

United States Power Squadrons®

# Consolidated Educational Department Report

Governing Board Meeting

August 2016 – Pittsburgh, PA

## **BASIC PUBLIC EDUCATION (BPE Com) – R/C Richard Carson, JN**

***Pre ABC3 education*** - We are engaged in launching under the Educational Department programs an “almost” seminar for kids. The program was developed by a Squadron in the state of Washington for 8 year old children. It is a hands on low cost activity to educate kids on basic boating safety practices. The instructor material will include a no-cost downloadable curriculum outline, and use the in-stock Boating Safety for Kids DVD/Manual. *Boating Safety 4 Kids*, purpose and outline will be presented in the Governing Board seminar series.

***America’s Boating Course 3<sup>rd</sup> Edition (ABC3)*** – The National Association of State Boating Law Administrators (NASBLA) approved 2015 printing has received approval from 40 states for classroom education and from 30 states for online education. Negotiations continue to bring all states and territories aboard in both classroom and online approvals.

The Educational Department fiscal year 1 July 2015- 30 June 2016 ABC3 course statistics for classroom courses shows;

1. 254 of the 374 squadrons conducted basic public education courses
2. Drop of 1220 student registrations from 2014 - 2015 fiscal year to 7771
3. Drop of 131 classes from 2014 - 2015 fiscal year to 705

Online sales of *America’s Boating Course* are rebounding! The anticipated impact of the new online exam system is meeting, even exceeding, expectations. As this article is being drafted in mid-July 2016, online monthly sales for the full-month of June 2016 are ahead of any month since 2010. And, the partial-month of July thus far is on track to also exceed all prior months of July since 2010.

Thanks to the efforts of District 33, the 2015 printing of *ABC3* has been translated into the Spanish language and is in the process of formatting to illustrations and diagrams for printing. Translation of the final examinations is complete and available from the Department catalog.

***Basic Coastal Navigation Seminar (BCN)*** – rewritten for 2016, the revised seminar presents basics for charting then expands to electronic navigation including *OpenCPN* now used in *ABC3* Section 18, *Piloting* Appendix B and the *Navigation Course*. The revision is expected in stock for shipping by September. A great preparation for *Piloting*.

***How to Use a Chart Seminar*** – rewritten in 2012, this seminar parallels *ABC3* charting in Section 17 and provides detailed use of charts, and correct interpretations of symbols and marks.

***Paddle Smart Seminar*** – continues as the baseline for human powered boats. This seminar is intended for those about to join the sport and those considering purchasing paddling equipment. Learn about the largest growing segment of boating. The seminar kit includes an attendee workbook which can be used for note-taking. In this course you will learn about the necessary safety equipment, cold water protection, basic kayak and canoe paddle strokes plus much more!

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

The way ahead includes 2015 *ABC3* implementation, including actions:

1. Near 50% of the USPS squadrons do not have an active *ABC3* program. Statistically, such inaction is the first step by squadrons toward turning in their charter. Not teaching classes that meet minimum basic boating knowledge requirements misses squadron regeneration of member opportunities, and removes team efforts to conduct public classes. Encourage conduct of classes.

2. BPECom is seeking out reasons for not conducting classes with hope of recharging the SEOs. Mitigate reasons for no classes.

3. For reasons of economy, we pursue requisitions submitted to HQ by squadrons for vast quantities of ED26/exam answer sheets, wallet cards, and course completion certificates which are not logical with student manual requisitions. We are to include the NASBLA approved 2015 *ABC3* Student Manual in the education process if course completion certificates are printed with NASBLA and USCG logos. Reduce waste and possible improper use of materials.

### **BOAT HANDLING (BH Com) – R/C Chris Windeler, SN**

*Seamanship 2016* has been prepared for printing and eBook publishing. The next printing will be of this material. There are some content changes in this revised version in chapter 3, docking; chapter 5, e-Book version will use the online Coast Guard Navigation Rules; and Chapter 6, Anchoring Etiquette & setting your anchor alarm. The 2009 exam is still applicable.

The main committee effort has been on re-writing and partitioning the traditional Seamanship into a series of seminars. We are working with the Video Production group to coordinate efforts and help produce joint material.

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

All the seminars the committee is responsible for have been upgraded in 2015-2016 into the small color book format and are available except the *Advanced Powerboat Handling* whose format has not been changed as of this time.

*Anchoring*  
*Boat Handling Under Power*  
*Mastering Rules of the Road*  
*Sail Trim*  
*Hurricanes and Boats*  
*Fuel and Boating*  
*Knots, Bends, and Hitches*  
*Man Overboard*

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

The following is a brief summary of Boat Operator Certification – On the Water Training Committee (BOC-OTWTrComf) since the 2016 Annual Meeting:

- Worked with the NEO and the past NEO to establish new operating procedures for the POTW program. These procedures were developed to support the new policy of teaching POTW program for free to dues-paying members.
- Developed and distributed a presentation on the new POTW Policies and Procedures.
- Released a new version of the POTW seminar with a fully updated presentation and skill exercises adapted for the new ANSI power standards.
- Developed and presented a USPS Webinar for BOC Certifiers teaching the new POTW program.
- Developed a new instructor guide for POTW.
- Adopted the text *Start Powerboating Right* for use with POTBOW, replacing *Powerboat Handling Illustrated*.
- Conducted monthly conference calls with committee members.
- Participated in Educational Department calls and DEO calls.
- Worked with IT resources to update HQ800 in order to record BOC skill events and track BOC Certifier participation in POTW and skill training.
- Migrated committee files to ShareFile, and arranged access for committee members.
- Conducted BOC Training Schools to train new students and certifiers.
- Participated in the 2016 IBWSS Conference. Provided an overview of the Digital Media Library as required by the terms of the USCG grant.
- Conducted biweekly meetings with the project manager for the Digital Media Library to review progress
- Continued the development of the adaptation of POTW for large boats.
- Began work on a new program called “Jump Start”, designed to provide rapid orientation for new members on their own boats.

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

- 1 The main outreach initiatives are with our partnerships with the University of West Florida and the BoatUS Foundation. Both of these projects center on providing access to online educational material.
- 2 The University of West Florida’s activities are administered by P/R/C Wil Hugli, SN. Since the annual meeting, we have concentrated our efforts on reviewing the current and future needs of the partnership and what specific ways that we can meet those needs. We have reviewed the educational offerings and prioritized courses and seminars that required updating. We have also conducted a “beta test” for the Junior Navigation course, evaluated online testing and are looking at areas that we can customize our registration and reporting systems.
- 3 The online partnership with the BoatUS foundation continues to have a lot of activity. The outreach team has completed and released the *GPS/Chart Plotter* seminar and is working on seminars for *Automated Identification System*, *Fundamentals of Navigation* and the third portion of the *Cruise Planning* Course along with the implementation of an online examination module that will

randomize questions based on information area, and question difficulty, pulling the questions from a large data base of questions generated from the three study areas.

- 4 P/V/C Robert Brandenstein is heading an interactive online seminar marketing group that meets weekly and evaluates ways and means to direct more traffic to the online landing pages. Since Bob has implemented review of the "Google ad words" and updated Meta tags, traffic to the sites has increased and participation in all of our online offerings has more than doubled. We are also making some changes to our Ed-online landing pages and looking at ways that we can gather demographic data to assist in appropriate marketing directed at our target markets.
- 5 The online team currently has three members producing technical content and one member that is doing Claro Development converting design criteria into presentation and viewing format images, narrations, videos and individual slides. We can still use additional help on our team and our vigilance continues in our search for members to assist in producing our online seminars and courses. If you have any interest, or can recommend someone, please do not hesitate to contact us, we welcome the referral.
- 6 E-Books are soon to be a reality for Students and Instructors of USPS Educational Department Courses. The first advanced course will be the Student Manual for *Seamanship 2016*. We are expecting to have a launch date in the fall of 2016. Seventeen squadrons have shown early interest. We will be contacting them shortly after the Fall Governing Board with specific instructions and ordering details. The E-Books team will initially use a PDF format for the participant's use. There are plans for offering an E-Pub format by the end of the year. No cost downloadable E-Book readers are readily available, that are platform independent. Early users will have recommended readers and download instructions supplied with orders. Current procedures will require the Squadron Educational Officer or other authorized squadron designee to order the appropriate material using the existing educational material ordering procedure. There will be a new item number for all E-Book manuals or course kits that have an E-book as the manual. When the order is received, a download link and key will be forwarded to the ordering officer for each student/participant. Only successful downloads will be counted and the student will own the material and be able to print portions or the entire document. Initially, there will be no change in the course price, and billing will continue to use the existing squadron account structure. There will be no changes to the examination procedure. Authorized squadron officers will continue to order the examination from USPS headquarters, administer proctored examinations locally and then return the completed examination to USPS headquarters for grading and assigning credit to successful candidates. We are currently waiting for the support software that is required for registering, ordering, and manual distribution to be completed. Once the software is completed and tested, we will be ready to go.

**ELECTRO-MECHANICAL SYSTEMS COMMITTEE (EMS Com) –**  
**R/C Richard Edel, SN**

The EMSCom is responsible for:

- *Engine Maintenance and Propulsion Systems* (EM) course
- *Marine Electrical Systems* course
- *Marine Communications Systems* course
- *Marine Navigation Systems* (Presently the USPS-modified CPS-ECP *Electronic Navigation Course*)
- *Marine Amateur Radio Guide*
- *The Boatowner's Guide to GMDSS and Marine Radio*, and
- The new or updated seminars described below

So far, we're tracking the budget laid down last year and I'm pleased that nothing seems too far out of place in that area. Some sales are slower but others are better. Certainly we all want to know what needs to be done to increase sales whether it turns out to be better advertising, course material updates, more and timely seminars, etc.

We are producing four new seminars this year.

The first is titled *AIS* for *Automated Identification System*. The current draft PowerPoint slides are close to final. This seminar will be both a USPS classroom seminar and after modification by Andy Sumberg's team a BoatUS seminar as well. The authors are myself, Mr. Doug Miller (a non-member owning a business that recommends and sells AIS devices to all classes of boat operators) with enthusiastic support from P/Stf/C Harl Porter, SN, a former Stf/C of the EMSCom.

The second is *Radar*. This seminar's lead author is St/C Barry Williams, AP. He is gathering material and outlining material as I type. Additional authors and reviewers on the Canadian side of the border are to be identified. We've been trying to contact the CPS-ECP Electronics team as they expressed interest in collaborating with us on this important seminar topic. Key points will be a motion-rich simulator and inclusion of the latest technologies such as broadband and Doppler.

The third seminar is *Propane Systems*. This seminar's lead author is Gordon Bilyard. A draft has existed for a year or so and is now being refreshed and updated. Gordon researched all the applicable ABYC standards (obtained courtesy of George Hallenbeck) and is progressing with writing. He projects a mature draft completion date around August first.

The fourth seminar is *GPS*. Luis Molero of District 33 (Puerto Rico) took on this task more than a year ago. His task is huge as there have been so many recent developments in the area of multi-functional displays (MFDs), advanced chartplotters, and the inclusion of GPS antennas and receivers in almost all tablets and smartphones. There is a new BoatUS seminar on *GPS* that is a great introduction to the subject but a more in depth USPS classroom seminar will still be beneficial to members and interested non-member boaters alike.

On other fronts, the Educational Department is reviewing the existing courses and seminars along with their content for discussion at the 2016 Governing Board working sessions. We intend to identify and plan for updates and refreshes to all of our courses and seminars. Separately their titles will be evaluated for marketability, and lastly we'll reconsider how course and seminar content should be packaged and sold. An author has come forward willing to refresh the *Marine Electrical Systems* Student Manual. This will be a welcome effort and will correct some known concerns while including fresh perspectives in other areas.

Anyone with opinions, suggestions, recommendations and even criticisms, should bring them to my attention before or during the GB in Pittsburgh.

I have only heard from one person requesting a teleconference. We could hold one using Free Conference Call if there is consensus that a verbal chat would be more productive than emails or written methods. Let me know and I'll go about setting up one. I'm willing to host one if more than one person sees the need for one.

It's summer and I'm typing this from my boat. While any of us are boating, this offers opportunities to experiment with new systems and apps, and to learn lessons. It's also a great time to engage fellow boaters in a cheerful and helpful way (I call it stealthy teaching) and help others learn more about the electrical, electronic, and mechanical systems on their boats. As I wrote before, whenever we teach a course we learn that our students use only a small fraction of the capabilities that their GPS chartplotter, MFD's, radar, AIS, VHF-DSC and modern sonars offer. Many will experience engine, drive train, and plumbing issues. Learning more about the issues and problems even if it is a professional who repairs them for you is important information worth sharing.

The way I look at things is we're never too smart to learn something new and should never be hesitant about sharing the new knowledge by teaching, conducting "This Happened to Me" discussions at squadron meetings, and contributing to your USPS Educational Committees any way you can.

(If you are interested in becoming a member of this committee, submit a resume on-line at the Committee on Nominations web site.)

Enjoy the summer fully and don't hesitate to contact me with any concerns and questions.

**INLAND & COASTAL NAVIGATION COMMITTEE (ICN Com) –**  
**R/C Eric Pearson, 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 *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. *OpenCPN* was adopted this year for digital charting. An optional *Piloting* on-the-water training segment is available for download from the Piloting page of the USPS.org web site.

For this calendar year, 497 individuals completed *Piloting* exams. 88% passed. The average grade was 87%.

### **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 and *OpenCPN* for digital charting. An optional *Advanced Piloting* on-the-water training segment is available for download from the Advanced Piloting page of the USPS.org web site.

For this calendar year, 209 individuals completed *Advanced Piloting*. 92% passed. The average grade was 91%.

### **Seminars and Guides**

*Mariner's Compass*  
*Tides and Currents*

Guides:

*Predicted Log*  
*Plotting and Labeling Guide*

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

### **Certified Instructors**

At the end of the educational year (30 June), there were 2,571 USPS certified instructors. The certification of another 2,557 members has expired and need only complete the recertification seminar to reinstate their certification. The decline in the number of certified instructors continues, down 4% (104) since the beginning of the calendar year (1 January 2016), and down 10% (270) from a year ago. The decline continues at roughly the same rate over the past few years, as has USPS membership.

### **ID Course Statistics**

Between 1 January and 30 June 2016, 22 squadrons taught the *Instructor Development* course. Final Evaluation materials were submitted for 68 students. The Final Evaluation for 58 of these students received a passing score on their initial submission, for an initial pass



rate of 85%. Three students that initially did not receive a passing score revised and resubmitted their lesson plan; all 3 passed. Thus, the overall pass rate for the first six months of 2016 was 90%.

Since the course was released in March 2013, 104 squadrons have submitted Final Evaluation materials for 289 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.

### Recertification Seminar

The purpose of the recertification seminar is to update already certified instructors (including those whose certification has expired) on new ideas for teaching and new ways of teaching. The slides and Instructor Manual were last revised in 2011. They currently are being updated, and it is hoped the new versions will be available in time for the Annual Meeting in February.

On several occasions, GoToMeeting has been used to offer the seminar via distance learning. This makes it easier for those needing to be recertified when a nearby squadron is not offering the seminar, where the member lives some distance from where the seminar is offered, or when he or she prefers distance learning to classroom learning. This alternative has both advantages and disadvantages.

IDCom strongly believes the seminar needs to be interactive, with participants actively engaged in the learning process. It is assumed that participants are experienced instructors and can learn by hearing the experiences and techniques of other instructors. In order to be most effective, participants need to have some knowledge on how GoToMeeting works, which can be accomplished by holding a practice session, but that involves more time. For effective interaction among participants, the seminar must be limited to 20-25.

### Teaching-Aid Competition

The national teaching-aid competition will be held again at the 2017 Annual Meeting. Under the leadership of IDCom member, Carl Filios, changes made for the 2016 competition worked well, with a few exceptions. A number of DEOs didn't register their entries, making it difficult to know how many tables were needed to display the entries. Based on the number of registrations received, one table was released, only to be retrieved later due to the number of entries showing up without being registered.

The scoring criteria also need some revision. The 2016 entry that many thought would win first place didn't even finish in the top three. Two of the current criteria are cost and ease of transport. The winning entry was a simple wood cleat for tying knots. The entry most thought would win was a computer-based boat-handling simulator that is more expensive to make than the other entries (\$800-\$1,500) and more difficult to setup/breakdown and transport. Although squadrons can use National's Boating Skills Virtual Trainer for two weeks for the cost of shipping (approximately \$100), for squadrons wishing to own a simulator, the teaching aid developed by Tampa squadron costs far less than purchasing the BSVT from national (approximately \$15,000).

To increase participation in the 2017 competition, (a) an announcement about the competition directed at DEOs and SEOs appeared in the August *Blast* (b) Carl Filios, the IDCom member in charge of the competition, sent an email to all DEOs announcing the presentation he will make during the DEO meeting at Governing Board in Pittsburgh and offering help for those not attending the meeting, and finally (c) Carl will make a presentation on the competition at the DEO meeting in Pittsburgh.

### Revision of the Student Manual

Both the Student Manual and the Instructors Manual are being updated. The June 2016 Edition of the Student Manual is now available for download. It includes revisions to the "Introduction," including a description of the new procedures for the Final Evaluation, as well as new forms to be used with the revised procedures. A revision of Chapter 5, "Making Learning Accessible," authored by IDCom member Howard Kaufman, also is included in the new edition. A revision of Chapter 3, "Lesson Plans," is in the final stages of revision and should be available shortly.

The revised procedures and forms for the Final Evaluation (final exam) have been tweaked and are now working fine. There have been no complaints.

### Revision of the Instructors Manual

The Instructors Manual also is being revised and updated by IDCom Assistant Chair, Bob Rayburn, along with IDCom members Will Ross and Jan Wright. A draft of the introduction has been completed, and work has begun on the various chapters. A different instructional strategy will be described for teaching each chapter (compare and contrast, questioning, reciprocal teaching, etc.). The goal is to provide examples of strategies that research has shown to increase student learning by 15-40%.

Developing an on-the-water lesson plan for Chapter 8 is being considered that would connect with or relate to BOC training for out-of-the-classroom instruction. In addition, further research will be carried out on using the BSVT activities as bases for a lesson plan to practice teaching on-the-water skills.

The PowerPoint® presentations for each chapter are also being revised and coordinated with the new lesson plans and instructional strategies. Hopefully, the revised Instructors Manual will be available in time for the Annual Meeting.

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 administering 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, *Thunderstorms/Severe Weather Forecasting* webinar, *Emergencies on Board* webinar and the new *Grids, Grib files and Electronic Navigation*. 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 P/R/C Charles Wells, SN are the Assistant Committee chairs.

#### *The 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) and the Weather Chapter will become chapter 14. This should be completed by the spring of 2017.

### *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. The new seminar is on hold until a decision is made regarding the printing of a hard copy of the student guide or an eBook.

### *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 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.

### Boat US/USPS Online Course and Seminar 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. The *Cruising and Cruise Planning* course is in the completion stage. There will be three modules when finished, *Weather for Boaters*, *Cruising for Boaters* and *Boating Systems*. The examination for the course is being put together.

## 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. 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. The new *Emergencies on Board* webinar was offered on April 19, 2016.

## 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, *Grids, Grib files and Electronic Navigation*, is in the completion stage and will be presented in late fall 2016. This webinar will deal with using weather grids and grib files in conjunction with electronic navigation. Weather FAX will be discussed in conjunction with electronic chart overlays. New techniques for obtaining weather FAX charts through navigation software will be covered.

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

1. There has been no inventory report for a while, so I can't report sales activities. As of this writing, 99 students have taken the JN exams and 88 have passed. The average passing score for these exams is 91.71, with two exams achieving a perfect score of 100. For Navigation candidates, 48 exams were taken and 42 have passed with an average passing score of 87.95. There were no perfect N exams. Navigation Sight Folders had similar results with 37 folders submitted and 32 passed. The average score on sight folders is 90. Again, there were no perfect sight folders.
2. With regard to the sight folder situation above, apparently certain squadron sight folder checkers are not doing an adequate job. There have been phone calls and emails to the committee concerning sight folders and the errors noted by the examiner. Having personally reviewed the folder, I found that the examiner was correct in grading the sights, so I have asked the student to request a different checker from the DEO. Hopefully the word will get out that, while the student can make errors, it is the sight checker's responsibility to insure the folder is as perfect as possible.
3. There has been a marked decrease in emails for assistance since we started using OpenCPN. Students and instructors are evidently having fewer problems with the new program. This suggests that we made a good choice to adopt it as the navigation program for all our courses.

4. CelTools is motoring along. The author suggests that students and instructor download the latest version and should read the accompanying notes to resolve any problems. Dip short computations in the program use the long formula in the latest edition of Bowditch while the formula on the back of the SR 96a form uses a short cut that is easier to compute by hand. There usually is very little difference between the two formulas except in extreme cases.

### **ONLINE COURSE CONVERSION – P/V/C Robert Brandenstein, SN**

About a dozen years ago USPS began offering selected boating topics and seminars in the on-line world, recognizing changing consumer's demand for availability of information and learning styles.

A few comments about the "why" we moved in this direction is in order. It was thought that growing Internet usage among boaters would allow us to reach a new group of potential consumers of our products, and potential members. Internet usage has continued to grow over the years along with enormous increase in the use of computers, including the small portable computers we now call "Smart Phones". Many financial market advisory publications make statements which read something like this.

"Today's consumers want immediate availability of entertainment, and topics of interest to them. Furthermore, they want these items when they want them, and how they want them, 24/7. Organizations who adapt to these demands will prosper while those who do not will perish."

To illustrate, these same sources cite numerous examples of once strong everyday businesses whose markets have diminished or have evaporated recently. Businesses in decline since year 2000 include:

Newspapers—Only a few still offer a regular printed edition.

Publishing and book stores—The availability of E-Books on-line have greatly reduced the number of publishers and booksellers. Many Barnes & Noble stores have closed. Borders bookstores are gone also.

Travel Agents—Most bookings are now done on-line via Expedia, Travelocity, and the like.

Music recording industry—The recording companies no longer control this industry.

Cable TV industry—consumer "Cord Cutting" increases each year as more and more content is viewed on-line.

Stock Brokers—Most trades are now executed on-line.

Retail Banking—Automated Teller Machines, and On-Line banking have greatly reduced the number of brick and mortar branches across the country.

Retail Department Stores—Common names such as Sears Roebuck, JC Penney, Montgomery Ward, even K-Mart, have been adversely affected by the popularity of Amazon and other on-line retailers.

We are not immune to these trends. While our face-to-face classroom method of attracting boaters and gaining new members has been our bedrock for decades, each year we attract fewer and fewer boaters to our Americas Boating Course. A strong presence in the on-line boating course world is essential to our survival as an organization.

### **ABC3 On-Line-- English version.**

We have been offering an on-line English language version of *Americas Boating Course* for well over a decade. In early 2016, we adopted a non-proctored exam in line with competitive on-line boating courses. Following society's trend away from printed publications, we moved from shipping a printed copy of the *Americas Boating Course Version 3* book to an E-Book version of ABC3. We also engaged an internet traffic consulting and advisory firm to increase our internet visibility for all of our on-line offerings. The results of these actions have resulted in the first upturn in ABC3 On-Line sales in six years. By the end of July 2016 we had exceeded our full year sales of the ABC3 On-Line product for the years 2015, 2014, and 2013. Note that each course taker creates a notification to a District co-ordinator for follow-up by local Squadrons.

### **ABC3 On-Line-- Spanish version.**

Under a Coast Guard Grant, we began work in 2015 to develop a Spanish language version of *ABC3* on-line to parallel our English language version. Much of the conversion work is being performed by an outside contractor who is expected to complete the project in the first quarter of 2017.

### **Interactive On-Line seminars maintained and partially developed by the BoatUS Foundation**

In 2016 we added a *How to Use GPS* seminar to our other titles resident on the BoatUS Foundation's systems, bringing our total titles on this platform to seven. Year-to-date through July 31 2016 we attracted 450 takers to these titles. Our best-selling titles are *How to Use GPS*, *All About Marine Radio* and *Weather for Boaters*. Upcoming titles include *Making the Most of AIS*, and *Propane Systems on Your Boat*. Go to <http://www.usps.org/edonline/> to view all available titles. Note that each taker creates a notification of the purchaser's contact information sent to three squadrons within 50 miles of the purchaser's zipcode.

### **USPS courses maintained on the University of West Florida systems**

We currently offer 25 titles on this platform under the University's Continuing Education Personal Enrichment Maritime Education Online program. The titles include *Seamanship*, *Piloting*, *Weather*, and many seminars. To view all titles on this platform go to <https://uwf.augusoft.net/index.cfm>.

## **PROGRAM PARTNER RELATIONS – R/C Shirley D. Heald, AP**

The new website is under construction and will be a reality very shortly. The following developments and improvements have also been identified with our existing partners:

### **Brunswick**

Brunswick continues to support USPS with a monetary contribution of \$5,000 per year, plus \$1750 in prize money to squadrons teaching the most classes. A member of the Brunswick team has attended both our Annual Meeting and the Fall Governing Board to show their continued support of the partnership. The corporate team continues to push the partnership with USPS by including our logos and information in all of their marketing materials sent to their partner dealers for National Safe Boating Week and other significant boating events throughout the year. Over 141 classes were identified as being taught last year in Brunswick Partner Dealers facilities or in conjunction with them through the new tracking system developed to match HQ 800 class entries and the Brunswick Partner Dealer address list. We are on track to exceed that number this year. A new "case study" contest is being instituted

to capture additional depth of participation between USPS and our partner that the pure numbers do not portray. It is hoped the case studies received and published in USPS communication channels like *The Ensign* and the PPR website will both encourage more squadrons to participate in the program as well as show our partner additional depth of penetration of the program in our organization. Brunswick has also helped update and disseminate new marketing materials available in flyer and poster format to use to encourage their customers and the public to take our classes. Additionally, the Brunswick corporate team has offered to support our efforts in California to encourage their dealers to point their customers to USPS to find the solution to obtaining the new State licensing requirements being enacted into law later in the year.

### **NMMA/Discover Boating**

The Discover Boating Boat Show Managers asked USPS with our virtual trainer back for their 2016-2017 shows by popular demand from last year. Logistics plans are in the works to have two reserved BSVT units travel to the shows for free in the Discover Boating trailers. The PPR Committee is hard at work to coordinate the shows with our local squadrons involved to ensure we have participation at as many of the shows as possible this season.

A new marketing brochure focusing on USPS and how we indirectly create jobs and contribute to the local economy was prepared for the "Day on the Water" event hosted by NMMA at the RNC in Cleveland that was attended by NEO Craig Fraser and myself. NEO Craig Fraser and myself met with NMMA personnel there to cement our partnership and to explore new ways to penetrate within the organization to potentially form additional partnerships/corporate memberships at the member level of NMMA. Contacts were made with additional individual members like Hydro Hoist, Yamaha, and Correct Craft. Contacts were made additionally with marine focused media like *Power and Motor Yacht* who took our picture to feature in their upcoming magazine addition. Attending this event also went a long way with the management of NMMA who have been very accommodating since then to look seriously at becoming a contributor sponsor for the new Digital Media Library. A conference call with Carl Blackwell, President of Discover Boating, is being scheduled to explore this opportunity in further depth. NMMA has also invited us to attend their upcoming board meeting in Chicago where we hope to have further exposure to the individual members of NMMA who represent potential USPS sponsors.

### **Tall Ships**

Our partnership with Tall Ships continues to grow and prosper in mutually beneficial ways. USPS Liaison Don Stark, his wife Margie and I attended the Tall Ships Annual meeting in Quebec City in January to show our support of the organization. This went a long way with the leadership of Tall Ships as they are extremely grateful for all of the volunteer support we are providing for their events. Additionally, I attended a reception given by Tall Ships at the US Capitol in Washington DC in May to announce the 2016, 2017, and 2018 Challenges coming up. This afforded us an opportunity to visit with the Vice Admiral of the Coast Guard, Charles Michel, representatives of foreign Navies, and local port personnel in charge of the ports of call on the 2016 Challenge route that helped further the name and mission of USPS. At that meeting, I challenged Tall Ships leadership to help us make the partnership more beneficial to USPS. They responded very favorably by introducing us to local Coast Guard and port personnel who had previously turned a deaf ear to our efforts to help with the Challenge and to participate more as an organization. In Chicago, the Lake Michigan Coast Guard Commander Tall Ships introduced us to not only get USPS into the Parade of Sail activities for this year's Challenge, but has also provided an avenue for the newly formed SERAT team there to participate with the USCG in future search and rescue events. Previous

attempts by the local Lake Michigan SERAT team to get involved and work with the Coast Guard there had gone unheeded; so, they are very grateful for the introduction. On the land side, Tall Ships is providing USPS with a free booth in very strategic locations at the ports of call where we can display our BSVT training unit and capture potential names for courses from the thousands of people who attend these events. USPS member Jane Brandenstein reported to the PPR Committee that she thought the booth USPS sponsored at the Fairport Harbor port of call drew over 70,000 participants by and through it and was well worth the effort.

Additionally, the PPR Committee continues to find ways to have local squadrons “adopt” a ship in their area to partner with to teach combined education programs with a sail on the ship. We have had preliminary positive feedback with the *Elyssa* in Galveston Bay to this end, and hope to begin a pilot program that can become sustainable and replicable in other areas with other squadrons and ships.

### **Freedom Boat Club**

P/R/C Dick Pfenniger met with the principal owner of Freedom Boat Club to discuss replicating what some of the squadrons in Florida are currently doing with FBC in conjunction with our POTW classes on a more National scale through a mutually beneficial National partnership. Two potential individual franchises in Jacksonville, FL and Lake Norman, NC were identified as pilot locations to test working together to offer our POTW classes. However, to date, we have got off to a very slow start in making any traction to expand the program with the two local franchises. On-going efforts to get a program running are still in the works, and hopefully we will have additional good news by the time of the Fall Governing Board in Pittsburgh.

### **Mariner’s Learning Systems**

USPS still maintains inventory in the Ship’s Store at a 10% off the rack rate for MLS courses. Messages reminding our members of this discount have gone out monthly in the *Blast*, but demand for sales has been nil to date.

### **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 Educational Department 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 the 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 2016 USPS Annual Meeting*

- Updated and published the Educational Department Directory and flow chart.
- Updated and published the Publishing Committee roster
- Published *Currents* (Educational Dept. newsletter) for fall 2016 Governing Board
- Printed and mailed BOC Certificates and Wallet cards for completions thru the end of June.



- Edited and formatted *Seamanship* 16 course in pdf format for e-book
- Edited and formatted *Basic Weather and Forecasting* seminar
- Edited *Mariner's Compass* seminar
- Edited *AIS* seminar
- Edited *Basic Coastal Navigation* seminar
- Edited *Boating Safety 4 Kids* Instructor material
- Edited and formatted *Rules of the Road* seminar
- Edited and formatted *Sail Trim & Rig Tuning* seminar
- Edited and formatted *Hurricane Preparation for Boaters* seminar
- Edited and formatted *Emergencies on Board* webinar ppt
- Formatted IDCom Instructor Manual revisions
- Produced master Instructor CDs and DVDs
- Processed ED79's:
 

<ul style="list-style-type: none"> <li>• <i>Engine Maintenance</i> Student Manual</li> <li>• <i>Sail Trim &amp; Rig Tuning</i> seminar</li> <li>• <i>Hurricane Preparation</i> seminar &amp; Instructor CD</li> <li>• <i>Start Power Boating Right</i></li> <li>• <i>ABC3</i> Spanish Exams A and B</li> <li>• <i>ABC3</i> Exams A and B</li> <li>• <i>Piloting</i> Appendix B</li> <li>• One Minute Guide to <i>Rules of the Road</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>ABC3</i> Answer Sheets</li> <li>• <i>Knots Bends &amp; Hitches</i> seminar</li> <li>• ED 46 Registration Form</li> <li>• 4" x 15" Course Plotter</li> <li>• <i>Start Power Boating Right</i> 2013 Edition</li> <li>• <i>Cruising &amp; Cruise Planning</i> seminar</li> <li>• How to Use a Chart</li> <li>• <i>Seamanship</i> 2015</li> <li>• <i>VHF</i> Instructor Guide</li> </ul>
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#### *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 *Using Your GPS* seminars
- Created pdf handout for individuals who enroll in BoatUS-USPS: *Using Your GPS* seminar

#### *Work in progress*

- Graphics/video library- ongoing updates
- ExamGen – currently under review for updating to today's technology
- Exploring with Educational Outreach Committee formatting requirements for future USPS online courses.
- Under review – revision of course flow topics across all grades.

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

### **SIMULATOR PROJECT – P/C Lisa Herndon Wilson, AP**

The Boating Skills Virtual Trainer (BSVT) units were especially busy in the first half of 2016 with national partner events like Tall Ships America, NMMA/Discover Boating shows, and

Trawler Fest as well as local boat shows and squadron/district conferences and educational courses. USPS now has total of 18 units, which are used by Squadrons/Districts and HQ Marketing across the country. The new relationship with Discover Boating saved USPS thousands of dollars in shipping costs and provided a much greater, more consistent promotional advertising through the boat show websites and show guides for USPS as a highlighted feature attraction. Plans are underway under the direction of R/C Shirley Heald for the 2016-2017 Discover Boating show season as well as units being shown on the Tall Ships festival tour summer 2016.

Users in 2015 documented 2687 students by submitting data on the quality of the simulator to help build confidence and attest to a realistic boating experience, with units reserved for use for 153 events (and increase of 60% over 2014) in 29 states. **YTD July 31 2016, there have already been 2408 documented users in 22 states and 63 events** with scores continuing to average above 4 for both questions. These numbers will continue to fluctuate as forms are returned and tabulated in the manual tracking process.

Generation 3.0.1 was introduced at the USPS Annual meeting and shown at the International Boating and Water Safety Summit (IBWSS), featuring 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, an embedded "minimap" with nav aids and a working compass rose and a new trailering exercise will provide new education opportunities. Water physics continue to be honed with greater wave/wind action close-maneuvering responsiveness was improved for greater realism. "Drunk goggles" now travel with each unit to demonstrate the impact of impaired driving. The HQ staff is now trained in handling system upgrades and all units have been upgraded to version 3.0.1.

The 3.0.1 operations manual and the training manuals were updated and loaded to the website. A Troubleshooting 101 guide is under review with VDI and plans are underway for a troubleshooting seminar/videos to provide solutions to the most frequently encountered problems. Next steps include VDI training a select group of technically adept members in the "first line" of troubleshooting in order to spread the support capabilities geographically and cover weekend events with knowledgeable members able to provide quick support.

A pilot program for regional administration began in August with 4 units dispersed for trial (NE, NW, Central, CA). Prioritization and unit assignments will still be handled through HQ; however, regional administrators will handle shipping to decrease costs and hopefully increase local usage and decrease unit repairs with transport by personal vehicles. The USPS IT team modified the current reservation system to allow for each administrator to see his assigned squadrons only for reporting into the central HQ system. With success, additional administrators and units will be dispersed.

The operations manual and training manual have been sent for Spanish translation.

The USPS project team and HQ staff submitted their grant four request to the Coast Guard at the end of March, with a proposal for 3 additional units (total 21) and functionality that directly addressed areas identified as high contributors to boater casualties, including towing inflatables and maneuvering tight passages. Grant four was awarded for \$190,000 and final budget adjustments have been submitted with plans underway to order additional units and begin development for generation 4.0 to release in 2017.

## **SOCIAL MEDIA — D/1/Lt Jan Wright, AP**

The Educational Department's Facebook campaign has made progress against its early goals:

- USPS Facebook page likes are up 52% (as of 31 July 2016).
  - We are averaging over 100 net new likes each month.
  - At least half of our new page likes are from non-members.
- Original educational content is featured at least 4 times each week.
  - Two #BoatingKnowledgeCheck posts
  - Posts that enable viewers to experience the quality of our boating expertise and educational products without a sales pitch
  - Posts that promote classroom and online offerings of our courses and seminars
  - Occasionally, posts that celebrate student and squadron success
- There is greater awareness that *The Ensign* magazine is part of the United States Power Squadrons; and *The Ensign's* new #ICYMI (In Case You Missed It) column is helping to promote reader awareness of USPS Facebook activity.
- Non-members are responding to posts to ask about courses. We reply to every inquiry.
- Social-media-savvy squadrons are using our posts to promote their own educational offerings on Facebook (examples attached). Some are reusing our posts in their newsletters.
- Most engagement is likes, shares, post clicks and comments. We engage with all comments and like all shares that are shared with introductory text.
- All reusable original graphics will be made available through the Digital Media Library.

Social media is highly visual. To make more progress, we need:

- More original photos, graphics and videos that illustrate skilled, safe boating practices and reflect a demographic that is representative of America's boating public. The Digital Media Library will help, as will our new-course/seminar development process.
- More photos and stories about our squadrons' educational activities.
- More squadrons and districts to use Facebook.
- More members to invite their Facebook friends to like our page.

Many thanks to Amy Townsend, Managing Editor of *The Ensign*, for her outstanding collaboration and support. Visit us at <https://www.facebook.com/uspowersquadrons>.