

United States Power Squadrons Annual Meeting
Jacksonville FL
Education Department
DEO/ADEO Meeting Minutes

22 January 2015

1. Welcome and Introductions - Ken Griffing, ANEO
2. Preview of Social Media presentation - Jan Wright ADEO D26
3. National Education Officer Report - Bob Brandenstein NEO
 - a. The financial picture for USPS and the Educational Department remains about the same.
 - b. There was a survey sent about 2 weeks ago. We did not get much response from the education side of the organization. It seems that it may not have been sent correctly. It will be sent again.
 - c. There will be an update on the Tall Ships America events. We hope that we can become part of their educational programs.
 - d. There is a move to use the Boating Skills Virtual Trainer in conjunction with our courses. You will hear more about this later.
 - e. There is a resolution on the table from D20 regarding Instructor Development (ID) that we should talk about.
 - i. This resolution regards the requirement of Lessons Plans and their submission as a requirement of the course.
 - ii. D20 contends that there is too much emphasis placed on the lesson plan (basically a pass-fail situation).
 - iii. It appeared that less than half of the students across the country were passing ID. (This, however, is not a correct statistic. Overall the pass rate is about 86%)
 - iv. There is only one course, America's Boating Course, that requires certified instructors. That course come with a lesson plan. The answer is that it does make you a better instructor.
 - v. Comments from various DEO/ADEOs
 1. It is a good thing.
 2. ID also prepares people to make presentation, and it helps to train our leaders. The emphasis is on preparation. This is important for our group.
 3. Nina Anastasio read a letter from a squadron in D3 stating that the current ID requirements have cost that squadron the instructional chair.
 4. The intent of the ID course is to teach how students learn. It is the responsibility of the instructor to ask questions to gain student participation and understanding. Multiple choice questions would not

measure the student's ability to teach. ID is like beginning college level education course and does prepare ID students to do what an instructor should do.

5. I (the speaker) am an instructor for the Red Cross. The Red Cross makes their instructors develop lesson plans. For CPR instructors, the course comes with lesson plans and no time is spent on developing lesson plans. More time is spent on how to present. A written test is required. I, as an instructor, have to certify that my students can teach. There is both the proof that they can present and a written test.
 6. There is resistance to taking this course (ID) because of the national requirement.
 7. We are desperate for more instructors. My squadron was disturbed by the requirement to submit the lesson plan.
 8. All of our other courses require a submitted test.
 9. D20 DEO Harvey Young comment – We have lost instructors. We have some unhappy people. If we are happy with that, we should keep doing what we are doing. Consequently we are losing members. If we are satisfied with that, then let's keep doing what we are doing. All the courses have lesson plans. There are other things that we should do. Three things should be done for a good lesson: Preparation, Preparation, and Preparation. We hope that students who have taken our class gain skills, knowledge, and attitude when they are out on their own boats.
 - vi. We continue to need graphic designers and those experienced in Social Media.
 - vii. We also need a librarian for our images, videos, and photographs. We have generated a lot of material for our on-line courses that needs to be organized and cataloged so that people can find it. We may be looking for a grant to provide money to hire a librarian.
4. Consolidated Reports – Questions and Comments - Ken Griffing
- a. DEOs would like to have copies of the Consolidated Reports sooner.
 - b. Bob Brandenstein - One of the underpinnings of the On-line courses is that it keeps track of what courses have been taken. It would be good to use that same technology for things like Operations Training. It also could be available online. VSC Updates could also be done that way. There could also be an interactive on-line instruction for DB2000. Think about ways that we can use this technology.
5. Question about the proposed Registration Fee – SEOs are against this fee.
- a. Answer from Bob Brandenstein. We are looking forward to a time for delivering the materials by other means. We plan to separate the cost

of the materials from the cost of registration. There haven't been many funds coming back to cover the costs of developing or maintaining seminars. It is a fee increase.

- b. Answer from Ken Griffing - There are expenses that we have in developing seminars, and it costs the organization money. Some squadrons are beating the system by buying one copy of a seminar and teaching the course to a large group. The squadrons are asking that their students be given credit for taking the seminar even when there was no return to USPS. If the squadrons don't register the students, then USPS has no record of it. Many students request that they be given credit for taking a course, but if there is no record, there can't be credit.
 - c. Question – how do we collect the money for those squadrons who are doing distance learning?
 - i. Ken Griffing – The system is set up, but we need to work out the details.
 - ii. Bob Brandenstein – If the squadron wants the students to get credit, then they will have to pay the fee.
 - iii. If students want to participate in the BOC or POTW program, they will need to have credit for the seminars that they take. They will have to register and pay the fee.
 - iv. Jan Wright – D26. Described the many uses that their district is doing with seminars. They are promoting this as something that is of benefit to all members at a district conference. By registering for the seminars given by the district, the squadron is getting credit for having given the seminar.
 - v. Bob Rayburn - D29 is planning to join the use of the seminar with the Partner in Command Seminar as a part of their conference to attract more people to the conference. This will be a feature of the conference.
6. D20 resolution regarding the Instructor Development Course -Bob Rayburn Stf/C for ID Committee. Bob read a letter from Tom Shuell R/C of the ID committee. Tom was not able to attend this meeting.
- a. Every course has an exam. An exam should be practical and useful and an authentic assessment of student learning.
 - b. The development of a lesson plan should move the student from presenting information to focusing on how the learner will receive the information.
 - c. The lesson plan does not have to be from scratch, but it can be how a lesson plan is modified to meet the needs of the learner. Our committees can't develop lesson plans that work in every classroom and every situation. It can be a challenge.
 - d. The squadron has the responsibility to assist the student through the three presentations. Preparation is the key.
 - e. Comment from Jan Wright concerning the ID course that they are offering in their squadron. One of the students was going to teach Sail.

He needed to develop a lesson plan to be prepared to teach the class. They did the on-the-water component of the class first over a period of four days. Then they went back to the classroom instruction. All the Sail students passed the class. This helped with motivating the students. Through the lesson plan, he had modified the program to focus on how to motivate the students.

- f. This resolution has caused us to look at what we do and to examine why. That is a positive result of having D20 make this resolution.
 - g. Remember that professional educators can be certified by applying for a waiver from taking the course.
 - h. We have granted those in the Coast Guard Auxiliary who had taken their instructor course credit for ID.
 - i. Unfortunately, that process has not been reciprocal with the USCG Auxiliary. This varies with the part of the country.
 - j. We had discussed at the last Governing Board having ID being a requirement for Senior Navigator.
 - k. We are aware that reciprocity with the Auxiliary has been a one-way street.
 - l. Comment: Just because it has been a one-way street doesn't mean that we should shut down the street. We need instructors any place we can get them. The Auxiliary is having problems, too.
 - m. Comment – the Auxiliary has material that we don't teach. We should be looking at their materials as we develop our own.
7. Open forum - Table Groups
- a. Answer three questions:
 - i. What are the things you need the Educational Department to do to help district and squadron efforts?
 - ii. What are the 5 things you can do as districts and squadrons to assisting in forwarding the efforts of USPS?
 - iii. What are the greatest problems / challenges you face as DEOs?
 - b. Response from the tables on each of the three questions.
 - i. How can the Education Department help districts and squadrons
 - 1. Create catalogue of Qs and As on hot issues.
 - 2. Publish the construction and operation instructions for all Teaching Aid contest entries.
 - 3. Share good lesson plans created in fulfillment of Instructor Development.
 - 4. Quit bundling quick guides with seminars. Let us buy them directly from USPS.
 - 5. Reduce printing of handouts. Let us print locally.
 - 6. E-Books... print on demand.
 - 7. Instead of increasing member dues, find other sources of dues income (e.g., ask Life Members to donate something to help bridge the income gap).

8. Clarify how cyber squadron membership works.
 9. Keep education materials current
 10. Make names of courses more relevant to what the course covers.
 11. Instructor manuals should be accessible to DEOs.
 12. Improve communications... especially about higher-level initiatives.
 13. Improve website navigation.
 14. Help us make the Brunswick partnership work better.
 15. Get NJ to recognize America's Boating Course as an approved, certified course.
 16. Clear up the confusion about online courses.
 17. Clear up the confusion about Practical On-the-Water Training.
 18. Please provide quicker write-ups of national meetings.
 19. Please distribute the Consolidated Education report more in advance of national meetings.
 20. Improve marketing.
 21. Tell us where we can go when we need to talk to a person to ask a question.
 22. Please include ASEOs and ADEOs in email communications and surveys from national. Assistants are our education leadership pipeline. (Also, not all SEOs or DEOs share with their assistants.)
 23. We need youth protection guidelines and training on them so we can operate safely when youth attend our courses.
 24. We need training for SEOs and DEOs... an SEO/DEO guidebook on what we are supposed to be doing especially as it relates to HQ800.
 25. The C/C's representative should teach a class at district conferences.
 26. Fix HQ800 system problems.
 27. We need a system for people to say they're looking for a course (reverse inquiry). When there is enough demand, we can offer it.
- ii. How can districts and squadrons help USPS?
1. Share approaches to teaching that work well
 2. Promote development and use of teaching aids.
 3. Use technology (e.g., GoToMeeting, GoToTraining) to enable prospective instructors to observe seasoned instructors' delivery of USPS courses.
 4. Publish local events and classes.
 5. Let USPS know what courses sell in my community.
 6. Share statistics at local level
 7. Enter courses and report on them in a more timely way.

8. Share best practices
9. Sell locally better – better squadron marketing.
10. Contribute to orientation of new members (e.g., Operations Training)
- iii. Challenges for SEOs/DEOs
 1. DEOs need help getting SEOs to respond to questions for required reporting.
 2. Cyber squadron members never get referred to us.
 3. Seminar write-ups online are too fragmented. It makes our marketing efforts take more time/be less effective.
 4. We need better advertising and promotion materials.
 5. We need more qualified instructors.
 6. DEOs should be ADEOs first (same comment for SEOs).
 7. We need mentors for our DEOs and SEOs.
 8. We need district specific job requirements for education jobs.
 9. We need a guidebook for new SEOs/DEOs. We need succession planning.
 10. We need a digital library (e.g., of available YouTube resources)
 11. We need to know what's happening with USPS education.
 12. Finding classrooms.
 13. We need to know what the public wants from USPS education.
 14. We need to know what area squadrons are teaching.
 15. The difficulty of finding information on the USPS or District websites.
8. Status of eCommerce, online sales, and nonprint media. – Ken Griffing
9. Succession Planning for District and Squadrons. - Ken Griffing
 - a. Leadership is important.
 - b. Look for your replacement and help train them as to what you did and why.
 - c. New leaders bring new ideas and new techniques.
 - d. This is a strong team effort. All of you are an important part of that team.
 - e. Leadership training is important in this process.
10. D26 On-the-Water Program – Bill Neil DEO and Jan Wright ADEO D26
 - a. In D26 (South Carolina and Coastal Georgia) The decision was made to get involved with on-the-water training.
 - i. Held a meeting with SEOs, ASEOs, and instructors through GoToMeeting over the course of two evenings. One night focused on Seamanship OTW and the other focused on Piloting OTW.
 - ii. The OTW class for each course will be over the course of two days. Students will have the option of observing, taking the

helm, or not attending. It is their choice. OTW is clearly an optional part of the program and is not a part of their evaluation for the course.

- iii. If the procedures are followed, USPS insurance covers the program. You can use member's boats.
- iv. The instructor does not need to be a BOC certified instructor. It can be any qualified person in your squadron.
- v. Of the thirteen squadrons in D26, nine of them participated. Four of those squadrons are now planning an OTW program for ABC, Seamanship, or Piloting.
- vi. We took away the fear of offering something new for those squadrons by planning together and discussing the lesson plans for OTW.

b. Scott McDonald R/C of Boat Operator Certification Committee – Comments.

- i. All OTW components have been reviewed and approved by the BOC Committee as a requirement of our insurance.
- ii. All the classes have a similar approved framework including:
 - 1. Safety Procedures – boating check out etc.
 - 2. Suggested Activities related to that course. You are not restricted to these activities. You are free to draw on anything in that curriculum or any other curriculum in USPS.
- iii. You don't have to conduct your on-the-water program in conjunction with any specific class. Just use one of the on-the-water guides. There is a lot of flexibility.
- iv. There are a couple of requirements:
 - 1. You start with one of the approved guides that best fits what you want to do.
 - 2. Check off the exercises in that guide that you want to use.
 - 3. Other activities chosen from the broad range of USPS education programs should be written down on the back of the form – document what you plan to do.
 - 4. Share this list of activities with your SEO.
 - 5. Letting your bridge know what you will be doing and following the procedure gets you insurance coverage for the boat as well as for your squadron. This will not cover towing or launching the boat but will cover the on-the-water program.
- v. This procedure has been reviewed and approved by the National Law Officer.
- vi. We hope to get this information posted on the BOC website.

11. Adjourn for Lunch.