



# Currents

V/C Craig D. Fraser, SN - NEO

R/C Kenneth L. Griffing, SN - ANEO

R/C Steven R. Abbott, SN - ANEO

## Hot topics

- Every member of squadron educational departments involved with offering seminars needs to read the policy article on this page.
- The USPS Boater Primer is a new initiative to reach first-time boat buyers. (See article on this page.)
- Organization Chart for 2017 National Educational Department (See insert.)



## Hot Links

Reserve the Virtual Trainer  
[www.usps.org/php/bsvt](http://www.usps.org/php/bsvt)

Take an online seminar  
[www.usps.org/edonline/](http://www.usps.org/edonline/)

Ed Dept. Home Page  
[www.usps.org/eddept/](http://www.usps.org/eddept/)

Visit the Digital Media Library  
[www.uspsdml.org](http://www.uspsdml.org)

## Inside this issue

HQ800 News You Can Use	Pg. 2
Digital Media Library 2.0 is coming & you can participate!	Pg. 3
Updates from the Basic Public Education Committee	Pg. 4
Did You Know?	Pg. 4

## Clarification of USPS Policy on Educational Seminars, Effective 1 January 2017

There has been a great deal of confusion concerning the administration of educational seminars over the past years. This article is intended to provide squadrons and districts with a clear statement of the USPS policy that governs presenting a seminar and some of the history that brings us to this point. It also clarifies how USPS prices seminar registration fees and materials, so that squadrons and districts have the information they need to be able to cover their costs.

**History.** At each National Meeting, there is a Treasurer's Report in the seat packet for participants that shows the annual budget and the actual financial results. Near the top of the page is a line item called Net Educational Sales. This income, along with dues, makes up 85% to 90% of the USPS total operating revenue that is available to offset the expenses of the organization. In recent years, the contribution from education has been declining for various reasons. The result is that the organization has had no choice but to continue to reduce expenses with the resulting reduction of development funds. This contributes to the continuing need for a yearly increase in dues.

One strategy to offset this decline in revenue was the introduction of educational seminars that squadrons could offer to existing members and to the general public. The expected result was that (a) squadrons would attract new dues-paying members and (b) squadrons and USPS would each benefit from earning a margin on the materials sold with the seminars.

Unfortunately, this benefit has not been optimized. Some squadrons do not offer seminars. Many of those that do don't purchase the materials for various reasons. Some violate copyright laws by making and distributing copies of the instructor PowerPoint® slides with notes, while others don't bother to provide the materials to their students. We know that some squadrons purchase one instructor kit and use the USPS intellectual property

(Continued on page 2)



## USPS Boater Primer—Bridging the Knowledge Gap for First-Time Boat Buyers

All too often, first-time boat buyers take to the waters with little or no boating knowledge. Recognizing this danger, Chief Commander Louie Ojeda launched the production of a **boater primer** booklet to bridge the gap from boat acquisition to the boater's first boating safety education course. The primer presents a compendium of essential rules, laws, practical knowledge and reporting procedures with focus on boating safety. Concomi-

(Continued on page 3)

(Seminars—Continued from page 1)

(PowerPoint CD) to host seminars with USPS receiving no financial credit. USPS does not sanction this practice. We have many talented and faithful volunteers who work long hours to create and publish these seminars. They give their time to help USPS with its goals and mission; it is depressing for them to see squadrons and/or districts undervalue that contribution.

**New Policy on Student Materials, Instructor CDs and HQ800 Registration.** Effective 1 January 2017, USPS expects:

- An authorized copy of USPS seminar student materials will be distributed to all students (the only exception allowed is for members of the same household who wish to share materials).
- The instructor CD is proprietary material and is not authorized to be presented without these materials being distributed. Making copies of the CD is not allowed except to the hard drive of the instructor's computer for presentation purposes.
- Every student will be registered in the HQ system so that the record

is available in future years. The record of these completions is necessary for USPS on-the-water certifications and may be needed for future state or national certification programs or for showing competence when chartering. Giving the student choices is not permitted. (The HQ800 system recognizes when a student is repeating a seminar. The ability to repeat a seminar is a benefit available to members. No additional registration fee will be charged, and repeat purchase of student materials is not required.)

This new policy relies on squadrons and districts to comply. We have investigated converting the seminars to a web-based system that would be totally controlled at national, but — while technically feasible, at a price that would have to be passed on and with an additional Internet connection requirement — we do not wish to pursue this option at this time. We do not want to increase prices; rather we want all of the squadrons and districts to participate in a fair and equitable manner.

As soon as practical, a slide will be inserted in all instructor CDs that will remind both the instructor and the student of this policy. New student materials and reprints of current

student materials will also disclose this policy.

**Seminar Pricing.** USPS's seminar pricing and fee structures are not impacted by this policy. The cost to squadrons and districts of the basic seminar materials remains at \$13 and the registration fee payable to national remains at \$10 per student.

Certain seminars have recommended additional materials (such as books), but those remain as an optional purchase. The optional materials may be purchased as part of a full kit for a significant discount.

It will be important for squadrons and districts to take the cost of seminar materials, the registration fee, USPS's order fee and shipping and handling costs and any local costs into account when setting the prices for offering seminars to members and non-members. We encourage squadrons to set a member price that is lower than the price to non-members, so that there is an incentive for non-members to join.

Contact your DEO or Steve Abbott, ANEO, at [srabbott@att.net](mailto:srabbott@att.net) if you need further clarification.

## HQ800 News You Can Use

**New HQ800 Feature Highlights Discounts Available to USPS Members.** All USPS courses and seminars may be offered to USPS members and the public. Squadrons are encouraged to set the member price for each offering at a level that is lower than the non-member price, to provide a valuable benefit for members and an incentive for non-members to join.

HQ800 allows member and non-member prices to be set when courses and seminars are entered into the system. Until December 2016, the HQ800 online registration and query form displayed only the non-

member price to anyone not logged on as a USPS member; and it only displayed the member price to anyone logged on as a member. NEO Craig Fraser suggested, and it was a great idea, that both prices should be displayed to everyone, and that has now been implemented in HQ800.

When a non-member completes registration, HQ800 displays that the non-member price applies. If you are a member but are not logged on, you will initially be advised that the non-member price applies. A link on the page will allow you to log on, so you can be advised that the member price applies. See the figure below for an

example of non-member and member pricing for a Junior Navigation course.

(Member cost is \$95) (Non-Member cost is \$135) Your cost is \$135	(Member cost is \$95) (Non-Member cost is \$135) Your cost is \$95
HQ800 display for non-members	HQ800 display for members who have logged in as members

Note that the non-member price is at least \$20 higher than the member price. Since 1 December 2016, USPS has been charging squadrons \$20 for each non-member who takes an advanced course.

(Continued on page 4)

(Primer—Continued from page 1)

tantly, it is intended to whet the boater's appetite to attend America's Boat-

ing Course and the USPS University continuum of boating education. Distribution of the no-cost primer booklet will be through boat dealers.

The primer's knowledge bridge will save lives. You can see the primer at the Annual Meeting EXPO.

## USPS DML 2.0—Preview of What's Coming—Join In!

### What's new in the USPS Digital Media Library (DML) in 2017?

The online properties are being updated and upgraded with a new "MyDML" offering featuring more personalized content tailored to visitors' own boats, skill levels, and waters on which they are boating. There will also be a new self-led educational portal integrated with MyDML and comprising the core of the new USPS DML 2.0 online experience.

### What new videos are in production for USPS DML 2.0?

The 20 new videos being created for DML 2.0 include:

- Boating Accident Reporting
- Boating Under the Influence
- Life Jackets
- MMSI
- Navigation Rules
- Personal Water Craft
- Visual Distress Signals



DML Partner

### What other digital media content will be added in 2017?

Each DML 1.0 video is being remastered for release in Spanish to debut within the all-new "Biblioteca de Recursos Digitales (BRD)" co-located at the [uspsdml.org](http://uspsdml.org) primary website and instantly accessible by clicking on "Español." There will also be new DML English language audio presentations, boater education slideshows, eBooks, interactive animations, safe boating images, and more.

### How can USPS members participate in USPS DML 2.0?

More than 150 squadron members

from 5 districts and 16 squadrons earned Merit Marks by actively participating in DML 1.0 as on-camera talent, video production coordinators, digital media content reviewers, instructional liaisons, marketing support personnel, and other roles. Expanded opportunities in each of these categories are available now for DML 2.0.

### Whom should interested squadron members contact to learn more about participating?

Anyone who would like to participate is welcome and encouraged to contact:

- USPS DML Project Manager, P/D/C Marty Lafferty, AP, at: 410-725-7820 or [marty.lafferty@uspsdml.org](mailto:marty.lafferty@uspsdml.org) or
- USPS DML Resource Coordinator, D/Lt John O'Reilly, JN-IN. at 410-412-4027 or [john.oreilly@uspsdml.org](mailto:john.oreilly@uspsdml.org).



## BRD Español – Viniendo en 2017

### Planificación



- Chalecos Salvavidas
- Revisiones de Seguridad para la Embarcación
- Planificación con Anticipación
- Inspección de la Embarcación
- Preparación para la Partida

### Partida



- Partida
- Fundamentos Sobre Dirección
- Detenerse y Mantener una Posición
- Giro del Pivote

### En Marcha



- Cómo Lograr que su Bote Planee
- Maniobras Mientras Planea
- Cómo Detener una Embarcación que Planea
- Anclaje de una Embarcación
- Hombre al Agua

### Llegada



- Preparación para la Llegada
- Atraque
- Amarre en Boya o Cerca de la Costa
- Cómo Asegurar una Embarcación



## Updates from the Basic Public Education Committee

**New Introduction to Navigation Seminar.** *Introduction to Navigation*, the new version of *Basic Coastal Navigation*, is a stand-alone seminar for educating boaters on current navigation practices. It complements the material in Chapter 5 of ABC and prepares a student for *Piloting*.

The seminar covers waypoint navigation using charts with GPS and OpenCPN electronic navigation software. OpenCPN software is now used in all advanced courses from *Piloting to Navigation*.

**Exploring HQ-800 Presentation.** The updated one-hour PowerPoint presentation, *Exploring HQ-800*, shown at the Pittsburgh Governing Board Meeting is now available for

download in the "news" section of the Basic Public Education Committee home page: [www.usps.org/national/eddept/b/main.htm#news](http://www.usps.org/national/eddept/b/main.htm#news).

**Tips on Printing While Using Microsoft Edge.** If you've experienced problems printing certificates and wallet cards for America's Boating Course, check out the "tips" section on the America's Boating Course page: [www.usps.org/national/eddept/b/tips.htm](http://www.usps.org/national/eddept/b/tips.htm). Accessing HQ-800 using the Microsoft Edge browser requires special printing procedures, including use of Internet Explorer and Adobe Reader.

**Questions?** Contact Stf/C Jack Purse, SN, [jpurse@gmail.com](mailto:jpurse@gmail.com).

*Currents* is published twice yearly by the USPS Educational Department at each national meeting of USPS. Visit the EdDept web site at: [www.usps.org/eddept](http://www.usps.org/eddept)

Editor—Stf/C Robert L. Potter, SN  
[r.l.potter@att.net](mailto:r.l.potter@att.net)

1475 Galaxy Way, Bourbonnais, IL 60914  
Phone 815-933-1470

Download a PDF of *Currents* in color with links at:  
[www.usps.org/eddept/misc/currents.htm](http://www.usps.org/eddept/misc/currents.htm)



©2017—United States Power Squadrons®, USPS® and *America's Boating Course*® are registered Trademarks of the USPS. Microsoft Office®, PowerPoint®, and Excel® are registered Trademarks of Microsoft Inc. Joomla!® is a registered trademark of Open Source Matters, Inc.



## Did You Know?

### Websites:

- USPS Educational Department pages are migrating to the new branding standards for websites.
- Course and seminar listings in HQ800 automatically flow to the websites of squadrons that have adopted the Standard Squadron Site.

### SEO and DEO Resources:

- On any Educational Department page, click on EdDept Tools and select SEO Home Page or DEO Home Page for information, and tutorials that every USPS educational champion needs.

### On-the-Water Teaching Aid Guides:

- Guides are available in the Downloadable Material section for USPS courses and seminars.

### Webinars:

- A link to view and register for upcoming webinars is available on the Find a Boating Course Near You page ([www.usps.org/cgi-bin/nat/eddept/800/cfindx.cgi?C](http://www.usps.org/cgi-bin/nat/eddept/800/cfindx.cgi?C)).
- To view the April 2016 webinar on our Practical On-the-Water Training see: <https://uspowersquadrons.sharefile.com/d-sb5c43d77d084c3a8>.

### Maritime Mobile Service Identities:

- USPS is authorized to issue MMSIs to most US-flagged recreational vessels. See [www.usps.org/php/mmsi\\_new](http://www.usps.org/php/mmsi_new).

### Blank Lesson Plan Template:

- USPS's three-column lesson plan template is available on the Instructor Development page at [www.usps.org/national/eddept/id/idcourse.htm](http://www.usps.org/national/eddept/id/idcourse.htm).

### Social Media Marketing Graphics:

- Squadrons and districts are invited to reuse graphics posted on USPS's Facebook page ([www.facebook.com/uspowersquadrons](http://www.facebook.com/uspowersquadrons)) in their own educational program marketing.

### Volunteers Needed:

- Members with expertise in Adobe Creative Suite (InDesign, Illustrator and PhotoShop), Microsoft Office® (Word, PowerPoint, Excel® and Publisher) and CorelDRAW.
- Members with Web content management skills in a Joomla!® environment.
- Members with social media expertise.
- **Need more info?** Contact D/Lt/C Jan Wright, SN, [vjanwright1@comcast.net](mailto:vjanwright1@comcast.net).

(HQ800—Continued from page 2)

While making this change, the display format of the entire "locate a course/seminar" function was modernized to be in keeping with the new USPS branding standards look.

**HQ800 "No Pass" Reporting Option for America's Boating Course.** All squadrons are expected to offer a public boating course (currently,

*America's Boating Course* (ABC)) at least once a year to keep their charter. HQ800 reports ABC completions when passing students grades are entered. So, what happens if the offered course doesn't attract enough students to be taught or none taking it passed? In this situation, the HQ800 system offers a "No Pass" option for reporting the course offering.

The "No Pass" reporting option has

existed for several years but is not widely known. To use this option, go to the HQ800 course offering details display and look at the action buttons near the bottom of the page. If the start date for the course has passed and there were no passing students entered, you will see a "No Pass" button. Click on it and you are done!

Send questions or comments to Dan Bartell, [danb@usps.org](mailto:danb@usps.org).

# 2017 EDUCATIONAL DEPARTMENT ORGANIZATION

(Effective 25 February 2017)

