

Open Education Meeting
USPS Annual Meeting Jacksonville, FL

18 January 2013

Notes

1. Bob Brandenstein – Welcome and introductions.

- a. Dick Alsop – US Sailing
- b. Joy Hadly – US Sailing
- c. Bob Palmer Assistant NEO
- d. Don Fiander Assistant NEO
- e. Stephen Elerin – USCG Aux.

2. Committee Reports

- a. Education Outreach – Wil Hugli
 - i. Boat US Foundation and Univ. of West Florida
 - ii. On-line Courses - If a USPS member completes an on-line course, the SEO will need to enter that information using DB2000 (or HQ800)
 - iii. On-line courses are the wave of the future.
 - iv. Examinations are done on-line.
 - v. USPS members are taking classes on-line because their squadrons are not offering them.
- b. Marine Environment Committee – Chuck Wells
 - i. Cruise Planning – New Course is completed.
 - 1. Instructors manual will be electronic and on-line (perhaps also on CD)
 - 2. Student manual is out for bids for publishing
 - 3. Should be completed and ready soon
 - 4. New course is much improved. Includes sample cruise.
 - 5. Please send the cruises that you create to Chuck to be published on the website.
 - ii. Weather Course was updated last year
 - iii. Seminars are current and up-to-date
 - iv. Working on Crossing Borders Seminar
 - v. Working on Severe Marine Weather Seminar
- c. Brunswick Partnership
 - i. Brunswick Dealer Advantage Discussion

- ii. Brunswick has made the matchup with the 80 squadrons that are participating.
 - iii. Soft promotion to their dealer network.
 - iv. National Announcement will be made in May
 - v. There is a second effort to enlist additional Squadrons to participate in the program.
- d. Boat US Foundation USPS On-line education initiative - Eileen Rickard and Amada Suttles
 - i. All Courses and Seminars will be on-line
 - ii. Want to have our on-line presence to be high quality
 - iii. On-line courses will also be available to members
 - iv. We needed a good partner, and BoatUS Foundation has the experience, the software, and the platform for offering the courses.
 - 1. Boat US has taught nearly 1 million people on-line.
 - v. Marketing is a big part of the plan. Boat US has 500,000 members.
 - vi. Social Media will be used for marketing as well.
 - vii. USPS also has its own marketing network.
 - viii. 5 seminars and one course will be on-line this year.
 - ix. Need to take this message back to your squadron.
 - x. On-line students should be encouraged to participate in your squadron through additional classes, seminars, and programs.
 - xi. Eileen Rickard is project manager.
 - xii. Andy Sumberg is doing content validation and conversions.
 - xiii. Mary Paige Abbott is the membership contact. Connie Beckman is the IT Contact.
 - xiv. Dave Rickard is the Marketing expert. All are part of the team.
 - xv. We welcome others to get involved.

3. Pricing

a. Catalog Pricing

- i. Need to cover both the printing costs as well as the marketing, warehousing, and developing costs.
- ii. Some courses were priced correctly: ABC3, Sail, Engine Maintenance, Marine Electrical Systems, and Weather

- iii. Four will increase by ten percent or less: Piloting, AP, JN, and Marine Electronics.
 - iv. Three have big increases: Seamanship, Navigation, and Instructor Development.
 - 1. The increased cost for Navigation is caused by the cost of the included software.
 - 2. We decided that ID should be covered at no cost to the squadron.
 - a. ID is one of the courses that we do not intend to put online.
 - v. Seminars remain similar to current prices. Those that increase do so because they include extra materials or because they were priced below cost.
 - 1. Those with the biggest increase are:
 - a. GPS (includes a quick guide)
 - b. Anchoring
 - c. Hurricanes and Boats
 - d. Emergencies on Board (includes a quick guide)
 - 2. Effective date of increase 1 April.
 - vi. Catalog price does not include shipping. There was a request that a copy of the invoice should also go to the SEO as well as the Squadron Treasurer.
- b. Courses should also be available again in the Ships Store soon.
- c. MSRP
 - i. Brunswick will publicize the standard cost of the courses across the nation.
 - ii. We want there to be a fairly standard course price.
 - iii. Needed to have a standard price for our on-line information.
 - iv. Four prices because there is a member and non-member price. There is also a price for In-class or On-line. We never want to undercut squadron classes.
 - v. Remember that squadrons can charge whatever they choose.

4. Revenue Sharing

- a. A piece (25%) of the difference between catalog and on-line price will come back to the squadron.

- b. Considered three options for distribution
 - i. Equally to each squadron
 - ii. Based on the number of members
 - iii. Based on Squadron Education Activity.
 - 1. This was the one chosen because it rewards the squadrons that are most educationally active.
 - 2. Based on educational material purchased over two years.
 - 3. First distribution will not be for at least a year from now (January 2014)
 - 4. Will be a credit to the squadron's account.
- 5. Instructor Development - Art Mollica
 - a. New Course is almost ready. Several minor changes will be made.
 - b. Release March 1.
 - c. Evaluation will be by critique of 3 lessons and the one hour plan submitted to ID Committee. No exam.
 - d. Cost will be zero because materials will be online.
 - e. Course will be 6 to 8 weeks depending on how many take the class.
 - f. Next will be the recertification seminar and will improve the teaching aids section.
- 6. Off Shore Navigation (JN & N) – Steve Abbott
 - a. JN 12
 - i. was published in March.
 - ii. An errata sheet was developed and available with the instructor manual as well as online.
 - iii. Two errors on the CD. Will be fixed within a couple of weeks.
 - b. Navigation
 - i. Have issues with Captain Software
 - ii. Not yet compatible with Windows 8.
- 7. Publishing – Pat Greer representing Priscilla Clarke.
 - a. In need of graphic artists and editors.
- 8. We (in the Education Department) are in need of a image librarian and technical writers.

9. Questions?

- a. Where are we with E-learning and E-publishing?
 - i. We have a team looking at these issues.
 - ii. We have opted not to put student manuals out as PDF because they can be easily copied and transmitted. These are copyrighted materials.
 - iii. We are pursuing putting Instructor manuals on line.
 - iv. E-learning and blended learning takes some additional study.
 - v. Go-to-meeting is being used by some squadrons to do distance teaching.
 - vi. We would like to hear from squadrons on success that they have had on these issues.
 - vii. Print-on-demand is being considered.
- b. Are we considering on-line testing?
 - i. This will be done for our on-line courses.
- c. Comment – Our instruction is worth the costs.
- d. Addition comment - We could combine book sale with on-line components. The online part could be accessed only with the included CD. The course could not be copied because of the many components.
 - i. Response (Bob Palmer) - We can customize our message and marketing for different target groups.
- e. Is there an evaluation form online for instructor feedback and feedback to the SEOs?
 - i. This was discussed in the Instructor Development meeting this morning.
 - ii. This will be in the new Instructor Development Course.
- f. Could we also put it online? We could use it for any class.
 - i. Response – we should.
- g. Is there any online information that shows how to use a sextant?
 - i. Response – Bob Palmer. This may have been done by the manufacturers of sextants. This is not easy to do. The celestial navigation classes will be developed last because of the complexity of the course work and the smaller audience.