

Open Education Meeting Notes

Detroit GB

Friday 7 September 2012

1400-1600

1. Welcome - Bob Palmer, ANEO
2. Special Guests:
 - a. Carolyn Reid – NTO CPS
 - b. John Hinksman – Off Shore Navigation Chair – CPS
 - c. Doreen Hinksman – P/C/C CPS
 - d. Ev Tucker – Past Commodore of USCG Aux.
 - e. John Malatak- New Program Manager Brunswick Partnership
 - f. P/V/C Spencer Anderson, SN
3. Welcome and Comments from V/C Bob Brandenstein, NEO
 - a. We are in changing times and we need to be able to adapt.
 - b. We need to be able to sell our products on the online world to reach a broader audience.
 - c. D23 resolution would restrict our ability to sell our products on line
 - d. BOC and Practical On-the-Water training will give us the chance for personal contact.
 - i. Squadrons are encouraged to become involved with the BOC program
 - e. The Brunswick Dealer Advantage program will give us the chance to get in touch with students in numbers that we haven't seen in a while.
 - f. On-line courses will not replace our traditional classes.
 - g. E-books will also be developed to meet student demand
 - h. Our expectation is that the exams will be online. There are ways to administer tests online so that the test has validity.
4. Bob Palmer –
 - a. It is a goal that every course that we offer will have an On-The-Water lesson guide.
 - i. We need to serve the student who wants to take classes on their own schedule
 - b. MSRP discussion
 - i. Developed for each class and seminar
 - ii. This is the price that we would list for our online classes
 - iii. This is also the preliminary first view
 - iv. Based on limited internal and external research
 1. HQ800 data was considered
 2. Price was compared with the price listed by other providers and adjusted for market conditions
 - v. Squadron continues to decide what to charge for courses it offers.
 1. Discount from MSRP if desired
 2. If there are other expenses Squadron can charge more.
 3. Squadrons should share information through HQ800.
 4. Marketing and internet / web site development expenses are in the model.
 - vi. Squadron markup is included in the MSRP.

- vii. Exam grading expenses (shipment of exam back and forth) is included
- viii. There is a cost included for a non-member that is different from a member cost that gives an incentive to move into a squadron.
- ix. MSRP Does Not Include:
 - 1. Warehouse Fee for each order
 - 2. Shipping cost –varies with size of order
 - 3. Squadron expenses may be added to cover Instructor travel or classroom rental.
- c. Question: “Since this is the first pass for MSRP formula, what will be the process for reevaluating and publishing the new numbers after they are reevaluated?”
 - i. MSRPs are preliminary and will be subject to a vetting process as we go to fall conferences.
- d. Question: “What is the resolution that is being voted on tomorrow?”
 - i. The resolution would restrict all sales of product through a squadron including online sales
- e. Question: “...part of the price is going to be set aside for marketing. Is it going to be proportionally set aside to an account?”
 - i. A portion of the catalog price will be accrued into an account so that USPS can provide marketing and IT support for educational products.
- f. Question “How much percentage increase in sales do we expect through these online courses”.
 - i. A dramatic increase but one that has not yet been sized.
- g. Question about how much revenue we expect from the Brunswick program
 - i. If 91 squadrons offered 1 course per month that would be over 900 additional courses per year.
- h. Question about whether including the expenses for marketing means that the squadrons will be paying a higher amount for each course.
 - i. Catalog price might increase but as far as the MSRP price is concerned the amount that the squadron charges is up to the squadron.
 - ii. If you teach in a Brunswick dealership that you will use the MSRP as the agreed upon standard price across the country. Brunswick requires that we have a standard price
 - iii. Squadrons don’t have to participate in the Brunswick program if they don’t want to.
- i. Question about how the new prices affect extra books that we may have left over from a class
 - i. Catalog process does not change
 - ii. We will have a marketing fund that lets us create flyers, brochures, trifold, PSA, etc.
 - iii. If we make a deal from HQ with a third party then HQ will set the price. Contract is between HQ and the entity. If squadrons participate then they get that revenue.
 - iv. We currently have about 30,000 students per year. We want to go after the 70,000,000 adult recreational boaters in the US. Our On-the-water program is part of what they need.
- j. Question about what the marketing will look like
 - i. Brunswick is also going to help us market
 - ii. Marketing will take many forms. Some will be local. Perhaps some will be national.
- k. Question about what classes are we considering with Brunswick

- i. This will depend on what the dealer thinks will generate traffic. Most likely it will be seminars and ABC3.

5. Revenue Sharing Proposal– Bob Palmer

- a. If the squadron organizes and teaches the class then they get all the money.
 - i. We will try to make payment for all of our classes to be possible through credit cards as soon as we can.
- b. If an individual goes to HQ for purchasing course material they will be charged the MSRP
 - i. If a member of a squadron then 100% goes to their squadron
 - ii. If they are not a squadron member then that money goes to a pool of money for distribution.
 - 1. If the student is online (squadron is not involved) then that money gets split
 - a. 25% goes to the pool for distribution
 - b. 75% goes to HQ to manage the online process (IT and product development).
 - c. Pool of student information gets shared with related squadrons
 - d. It is up to nearby squadrons to recruit them as members
 - e. Funds would be distributed based on membership in a squadron
 - f. If the student comes to the squadron with a book it would be the right thing to do to teach them the class...but if the squadron has class room expenses then they could charge additional for that.
 - iii. Question about formula for revenue sharing
 - 1. Studies through an online service yields about 25% for distribution.
 - 2. If a squadron gains members it earns a larger share of the revenue.
 - iv. Question about the possibility of distributing funds based on how many classes a squadron teaches
 - 1. This could be another way of distributing the revenue pool. We will weigh the pros and cons of ways in which funds can be distributed, and recommend the best alternative to the Board for approval.

6. NTO Carolyn Reid National Training Officer CPS

- a. CPS and USPS are partners in teaching fun and safety on the water.
- b. We are similar organizations and deal with similar issues
- c. Working on the second year of a 5 year plan
 - i. updated all of our courses
 - ii. created three new courses
 - 1. Electronic Navigation
 - 2. Marine Electrical Maintenance
 - 3. Boating Essentials to Follow the Operator Card Course
 - a. Tag Line: "An operator card will get you out there. Boating Essentials will get you home safely"
 - iii. Trying to prepare courses for online presentation.

- iv. Have gone to an outside corporation for formatting materials for e-book delivery
 - v. Operator card is offered in French and English and now in Chinese.
 - 1. Were asked by the huge new Chinese community to develop course in simplified Chinese.
 - vi. All instructors certified. Need to have them recertified by 2015.
 - 1. Planning to use webinars and discussions
 - vii. Need to help our instructors use the electronic materials
7. Ole Riise – Brunswick Partnership – Brunswick Dealer Advantage program, Director of financial services and marketing for Brunswick Corporation
- a. Brunswick Dealer Advantage Program and the USPS Partnership
 - i. The idea is to invite every dealer that we have to offer your courses to their boating customers
 - ii. We want to help boaters become better boaters – better boaters in turn become stronger buyers. That is a motivation from our end.
 - iii. The advantage to the Power Squadron is that you will be able to reach a new audience, gain new members through the power that the dealer can provide.
 - iv. If you teach courses through our top dealers this will help your (USPS's) visibility.
 - 1. Dealers' marketing will add to your marketing so the message gets out more.
 - 2. This leads to more course sales and more memberships and this will grow your organization.
 - v. Description of the Survey.
 - 1. There was a strong response
 - 2. 95% said the course made them a better boater that it was very worthwhile. Half of those surveyed bought boat accessories after taking the class. Some bought boats.
 - 3. They also recommended the Dealer to family and friends.
 - vi. Description of Brunswick Dealer Advantage (BDA).
 - 1. Added Value services that help the dealer attract more buyers and sell more boats.
 - 2. We are going to launch [USPS} in the program in the next couple of weeks as a new official provider of Brunswick Dealer Advantage.
 - 3. 3600 dealers in the US and over 600 dealers in Canada
 - 4. BDA Program is designed to help dealers and make them more successful.
 - 5. Question: "Could you describe the relation between Brunswick and Marine Max?
 - a. All dealers are independent
 - b. Marine Max is a key dealer
 - c. We do a lot of business with them but they are an independent dealer
 - 6. This program strengthens our relationship with our dealers
 - 7. There is no cost to dealers to participate.
 - 8. 70% of dealers participate
 - 9. 32 services are included in the program

10. 5 new services are being added this year including yours
- vii. What is the advantage to USPS?
 1. USPS Squadrons will get Special Consideration – dealers take special notice
 2. Dealer will market your course and will reach their buyers effectively
 3. You will reach and teach boaters at the dealer that they rely on and trust.
 4. Access to the leading boat dealers plus 2000 other dealers who handle Mercury outboards.
 5. We will announce you as a provider to our dealer at the end of the month.
 - a. It will take a couple of months to build awareness.
 - b. Email campaign
 - c. Dedicated Dealer call program
 - d. National Press Release
 - e. Magazine Advertising
 - f. Webinars
 - g. Robust Website
 - h. Customer marketing kits
 - i. Signage
 - j. Sales team will promote when talking to customers
 - k. Newsletter to dealers
 - i. Description of newsletter promotion
 - l. Examples of promotion were shown
 - m. “Boat with confidence – take our Class”
 - n. Posters – hang tags – etc.
- viii. Key Points
 1. Follow Up with dealer within 48 hours
 - a. Call right away
 - b. Know that dealer before you make that call.
 - c. Find out his needs.
 - d. What is the best class for his customer
 2. Schedule your best teachers
 - a. 91 Squadrons responded positively to the survey that we made of squadrons
 - b. Contact John Malatak if you weren’t included in the 91
 3. National Price (MSRP).is key
 - a. Need a single price point
 - b. Simpler to market
- ix. Question: Who did we send the surveys to?
 1. Bob Brandenstein: Commanders, SEOs and ExOs
- x. Question: When will program begin?
 1. Ole Riise: As soon as you are ready to go.
 2. Need to have a list of the best instructors
- xi. Question: Should we go after dealers or will you
 1. Ole Riise: I want you to hold off on doing that.
 - a. Give us a chance to work our magic first
 - b. We know our dealers. We will generate the leads for you.

- xii. Question: Do you provide any incentive to dealers to help with this problem by providing a boat, a lease or a loan of a boat for our On-the-Water program?
 - 1. Ole Riise: We are initially concentrating on ABC and the seminars.
 - a. Once you have an in with that dealer talk to the dealer about the OTW program.
 - b. There is no incentive to dealers to provide boats
 - c. Prove this program by having awesome success first
- xiii. Next steps
 - 1. Confirm the identity of the people who responded positively and get their addresses.
 - 2. Review list to be sure that these are your best instructors.
 - 3. We may have missed some squadrons in the survey.
- xiv. John Malatak: with the list of 91 interested squadrons, Dave Hinders is helping to finalize the list
 - 1. It will be targeted to launch in late September
 - 2. Need to identify additional participating squadrons.

8. Committee Reports – ANEO Don Fiander

- a. All information from all committee chairs is on the national education website plus Currents and an updated structure chart for the department.
- b. Basic Public education – R/C Dick Carson
 - i. ABC3 course
 - 1. Course should have 2012 on it as well as instructor manuals
 - 2. It will reflect the NASBLA standards for 2012
 - 3. You can use the 2010 materials but use the 2012 assessment. The exams are free to you.
- c. Boat handling – R/C Jim Runge
 - i. New classes
 - 1. Man Overboard coming out right away.
 - 2. Border Crossings – seminar this morning
 - 3. Question: when will Border Crossing be coming out
Answer: We are still looking at whether we want to print because Border-crossing information changes so quickly and so often.
- d. Educational Outreach – R/C Wil Hugli
 - i. On-line courses
 - a. Currently online are Seamanship, Weather, Sail, and 15 seminars
 - b. About 150 squadron members are taking these because their squadrons were not teaching them.
 - 2. We need imagery
 - a. Must be in PNG format
 - b. Other formats don't work with Apple products
 - 3. We need short videos
 - 4. We need 6 or 8 people with experience with e-publishing, course development, or those good at narration.
- e. Electro-Mechanical Systems – R/C Gene Danko
 - i. Navigations systems

1. We have written and edited the chapters
 2. Figure creation is the bottleneck
 3. Target Date is early 2013 because we have to draft a lot of figures.
- ii. If you have a DSC Radio and a GPS – Hook them together
 1. Rescue 21 system is operational for over 41,000 miles of coast line
 2. East Coast, West Coast, Gulf Coast, Great Lakes, Guam, Hawaii, and Puerto Rico are fully active
 3. In 2013 the specifications will be written for the western rivers.
 4. Alaska will be complete in 2017 because of difficulty with construction.
- f. Light Squared issue is dead – FCC has denied their permit because of the risk to the GPS environment.
 - g. Marine Electrical Systems inventory is running low
 - a. Want to use the opportunity to correct errata but there is a risk that we will run out
 - b. If there is a problem contact me and we will do a small order
- h. Inland / Coastal Navigation – R/C Dick McGaughy
 - i. Two Seminars – Marine Compass and Tides and Currents
 - ii. Two Courses
 1. Piloting
 - a. Stf/C Bob DeNoto is responsible
 - b. About 950 students took this last year
 - c. Issued in 2011
 - d. Should be using the 2011 edition
 2. Advanced Piloting
 - a. Stf/C John Cook is responsible
 - b. Issued in 2011
 - c. More than 500 completions last year
 - i. Instructor Development – R/C Art Mollica
 - i. Stf/C Tom Shuell
 - ii. Working on new Instructor Development Course
 1. Should be ready in the 4th quarter of this year
 - j. Marine Environment – R/C Chuck Wells
 - i. Weather
 1. Latest edition made corrections to the 2010 edition
 - ii. Cruise Planning
 1. Update due next year.
 - iii. Two Seminars
 1. Boating on Rivers, Locks and Lakes
 2. Weather Forecasting
 - k. Offshore Navigation – R/C Steve Abbott
 - i. Two Classes
 1. Junior Navigation - Stf /C Larry Samuels
 - a. Shipped Student Manuals 2012

- b. Instruction Manual not complete
- 2. Navigation – Stf/C Vic Schwartz
 - a. Issues with Windows 7 and Captain Software
 - b. Discussing Changes with Navigation depending on Software decisions. Affects Chapter 8.

- I. Publishing –R/C Pat Greer
 - i. Responsible for all USPS Course Materials and Seminars
 - ii. Responsible for all editing, formatting, and graphics in all materials
 - iii. Stf/C Tom Brincka – educational website
 - iv. Stf/C Priscilla Clark – in charge of the curriculum review team
 - v. In desperate need of help for the curriculum review team
 - vi. Also need Graphic and Formatting help.