

DEO / ADEO Meeting

Jacksonville, FL

18 January 2013

Notes

1. Self-Introductions – Attendees expressed their hopes for this session and what they hope to learn.
2. Welcome - R/C Robert Palmer, SN
3. Brunswick Dealer Advantage Report - John Malatak
 - a. BDA has been launched as of yesterday (17 January)
 - b. After two surveys we have 80 squadrons signed up to participate in the program
 - i. This is only 17% of our Squadrons
 - c. Brunswick is very pleased. – so pleased that Dusty McCoy along with Scott Ward coming to be a part of this Annual Meeting.
 - d. Our first group of squadrons represents 58% of their dealers
 - i. We can expand our reputation and our base
 - e. Need to continue to grow the program
 - f. Need to know the name of the squadron and the contact person
 - g. We need your help for the success of the program.
 - h. Procedures is as follows
 - i. Information comes from Brunswick to their dealers to indicate the nearby participating squadrons
 - ii. Brunswick contacts the squadron through us.
 - iii. We will also notify the DEO for that district
 - i. John Malatak will send copies of the BDA promotional materials to the DEOs
 - j. MSRP were set nationally. Remembers MSRP are suggested and squadron and dealers can accept those or negotiate their own price.
4. HQ800 SWAT Team – Carl Filios
 - a. SWAT Team has been created to assist squadrons in navigation HQ800
 - b. Team members
 - i. John Esposito
 - ii. George Malindzak
 - iii. Carl Filios
 - iv. Bob DeNoto
 - v. Joe Gibson
 - c. Will update “How To” documentation information on Website
 - d. Three Hour presentation by Joe Gibson was recorded and will be repackaged
 - e. Questions and comments
 - i. Need to have a field in HQ800 to say that course was canceled
 - ii. Team assumes that DEOs will be assisting SEOs with problems – this should be the first step
 - iii. If you call Cindy (Customer service) at USPS HQ the team gets the call and immediately works to solve that problem.
 - iv. Hope to have a HQ800@USPS email contact set up soon

- v. In Canada they created short How-to webinars to instruct users of their system.
 - vi. Entries can be made by anyone designated on ED-1
 - f. Three Hour HQ800 presentation will be posted on the USPS website.
5. Personnel Needs
- a. Image Librarian
 - i. Have thousands of images
 - ii. Need to be organized
 - iii. Do we have permission to use the graphics
 - b. Graphic designer
 - c. Need a "Voice of USPS" Narrator as we are putting these classes up on line
 - i. May be more than one
 - ii. Mention at you district conference
 - d. Project Managers
 - e. Need technical writers
 - i. Need to update information
6. BOC is there a need for a Coast Guard license for those conducting the OTW training
- a. There is a proposed resolution that seeks to solve the problem

GROUP DISCUSSIONS / OPEN FORUM SUMMARY REPORT

1. Suggested Topics
- a. Future Roles of the DEO/ADEO
 - b. Define USPS Apps that would help boaters
 - c. Analysis of National Survey Report for actions and planning
 - d. Social Media Use – Facebook, Twitter, YouTube, Smartphones – in training
 - e. Promotion of OTW for courses and seminars & EDN90 and letter of clarification
 - f. E-books and e-learning – blended / distance learning
 - g. Custom Packaging of courses and seminars to meet local boater needs better
2. Group Reports from Discussion Groups
- a. First group
 - i. Future roles of DEO/ADEO and need to communicate with SEOs
 - ii. Use of Go to Meeting and how do we do it.
 - iii. How to find committee – will modify the website HOW TO
 - iv. Is social media worth it and for whom is it worth it?
 - 1. Low cost and very powerful
 - v. How will DEOs and ADEOs know about new information from national?
 - 1. Needs to be a more proactive push of information
 - vi. APPs – a number of APPs are out there
 - vii. Partner in Command Seminar and OTW
 - b. Second Group
 - i. On-line courses force us to add a practical component.
 - 1. Different people have different needs
 - 2. Give some sort of endorsement
 - 3. Create hands-on part
 - c. Third Group
 - i. Need for improved Communications throughout USPS
 - 1. Need for timely communication with DEOs from National

- ii. DEOs are conduit for information to SEOs and squadrons
 - 1. DEOs need to help interpret information
 - 2. DEOs are coaches and cheerleaders
- iii. APPS
 - 1. Useful APP might be one that combines GPS with Sunrise and Sunset information
 - 2. APP that uses GPS to link information about tides and currents
- iv. Survey done for USPS was limited to members only. Need a survey of the boating public
 - 1. Grants for this may be available through the Coast Guard
- v. Programs that are developed should consider how they can be sold to squadrons
- vi. Some seminars are thin and should be augmented
- d. Fourth group
 - i. Should Districts run a single website? Should Districts run classes? What is the role of the District?
 - ii. Should we encourage more co teaching?
 - iii. How do we improve methods for teachers whose skills are poor?
 - iv. How do we make education more effective with the changes that we are moving towards
 - v. We need support from national to improve instruction so that we can more effective.
 - vi. Need to create environment so that it isn't material centered but student centered.
 - 1. New ID course should address much of this.
- e. Fifth Group
 - i. Discussion around e-learn and e-books
 - ii. Many students like live teaching for the interaction between students and teacher
 - iii. We also need to work with electronic means on line for students looking for that
 - iv. We need to do both.
 - v. Discussion about DEO conference calls.
 - 1. Perhaps we should have this as a regularly scheduled monthly event.
 - 2. Need to highlight the emails that direct DEOs to pay attention to things like Conference Call.
- f. Sixth group
 - i. Applications that can help us do our jobs and reach our audience like QR codes
 - ii. BOC - How do we attract people to and OTW course
 - 1. We are selling confidence
 - 2. Program needs to be stabilized
 - 3. How do we overcome their fears
 - iii. Use of "teasers" to attract more people to our offerings
 - iv. How successful is the 6 months free membership?
 - 1. Is it working?
 - 2. Should 18 months be considered?
 - v. APPs – lots of useful ones already
- g. Seventh table

- i. How do we get people to take on responsibility like ADEO – currently a 6 year commitment
 - ii. How do we do distance learning?
 - iii. We need a workshop on how to use Go-to-Meeting
 - iv. How do we help struggling squadrons.
 - v. How do we get SEOs to attend Conferences
 - 1. Need to include discussion and giving input
 - vi. Need a USPS person to compile APPs that are useful.
- h. Bob Palmer - Response
 - i. Useful APPs posted on Education web site
 - 1. Need additional ones created
 - 2. DEOs should promote those and recruit the writing of additional ones
 - ii. Go to Meeting - Distance learning – Multi Squadron collaboration
 - 1. District 10 working with local community colleges to use their distance learning technology. Just taught a weather class with no problems.
 - 2. D29 tried but ended up with few students. How should they promote this?
 - 3. Go to Meeting seems to be an easy tool to use to connect officers and classes.
 - a. Only \$45 / year for unlimited use up to 25 contacts.
 - b. Only 6 pictures can be shown on the screen but all can look at the desk top.
 - c. Call Bob Palmer if you want to see what it is like (Thursday nights might be good).
 - 4. We are not limited in our instructors to just those in our squadrons. Find the experts in certain subjects. We could link the best from around the world!
 - 5. Good idea would be to get the conversations going via a monthly conference call with DEOs.
 - iii. Wanted to have this as a day long meeting for DEOs.
 - 1. Looking forward to San Antonio.

BOAT US On-line education presentation - Eileen Rickard - Project Manager, Amada Suttles, - Boat US Foundation, Chris Edmonston – President Boat US Foundation

- 1. Eileen Rickard
 - a. There are 70 million boaters. We only teach to a small part of this.
 - b. Aggressive program to get all of our courses on-line
 - c. Project schedule (5 seminars and 1 course this year)
 - i. First is Partner in Command should be out the end of February
 - ii.]Next will be Using VHF Marine Radio
 - iii. Boating Rivers Locks and Lakes
 - iv. Marine Radar
 - v. Basic Weather Forecasting
 - vi. Seamanship will be the first class

- vii. Next year – Trailering
 - viii. Marine Communication Systems
 - d. Lots of benefits to Squadrons
 - i. Profit Sharing
 - ii. Potential Members
 - iii. Benefits Small Squadron by offering classes online
 - e. Marketing
 - i. Dedicated person on the team
 - ii. Dedicated funding for marketing
 - f. Squadron will get notification of person taking class
 - g. Looking for a person to catalog images and videos
 - h. Looking for a USPS Narrator – a “Voice of USPS”.
 - i. Potential On-the-water recruitment tool
 - j. See us at Expo.
- 2. Amanda Suttles –Director of Education for Boat US Foundation
 - a. Explanation of the difference between Boat US and Boat US Foundation
 - b. Been creating on-line course since 1997
 - c. Have put a lot of time and resources into on-line education.
 - d. Have marketing expertise through on-line and print and social media
 - e. Consider marketing power if every squadron promotes these programs on their website and publications.
 - f. Targeting Marketing to 500,000 Boat US members
 - g. Ties to a squadron On-the-water component
 - h. Exciting program
- 3. There will be a USPS Gateway to sell addition USPS Courses
 - a. Will also point towards class room courses as well.

Presentation of the Demo On-line Partner in Command Course.

- 4. Chris Edmondson – President of Boat US Foundation
 - a. Boat US Foundation excited about this program
 - b. Bought Learning Platform for groups such as the Power Squadron
 - c. Not a big revenue stream for Boat US – supporting the partnership is more important
 - d. I Love boating – it is important that we have a vibrant boating community

Bob Brandenstein NEO Report

- 1. Description of the Education Marketing Budget
 - a. 5% of revenue from on-line goes to a joint USPS-Boat US marketing/Advertising Budget
 - b. In Addition USPS Ed Department is budgeting \$3000 / month or \$36,000 per year just for this project. This is separate from 5% Joint marketing with Boat US.
 - c. Conservative estimate of course hits for this program is based upon our experience with ABC3 – 1100 per year.
- 2. Notice that we used images in the demo say Mercury Marine and Boston Whaler (Brunswick brands)
- 3. Catalog Prices for course materials and programs

- a. Some were not correctly priced to cover all of our expenses (printing, warehousing, marketing etc.)
 - b. Five classes remain the same
 - i. ABC3, Sail, Engine Maintenance, Marine Electrical Systems, & Weather
 - c. Several Prices increase by 10 % or less
 - i. Piloting, AP, JN, Marine Electronics
 - d. Others have significant price increases
 - i. Seamanship Kit
 - ii. N
 - 1. Because cost of software (Captain Software)
 - 2. Price would much less if we can find other software.
 - iii. Instructor Development – cost should be \$24
 - 1. But instead we want to be able to present this class without cost to the student.
 - 2. ID is important for the success of our squadrons
 - 3. In the past ID was available for free because of a grant
 - 4. We will try to build the cost of ID kits into overhead – spread it over the price of everything else
 - 5. New ID course will not be printed
 - e. Seminar Kits
 - i. Three remain the same
 - ii. Others go up by one dollar to \$12
 - 1. Using GPS goes up by \$12
 - a. there is now a Quick Guide included
 - iii. Anchoring kit doesn't list shipping costs - expensive to ship
 - f. Catalog prices take effect April 1.
4. MSRP
- a. On line courses and Brunswick partnership require that we have a standard price.
 - b. MSRP is the starting point. You may negotiate a different price when working with a dealer
 - c. Direct purchase through the Ship Store requires the ship store
 - d. Four categories
 - i. Member and Non-member
 - ii. In Class and On-line
 - e. On-line courses are high than in class courses
 - i. We don't want to underprice classroom course.
 - ii. We want to encourage people to take classes
 - f. Need to consider including Sales Tax – at point of sale
5. Revenue Sharing
- a. Applies to on-line courses
 - b. 25% of the difference between the catalog price and the MSRP for the on-line course will be contributed to a pool of funds that will be distributed to the squadron.
 - c. Distribution will be done according to their educational activity over the previous two years
 - d. If you set a different price than the MSRP you need to set that price in HQ800
If a member takes an on-line course the squadron gets all the mark-up - not just the 25% to the pool

CPS Training Officer Carolyn Reid

1. Little Difference between USPS and CPS on the issues of the day.
 - a. Same problems
 - b. 26,000 members
 - c. 18 Districts
 - d. 150 Squadrons
2. Using Go to Meeting and Go To Webinars
3. Internal and External Survey of Boaters was done
4. Members wanted shorter courses
 - a. Want electronic materials for the tablet
5. Boating Courses divided into two parts
 - a. First part for boating certification - PCOC (Pleasure Craft Operators Certificate)
 - b. Boating Essentials is the follow up class – plotting charting etc.
 - c. Classes in French and English and now license course also in Chinese
 - i. Using a translator for the Chinese course
6. Some courses have been developed with USPS
 - a. Navigation classes are those from USPS
 - b. Boat and Engine Maintenance is the USPS Engine Maintenance with a Boating component added
 - c. Instructor Development we have worked on together.
 - i. Will be downloaded on line.
 - ii. Plan to develop a webinar for each chapter
 - iii. Want to encourage members to take the course
 - iv. Transport Canada requires all of our instructors to be “qualified”.
 - v. Have to recertify every five years
 - vi. CPS answers to the government for certification
 - vii. CPS Issues the RCTM – Radio License
7. External Survey
 - a. Excellent sampling
 - b. Many boaters do not know about CPS
 - c. Found what sort of course boaters want and how much they would be willing to pay.
8. CPS Celebrating their 75th Anniversary this year in Toronto in October