

Fall Governing Board - San Diego
Combined DEO/ADEO and R/C Meeting
August 27, 2015

1. CPS/ECP Report

Don Griffin, NEO

- a. Our concerns and problems in CPS are very much the same as yours in USPS.
- b. We are moving forward with E-books and print on demand. Currently 9 titles are on E Books and 9 different are available as print on demand.
 - i. We don't have to keep stock at Headquarters, and we don't have to have someone ship books because the print on demand people ship directly to the students.
 - ii. Any course when we sell more than 500 copies per year we still stock and ship.
 - iii. Our big seller is VHF where we sell 7000 copies per year. A VHF license is mandated in Canada.
 - iv. The printer-on-demand printer is in Kentucky. They will print one copy. There is a setup fee, and any change costs money. This process takes 10 days.
- c. Our courses are on the decline now after holding steady for several years. They are down about 7%.
- d. We have moved Electronic Navigation into our first course, equivalent to ABC. There is no plotting in that course.
 - i. The next course begins plotting and the course after that (P) is mostly plotting.
 - ii. We are using your materials for JN and N.
- e. We are doing more blended learning: teaching in more than one mode to a group: Part in the classroom, Part online, Part with a live instructor on line using Go To Training.
 - i. We have two courses on-line.
- f. We are working with your EMS Committee on the RADAR course.
- g. People don't want to take exams. They say that they are taking the course for information only and don't want to take exams. We don't have a method to record their attendance if they don't take an exam. Currently no credit is given for attending without the exam. We are struggling with how to give them credit for attendance.

2. Seminar program / Registration Fee & Proposed Exam Fee

- a. Many Squadrons give away the seminars for free but want to register the students as having completed the seminar.
 - i. The costs of development of the seminar are not covered.
 - ii. If costs are not covered, then dues will go up.
 - iii. The board decided that there would be a \$10 registration fee. Effective in July we have reduced the costs of materials for seminars by \$10.
 - iv. We have averaged the costs to make them the same. The charge (with few exceptions) is \$13.
 - b. The board wants to charge for exams. The date has not been set.
 - c. We are trying to keep the costs to squadrons at a minimum.
3. Social Media / Facebook Jan Wright via cell phone and GoToMeeting.
- a. Why Social Media
 - i. There is so much clutter that it seems that there is no role for USPS on Social media
 - ii. Need to learn to use social media to develop viable relationships with those who find us.
 - iii. We hope that it will direct people to our Facebook page and to our website.
 - iv. Word of mouth is one of the best ways to promote what we do. Social media will do the same.
 - v. Social media is not a direct selling tool, but it does influence users to find us and use our services (our courses)
 - vi. It does give users a means of complaining so it is important that we can effectively respond to comments and complaints.
 - vii. Social media gives us a good tool to celebrate success.
 - viii. We are using Facebook, Twitter, and Youtube.
 - ix. We will use original content and post on the official USPS facebook page (managed by USPS HQ).
 - b. Six Nuggets to share
 - i. Quick Click – will take user directly to a page of material about USPS Education.
 - 1. Example – “Did you know?”
 - ii. Appe -Teaser
 - 1. Power Point Presentation Slide with introductory information.
 - 2. Example – “Boating at Night Means Knowing Your Lights”
 - iii. Education Spotlight
 - 1. Showcase Squadron efforts and content of their Web site and Facebook pages.
 - 2. We want to emphasize education on or near the water.
 - 3. Use images that look like the demographic that you are trying to attract.

4. We want to show that learning is fun.
5. Social Media needs to have photo and videos.
6. Membership Mondays – posting after a District weekend activity
- iv. Holiday Posts – Example: July 4th “Celebrate your Freedom to be out on the Water.”
- v. “Test Your Knowledge” – Post questions direct from our classes with the answer given the next day with appropriate explanations.
- vi. Celebration – celebrate our students and our squadrons.
- c. Next steps
 - i. We need your feedback
 - ii. We need contacts and Facebook administrators.
 - iii. We will be posting regularly on September 1st.
- d. How can you help?
 - i. We need you to be a cheerleader
 - ii. Encourage others to join the national site and to get involved.
 - iii. Share posts and make comments on the posts
 - iv. Provide direct feedback so that we can make improvements.
4. Status Update of Interactive On-line Program Andy Sumberg
 - a. Goals – trying to expand our reach via the Internet to turn boaters into members. We hope to attract a slightly different demographic.
 - b. Two new products
 - i. Hurricane preparation for boaters
 - ii. All about Marine Radio
 - iii. Tag lines are meant to help drive people to our products and need to be descriptive of the product.
 - iv. We have 5 released so far.
 - c. In the works
 - i. A Chart Plotting GPS Seminar – being reviewed.
 - ii. Cruising and Cruise Planning. – First course produced.
 1. In three modules with an exam.
 2. Need to take all three modules for credit.
 3. Coming along well.
 - d. Many people working on this project
 - e. Have sold almost 900 seminars. Not as many as we would like, but this is a credible number of a real program.
 - f. We need to improve marketing and promotion.
 - g. We began not knowing much about interactive on-line learning.
 - i. We had to learn what is attractive.
 - ii. Which actions work?
 - iii. How much narration works?
 - iv. We need to keep students stimulated.
 - h. We are trying to maintain a high standard.

- i. We have tried various pricing. We think that we now have it near correct at \$25.95.
 - j. We are trying to figure out which courses and seminars people want.
 - k. We want to provide this as a tool to squadrons for education purposes.
 - l. We are running Ads in “Soundings”.
 - m. We want to turn those taking seminars into members. There is a mechanism in place.
 - n. Boat US foundation is an important partner. They also are doing marketing. Because we share revenue with them, there is a benefit to their organization that these products are successfully marketed.
 - o. Story Boards are important. Content is key.
 - p. We use program development software called Claro. (owned by Boat US)
 - q. This is then transferred to the learning management system. (Boat US)
 - r. We provide support to the user. Boat US does this for us.
 - s. We own the content. It is ours. We get graphic support and video support from Boat US Foundation.
 - t. Lessons:
 - i. The content development cycle is very fast. This works best. Our content committees are used to working slower.
 - ii. Interactive Online is really different from classroom work. We have to understand how students learn online.
 - iii. Claro is harder than Power Point development.
 - u. We believe that each Education committee can step up and work better. Many committees have worked very well.
5. E-Publishing & Formats Priscilla Clarke
- a. E-book format contains text and images that is readable on multiple electronic devices.
 - i. Can contain widgets.
 - ii. We have looked at all types of devices
 - iii. Text has to be resizable.
 - iv. Text must be searchable.
 - v. It should be interactive with video and sound.
 - b. Currently we looking at the ABC student Manual and the Seamanship Student Manual for conversion to EBook.
 - c. There is an increase in the number of devices people have.
 - d. After we exhaust the print copies, we will go to print on demand for classes that have been converted to Ebooks. There will be an up charge for print on demand.
 - e. We have looked at PDF and Epub HTML formats for PCs, Macs, Kindles, etc.
 - f. We have looked at a variety of browsers. We want the software to be free.

- g. Where will we house the Ebook? Will it be on the USPS server? What is the impact on USPS HQ?
 - h. We don't want to overlook the SEOs. We want to use our standard ordering procedures for the variety of formats. We want the ordering to still go through the squadrons.
 - i. Non-member students would order the ebook. HQ would send them a key. The student would download the ebook.
 - j. Do we need to imbed a control in the download that would limit the number of copies that the student can print?
 - k. What about hardware failure? What if the device is lost or stolen.
 - l. Ebooks will make it possible for increased use of color, animations, sounds, and videos.
 - m. There will be decreased inventory at HQ. Updates will be easier.
 - n. We will be able to match the needs to the product.
 - o. Quick Survey - How many are currently using ebooks and what kind of device?
 - p. What impact do you think that E-books would have on your course enrollment. Would it go up? Would it have no impact? Would there be a negative impact. We would like your feedback.
 - q. We need to allow users to download onto multiple devices for the same user.
6. Senior Navigation Changes Bob Brandenstein
- a. Still in the works. Discussions continue.
 - b. We don't know if the material will be the same or whether the names will be the same.
7. Instructor Development Course Grading Changes Bob Rayburn
- a. Goal is focus on more effective instruction
 - b. Plan is to make sure that the instructors build the skills for effective teaching.
 - c. Performance is an effective measure.
 - d. Instructors need to create effective environment for learning.
 - e. Instructor is asked to evaluate the lesson plan.
 - f. Change is from Presentations to Lesson Planning. Lesson planning is a collaborative, cooperative experience and should be thought of that way.
 - g. The instructor will submit three documents
 - i. A certification signature that the candidate has completed three presentations: a five, ten, and fifteen minute
 - ii. A written lesson plan
 - iii. The fifteen-minute presentation checklist that shows that the instructor has evaluated the presentation and has passed. Note that the first two presentations are not scored.
 - iv. These are submitted electronically to the ID committee.
 - h. The Lesson plan is all about the learner, not the teacher.

- i. Lesson plans might be made from an existing course.
 - j. Questioning is important. Good questions are planned.
 - k. Receiving feedback is important.
 - l. Objective should be measurable.
 - m. Lesson plans will be returned with comments.
8. Marketing Initiatives Paul Mermelstein
- a. Chuck Wells is the Educational Dept. representative on the Marketing committee.
 - b. Marketing is more than advertising. It includes product development, pricing, product placement, and promotion (4 Ps).
 - c. We have a new USPS website that highlights education.
 - d. We have a new trifold brochure that also highlights education.
 - e. We are developing a marketing strategy for Public Education.
 - f. We have done a survey of those who have taken our on-line courses but didn't join us. We also need to survey those in the general public who may not know who we are.
 - g. We will design tools for squadrons to help them fill their classroom seats.
 - h. We have slides that promote USPS.
 - i. The brochure focuses on the needs of the boater. Boat with Confidence. The public doesn't care about what we call our courses. They care about content.
 - j. The new brochure is found on the marketing website at [http://www.usps.org/images/Exec/Marketing/USPS TriFold Brochure.pdf](http://www.usps.org/images/Exec/Marketing/USPS_TriFold_Brochure.pdf)
 - k. There is not a script for the Power Point presentation. But it is a good idea. We will work on that.
 - l. There is a lot of online competition. Much of it is free.
 - m. We have to work at integrated modalities.
 - n. We need some additional resources. We need to create classes that people want to buy. We may have to repackage what we do.
9. Boating Skills Virtual Trainer Lisa Herndon Wilson / Bob Palmer
- a. Because of the grants, we will have 4 more simulators. This should permit us the opportunity to disperse these units around the country. This will make it easier to get a unit and less expensive to ship.
 - b. We added some new functionality.
 - i. We have added the beaching and French and Mandarin language.
 - ii. We will be able to meet the Ansi Standards for education.
 - iii. We can now lock the reverse view so that when you are backing up you will be able to see behind the boat.
 - iv. There is a day / night range in the marina.
 - v. We have added a timer and a stopwatch.
 - vi. We have added an inset map so that you know where you are on the lake.
 - vii. You can now feel (see) the impact of the stern wake.

- viii. There is a man overboard exercise.
- c. We want to improve the marketing and promotion. We want to get to as many shows as possible.
- d. We are working on a strategic relationship with the National Marine Manufacturers Association (NMMA) and their Discover Boating program.
 - i. Both groups should benefit.
 - ii. The unit should be shipped between shows on the NMMA trucks.
 - iii. Our responsibility will be to man the show and promote USPS.
 - iv. We need the cooperation of Districts and squadrons. Contact Shirley Heald or John Miller.
- e. We are working on a generation 2.4 upgrade that will fix some of the problems and enhancements.
- f. We have a pair of “drunk goggles”. We will experiment with this.
- g. Akron Power Squadron got a grant to pack a two-week period.
 - i. They did 5 ABC classes.
 - ii. They produced their own training manual.
 - iii. Akron designed a two hour class room session and two hours on the BSVT unit.
 - iv. They tried to get paid advertising to support the program. It did not break even. It was extremely effective and successful with ABC.
 - v. They suggest that training the instructors is vitally important.
- h. Sarasota has purchased a unit and is using it as an adjunct to their classroom instruction.
 - i. They have experimented with having the units raised up so that the operator is standing as you would on a center console boat.
- i. South Carolina has bought a unit and has moved it around the state. They partnered with Pioneer boats and placed the unit in a boat for a very realistic experience.
- j. We need to have the tracking forms. We use these numbers to justify to the Coast Guard that we are working at this program.
- k. The BSVT site has a lot of information.

10. NASBLA Update

Craig Fraser

- a. Remember that the name of our course is America’s Boating Course (Not ABC3).
 - i. This is the premier boating course.
 - ii. This is where we gain membership.
- b. We are required to get NASBLA approval every three years. In effect our courses expired in January but we were permitted to continue to teach with extensions.
- c. Each state has to give an approval. This used to be done with an MOU.
- d. We had to change the listing of PFDs to the plain language. Right now there will be a dual listing such as “Type 1 – Offshore.”

- e. Section 8 has significant changes to meet state regulations. Each state will have their own Power Point presentation with 10 questions for the state. We create the Power Point and get their approval.
- f. Navigation is optional for a 12 hour course (not the 8 course). We introduce Open CPN software.
- g. The 2015 edition of the book is now in stock. Previous versions are gone and are out of date. There are no CDs for the new version. The previous ABC software doesn't work with Windows 8.1 or Windows 10.
- h. We received a U.S Coast Guard grant to translate the book and the on-line program into Spanish.
- i. NASBLA now has fees for recertification. This is new and can cost up to \$2000 per course. We have to pay \$350 per state where we teach our course. This is for three years.
- j. We will need to boost the number of students in states where we have only been teaching 2 or 3 students. It simply is not cost effective.
- k. We want each of our squadrons to be able to teach in their state.
- l. NASBLA didn't like how we structured our questions, so we had to rewrite 700 questions to meet their requirement. The sentences had to be a complete sentence instead of a statement with a blank.
- m. This took until April to get approval. We have extensions until the end of the year for state approval.
- n. New York is the first state to approve the on-line un-proctored test.
 - i. We will be working to get other state approval for on-line testing.
- o. State information will be updated on the Ed Department site. If you need a user name and password, contact Craig at cdfrazer6@yahoo.com
- p. Do understand that we are approved in every state. Do not stop teaching because you may have heard that we do not have approval.
- q. The pool of states questions is 20 questions – 10 of which will be on the exam.
- r. If you don't pass the test and retake the exam, the questions will be 50% different.

11. Tall Ships

Don Stark

- a. Description of Tall Ships America and their 300 member ships.
- b. We believe that their mission parallels with our own. We believe that there is opportunity for partnerships.
- c. This is a true public relations success.
- d. SERAT was extremely beneficial to Tall Ships America in the Battle of Lake Erie.
- e. Through Tall Ships America, we had booths in Cape Charles, Virginia; Philadelphia, PA; Greenport, NY; and Portland, ME. Thanks to D/5, D3, and D19.

- f. Next year there are seven ports in the Great Lakes for the Tall Ships Challenge and will be in D7, D9, D10, D11, D20, and D29. We will need to get those squadrons and districts involved.
- g. In 2017 there will be several international ships.
- h. In 2018 Tall Ships will be incorporating the Gulf Coast as well as the West Coast.
- i. Our focus is in getting a cooperative effort, partnering on education with individual Tall ships.

12. Partner Relations Update

Shirley Heald

- a. Brunswick Dealer Advantage
 - i. There were some successes and non-successes.
 - ii. We need to restart much of this program.
 - iii. They made a priority list of dealers and our committee has been contacting them.
 - iv. We want to teach at least 100 courses in conjunction with their dealers. Record your HQ800 entry beginning with the word Brunswick.
 - v. They will still have cash awards this year.
 - vi. Cabella's is also a Brunswick Dealer
 - vii. I want to share some case studies or success stories.
 - viii. In Dallas there was a Women-on-the-Water program. And every third Saturday the squadron teaches a seminar at the Marine Max dealer.
 - ix. Timing is important when you talk to dealers. Don't approach them during boat shows.
- b. NMMA – Discover Boating
 - i. They go to various boat shows and they will provide boat show booth space for your squadron.
 - ii. Start now for these programs.
- c. Mariners Learning kits are available.

13. Media Library

Scott McDonald

- a. We have a \$175,000 grant from the Coast Guard to create a media library of video, audio, artwork, and still images.
- b. This will provide an online media library that will be available to our partners and the boating public to be used in boating safety campaigns.
- c. There will be a set of videos incorporating the Ansi (America National Standards Institute) Standards for Boating Skills.
 - i. We hope to take this to a new level of quality.

- ii. There will be 17 videos that cover the entire skill set for the ANSI standards.
- iii. We are facing a digital media world. We need to put ourselves into that world.
- iv. This will take 15 or 16 months.
- v. We need help writing, coordinating, and filming this material. We will need hospitality support. We need boat wranglers. We need people to be “extras”.
- vi. Marty Lafferty and John O’Reilly will be involved. Contact Scott or John O’Reilly.
- vii. Volunteers do not have to be USPS members.

14. Final Comments

Bob Brandenstein

- a. Prepare for Change.
- b. Thank you for your patience and for all of your work.