

# **UNITED STATES POWER SQUADRONS® EDUCATIONAL DEPARTMENT**

## **Minutes of the District Educational Officers' Meeting**

**Friday, 27 January 2012**

The Meeting was opened by R/C Eugene Molteni at 0730. There were 45 people in attendance. An overview was given on the Presentation to USPS Board of Directors.

USPS is not properly marketed and visible to the boating community. A Marketing Advisory Team was developed and the recommendation was that USPS establish a new national identity. An updated logo should be developed. Now is a good time for this to take place as we are about to celebrate our 100<sup>th</sup> Anniversary. We need to increase use of the internet as well as to continue to update and expand our e-learning programs.

We need to involve our Education, Membership, and Marketing/Public Relation committees to develop programs to benefit the local squadrons with securing and retaining new members.

R/C Bob Palmer explained the MSRP models handout. It showed how the pricing for courses and seminars were arrived at. It was noted that neither S & H expenses nor any Squadron add-ons were included. A separate model was shown for the Practical-On-The-Water program.

E-Learning and Blended learning have begun to have a very strong position in our organization. Webinars and Long distance learning are now being used to facilitate meetings and course instruction throughout USPS.

A updated Educational Department Structure was presented and the inclusion of Project Managers was explained.

V/C Dick Peoples, USPS Treasurer spoke of an operating loss for USPS of \$167,000 for the past year but congratulated the Ed Dept for operating under budget. Unfortunately Educational sales did not reach the hoped for higher figures. There could be a revision in the 2012 budget with possible loss of reimbursement for National meetings to help reduce the loss of earnings for the coming year.

There were a total of 11 questions discussed with the DEOs and later the concerns were presented to the NEO and ANEOs. Their presentation and conclusions follow.

There are only 3-4 squadrons that have requested waivers for the restriction that only USPS materials be used for the basic public course. The state sponsored course has been allowed in these cases.

The guideline for the use of Squadron materials in other organizations is that the Squadron logo and credit given to USPS for the materials used. Presentations should also be by squadron member. All activities should be approved by squadron executive committee prior to presentation.

We can encourage members by asking them to teach either individually or team teach classes and then recognizing their contribution when they do. An additional way is by recommending them for the Chapman Award.

If the SEOs and ASEOs don't want to attend District Workshops try doing the workshop on Go-to-Meeting or WebEx.

The cost of the POWT makes it difficult to get squadrons to attend and participate. The POWT certification requires the trainers be certified not just knowledgeable. The instructor for the on the water modules for the various USPS courses are not required to be certified.

Carolyn Reid, CPS National Training Officer, told the group that CPS currently has 29,000 members and like USPS is trying to gain new and younger members. CPS has just completed a survey of their members to find out what they want from CPS. If they are no longer members, then why did they leave? CPS and USPS have a MOU and are sharing courses and information. Currently we share Sail, Instructor Development, JN and N and CPS is working on AP. To encourage members to take courses, CPS has dropped the pre-requisite for the courses and found that more members are taking AP, JN and N.

In the elective courses, CPS has implemented an oral component to the exams. 40% of the grade is made up of the oral portion and the remaining 60% is the written exam. The oral discussion is every other week and the Instructor gives an evaluation after each presentation. They have also started using outside reference texts in their courses. This assists in curtailing the costs of printing all materials in both English and French.

National Marina Day is June 9<sup>th</sup> and is an opportunity for squadrons to get more visibility while working with other vendors.

HQ800 system still has problem with some squadrons, while others are doing fine. One problem is with the printing of wallet cards. The stock at Headquarters is now blank on both sides. The suggestion is to print the back side first, and then the front. This hopefully will cure the alignment problem.

Ready, Set, Inflate event will be held the first Saturday of Safe Boating Week and there are discolored cylinders from the manufacturers available for use in that event. If interested contact R/C Gene Molteni for more information.

Stf/C George Malindzak, of the Basic Public Education committee has prepared a tutorial and scripts for use by the squadrons in practicing data entry into HQ800 under squadron # 5999. This will be sent out to DEOs in the near future. The problem with BCA and not with HQ800 is that you can't enroll the student in 6 month trial membership. This is done only in HQ800. Hopefully HQ800 can completely replace BCA in the near future.

Leadership will be reminded that they need to respond to questions from squadrons as to course corrections or other comments, if not in detail immediately then let them know that the request was received and will be replied to in a timely manner.

The only way to propagate a members training history would be through HQ800. SailAngle doesn't allow external mailing lists into SailAngle, and you probably would not reach all members as some do not wish to have their email addresses known by SailAngle. A suggestion to reach the membership for meetings and other events is the use of Constant Contact.

There are no prospects for print-on-demand courseware as the cost would be prohibitive. There are plans to digitize our products for the Kindle, iPad, Nook etc.

R/C Palmer asked that digital copies of brochures, announcements or flyers for special activities produced by squadrons or districts be forwarded to him so that they may be added to a file for everyone's use.

The Rear Commanders of the various committees were on hand to answer questions from the DEOs. The Consolidated Committee Report for each committee may be found online.

Dick Carson – Basic Public Education Committee – The rewrite for ABC3 – 2012 has been completed and is on the shelves at Headquarters. The Instructor Manual will be completed soon. Old 2008 and 2010 books may still be used as content has not changed. But be sure to use 2012 exams that are on the website so to comply with NASBLA regulations.

Jim Runge – Seamanship and Sail are being re-written in co-operation with CPS. The duplication in Seamanship with the ABC3 course will be placed in an Appendix.

Chris Windeler – Boat Operator Certification and OTW Training Committee announced that there would be a BOC and OTW meeting following the Open Educational meeting this afternoon.

Wil Hugli of the Educational Outreach Committee introduced his Staff Commander Don Stone and suggested that people contact him directly with questions as his report was fairly complete in the Consolidated Report.

Gene Danko – Electro-Mechanical Systems Committee – Navigation systems is still evolving and the committee is concentrating on its completion. The concentration will be on how to use the instruments. Technical details will be presented but the main points will be on how to operate the different systems. Engine Maintenance 2011 vs 2007 is the same course but metric units were added to aid CPS in teaching metric. The exams are the same for both years.

Rescue 21 - Prime contractor will have completed the job in fiscal year 2012 (September 30<sup>th</sup>). 41,000 miles of shoreline coverage in continental US and includes the Great Lakes, Guam, Puerto Rico and Hawaiian Islands.

Dick McGaughy – Inland & Coastal Navigation committee introduced his Staff Commanders – Bob DeNoto – Piloting and Jack Cook – Advanced Piloting. There were no further questions.

Tom Shuell, Stf/C of Instructor Development Committee stated that the new Instructor Development course is almost complete. The Teaching Aids Exhibit is on display and winners will be announced at the meeting on Saturday morning. He also requested that people contact either himself or Art Mollica if interested in serving on this committee.

Ronald Kessel – Marine Environment Committee – The new Weather manual is shipping now. The remaining information is in Consolidated Report.

Don Fiander – Offshore Navigation Committee – The revisions to JN 07 have been completed and should go to the printer very soon. The difference between the two courses is basically a number of errors in the text were corrected. The exams have been redone several times since original issue but plotting in the middle of the exam has been reduced to make it easier to complete.

Pat Greer – Publishing Committee – New trade dress look for covers of seminars and courses. Committee is working on ways to help squadrons get the seminars off the ground to help bring in new members. The Committee is continuing to prepare new material for final approval and submission to the printer.

Dick Pfenniger – Brunswick Partnership – What are squadrons doing with dealers whether Brunswick or other dealers? How many students being taught in seminars or on the water events? Let the committee know the particulars. This info could help to involve other dealers.

Meeting adjourned at 1230.

Respectfully submitted,

M. Ellen Barbour, SN