager at "in water" boat shows of Discover boating to get his take on the relationship. Tom still had a bad taste in his mouth for the San Francisco show last year when his USPS contacts did not show up for an event they had promised to run and he had to do it himself. However, he was very forthcoming in providing constructive feedback as to where we need to go with penetrating Discover Boating to do more activities with them. Current Coast Guard regulations prohibit us from taking money for any on the water activities we do with them without a Captain's license, but there is room to consider doing demonstrations/training on the dock, such as life jacket demonstrations, etc. Tom is very keen on "interactive" tools like our BSVT and has many ideas on what he terms "adult learning". Tom suggested for instance, that if we wanted to attract folks who attend the show for one of our future seminars that we prepare a very short "snip it" of the course, like GPS for instance, as a "teaser" to get them to come back and take the full course. We should also have GPS units out for them to touch and feel. Very important to USPS this year will be to have a successful year with our participation at the boat show events we have committed to in order to demonstrate our professionalism to DB. When that happens, we can then begin the dialogue to arrange for additional classes/activities with DB.

Tall Ships America

R/C Heald held a conference call with Don Stark, USPS Tall Ships Liaison, V/C Bob Brandenstein, and Bert Rogers and Erin Short of Tall Ships America to make introductions between us and to discuss potential new opportunities to partner together in the coming year.

The 2016 Challenge Schedule has been published concentrating on approximately 7 ports in the Great Lakes Region, with parades of sail in Toronto, Erie, Chicago, Fairport Harbor, and Duluth. It is the goal of the Program Partner Relations Committee to host a booth at each of the port events using local USPS district personnel to man the booth and demonstrate the BSVT to the public at these events as well as have more boats in the water, SERAT teams where possible.

Bert Rogers indicated he is very impressed with the professionalism of his contacts within USPS, mentioning that our presence and participation with the BSVT sets a little higher standard and our public service work provides greater credibility for his events. When asked what we could do better, he mentioned he would like to see more local relationships developing with individual Tall Ships and the respective squadrons located near their home ports like the one that currently exists in Washington State. One of the goals, therefore, of the Program Partner Relations Committee in 2016 will be to develop a replicable model of the Washington success to pass along to squadrons who are close to the home ports of the individual Tall Ships, encouraging them to develop close relationships. We are beginning to make an approach to the Elyssa in Galveston, a ship in Jacksonville, one in Boston, Baltimore, and one in the Pacific Northwest.

Also discussed was the need for developing a joint strategy for working more closely with the local ports and the Coast Guard regarding safety at the Tall Ship Challenge events, including better crowd control and more of our USPS boats patrolling on the water.

Pursuing retail sponsors for the events that are approved by the ports and Tall Ships management was offered as an idea. Tall Ships have provided us with demographics of the participants they draw to their events and the economic impact their events bring to the region that we can provide to potential sponsors. They also have a CD they have developed that showcases their events so that we could work with them in the future to add some USPS ABC type information, etc. to provide their students with some idea of what they might expect aboard a Tall Ship. This information has been forwarded to Tammy Brown, USPS marketing to begin working on ideas for sponsors, funding for on line videos around Tall Ships, etc.

Access to our online webinars is to be offered to Tall Ships members as one of their member benefits.

Don Stark, USPS Liaison to Tall Ships and R/C Heald will be attending the Tall Ships convention in Quebec City in late January to kick off the new season. Additionally, since some of the ports on the 2016 Challenge include Canadian ports, the Program Partner Relations Committee is reaching out to CPS contacts for assistance with these port activities.

Multiple opportunities for additional endeavors with Tall Ships exist for 2016, so it is important we keep the press on to have participation at each of the 2016 Challenge Ports.

Mariners Learning System (MLS)

Captain Bob has given us a 10% discount on the Captain's Licensing Materials we have on hand in the Ship's Store. This is a member benefit even though he is also giving the same discount to the USCG, Boat US, etc. Notices are going out in the blast monthly to promote selling the materials we have on hand in the Ship's Store, but we haven't managed to move any of the inventory yet. The discount is also being listed on the Member Benefits web page.

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

Responsibilities of the Publishing Committee (PubCom) include: 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.

- Curriculum Review, Editing, Formatting and Graphics
 - Reviewed revision of course flow sequencing across all grades.
 - Edited , formatted & reprinted N15 Student Manual
 - Edited, formatted & printed Knots, Bends & Hitches seminar
 - Created Instructor CD for Knots, Bends & Hitches seminar
 - Edited, formatted Hurricane Preparation for Boaters seminar
 - Reviewed Sail Trim and Rig Tuning seminar
 - Reviewed Rules of the Road seminar
 - Reviewed Appendix B –OTW component to Partner in Command seminar
 - Created ABC3 Instructor CD
 - Updated Graphics Library
- Processed numerous ED79's for orders and reorders of course and seminar materials and seminar kits
- Reviewed Educational Department portion of Operations Manual Chapters 3 and 6
- Printed and mailed BOC certificates and wallet cards monthly for IN and CN completions
- Business Operations
 - Edited and published the Educational Department newsletter "*Currents*"
 - Updated the Educational Department Directory
 - Compiled and distributed to R/C's, DEO's and SEO's monthly reports of Boating Class Statistics
 - Updated Publishing Committee roster
 - Provided periodic updates to Educational Department ftp site
 - Backed up Educational Department ftp site
- Educational Department Website and On-line processing:
 - Maintained and updated the Educational Department web pages and on-line Course materials catalog
 - Backed up Educational Department web site
- BoatUS Project

- Reviewed Planning Your Cruise seminar
- Created pdf handout for Planning Your Cruise seminar for the Educational Outreach e-Book Project
 - Participated in several conference calls with Educational Outreach Committee pertaining to creation and policy for Seamanship and ABC3 e-book.
- Work In Progress
 - Inventory Reports
 - Web Site – On going maintenance/updates to the Educational Department web sites
 - Graphics Library
 - Exam Gen – Currently under review for updating to today's technology
 - Formatting and Printing Seminar booklets
 - Hurricane Preparation for Boaters
 - Sail Trim and Rig Tuning
 - Rules of the Road

Thank you to Staff Commanders Tom Brinka SN, Al Bruhin SN, and Bob Potter SN, P/R/C Pat Greer SN, and all committee members for their outstanding work to insure the quality of our educational products. The Publishing Committee also thanks all Educational Department R/C's for review and updates to their portion of Chapters 3 and 6 of the Operations Manual.

SIMULATOR PROJECT – P/C Lisa Herndon Wilson, AP

The Boating Skills Virtual Trainer (BSVT) allows for student demonstrations of basic boat handling capabilities and continues to be a strong addition to all of the USPS interactions with boaters. The BSVT units are incorporated into events with national partners like Tall Ships America, NASBLA, NMMA, Discover Boating, and Trawler Fest as well as local boat shows and squadron/district conferences and educational courses. The USCG awarded USPS its third grant for the BSVT program in the amount of \$188,000, providing funds to purchase five additional units in late December, 2015 for a total of 18 units, which are used by Squadrons/Districts and HQ Marketing across the country. USPS was awarded NASBLA's 2015 Innovations Award for the Boating Skills Virtual Trainer.

The Project Team, led by P/C Lisa Herndon Wilson, AP, reported that users in 2015 have documented 2687 students by submitting data on the quality of the simulator to help build confidence and attest to a realistic boating experience, with strong responses in both questions asked of the users (confidence building – 4.2/5 and realistic experience – 4.3/5). User and student feedback is part of the program development, which continues to make the BSVT more realistic and useful as a training tool. The feedback is also used for quarterly grant updates to the U.S. Coast Guard. Because the data collection is manual, not all users are captured – 56 events in 18 states were reported.

Currently, all units are managed directly out of HQ where software upgrades and needed hardware changes are handled by project team and HQ staff. While there is a continued desire to eventually distribute units throughout the nation to cut down on shipping costs and further the exposure and usage, there have been too many recent repair situations to move into that model at this time. The centralization has facilitated several expedited replacement units for those damaged in shipment. We have begun discussions with a few technically

qualified members to begin putting a distributed structure in place later in the year; however, the fleet must be upgraded to 3.0 and deemed stable before moving to a more dispersed model.

The BSVT team and the HQ staff have an ongoing maintenance and inventory program and are updating units as they come through headquarters. The team completed additional labeling inside cases and testing for all units that were to be shipped out in the first three weeks of January. In 2015, there have been some performance inconsistencies with throttle calibrations and a software bug impacted some units with the later second generation software. VDI conducted extensive testing and identified a change in startup and shutdown processes which corrected the calibration problems. In addition, the new 3.0 generation has corrected the "bug" and will be rolled out to the rest of the units after the Orlando meeting. HQ Customer Service and Warehouse personnel are doing yeoman's work in managing the shipping and returning processes.

Generation 3.0, which will be demonstrated at the USPS Annual meeting, features new functionality that will greatly increase the ability to use the units in more advanced classes such as Piloting and Advanced Piloting. A compass with numbers will help navigation and a new trailering exercise will provide a new education opportunity. Water physics continue to be honed with greater wave/wind action and subtle tweaks to close-maneuvering responsiveness for great realism based on user feedback. "Drunk goggles" now travel with each unit to demonstrate the impact of impaired driving.

The relationship with NMMA/Discover Boating for showing the BSVT in their 2015-2016 boat shows has already benefitted both organizations, with increased visibility and advertising, better location and shared shipping and power costs for USPS and an exciting highlighted feature for NMMA. A total of fourteen shows will be a part of this endeavor for the 2015/2016 season with eleven in 2016. Three additional shows could not be resourced by USPS and NMMA cancelled one show (San Francisco). Overall this exposure will save USPS thousands of dollars in shipping savings and provide a much greater, more consistent promotional advertising through the boat show websites and show guides for USPS as a highlighted feature attraction (see attachment).

The two supporting websites, one for internal reservations (www.usps.org/php/bsvt) and one for external sales and promotional information (www.usps.org/boatingskillsvt) continue to be used effectively. The internal site requires a member number password and hosts a calendar and reservation system. There are also two downloadable manuals being updated for later software versions: (1) for instructor lessons and (2) for unit assembly and disassembly supported by a training video for unit setup. You-Tube videos have also been posted to show most of the maneuvers that are pre-programed into the software.

The USPS BSVT grant II project was closed November 30 having completed its milestones. Grant III is underway and on track to meet its milestones.

Examples of the new exposure in Progressive Boat Shows due to USPS-NMMA relationship and Boating Skills Virtual Trainer participation.



PROGRESSIVE Atlanta Boat Show

January 14–17, 2016 | Georgia World Congress Center



SHOW INFORMATION

WHO'S EXHIBITING

PREVIEW PRODUCTS

2016 Show

Features at Glance

- [NEW! USPS Boating Skills Virtual Trainer](#)
- [NEW! Sailing Simulator](#)
- [Fred's Shed Interactive Learning Center](#)
- [Discover Boating Center](#)
- [Let's Go Fishing Center](#)
- [Miss GEICO Racing Boat](#)
- [FREE Sailing Seminars](#)
- [Kids' Zone](#)
- [Meet Dora the Explorer](#)
- [Bass Tub](#)

SHOW
HIGHLIGHTS

BASS TUB

Get a whole new perspective on fishing - from the viewpoint of the fish! This 12-foot tall, 40-foot-long mobile glass aquarium is stocked with native fish so you can watch fish react to and even strike different lures during professional casting demonstrations held daily throughout the show.

SAILING SIMULATOR - FREE SAILING LESSONS

If you've ever wondered what it's like to pilot a sailboat, here's your chance to find out - without leaving dry land! Climb aboard the Sailing Simulator and discover how fun and easy it is to sail. Designed with beginners in mind, the sailing simulator offers a true-to-life sailing experience. You'll tack and jibe and use the tiller to keep the boat level on the show floor as fans fill the sails and move the boat from side to side.

BOATING SIMULATOR

Take the helm and set out on a simulated "boat trip" to practice boating skills such as docking, pivot turns, stopping and more. The United States Power Squadrons® Boating Skills Virtual Trainer is equipped with a steering wheel and real Mercury throttle to give you hands-on experience as you pilot your virtual boat on a lake with other powerboats, sailboats, navigation aids and a marina.

DISCOVER BOATING

Discover Boating for less than \$250 a month! Think owning a boat is out of your reach? Think again! When it comes to enjoyable ways to spend your leisure time, boating is far more affordable than you may realize. Be sure to check out this showcase of boats you can finance for less than \$250 per month.

MISS GEICO OFFSHORE RACING BOAT

Feed your need for speed! The fourth-generation Miss GEICO is a 50-ft Victory catamaran made of carbon/Kevlar. Powered by 3,300-hp 1650 RACE Mercury Racing stern-drive engines, the world-champion offshore racing boat can reach speeds in excess of 200 mph!

SOCIAL MEDIA — D/1/Lt Jan Wright, AP

USPS's Educational Department launched a new social media campaign on USPS's Facebook page in November 2015, intended to expand USPS's reach within the boater community, help viewers form and share favorable opinions about the quality and value of USPS expertise and educational products and services, and help local squadrons promote, grow, and celebrate their educational activities. I would like to thank The Ensign editor, Amy Townsend, for being an outstanding partner for this campaign.

The key hallmark of the campaign is to increase the share of USPS's posts that are (and are perceived to be) original USPS content. 100% of our posts are original educational content from our courses, how-to videos (from USPS's 2011 boating quiz campaign and BOC library), quizzes, and posts that help viewers to find local courses in the classroom, online, and on the water. We have also celebrated squadrons' educational programs and achievements by engaging with content they post on their Facebook page.

When we started, we posted twice weekly, on Tuesday and Friday afternoons. With our new #BoatingKnowledgeCheck series, we now post four times each week. A question is posted Wednesday morning, and viewers can click the question's graphic to see the answer. The answer is posted as free-standing educational content the following Tuesday. We are also posting the #BoatingKnowledgeCheck series on Twitter.

The #BoatingKnowledgeCheck series is hosted via The Ensign website by Amy Townsend. Each post carries a footer with three lines: the subject of the quiz, United States Power Squadrons #BoatingKnowledgeCheck, and THE ENSIGN.ORG. We are doing this to reinforce viewers' awareness that The Ensign is a USPS publication, so that The Ensign's Facebook posts will be recognized as original content that contributes to USPS's reputation.

Since the campaign began, viewer engagement on our Facebook page has increased significantly, and the number of people and organizations that like our page has grown by 20%. A growing core of USPS members, squadrons, and districts engages regularly with our posts; however, this core is only a fraction of the engagement we could achieve from within our organization that is vital to reaching members' network of friends. Even more valuable to USPS, much of our engagement is from non-members, including yacht clubs, marinas, boat dealers, and other organizations whose engagement will help us reach their networks. If you have not visited us lately, please see www.facebook.com/uspowersquadrons and www.twitter.com/boatingisfun.

Next steps:

- Continue outreach through DEOs/SEOs, ADEOs/ASEOs, public relations officers, and district and squadron commanders to promote member, squadron and district engagement with USPS's Facebook page.
- Coordinate with Marty Lafferty's Digital Media Library project. Social media is a visual media, and original videos and photos that capture the diversity of the greater boating community while showcasing USPS programs will help market our organization.
- Continue working with the R/Cs in each course area and the Publishing Committee to develop attractive slides and graphics. Viewers love visuals that allow them to learn a lot in one glance, and we must have more of these.
- Acquire grant resources to finance selective post promotion, the impact of which can be evaluated using existing analytics.

