

**UNITED STATES POWER SQUADRONS®
EDUCATIONAL DEPARTMENT**

**Minutes of the District Educational Officers' Meeting with the
NEO and Acting ANEO**

Friday, 3 September 2010
Bellevue, Washington

R/C Eugene Molteni, SN Acting Assistant National Educational Officer opened the meeting at 0735 and thanked everyone for attending and expressed the regrets from ANEO Herman Green that he was unable to attend the Governing Board. There were 65 people in attendance.

R/C Molteni showed a couple of on the water training video clips, filmed in June, and paid for by a Coast Guard Grant. These clips will become part of the On Water Training program.

George Hallenbeck of D/2 and Larry Postel of D/3 lead the following discussions.

Three points were stressed while discussing problems with the DEOs.

1. It was suggested that more time be available for the DEOs only either at the National meetings or have a separate meeting, 2-3 days just for the DEOs. There is only a few hours allotted to the DEOs where they can discuss issues among themselves and the R/Cs involved the problems and solutions. Should R/Cs go to District Conferences to work with the SEOs?
2. Seminars – Not as successful with the storefront concept as it was supposed to be. Not well attended. Only a few people would show up and were mainly squadron members. In the case of West Marine, Store managers weren't really interested. Those run at District Conferences has a few more attendees, but they were members, no public involved.

3. Advertising is not well done. USPS marketing team isn't working and their products are not working. We are educators not salesmen. We need to work on getting help with advertising our courses – online, Google, etc., we are not known. D/5 has a marketing team and put their ideas on Sail Angle in the file cabinet under D/5 Marketing Team with ideas on selling courses and seminars. Does Sail Angle work? Can it be better utilized?

Karin McLean, DEO D/16 brought up the subject of Chapman Award winners and the current method of choosing them. Could USPS honor nominees in a better way? Stf/C Pat Greer spoke on the Chapman Award and the desire to re-vamp the program as well as the implementation of Teaching Aids in all of our courses. The Committee wants help with suggestions on how to improve both areas.

USPS National Treasurer V/C Dick Peoples was introduced and discussed insurance and involvement in the on the water USPS sponsored activities. Boats used are to be USPS member owned and insured, also skippered by USPS member. Under the BOC program ED-90 applies. If there are questions, go to the USPS site index under Insurance Information to find name of contact (Mary Diaz) for answers.

R/C Molteni introduced National Education Officer V/C Robert Sweet who in turn introduced Katie Ouellette from US Sailing, the organization that trained our members initially. Peter Girling, past NTO for Canadian Power Squadron was introduced.

Fred Messmann, Deputy Director NSBC explained in detail the contents of a kit that each DEO would be receiving from the National Safe Boating Council containing 2 inflatable life jackets, one vest type and one fanny pack type, as well a flash drive, a Flip chart, a DVD and 4 spare cartridges. All materials may be duplicated as desired. Every DEO will receive a kit sometime in the month of October. Told of an event – Ready, Set, Inflate and its results this past year. The same event will be held again next year on Saturday, May 21st. Information can be found on the readysetinflate.com website.

Tom Kemp, USPS Marketing Manager, spoke of a new marketing plan to increase the sales in the coming years. The squadrons and districts need to set goals and plan objectives based on past histories of their squadron or district.

V/C Sweet spoke about partnerships with NSBC, NASBLA, US Sailing and other members of the boating community.

Completion of courses was up in comparison to previous years. But revenues were not and seminars were the primary problem. They are not selling and need to be made better in perceived value by possibly including CDs or additional notes.

New training videos were produced by a grant from the Coast Guard. These videos have been made to be used in the BOC program. The videos were shot using boats loaned to us by Brunswick. Bob also reported on the Partnership between Brunswick and USPS. This will give USPS access to the Brunswick dealers and their dealership for training activities and seminars and other events. If squadrons are already working with a dealer they should let Bob know. A package explaining the partnership program will go out to the dealers this fall. DEOs will also get a copy of the package. The cost of the programs to the Dealers is \$500.00 and they become a member of USPS and receive a promotion display. The cost to USPS is nothing. Displays may be refilled directly from Headquarters.

ABYC is another partner with USPS. They are certifiers for marine safety and technical equipment and are involved with USPS to be sure all our course material information is correct. ABYC and Best Buy will be working together as Best Buy starts to sell marine gear. ABYC will be training the Marine Geeks.

All of our member courses and seminars have been opened to the public. New non-members registering for our USPS courses will be entered into USPS University and receive a number to be used for their course exams etc. Records will be entered into DB2000 and tracked. When they become a member, all information will be transferred to the proper squadron. A

member of the USPS University can be located under Squadron #6403. Members of the Cyber Squadron are under Squadron #6404.

DEOs should encourage all SEOs to attend the District Conferences.

Effective 12/1/2010 every person who takes the ABC3 course with a Squadron will be offered a 6 month membership in USPS.

Online ABC course was discussed and it was noted that an Educational Fund grant will make changes to the current course to break it up into 6 sections with tests at the end of each section. All tests and a final exam must be completed satisfactory to get credit for passing the course. There are some states that will not allow the online ABC course for certification.

A Grant from the Educational Fund for continuing the stimulus program for another year was received. Current year winners will be announced at the Open Ed meeting later today.

R/C Gene Danko explained that the Electronic Navigation Systems course is being delayed and revised. Also Electronic Communications Systems is very comprehensive course and at too high a level than is really required. Therefore Chapter 7 will not be tested on, but the material is relevant for the BOC certification. The GPS Learning Guide is being updated and re-issued.

The old series of ME 101, 102 and 103 must be taken as a whole to be credited for Marine Electronics. The new series of modules allows one credit for each module. If the student has completed Marine Electrical Systems and Marine Electronic Communications, with the consent of R/C Gene Danko ME 103 may be substituted for the Electronic Navigation Systems for the SN designation.

Stf/C Pat Greer reported that the Instructor Development and recertification courses are being given and being worked on constantly to improve them. The Chapman Award and Teaching Aids programs are in the process of being rejuvenated and revised. All suggestions for improvement should be forwarded to the committee.

R/C Jack Fletcher of BOC committee reported that the Travelers Insurance Company has announced that if a member completes the Inland Navigator level of the BOC there will be an additional 2.5% credit on the insurance policy premium. After completing Coastal Navigator there will be another 2.5% and an additional 5% for Advanced Coastal Navigator. Offshore Navigator will credit another 5%. This could be a great benefit for the member.

The fee schedule for inland navigator kit will be changed to a \$40.00 one-time fee. This will include any endorsements.

BOC certifier titles will be changed. There will be a Regional Director, and each level will have its own certifier. The master certifier will be called an Instructor Trainer.

It has been suggested that the Inland Navigator portion of BOC should be an addendum to the Seamanship Course and packaged as such. The Coastal Navigator added to the Piloting Course etc. This would give an on the water component to the courses. When doing teaching on the water complete form EDN-90.

The HQ800 program is adding course listings for squadrons. Listing of ABC courses and seminars will go on to online database and students will register online. BCA and Seminar workbooks will no longer be necessary.

Peter Girling, P/NTO, Canadian Power Squadron, representing Joe Gatfield the current NTO stated that the MOU with USPS is working well. CPS gives a 1 year membership and it has helped to increase membership. Both organizations are having same problems with marketing programs.

In summary: –

1. The DEOs still do not have enough time at either the Governing Board or Annual meetings. We need that additional time for the DEOs.
2. Marketing – we are educators not salesman. We need help.
3. Seminars don't attract the public, only members. Put online?

4. Communication – Conference call? Webinar? How often? Need agenda beforehand! If we do away with the Governing Board then have a full day for the DEOs maybe at Headquarters?
5. Expo is big expense, could we use the time for the DEOs?

Respectfully submitted,

M. Ellen Barbour, SN

DEO Action Item List is attached.