

United States Power Squadrons®

Consolidated Educational Department Report

Annual Meeting, FL

February 2017 – Orlando

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

Two Pre-ABC3 education opportunities –

- 1. *Boating Safety 4 Kids*** – Launched in the fall of 2016 and sponsored by the Educational Department, this seminar-style education program on boating safety complements youth programs with education and hands-on training for children in 1st through 6th grades on essential boating safety practices. The instruction is aided by the listed Boating Safety for Kids DVD and Manual, available from the Educational Department online catalog.
- 2. *New Boat Owner PRIMER*** – Launched in 2017, the U.S. Power Squadrons is closing the basic boating knowledge education gap for new boat buyers! Recognizing a gap in boating education wherein boaters acquire a boat then begin boating without basic boating knowledge education, the Chief Commander launched the PRIMER to bridge that education gap. The PRIMER presents a compendium of essential rules, laws, practical knowledge and reporting procedures with focus on BOATING SAFETY. Concomitantly, it is intended to whet the boater's appetite to attend America's Boating Course 3rd Edition (ABC3), and continued education in the USPS University continuum of boating education. Distribution of the no-cost PRIMER booklet to new boat owners is intended through boat dealers. The PRIMER's information bridge will save lives.

America's Boating Course 3rd Edition (ABC3) – The Spanish language translation of the classroom and online versions of America's Boating Course will be available in January and April respectively. Catalog item numbers will be announced with the launchings. The National Association of 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 with boat manufacturers and states to keep the approved national and state-specific curriculum content current.

Thanks to District 33 for their extensive efforts to translate ABC3 material, both Student Manual and final examinations.

How to Use a Chart Seminar (HUC) – Launched in 2012, this seminar parallels ABC3 charting in Section 17 and provides detailed use of charts, and correct interpretations of symbols and marks. A great preparation for Piloting!

Introduction to Navigation Seminar (ITN) - Rewritten and launched in January 2017, the revised seminar supersedes the Basic Coastal Navigation seminar. The content focuses upon navigation practices in use by recreational boaters, starting with basics for charting then expanding to GPS and electronic navigation. It includes an introduction to *OpenCPN*, the electronic navigation software used in ABC3 Section 18, Piloting Appendix B, and the *Navigation Course*.

Paddle Smart Seminar (PS) – Launched in 2007, the 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 (TYB) - 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:

1. Launching the Basic Boating Knowledge Bridge - PRIMER
2. Maintaining current 2015 ABC3
3. Launching the Spanish translated ABC3 materials
4. Bringing Paddle Smart current with latest human powered devices
5. Resolving lack of Squadrons conducting of basic boating knowledge courses
6. Resolving issues with squadrons not using HQ800 – free course advertising with many student management features
7. Mitigate boating safety issues such as **Saved by the Beacon, WEAR IT, Connect the Engine Kill Switch Lanyard, and Distracted Boating**
8. 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. The NASBLA approved 2015 *ABC3 Student Manual* is integral to the education process that leads to course completion certificates printed with NASBLA and USCG logos, and serves the student well as a reference and review manual.

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

We completed re-formatting of all the seminars for which we are responsible and have been working on partitioning Seamanship.

When we are finished we expect to rename the course *Boat Handling*, which will consist of a series of seminars. The seminars can be taught either individually or sequentially just like the chapters in Seamanship are taught today. A student can take all the seminars or only those of interest. The student may challenge the exam at any time as is currently done to earn the grade of Seamanship.

The suggested order for the seminars is:

Rules of the Road and Regulations
Close quarter handling
Traveling at Sea
Anchoring
Emergencies on board
Knots

Print or down loaded content will include new and updated material from the current Seamanship Course with content from existing chapters 1 and 2 blended into the remaining

seminars. Where applicable, videos will be included in the Power Point presentation to demonstrate a skill or concept.

Skills required for Boat Operator Certification, Inland Navigator Level and ANSI On-Water Recreational Boating standards will be included. New marketing titles as well as promotion of the complete seminar series will be included.

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

General Activities

- Conducted monthly web meetings for the BOC Committee
- Conducted open committee meetings and program presentations at the Annual Meeting and the Governing Board meeting.
- Participated in discussions with Educational Department Leadership regarding curriculum strategy
- Monitored email from the BOC Committee page and responded to inquiries
- Supported BOC training and certification activity through the RD/ARDs and the certifier network
- Conducted multiple schools to train BOC and POTW Certifiers
- Developed a succession plan for BOC Committee leadership
- Continued work under the third USCG grant for POTW
- Continued to support the project activities of the USPS Digital Media Library
- Presented the DML 10 at the 2016 International Boating and Water Safety Summit

Marketing and Communications

- Publicized changes in the POTW program to the certifier network, as well as DEOs and SEOs
- Continued outreach to squadrons and districts through presentations at district conferences
- Worked with the DML team to produce two videos, one promoting ABC3 and POTW, and a general USPS video that promotes POTW
- Developed new public web pages for the POTW program

Information Technology

- Worked with Information Technology to address issues with HQ800 for POTW classes
- Worked with Information Technology to add skills training events to HQ800
- Worked with Information Technology to clean up and reorganize Web Site

Curriculum Updates

- Worked with Educational Department Leadership to establish policy and procedures for teaching POTW for free to USPS Members
- Promoted the POTW Policy change, including email broadcasts and PowerPoint presentations outlining the new policy
- Completed the revision of POTW to meet ANSI standards
- Developed and presented a webinar to train BOC Certifiers in the updated POTW program
- Continued development at testing of the Large Boat POTW program
- Began a review of the current Coastal Navigator program

- Developed a PowerPoint presentation for Coastal Navigator

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

1. The main outreach initiatives continue to be with our partnerships with the University of West Florida and the BoatUS Foundation. Both of these projects center on providing access to online educational courses and seminars.
2. The University of West Florida's activities are administered by P/R/C Wil Hugli, SN. Since the Fall Governing Board 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 are also concluding a Pilot Program for the Junior Navigation course, evaluating online testing and are looking at areas that we can customize our registration and reporting systems. We are reviewing our Ed-Online marketing for the UWF product and will be adding a "tile" with specific direction to the UWF website. We expect this to be completed by late Spring 2017.
3. The online partnership with the BoatUS Foundation has an increase in activity. The outreach team has completed and released the *GPS/Chart Plotter* seminar and is working on seminars for *Automated Information System*, *Fundamentals of Navigation* and the CP II 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 add words" and updated Meta tags, traffic to the sites has increased significantly 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 the committee chair or one of our committee members, we welcome the referral.
6. Committee member P/D/Lt/C James L. Heckman developed a library of animations that are being used in the Digital Media Library videos. The Outreach Committee is developing an animation resource, so if you have a need or an idea, please let us know.

7. Currently the committee acts as the "Educational Department Sharefile Administrator". Our main focus is to promote and perpetuate the *Sharefile* program and to work with the department's leadership and committee chairs to develop methods for sharing files and information within the department as well as external resources with a need to know. We currently have a user network of approximately 400 involved with using an appropriate number of the 1000 folders and files. We have the ability of sharing information between committee development team members, with groups requiring specific information, as well archiving past, current, and developmental material.
8. 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 spring of 2017. Currently twenty-one squadrons have shown early interest. We will be contacting them shortly after the Annual Meeting 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 forwarding to each student/participant. Only successful downloads will be counted and the student will own the material and be able to print selected 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 however be some "Early bird" incentives for all of the Pilot Program squadrons. 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 course registration, material ordering, invoice interface and manual distribution to be completed. Once this software is completed and tested, we will be ready to launch our E-Book Pilot program. More to follow.

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 CPSS Electronic Navigation Course)
- *Marine Amateur Radio Guide*
- *The Boatowner's Guide to GMDSS and Marine Radio*, and
- The new or updated seminars described below

Engine Maintenance is a shared manual with the Canadian Power and Sail Squadrons. As of this writing, we have no plans to revise or rewrite it. We may add to it via additional systems-specific seminars.

Marine Electrical Systems may get a rewrite in 2017 depending on the primary author's availability.

Marine Communications Systems is aging and needs a revision. At the present time, there is no primary author named to press on with a revision.

Marine Navigation Systems (currently using the USPS-modified *CPSS Electronic Navigation* course has not been looked at for a couple of years. We believe it is now dated and in need of either a lot of supplements to the CPSS course, or a primary author and team ready to take on and complete a USPS course that interfaces with our other navigation courses without being redundant or out-of-date upon publication. Any members interested in taking this course on as primary author and author-team coordinator should make themselves known to me at their earliest convenience.

We remain in the process of producing new seminars for 2017 that were started in 2016. The *AIS* (for Automated Identification System) seminar has been reviewed and revised and is in the last stages leading up to production. This seminar will be both a USPS classroom seminar and after modification by Andy Sumberg's team a BoatUS seminar as well. The authors and contributors are myself, Mr. Doug Miller (a non-member owning a business that recommends and sells AIS devices to all classes of boat operators), and P/St/C Harl Porter, SN, a former St/C of the EMSCom. Many others reviewed the drafts and provided comments and squawks that were incorporated.

The second updated seminar is *Radar*. The lead author is St/C Barry Williams, AP. He is just about finished in January of 2017 but would like someone who is really informed and knowledgeable about the use of radar for navigation to contribute a section. Anyone with such knowledge and the desire to help should contact me or Barry. Additional authors and reviewers on the Canadian side of the border have not been identified so we decided to press on, come up with a mature draft and then see if our Canadian colleagues want to use our material or contribute additionally to it. 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, Gordon Bilyard, provided a highly detailed and helpful draft along with supporting documents. The draft is in review by the Ed. Dept. leaders. Anyone with ABYC knowledge of bottled gas installations and use on recreational vessels (or any vessels for that matter) that would like to review and comment on the draft should contact me as soon as possible.

The fourth seminar is *GPS*. There have been many recent developments in the area of integrated multi-functional/multi-sensor displays (MFDs), advanced chartplotters, and the inclusion of GPS antennas and receivers in almost all tablets and smartphones, that all but the

basics concerning how GPS works has changed. Just within the last week, a member stepped up and expressed interest in being the lead author for this important seminar. Additionally, there is a new BoatUS seminar on GPS that is a great introduction to the subject. It is felt however, that a more in-depth USPS classroom seminar will still be beneficial to members and interested non-member boaters alike. Again, we are seeking a complete USPS seminar that interfaces with our other navigation courses without being redundant or out-of-date upon publication.

Stf/C George Hallenbeck AP, has informed me that the demand for USPS MMSI-numbers has remained at a high level throughout the year. This is excellent and may even go higher once our *AIS* seminar hits the marketplace.

I'm looking forward to the Annual Meeting and hope to see many of you there. As always, please don't hesitate to contact me with any concerns and questions.

And finally, if you are interested in becoming a member of this committee, submit a resume on-line at the Committee on Nominations web site, or if you're attending the Annual Meeting come find me at one during the EXPO or before or after one of the committee meetings on the agenda.

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 *Piloting and Labeling Standards* and the *Weekend Navigator, 2nd Edition*. The *Piloting* Manual was reprinted last year and the latest printing includes a new *Appendix B* focusing on *OpenCPN* which is used for digital charting. The Instructor Kit includes the Student Kit plus the Instructor Manual 2008 and the Instructor CD 2008, Rev. 2012. An optional *Piloting* on-the-water training segment is available for download from the Piloting page of the USPS.org web site.

In 2016, 687 individuals completed *Piloting* exams. 89% 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.

In 2016, 252 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

As of 31 December 2016, there were 2,476 USPS certified instructors. The certification of another 2,417 members has expired and need only complete the recertification seminar to reinstate their certification. The number of certified instructors is down 7% (199) from a year ago.

A combination of an aging membership, burnout, loss of interest in certain areas of the United States, and declining membership all contribute to the decline. The decline 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, 32 squadrons taught the Instructor Development course. Final Evaluation materials were submitted for 104 students. The 1-hour lesson plan for 79 of these students received a passing score on their initial submission, for an initial pass rate of 76%. Ten students who initially did not receive a passing score revised and resubmitted their lesson plan, and all 10 passed. Thus, the overall pass rate for 2016 was 86%.

Since the course was released in March 2013, 114 squadrons have submitted Final Evaluation materials for 325 students with an overall pass rate of 89%, including students who revised and resubmitted their lesson plan after failing to receive a passing score on their initial submission.

ID Course Final Evaluation

The new procedures for scoring the Instructor Development course's Final Evaluation (Examination) for the ID course have been in effect now for over a year and are working very well. They continue to be 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 2017 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. Changes in the judging criteria are being made to address the advantage that inexpensive and easy-to-assemble teaching aids have under the current criteria. Winners will be announced and awards made at the Annual Meeting.

Goals for 2017

Following the Annual Meeting, Stf/C Bob Rayburn will become chair of the Instructor Development committee. Bob and I have discussed the committee's goals for the coming year and they include:

- Update the *Instructor Manual* for the ID course. This process is already in progress and includes suggesting that a particular teaching strategy be used for each chapter. Hopefully, this will encourage the instructors of the ID course to expose their students to a range of different teaching strategies.
- Articulate the stated purpose of the recertification seminar, revise the seminar and update the PowerPoint® presentations to better reflect its purpose.
- Update the PowerPoint® presentations for the ID course.
- Continue to update/correct errors, etc. in the ID *Student Manual*.
- Encourage committees to incorporate some blended learning to add flexibility to course schedules. Investigate placing some ID Course content online for blended learning.
- Investigate developing visual (video) examples of instructional strategies and placing the teaching strategies online for use with the ID Course.

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 are included in the February 2016 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 fall 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 has been released.

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. The new webinar, *Grids & Gribs: Computer Weather Forecasting and Electronic Navigation*, was presented on November 15, 2016. The Marine Environment Committee has prepared and presented five webinars to date. We are looking for new subject matter for new webinars.

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.

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

1. There has been no current inventory report so I cannot report sales activity, although it appears pretty good since we are close to budget projections. As of this writing, 118 students have taken the JN exam and 103 have passed. (There were 19 more candidates this year). The average passing score for these examinations is 91.43. For Navigation candidates, 70 exams were taken with 61 students achieving a passing grade. (There were 22 more candidates this year). The average passing score was 87.96, virtually the same as last year. There were no perfect JN or N exams this past year. With regard to sight folders, 88 were submitted for grading and 78 passed. (There were 51 more sight folders this year). There were no perfect sight folders on original submissions.

2. I am still dissatisfied with the sight folder situation where squadron sight checkers are not doing their job. Having 10 sight folders fail means that those folders are not being checked before they leave the local squadron. We may have to request that a different individual, other than the instructor, act as the sight checker so that a folder will be very nearly perfect before it is sent to the committee examiners for grading.

3. Evidently, instructors and students have had very few problems with *Open CPN*. In the past year, I cannot recall any individuals who have had problems that they had to ask the committee for assistance. On the other hand, there have been several instances where *VPP2* would not open because the individual did not have the proper password. Many of these problems were resolved with a quick call or email to HQ.

4. There have been several more revisions to *CelTools*. The author strongly suggests that both students and instructors download the latest, most correct version from the committee website. That way, individuals will be up-to-date on any corrections or additions to the program.

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

Course offerings sold—ABC3 Platform—2010-2016— 1335 sales in 2016

Course offerings sold—BoatUS Platform—2015-2016—501 sales in 2016

Course offerings sold—UWF Platform—2016- 107 sales in 2016
 Total Courses and seminars sold 2016-all platforms--1943
 Leads sent to Squadrons in 2016 1836

Course-Taker Demographics

By Gender—ABC3 takers, estimated at 2/3 male. 1/3 female.
 BoatUS Platform takers-same estimate

Age profile of course Takers—ABC3 Platform-Peak age Group 56-65
 BoatUs Platform-Peak age Group 46-55

How they found us—BoatUS platform only-On-Line Searches, BoatUS website, USPS website.

Multiple course takers—BoatUS platform only - 71 course takers were repeat purchasers in 2016, accounting for 169 or 34% of the 501 units sold in 2016.

Course Takers by State of residence.

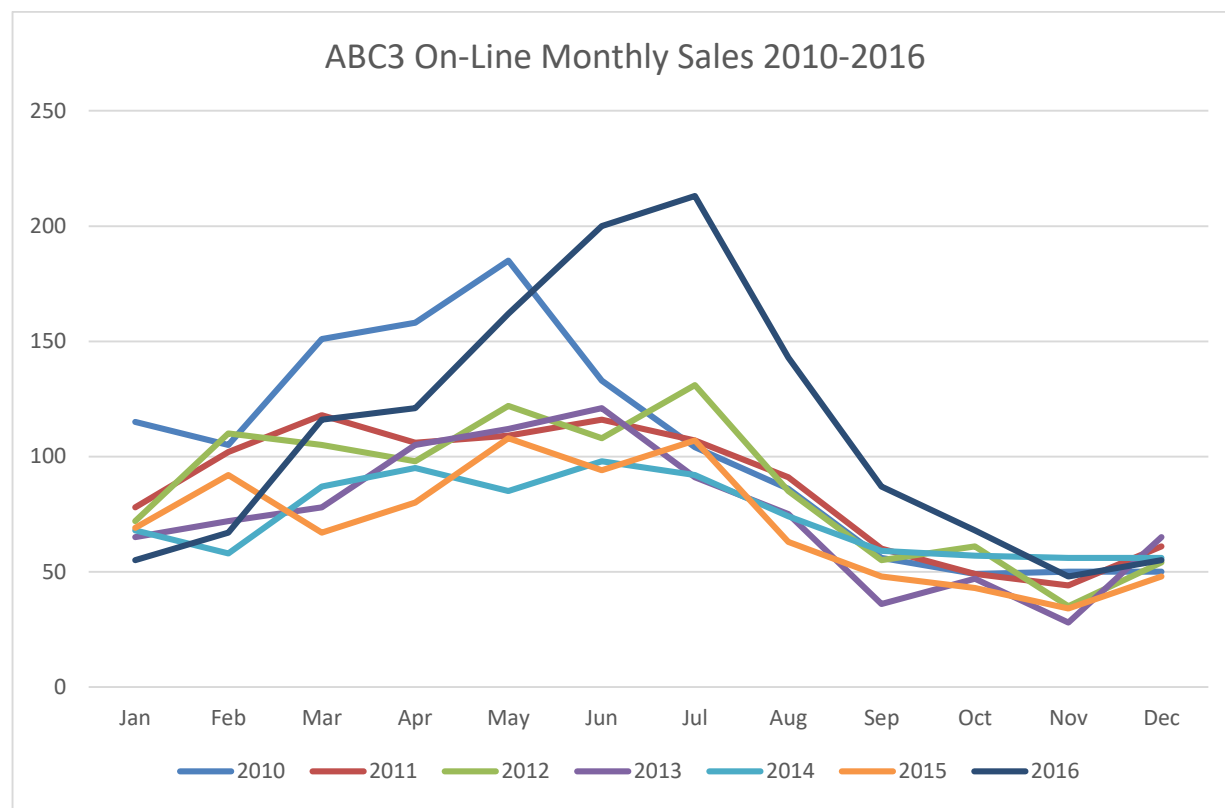
ABC3 platform-80% of 2016 sales were concentrated in 20% of the states.

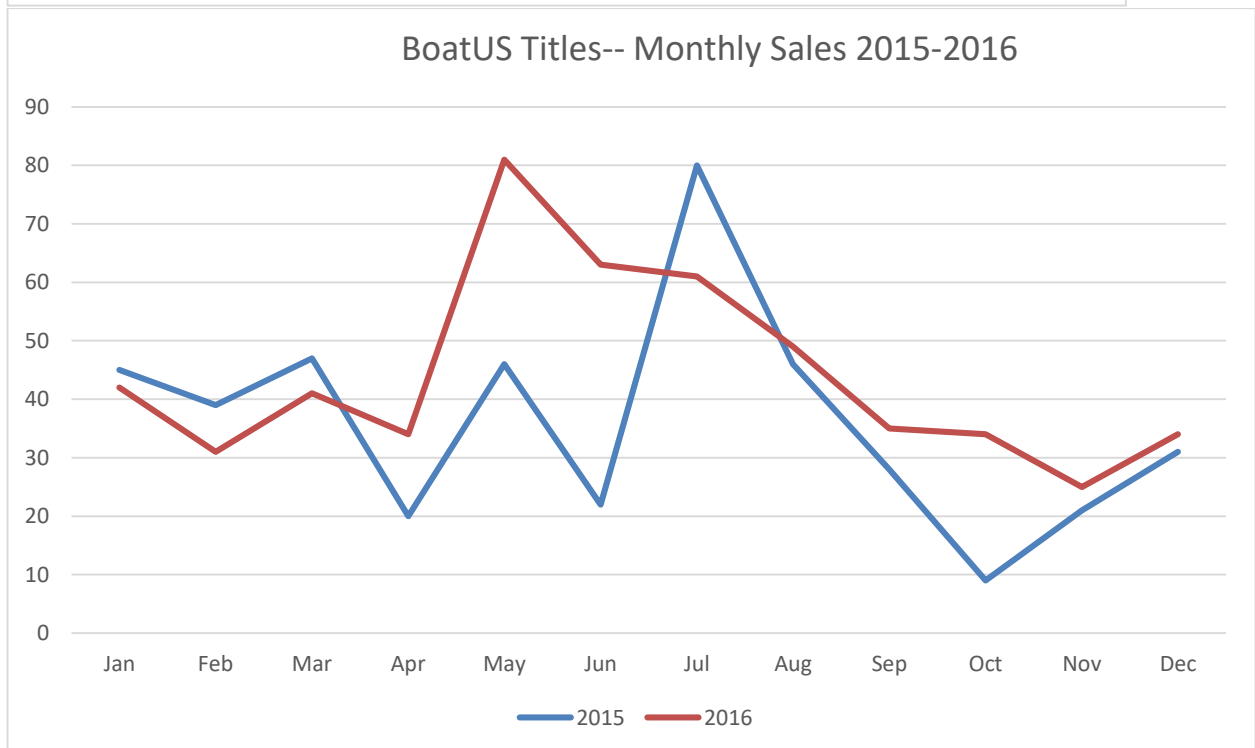
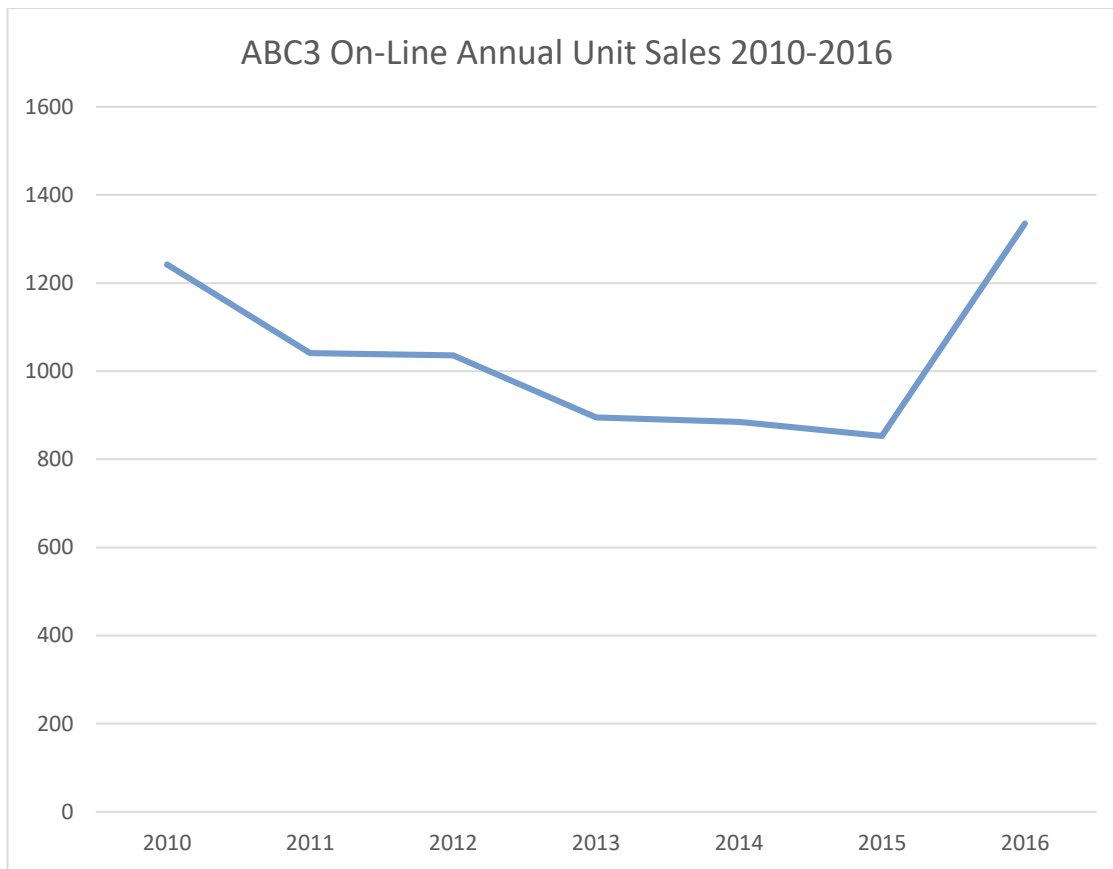
BoatUS platform-63% of 2016 sales were concentrated in 20% of the states.

ABC3 and BoatUS platforms-7 of the top ten states related to the ABC3 platform were also among the top ten states related to the BoatUS platform.

Univ of West Florida platform

Top three titles sold in 2016 were Seamanship, Piloting, and Advanced Powerboat Handling Seminar



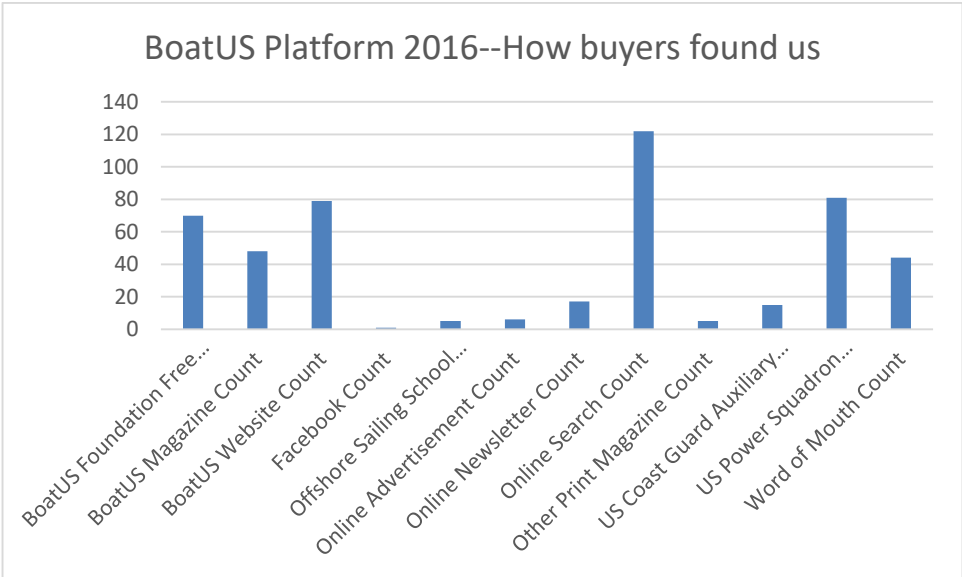
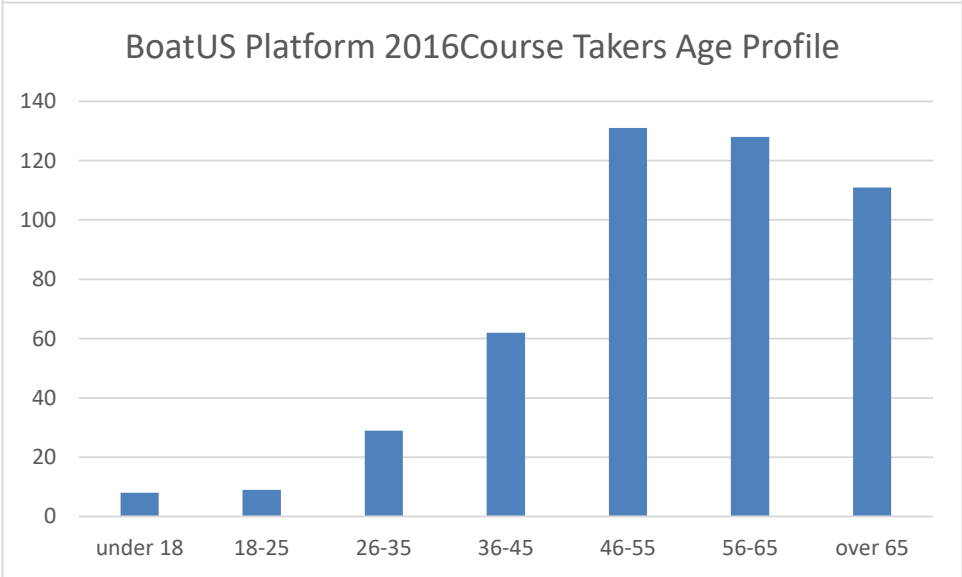
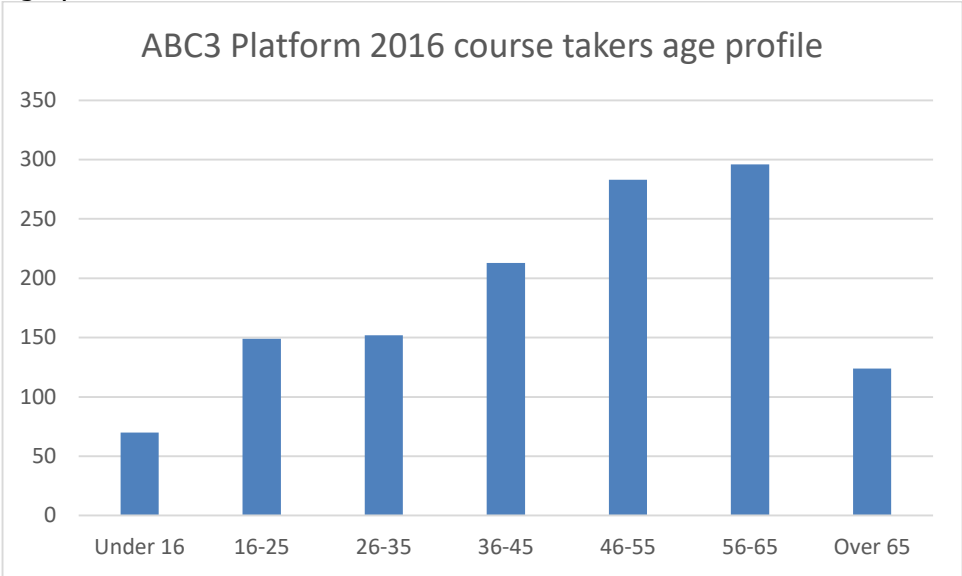


Course Taker demographics

By Gender—ABC3 takers, estimated at 2/3 male. 1/3 female.

BoatUS Platform takers-same estimate

Age profile of takers



On Line courses 2016 Annual Report—Course Takers by State

ABC3 Platform-1099 data points--

BoatUS Platform-501 data points

		Cum	% of Total	Top ten States Both lists		Cum	% of Total
	2016 units				2016 units		
FL	188	188	17.1	FL	81	81	16.2
WA	184	372	33.8	CA	42	123	24.6
NY	168	540	49.1	NY	41	164	32.7
ME	146	556	50.5	WA	29	193	38.5
CA	101	657	59.8	MA	28	221	44.1
MA	72	729	66.3	TX	26	247	49.3
NC	57	786	71.5	MD	20	267	53.2
MI	46	832	75.7	MI	19	286	57.1
SC	26	858	78.0	AI	17	303	60.4
MN	25	883	80.3	NC	15	318	63.4
OH	20			NJ	14		
WI	20			VA	14		
AL	18			PA	13		
MD	18			IL	11		
TN	18			CO	11		
CT	17			OH	13		
IL	17			TN	11		
PR	14			GA	9		
VA	14			CT	8		
IN	12			MO	8		
KY	12			SC	6		
GA	11			WI	6		
TX	10			TX	5		
NJ	8			AK	4		
PA	8			IN	4		
CO	7			LA	4		
AZ	5			MN	3		
LA	5			MT	3		
UN	5			ON	3		
DE	4			VT	3		
NH	4			DC	2		
OR	4			DE	2		
RI	4			HAWAII	3		
MO	3			IA	2		
MS	3			Quebec	3		

DC	2	RI	2
HI	2	SD	2
AK	1	AB	1
AR	1	Alaska	1
IA	1	KS	1
ID	1	KY	1
KS	1	MS	1
NV	1	ND	1
OK	1	NH	2
VT	1	NV	1
WV	1	OK	1
	1099	Ontario	1
		OR	1
		UT	1
		WV	1
			501

2016 Courses and seminars sold—Univ of West Florida platform-107

	2016
	Sales
Adv Pwr Boat Online Seminar	9
Anchoring Online Seminar	3
Boat Handling Online	2
Boat Security Online Seminar	2
Crew Overboard Online Seminar	1
Cruising & CP SM Online	5
Emergencies on Onboard Online	1
GPS Seminar Online	1
How to Use a Chart Online Sem	2
Knots Seminar Online	1
Marine Radar Online Seminar	6
Mariner's Compass Seminar	3
Piloting Online	23
Rules of The Road Online	
Sem	1
Sail Online	7
Seamanship Online	26
Tides & Currents Online Seminar	2
VHF Seminar Online	3
Weather Online	9
	107

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

Brunswick

Relations remain strong with this partner despite significant turnover with upper level management within the organization. Invitations to upper level management to attend the annual meeting have been sent out. Kirsten Schuchardt, Manager Brunswick Marine Partner Dealers will be attending our annual meeting. Brunswick continues their financial contribution of \$5,000 plus the financial awards to the squadrons teaching the most classes representing another \$2250 of contribution to USPS.

A new case study contest will be introduced at the 2017 Annual Meeting to give squadrons an opportunity to expose the hard work they are doing with their local Brunswick Dealers. Additionally, Brunswick has been approached to help USPS as a partner for the following USPS initiatives:

- Contribution/sponsor to the Digital Media Library
- Distributing USPS ability to provide MMSI numbers for the public free of charge
- Distributing the USPS Primer through their dealers working with local squadrons

Awards are being calculated for the Annual Meeting and data of how many squadrons participated in the Brunswick Program should be available shortly.

Discover Boating/NMMA

Great strides have been made with this organization in 2016. USPS and the BSVT unit were asked back by popular demand by the show managers to the 2016-2017 winter boat shows DB sponsors. USPS will be participating in all but the Kansas City and St Louis shows this season. Additionally, USPS was invited to and participated in the "Day on the Water" event DB held at both the Republican and Democratic Conventions. A brochure focusing on how USPS creates jobs was created and distributed at the RNC event in July in Cleveland. As DB is always looking for content, they were approached and agreed to support the Digital Media Library in the amount of \$5,000.

The PPR Committee continues to try and penetrate this organization for further help and support with the MMSI awareness project and the new USPS Primer.

Tall Ships America

USPS was invited to and participated in the Annual Meeting of Tall Ships in Quebec City, PQ in Jan, 2016. R/C Shirley Heald and USPS Tall Ships Liaison Don Stark presented at a meeting at this conference on USPS and what/who we are. Additionally, USPS was invited to and participated in a reception at the US Capitol in Washington, D.C. in May announcing the 2016, 2017, and 2018 Great Lakes Challenges. USPS squadrons domiciled in the Great Lakes area participated in all of the 2016 Challenge ports in some fashion, leading Parades of Sail in the Cleveland and Erie ports of call, the lead photography boat with a SERAT Team boat in the Chicago port of call, and with booths and the BSVT trainer at Green Bay, Duluth, Cleveland, and Erie. CPS also participated in the Toronto and Brookville ports of call. Plans are currently underway to participate in the 2017 Challenge involving the Boston Squadron and District 26 for the Savannah port of call.

Recently, R/C Heald and Don Stark have been asked to present in an education panel at the 2017 Tall Ships Annual Meeting in Boston in February. We will be presenting as to how Tall Ships and USPS can work together with education programs at the local ship/squadron level both aboard and ashore.

Bert Rogers, CEO of Tall Ships will attend and will once again host a booth at Expo at the Annual Meeting in Orlando.

Freedom Boat Club

P/R/C Dick Pfenniger has been working with the owner of the Freedom Boat Club franchises to expand the education programs currently being done with the Sarasota and Tybee Light Squadrons to other pilot selected squadrons and to attempt to expand our education sales opportunities with them. The owner of FBC will be speaking at the Education Department Lunch at the 2017 Annual Meeting in Orlando. Hopes for a defined and expanded program with FBC for our squadrons are high in 2017.

Mariners Learning Systems

Activities and participation with this partner remain status quo at best. Captains course inventory remains unsold at National despite significant discounts applied.

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

The Publishing Committee responsibilities 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. Pub Com 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 archive site, ExamGen, *Currents* newsletter and graphics/video library.

Work Completed since 2016 USPS fall Governing Board Meeting

- Reviewed new *AIS* Seminar
- Formatted *Piloting* Appendix B
- Formatted *ID* Chapter 3
- Reviewed and formatted *Intro to Navigation* seminar
- Reviewed *Grids and Gribs and Electronic Navigation* webinar pdf file
- Reviewed and formatted new *Boating Primer*
- Reviewed and formatted *Mariner's Compass* Seminar
- Reviewed storyboard for *Boating with Propane and Butane*
- Formatted updated *ID* Chapter 3
- Processed ED79's:
 - *Basic Weather & Forecasting* Seminar
 - *Basic Weather & Forecasting* Instructor CD
 - 2017 Nautical Almanacs
 - Circular Protractors
 - CPS *Electronic Navigation* Student Manual
 - *Marine Electrical Systems* Student Manual
 - Universal Plotting Sheet
 - JN 2014 Student Manual
- *Piloting* Student Manual
- *Introduction to Navigation* Seminar
- ABC Trifold
- Bill Nye DVD
- *Piloting* Instructor CD
- *Boating Primer*
- *Basic Coastal Navigation* – deleted items
- *Intro to Navigation* Instructor CD
- *Basic Weather & Forecasting* Instructor CD
- *Electronic Navigation* 2014

Business Operations:

- Compiled and distributed Monthly reports of the Boating Class Statistics
- Compiled and distributed to R/C's, DEO's and SEO's monthly reports of Boating Class Statistics
- Updated Publishing Committee roster
- Updated Educational Dept. ftp archive site.
- Compiled and printed *Currents*, the Educational Department newsletter
- Updated the Educational Department Directory

Web Site and On-line processing:

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

Work in progress

- Graphics/video library- ongoing updates
- ExamGen – currently under review for updating to today's technology
- Exploring with Educational Outreach Committee requirements for future USPS online seminars.
- 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 Robert Potter SN, Stf/C Tom Brincka SN, and Publishing Committee members who work diligently to insure the quality of our products and updates to our Educational Department web pages. It has been a privilege and honor to serve as Publishing Com. Chair these past four years. Effective with the 2017 USPS Annual Meeting D/Lt/C V. Jan Wright, SN will serve as Publishing Com. Chair.

SIMULATOR PROJECT – P/C Lisa Herndon Wilson, AP

The Boating Skills Virtual Trainer (BSVT) units had a year of growth in exposure in 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 22 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 savings and provided a much greater, more consistent promotional advertising through the boat show websites and show guides for USPS as a highlighted feature attraction. Under the direction of R/C Shirley Heald, two units are now touring for the 2016-2017 Discover Boating show for 10 shows from January to March 2017.

- Documented users YTD December 2016 stands reported as 3236 users at 63 events across 23 states. Because tracking is manual, not all event sheets have been turned in and totals will fluctuate; however, scores are now consistently above 4 on a scale of 1-5.

These numbers will continue to fluctuate as forms are returned and tabulated in the manual tracking process.

USPS now has a fleet of twenty-two simulator units. An additional unit was purchased under grant 3 due to careful budget management and 3 new units were purchased under grant 4. USPS was awarded their grant four request to the Coast Guard with funding for \$190,000 which brings the fleet with 3 additional units (total 22). The new units are single screen, curved 34" and include the CPU and speaker system within the unit for easier setup and disassembly and less parts for damage during transit.

A new management model and processes are now in pilot mode with seven units dispersed geographically for remote storage and shipping. The goal is to cut down on shipping costs cross-country and increase local availability. Seven regional coordinators have been identified for remote unit management and IT work is being done to allow the tracking system to incorporate regional administration under the overall prioritization and monitoring of headquarters personnel. Reservation administration will remain centralized at USPS headquarters in Raleigh.

The Spanish translation of the operations and training manual and promotional handout were completed in 4Q16. A new Troubleshooting 101 manual was developed for doing basic maintenance in the field without referring repair work back to partner VDI to reduce future costs and improve responsiveness for afterhours or weekend events.

Generation 4.0 released its first version in December 2016, ahead of schedule and in order to have new functionality for the boat show season. These additions include:

- New navigation lesson featuring additional ICW daymarks and entry daymarks to narrow channel
- Engine on stern tilts using throttle trim function
- Ability to release spring line in exercise
- Working digital depth finder
- Own boat's stern wake
- Narrow channel with blind turns/dock/bridge
- Different camera views (gunwale, side, top)
- Windmill/water tower added for use in bearings

In addition, at the annual meeting, a new 4.1 release will feature

- functionality that directly addresses areas identified as high contributors to boater casualties, including towing inflatables and maneuvering tight passages.

SOCIAL MEDIA — D/Lt/C Jan Wright, AP

Since our last report, the Educational Department's contributions to USPS's Facebook campaign continued to make progress. We provided twice-weekly original content that squadrons can re-use in the marketing of local educational programs and twice-weekly #BoatingKnowledgeChecks that help promote perceptions of USPS as knowledgeable and viewer awareness of their own knowledge gaps that our courses could help to fill.

We undertook new efforts:

- Multi-week campaigns to introduce new/updated classroom and online seminars
- A multi-week campaign to illustrate the boating dimensions of our membership pledge
- A (donated) \$500 trial program in November 2017 to boost posts that increased net page likes by 23%.

The concurrent launch of the highly professional Digital Media Library social media campaign also benefitted USPS's main Facebook presence.

Future areas for focus include:

- Developing better graphics (as part of new educational product development) to support product launch campaigns
- Continuing to educate our membership (squadrons and districts) on social media tools and their productive use
- Developing metrics to measure the ROI of our social media effort in terms of post conversions to educational sales and increases in membership

