

Minutes
DEO/ADEO Meeting
Crystal City, Arlington, VA Governing Board
11 September 2014

1. Welcome and Introductions
 - a. Remembrance of those who perished on 9/11 2001 as well as members who passed away recently.

2. Information/Reports – Comments and Questions related to Consolidated Reports
 - a. Discussion about the decline in the number of course completions for Instructor Development and how this related to our reciprocity agreements with the Coast Guard Auxiliary. Ours has two extra modules for On the Water instruction and for Distance Instruction, so their course is not as complete as ours.
 - b. Question about having a requirement for officers to take courses and particularly Instructor Development. Is there any statement about nepotism as it applies to teaching / taking courses?
 - i. Teaching America's Boating Courses requires that instructors be certified. Other classes and seminars do not require certified instructors.
 - ii. Suggestion was made that the District include a statement in their policy manual that specifies procedures.
 - iii. We need to set quality standards. Districts could set additional requirements to set a higher standard.
 - iv. We certified instructors before it was required. We modified our course to suit NASBLA's requirements.
 - v. Comment was made that for some squadrons there has been a lot of pushback – that some who would be excellent instructors don't want to go through the certification process.
 - vi. Professional Instructors can apply for a waiver and be automatically certified.
 - c. Discussion of CSV Files and the data sent. This data details the courses offered and the course completions by District and Squadron.
 - i. Question about reformatting the data into a spreadsheet before it was sent.

3. Personnel needs
 - a. We need technical writers, graphic designers, project managers, APP creators.
 - b. Changes in Committees:
 - i. Dick Carson had stepped down as R/C in January but is now R/C again due to the retirement of the Chair.

- ii. Art Mollica was R/C of the Educational Outreach Committee. Bill McManimen has assume the position due to Art's passing away.
- iii. We now have the Canadian Power and Sail Squadrons Electronic Navigation Course. It is in the warehouse and can be ordered now. There will be a modified CD sent. It includes a section on AIS. This course is a replacement for the Marine Navigation Systems Course, which needed updated but was not ready.
- iv. The Virtual Trainer Simulator is now available. Under the new grants, seven additional units will be purchased making a total of 13. Some units are being purchased. Virginia Wildlife is purchasing a unit. CPS has also ordered a unit requiring both English and French. A Spanish unit will be easily available for future units.
- c. The new website is not available as promised and will not be soon. There was a problem with the group doing the work.
- d. There have been problems with inventory and billing caused by the change over to the new computer.
- e. Question and discussion about e-books and making them available for all of our courses and seminars.
 - i. Currently Instructor Development, Boat Operator Certification, and the learning guides for the Advanced Grades are available for download.
 - ii. Where should we go in the future? We like books on our computer, tablet, etc. There is an advantage to having course materials on multiple portable devices.
 - iii. We need to solve inventory problems and can do that if we go to an electronic version.
 - iv. Students today want it in the electronic format.
 - v. We have to be open minded and think about how we blend traditional classroom with modern methods.
 - vi. Could combine live on-the-water with e-classroom that follows the OTW.
 - vii. We can combine this with Go-to-meeting to put our best instructors before our students.
 - viii. There is a Weather Webinar later this month (September).
 - ix. We hope to have one Webinar per quarter next year and one per month the year after.
 - x. How do we protect our intellectual property?
 - xi. We have discussed listing our materials with Amazon. The problem is that they can then undercut our price.
 - xii. CPS have materials listed in hard copy or PDF.
 - xiii. We have to see how that will affect pricing.
 - xiv. Many magazines make the electronic version available with the printed version.
 - xv. Many colleges are going to all electronic course materials.
 - xvi. Discussion was that we should charge a registration fee (Participation Fee) to cover our development costs.

xvii. Since, under this plan we would not be printing materials, could we also reduce the costs?

4. Open Forum - Group Discussion Topics

a. What can we do to promote increased sales of courses and seminars?

(Focused on America's Boating Course)

i. Booths at Boat Shows – Often the Free booths are in a poor location. Handed out 1000 copies of course lists at the Detroit Boat Show because the location was better.

ii. Ads in Newspaper don't work well.

iii. Use of Social Media.

iv. Had a Lake with small boats at the Columbus Boat Show and will be using the Virtual Trainer at the boat show this year.

v. Use of the Bullex Fire Extinguisher in the boat show.

b. Defining APPs that would Help Students and Boaters.

i. List of USPS Web Site – Education Page (APPs for Boaters)

ii. Some Favorites

1. Mobile Observatory

2. Several Favorite Weather APPs – NOAA, RADAR Now,

3. Boat US and Sea Tow

4. NOAA Ocean Tides

5. Sight Reduction APP

6. Navionics

7. Best Knots (Animated Knot Tying)

8. Float Plan APP

9. Flash Light APP

c. Promotion of On-The-Water Courses and Seminars

i. Partner-In-Command is a good place to begin to promote OTW

1. Several Squadrons have "Ladies Day"

2. Some are embarrassed to show their skills (or lack of skills)

3. Ladies are often afraid of damaging someone's boat

4. Student often prefer to use their boat instead of the instructor's boat

ii. Try to find the student's fear and their desire and tailor instruction to meet their needs.

iii. There is a need for recognition of the Instructors as well as the Students who participate.

iv. Put articles in the squadron's Newsletter about the program.

v. Combine the instruction with some social time

vi. Preview the instruction with the BOC Videos

vii. Finding Willing Instructors can be a problem

viii. Word of Mouth

ix. Bring a Friend

x. Sue Lee at USPS HQ has a list of boat owners by zip code. Was able to send flyers to potential students. Was very effective in Long Island Area (70 students for POTW)

- d. Use of Social Media
 - i. Need to get educated on what it is and how to use Social Media
 - ii. Some have used it without success.
 - iii. Started a Twitter Page in San Antonio, but nothing seems to have come of it.
 - iv. There will be a session on this topic this afternoon.
 - v. Be sure that you have the rights to any photo that you post on Facebook or Social Media
 - e. PC Tablets Cell Phones
 - i. Generation Gap – younger people use their smart phones for everything.
 - ii. Material has to be for both Apple and Android
 - iii. How should material be distributed? Should it be on the “Cloud” or should it be downloaded to a single device?
 - iv. Material needs to be available for any type of device.
 - v. Should our material have an expiration date?
 - vi. Charge a Registration Fee for all people that includes the exam. There could be an extra fee for a retest.
 - vii. Charge a separate fee for materials
5. Demographics – Where are we heading? – NEO Report
- a. USPS BOD has created and adopted the Strategic Plan
 - i. Action Items
 - 1. Market the Brand
 - 2. Promote and increase membership
 - 3. Develop Financial Stability
 - 4. [Didn't capture on Recording]
 - ii. Education wasn't mentioned specifically, but is fundamental to everything that we do.
 - iii. There are a number of ways that we can promote skills through on-line resources.
 - iv. Discover Boating is a great resource for us to use to entice people into boating, and it ties to their needs to develop boating skills.
 - b. What do we want to look like? What do our customers (those who take our courses) look like?
 - i. Our sales are off a little from last year – but not much.
 - ii. Not in much of a decline, but we are not growing either
 - iii. We collect data from the ABC Course over the past 5 years.
 - iv. The average age of those taking ABC in the classroom is about 48.
 - v. The average age of those taking ABC On-line is also about 48.
 - vi. New England, Florida, Michigan, and California are where most of the on-line ABC students live.
 - vii. The average age of those taking Seamanship is 55.
 - viii. The average age of those in the Cyber Squadron is 50 to 59.
 - ix. The number of years that people remain a member of the Cyber Squadron is quite low. Most just stay a year or maybe two.

- x. We have done a good job attracting members in their 40s.
 - xi. Is this the path that we want to see continue, or should we change what we do to attract a different and younger audience?
 - xii. Perhaps we should ask younger members and ask what they want.
 - xiii. A suggestion was made that we work to attract those involved in Paddle craft.
 - xiv. The Educational Department has asked all committees to consider changes that should be made in light of this data.
6. Departmental Goal – Where are we heading – NEO Report Bob Brandenstein
- a. The time is right for doing on-line testing for ABC on-line in states where on-line testing is permitted.
 - i. Only about 1 percent of the on-line ABC students take the proctored exam.
 - ii. Comment was made that the America's Boating Course has a high status for excellence and integrity, and on-line testing would diminish that.
 - iii. The new form of the on-line ABC course requires students to complete the course. Students are required to listen to the narration before they advance to the next part. There are 4 quizzes in the course that require the students to get 90%. If the student doesn't get 90, then it returns them to the beginning. The final exam grade for the on-line test would also have to be 90% to pass. If the student fails the test and retakes the test, 50% of the questions will be different.
 - iv. Most NASBLA on-line state courses require something similar.
 - v. Belief is that the on-line students are not the same as those who will sit in a classroom and that we are not competing with squadrons offering the ABC Class.
 - b. We are moving towards offering our materials in electronic forms.
 - i. We would charge a ten dollar registration fee for seminars and reduce the cost of the materials by \$10.
 - ii. Currently we are just considering doing this for seminars.
 - iii. Squadrons could charge whatever they choose.
 - c. We are considering a test fee (perhaps ten dollars) for those who want to challenge our exam for credit without taking the course. Original cost of courses would still cover the cost of a test.
 - d. Budgeting process requires that a balanced budget needs to be submitted to this Governing Board for approval. The budget is showing an eighty thousand dollars shortfall. This impacts the Educational Department.
 - i. The end result is that the ABC Course will remain the same but everything else in the catalog will go up by 10 percent effective December first.
7. Adjourn to the Educational Luncheon and Combined meeting this afternoon.