

Notes from DEO Meeting
San Antonio Governing Board
6 September 2013

Introductions

Discussion about what each person hopes to get from the meeting. (Note that there was a conflict between the timing of the DEO meeting and the Keynote Speaker and the breakfast.

Discussion of the use of QR Codes. Tom Brincka can help you by creating QR codes for various parts of the website or your district website.

The consolidated report of all the committees of the USPS Educational Department was emailed to all DEO and ADEOs. This was designed to make this meeting more productive. This report is also posted on the Ed Dept. website.

Personnel Needs for the Educational Department.

We need an image librarian. This is especially important as we move into the digital on-line world. USPS has thousands of images.

Graphic Designers.

Narrators for our On-line courses.

Project Managers – especially for our on-line courses.

Marketing experts.

We need members to create APPS for cell phones and tablets.

We are looking for leaders for committees.

We need help to create and update the Sailing programs for Inland and Offshore.

We need someone who is familiar with the waters of the Great Lakes.

We need technical writers and exam graders.

We also need your ideas and volunteers.

Bob Brandenstein - We are all about change. You will hear about on-line courses and new initiatives throughout the day.

Discussion Groups – Groups discussed what is of interest to them or some of the listed suggest issues.

Carolyn Reid – NTO CPS Report from the Canadian Power and Sail Squadrons.

Currently CPS has over 25,000 members. 150 Squadrons in CPS. There has been a decline in membership.

CPS offers the same classes as USPS.

All courses have to be also offered in French. Also there have been courses developed in Chinese.

CPS did a survey outside of the membership to see how we could improve. The survey showed that CPS courses were perceived as too long. CPS now limits general interest courses to 8 days, including exam. These are supplemented with seminars. Seminars are offered at yachts clubs and other sites. Charge is minimal for members (\$5) and a little more (\$10) for non-members. These are specialized topics. There are no materials included.

CPS is trying to get more courses on-line.

CPS discovered through the survey that the most popular time for courses was Friday night and Saturday.

Members want to be able to download courses to tablets or computers. So they are developing e-books for all courses. In the future they will charge more for e-books than for hard copy but for now the charge is the same.

They are restructuring their organization.

The first on-line courses are being offered through the Community Colleges. There is no charge to CPS as a nonprofit. The college handles the IT. They are using Go-2-training for interactive distance courses.

CPS is not doing On-the-water training. This is because of the lack of insurance.

CPS is celebrating their 75 anniversary this year.

Bob Palmer -

There is a list of APPs on the National Educational Department website entitled "APPs for Boaters". We are looking for more APPs.

Reports from the discussion groups:

Table 1 -State Requirement for mandatory education leaves the impression that once you have passed those courses that you have learned all that you need to know. We know well that there is more. We need a marketing plan to promote our additional courses. This marketing plan might be included in ABC3.

Table 2 – Discussed the success and failures with the Brunswick Program. There needs to be clarity as to how the Squadron and Dealer should work together.

NJ requires state certification of instructors through a two day course. This has created a lack of instructors.

Table 3- Had five items.

Squadrons should be able to customize their instruction. That would affect the exam process.

Alternative Forms of Evaluation – there may be better forms of evaluation than multiple choice examinations.

There is a lack of qualified instructors. Perhaps we can have distance learning using Skype, Go-to-Meeting, etc.

Squadrons need more details (training) on how to use distance learning technology. This could be done at a national meeting. There are sessions at this meeting regarding these topics.

There is a lack of knowledge about Tech Soup and the ability of squadrons to purchase software at greatly reduced prices.

Table 4

Discussed Social Meeting and how that can be used. Mostly we are using this to talk to each other but we are not using it effectively as a marketing tool for our courses or selling membership in our squadrons. Are other squadrons doing this well?

Can we adopt a yacht club and work with the yacht club to provide education? This would provide a service to those with boating education needs.

Table 5 –

Discussed the Role of the DEO and how we can use social media to connect with members. How do we train our members to use Social Media?

Could the District help struggling squadrons through teaching courses on a district level or by offering the course through distance learning? Some squadrons don't have the expertise in courses like N or JN.

Table 6 –

The NEO should have a Twitter feed to the DEOs and the DEOs could have a Twitter feed to the SEOs. Bob Brandenstein has a twitter account and is working with Tammy Brown to learn how to create a "Buzz" about USPS.

Table 7 –

Squadrons having trouble getting students for ABC. Hawaii has a new requirement for mandatory education. There are two squadrons in Hawaii. One squadron teaches two ABC courses per year while the other squadron is teaching ABC every month. There is a high demand for these classes. California has not required mandatory education. There is a low demand for courses. USPS should advocate that all states require education.

Paddle boating is a fast growing sport. USPS needs to reach out to the Paddle boarders?

Table 8 -

DEOs and ADEOs need to work with squadrons to be sure that all information is entered into the ABC website. We need to be sure that students are getting credit for having taken our course. Some squadrons are not filing the information correctly and students are not getting credit. Can the software experts make this process easier? (Perhaps there needs to be a notification sent back to the squadron that it was successful or that it was not successfully entered.) This is a constant problem.

Go-to-meeting and social media can help reach our members with classes and information.

Table 9 –

Would like to see information being entered without using DB2000. There should be an APP for phones and cellphones that would work with DB2000.

Discussed how information should be passed to new officers and assistants when there is an officer transition.

There need to be better HQ800 instructions. Some are struggling with HQ800.

Every squadron needs to have at least 2 people who are proficient with DB2000.

Table 10 –

Discussed non-traditional ways of presenting courses such as ABC3 courses. Need to supplement with Navigation and to lead them into the next class. Some topics can be expanded while other topics should be compacted. The feeling is that Seamanship should be more interesting and should not repeat the same material as ABC.

Discussed how the education has to work with the shorter boating season in the Northern squadrons.

Follow up to the reports - Additional discussion

District 21 has Incoming Officer Training for all Incoming squadron officers. Suggest that it is a good idea for other districts to follow. This program discusses responsibilities, deadlines, and resources for all officers in both a general session and in breakout sessions for each group: Commanders, SEOs, AOs, XOs etc. Feeling is that this is enormously important and highly valued by participants. It makes it easier for squadrons to get officers because there has been good training. In Texas this is a one day meeting. In D21 pays for members to attend. This has led to good attendance.

For information on how Texas and D21 does this contact deborahrothermel@hotmail.com

D13 does something similar but has had declining attendance. They are thinking about a separate training session.

Follow-up discussion about Seamanship repeating the material of ABC. Some Squadrons require ABC to be taken first but there is open membership without an ABC requirement. In those squadrons it cannot be assumed that the student knows the material from ABC so perhaps the repeated material is important. For a syllabus of how one district customizes material contact bandiehl@sbcglobal.net. If ABC is followed by Seamanship then there can be a natural flow to the material and customizing of the Seamanship material makes sense. Seamanship has the prepackaged on-the-water package.

Comment about on-the-water training. Make sure that you follow the procedure proscribed in the course material. If you are not following the procedures you need to get approval for any other things that you want to include. That way the quality will be high and that our insurance will cover us.

Follow-up discussion about HQ800. It has been improved. Joe Gibson recorded a seminar about HQ800 that was presented at the Jacksonville meeting. There is a presentation in Power Point format on the District 5 website. You can get a copy of the video presentation on a DVD from Joe Gibson. Contact him at Joe@joesboat.org

There is a second video that is available on-line using a go-to-meeting presentation. Contact Joe for additional information. HQ800 is a very useful tool for recording information. It is not a marketing tool. D5 and D16 have figured out a way to use the HQ800 information to prepare a list of classes for marketing purposes at Boat Shows etc.

These are excellent resources for squadrons to use. There is an HQ800 Team for help as well. USPS is trying to make this HQ800 as friendly as possible.

HQ800 is used to tell the State Boating Administration when we are doing a class. Remember these are NASBLA approved courses and that we have a MOU with 46 states to provide information. HQ800 is our means of reporting information to the states. It is very important because of this requirement.

Discussion about what additional seminars we should develop. It was suggested that there be seminars for AIS, Use of Chart Plotters, and Using iPads and Tablets. Additional comment that there are so many different devices that it is hard to develop material for such a complicated, ever-changing topic.

Andy Sumberg - Presentation on E-learning and the BOAT US on-line courses.

Partner-In Command is on-line. Boating on Rivers Locks and Lakes is in the comment phase and will be released in October. RADAR, VHF, and Weather are next in no particular order. The starting place is the very best Power Point presentations with good graphic images and good solid story. The student can move at their own pace. They can also move back and forth and can repeat topics and can do advanced topics. These on-line courses are not exactly the same

as our in-class courses. Working with Boat US gives us a marketing advantage. Our members are not our target audience for these on-line courses. Seventy-seven percent of those taking Partner-in-Command have been nonmembers.

Demo of Boating on Rivers Locks and Lakes was presented.

The materials that are developed for the on-line courses can also improve and enhance our in-class courses. All the courses are developed with the course committees.

Students who are non-members will be registered as a USPS University student. Members will get credit for completion of the courses.

Students will pay for the courses on-line with a credit card.

There is no hard copy material for these first seminars. There will be for the courses.

USPS has done no marketing ourselves. We will start a marketing plan after the release of the second seminar.

There is a reporting process notifying the local squadrons that someone nearby is taking the on-line course. The squadron will get the student's contact information. There is an expectation that the squadrons will follow up with an invitation to additional education or some social activity.

We are collecting data on those taking the courses. This can be quite valuable for membership and for marketing purposes.

A question was asked about being able to use this within the classroom and being able to have a demo of this to show districts and squadrons. That should be forthcoming. It was decided that there will be a demo version to meet the needs of the districts.

We have decided to hold back on marketing because we wanted more of these available to market.

USPS will look for mentors who are local experts on these programs. That has yet to be done.

Will an online student who has paid for these courses be able to go back on line to review the materials. We have not developed that yet and don't know the tools that will be available. It is being considered that there be an e-book for the material. Perhaps the student would have to pay an additional fee. This takes time to develop.

When a student is signed up for the course there is a notification sent to the local squadron. One gets sent to the membership chairperson and one to the SEO. There is a notification sent when they register and again when they complete the course. In some areas with many nearby districts the DEO is notified and they in turn notify one of the local squadrons so that the student isn't getting contacted by too many people.

Tammy Brown – presentation on the new PR and Marketing Committees

The new Marketing Committee will have clear and measurable goals.

The Public Relations Committee will have their own measurable goals.

The formation of these committees will require a bylaw change in Jacksonville but the leadership and membership of these committees is being defined now.

We will be using social media to achieve many of the goals. The webinars on using social media need to be at the entry level for most of us. There will be some online classes of how to use social media. Facebook is more social. Twitter is probably more appropriate for our organization.

Tammy will help you set up a twitter account. You will need to decide who you want to follow on Twitter (NASBLA, Boat US, BoatUS Foundation, USPS, etc.). Tammy's twitter account is USPSTammyBrown.

Our tweets will be re-tweeted to the twitter followers of Boat US and Boat US Foundation. We can raise our visibility very fast using twitter. Twitter is not a back and forth conversation. This is best for delivering a message. There will be monthly seminars to help you set up and work with Twitter.

Twitter is not fluff. It is editorial based material about our organization.

Bob Brandenstein's Twitter account is USPSNEO

It is suggested that when you pick your twitter account name that you include USPS. Examples would be USPSyourname or USPSyourboatname. Then you can pick which organizations or individuals that you want to follow.

Kirsten Schukardt – marketing director for the Brunswick Dealer Advantage program.

Overall the program with USPS is going quite well.

BDA offers their dealers programs, discounts, and services. There are 35 different programs including the one for USPS education. Over two-thirds of dealers participate.

USPS and Brunswick have common goals. This is a good opportunity for Brunswick dealers and for squadrons.

There was a survey sent to squadrons to find out who wants to participate. The dealers were then contacted about the program. Thirty-five dealers have hosted USPS courses and some dealers have hosted several courses, as much as seven or eight. The participating dealers are sent a marketing kit to help them promote USPS courses.

Brunswick promotes our ABC course and 17 of our seminars.

If more squadrons participate in the program, then more dealers will be able to participate.

There is a simple form to complete to participate in the program. The form asks for the squadron location and contact information and how far the squadron would be willing to travel.

The squadron is sent a list of dealers within their area. Area dealers are contacted as well.

There are few requirements for squadrons. First you must want to work with the dealers. You need to be willing to contact the participating dealer and to travel to their location. You must have qualified instructors who can teach the ABC course and the seminars desired.

There have been a few success stories. Dealers have been excited about the quality of the courses and the skills of the instructors. There are 122 squadrons participating.

Brunswick want to see this program grow. They are encouraging more dealers to participate.

It is important that squadrons respond quickly to dealer inquiries. Please respond within one to two days. Please discuss with what courses should be provided. Send your best instructors.

Participating squadrons should keep in contact with Brunswick. Let them know how the program is going and what courses have been taught.

Please feel free to contact Kirsten or John Malatak about the program.

This program could include the on-the-water instruction as well. Some dealers will let squadrons use a used boat in inventory. Some dealers will not do this. It depends on the dealer.

One of the questions on the survey is about the availability of the on-the-water instruction. The survey is not on-line but Kirsten can send a copy by email.

Please let John Malatak know about how the program is working. John can provide a list of dealers within districts to DEOs.

Remember that there are on-the-water components built into ABC and other seminars. Any qualified instructor can provide that instruction. The SEO has to pick the instructors and the Squadron Bridge has to approve the instruction to cover our insurance requirements.

Remember also that this is a business proposition. Squadrons can't demand things from the dealer such as a boat for on-the-water instruction.

Don Stark – Tall Ships Report

Report on the Tall Ship Challenge – Great Lakes 2013.

This program can provide high visibility for USPS and provide an opening for squadrons to develop an educational relationship with a local tall ship.

Contact Don Stark for more information.

Rick Edel – District 16

D 16 created NWBoaterTraining.com website to promote all the regional squadron courses.

Developed a promotional program for boat shows and marinas including giveaways with course information and a trifold brochure.

Priscilla Clark – Publishing Committee Chairman

The Publishing Committee is considering changes to the names of several courses and seminars to more easily describe the nature of each course and seminar. This is important as we reach out to the

public, especially with our on-line offerings. We need to show consistency. The course title needs to be understood by anyone and should describe the subject matter.

Input is needed from DEOs to make these improvements. Changing the names of courses is expensive.

Some examples of where change is needed is Piloting (are we talking about flying airplanes?), Advanced Piloting, Junior Navigation, etc.

Many course titles are inconsistently used on the course material, website, ships store etc.

Seminars are not yet on the Ship's Store website.

Boater's Guides also have used titles inconsistently.

If you have suggested changes for the titles of courses, seminars, and guides please contact R/C Priscilla Clark, SN at psc@buffalo.edu. The titles should clearly describe the course content.

Don Fiander – training of new officers to avoid examination problems.

There is a need for SEOs to correctly follow the procedures for course testing. They need to use ED33 and correctly order the exams. There have been some “creative solutions” that were well intended but not correct. Some squadrons didn't have enough exams for the number of students so they made photocopies of the exam and sent it off for grading.

When a non-member takes a class they have to be enrolled as a USPS University student.

It is important that the SEOs get standardized training.

Bob Palmer – MSRP

MSRPs do not undercut the squadron price.

USPS needed to have a standard price for Brunswick dealers and other groups.

There is a revenue sharing model that has been put in place. If one of your members purchases a course from the ships store 100% of the difference between the MSRP and the course list price will go to the squadron.

If a student takes an online course 25% of the difference between the MSRP for an online course and the list cost of the course will go in a pool to be distributed to squadrons who are educationally active. The basis for that distribution is determined by the quarterly average of the number of education materials a squadron has ordered over the past two years. This calculation began last April.

What reports do you as DEOs need related to this program? How often do you want reports?

Contact Bob Palmer at r2pmhp@mindspring.com.

Bob Palmer – Live Demonstration of Go-to-meeting software using 5 participants.

Information is on the website www.gotomeeting.com

Cost is \$50 per year for the first year or 30 days for free.

Log in using the website. From the website you can choose to host a meeting.

One-by-one users log on.

If you schedule a meeting you can send invitations to participants.

Whoever is the presenter can share documents.

You can change who is the presenter.

There is a chat window to share typed messages.

There are many other possible functions.

It is recommended that Districts consider purchasing a copy of this program to share with your squadrons. This makes meetings and distance education possible.

The session is recordable and is like a webinar.

The cost of go-to-webinar is \$10 per year.

Bob Palmer – Next Steps and Homework

What do you need in Jacksonville? What presentations would you like?

There is a Teaching Aid Competition at the Annual Meeting.

Meeting Closed at 1700