



This is designed to be a step-by-step reference tool for quickly and efficiently setting up and holding your flotilla's virtual video Public Education Classes.

Video conferencing offers the FSO-PE the ability to see, hear, speak and chat simultaneously with all the students in a class of 49 or less.

Zoom offers HD video, audio, collaboration/education, and chat simultaneously.


This might not be a physical classroom, but we can make it a "virtual" class with the use of video.

We all know that "A picture is worth a thousand words."

We can use video to carry out our mission of recreational boating safety by effectively teaching safe boating to the public.


Flotillas that generate revenue from public education can generate substantial funds to carry out their missions for the US Coast Guard.

Disclaimer: This whole presentation is based on the Zoom videoconferencing platform. The authors do not have any connection, monetary or otherwise, with Zoom other than they have tested and used many different videoconferencing platforms and Zoom appears to meet best the goals of virtual PE classes at this time.



Course Objectives

- Why conduct video classes
- Cover nuts and bolts of video classes



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graph TD; A[Member/ Officer] --> B[Market/ Sales]; B --> C[Register/ Payment]; C --> D[Class/ Test]; D --> E[Survey/ Cross-sell]; E --> F[Recruit/ Retain]; F --> A;
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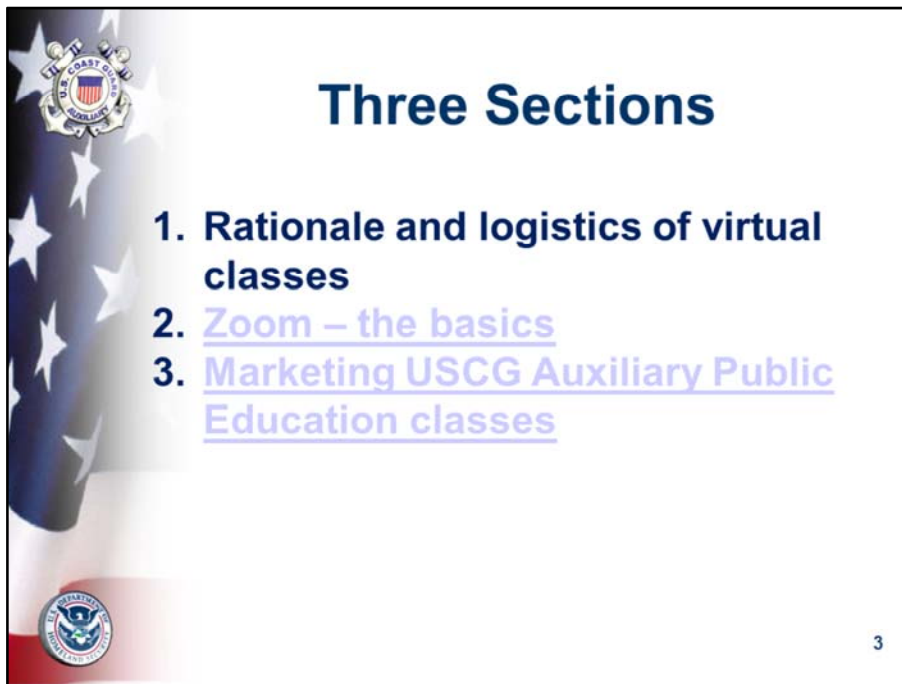


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This slide shows a conceptual model for flotilla growth based on our ability to systematically deliver PE classes ...

We start with the classes for expediency and add modules as we can to carry out these functions, eventually creating a self-renewing circle of activities.

This presentation will generally follow this circular, perpetual model.

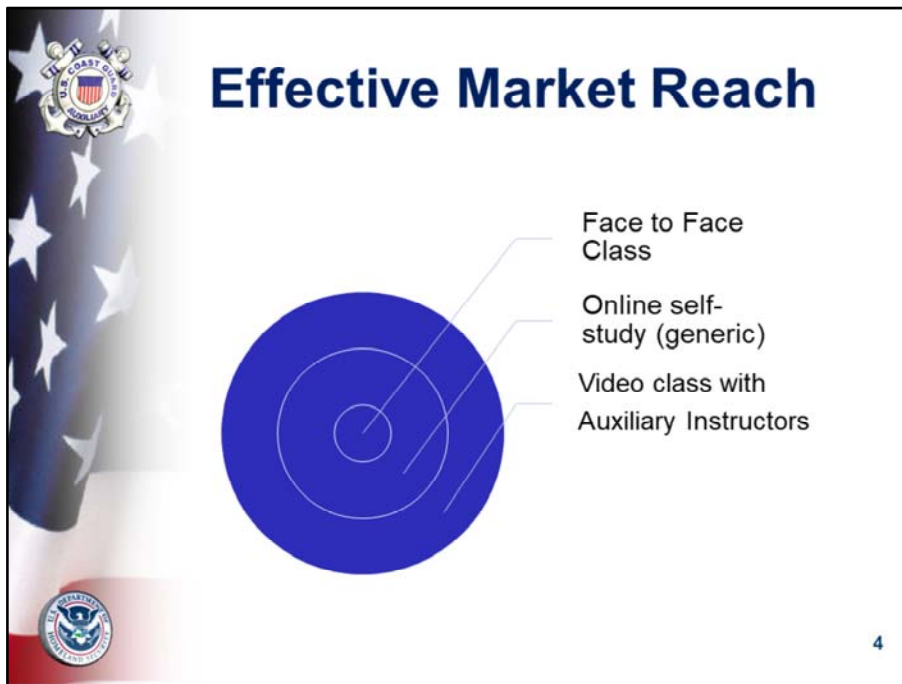


To appeal to the highest number of Auxiliarists, especially at the flotilla level of both FSO-PEs and elected bridge, to implement virtual Public Education classes, this presentation is divided into three sections.

Section one explains the whys and wherefores of offering classes – it’s essentially a blueprint to conducting PE classes via a videoconference platform. In this case, Zoom.

Section two is useful for both virtual and in-person classes. It provides substantial ideas and examples to market the Auxiliary classes through numerous channels.

Section three covers the six steps to implement a Zoom delivery system at the flotilla or division level.



Face to Face is limited by classroom size, transportation, ability to obtain free or rent space, parking, facilities, projector, electricity, Wi-Fi, comfortable seating, ability to break for lunch, and other physical and logistical factors.

Online self-study will likely appeal to those people who want to comply with state boating requirements and are not likely to attract boaters interested in learning,



Video classes are likely to attract, both, boaters interested in learning, safety, etc. and those wanting to comply with state boating requirements as well as rental companies. They are limited only by the need to have audio and webcam. That means we can effectively reach boaters virtually within our states; bringing the benefit of CG Auxiliary knowledge and skills to our state boaters in unprecedented numbers. And, flotillas can greatly strengthen their financial resources to support its multiple missions.



KEY THOUGHTS...


- Video class not a webinar
- Attract new students
- Reach remote locations
- Expand offerings state-wide to reach many more boaters
- Open new relationships with boating entities to refer students
- Greatly enhance the quality of student learning
- Simplify logistics
- Progress and grow continuously





Before Getting Underway

- **Schedule Classes**
 - **Weekends?**
 - **Weekdays?**
 - **Weeknights?**
 - **Combination?**
- **Suggestion: Maximum of two hours at a time with a short break**
- **Determine maximum class size**



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- Lead Instructor; Aide; Guest Observer
- Schedule: dates, times, breaks
- Student capacity: start 20 – 25; cap 40 – 49
- Registration & Platform: Zoom
- Test: Google Drive
- Survey: Survey Monkey or Google Forms
- Gallery ~ Shared Screen ~ Chat
- One full day or two half-days like a classroom with ten minutes breaks every hour
- Four consecutive M – Th. 90 minute evening sessions
- Two weekends two hour each Sat. Sun.

Try alternative class formats depending upon your instructors and the ability of students to learn; closer is better than too spread out.



Market Your Class

- Add class to 7023
- Advertise
 - Pent up demand?
 - Local press?
 - Flotilla Website?
 - Flotilla Facebook Page?
 - Craig's List?
 - Nextdoor?
 - Eventbrite?

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Market Your Class

Public Education Classes - Find By Zipcode

Overview
The National Public Education Calendar Database provides a single, unified national database that lists all Auxiliary public education classes being taught by our volunteer boaters nationwide. In addition, a ZIP Code search allows members of the general public to enter a ZIP Code of interest, and find all public education courses being taught within a specified distance from that ZIP Code.

To find a class near your home, office, boat, weekend home, or other recreational location, please enter the district location. Courses meeting your criteria are returned. Identify the course of interest and click on "View" for details information. You may also reach a contact person via the email address and/or telephone number shown.

Clearwater FL 7 Miles	Karen Miller kml.auxiliary@gmail.com
Clearwater FL 1 Miles	Karen Miller kml.auxiliary@gmail.com

About Boating: Mon, 27 Jul 2020
 Safety: 4 Days
 About Boating: Tue, 22 Aug 2020
 Safety: 4 Days

2020 Public Education Schedule

Class Dates	Class Title Class Times	1 student (w/ Book)
June 29th & 30th, 2020 July 1 & 2	ONLINE 7:00 - 9:30 pm CLASS FULL	Cost \$40
July 27th & 28th, 2020 July 28th & 30th, 2020	ONLINE CLASS Boating Safety (4 evenings) 7:00 pm - 9:30 pm	Cost \$40
August 22nd & 23rd, 2020 August 29th & 30th, 2020	ONLINE CLASS Boating Safety (4 mornings) 9:00 am - 11:30 am	Cost \$40

USCG Auxiliary, Flotilla 11-1, Clearwater, FL



USCG Auxiliary, Clearwater: Online Classes
youtube.com

June 17 at 9:06 AM · Public
 7 Like · Comment · Share · Full Story · Save · Find support or report post



11-1 [YouTube](#)



Market Your Class

Coast Guard to host boating safety course

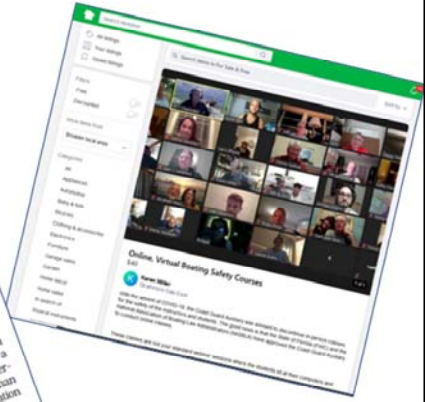
CLEARWATER — With the advent of COVID-19, the Coast Guard Auxiliary was advised to discontinue in-person classes for the safety of the instructors and students. The state of Florida and the National Association of Boating Law Administrators have given approval for the Coast Guard Auxiliary to conduct online classes during this time.

The Clearwater Coast Guard Auxiliary will offer its About Boating Safety class on four consecutive evenings, Monday through Thursday, June 29 through July 2, 7 to 9 p.m. The classes will be taught by certified instructors. The classes being offered by the Clearwater Coast Guard Auxiliary are conducted on Zoom with the same instructors that facilitate the classroom program. Classes are on the internet, there's no commuting to a classroom — so the students can be anywhere in Florida.

"We like to offer these courses before the big boating holidays," said Karen Miller, the Clearwater Coast Guard Auxiliary public education officer. "Given the changeable weather in summer, our courses give people time to prepare for the active boating season. Instead of having to rush once the first nice weekend gets here. Learning about the safety aspect of boating first also gives them time to make sure they have the necessary side boating equipment."

The boating safety class is also a requirement for many boaters in Florida. Anyone born after Jan. 1, 1988, must successfully complete a boater safety course approved by the Florida Fish and Wildlife Conservation Commission in order to operate any boat powered by more than 10 horsepower, and they are required to carry their boater education card with them when out on the water along with picture ID.

For information or to register for classes, visit www.flaboatingsafety.com, email cheffr.auxboating@gmail.com or call 727-469-8896.





Market Your Class

- **Position Your Video Class**
 - **Interactive** with the same great **Auxiliary** instructors
 - **No need to travel; convenience of home**
 - **Save time, round-trip, costs, parking**
 - **Safe environment for learning**
 - **All inclusive leading to state certification**

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Register Your Students

- **Collect Course Fees**
 - PayPal
 - Square
 - Checks
- **Remind students of minimum audio/visual requirements**





Get Materials to Students




- **Mail out books and supplemental material to the students**
 - **Leave enough time for media mail**
 - **Track to make sure material delivered**
 - **Order manila envelopes and stamps from ANSC via FSO-MA**

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Getting the class book and additional materials (Federal Regulations; Florida Laws; ATON brochures; etc., etc.) out to the students might be the most tedious aspect of conducting virtual classes, but it's totally doable.

Give yourself enough time to get large manila envelopes and stamps from ANSC through your FSO-MA. Make sure to justify the large order since it exceeds normal quantities. Media mail for two pounds for "local" mail is currently \$3.33 as media mail – this covers one book and lots of supplemental material. The District 7 DSO-FN has confirmed that this is a legitimate use of government stamps. And, ANSC has willingly shipped the envelopes and stamps.

Since media mail is really "snail" mail, plan on getting the books out at least a week ahead of the start of the class. Since each mailing gets a tracking number, you can even confirm that the student has received the books.



Instructors

- **Schedule instructors**
- **Conduct training sessions**
 - **How to instruct using video technology**
 - **How to use technology correctly**
 - **Instill proper mindset**
 - **Practice**
- **Assign co-hosts and practice some more**
- **Assign uniform of the day**

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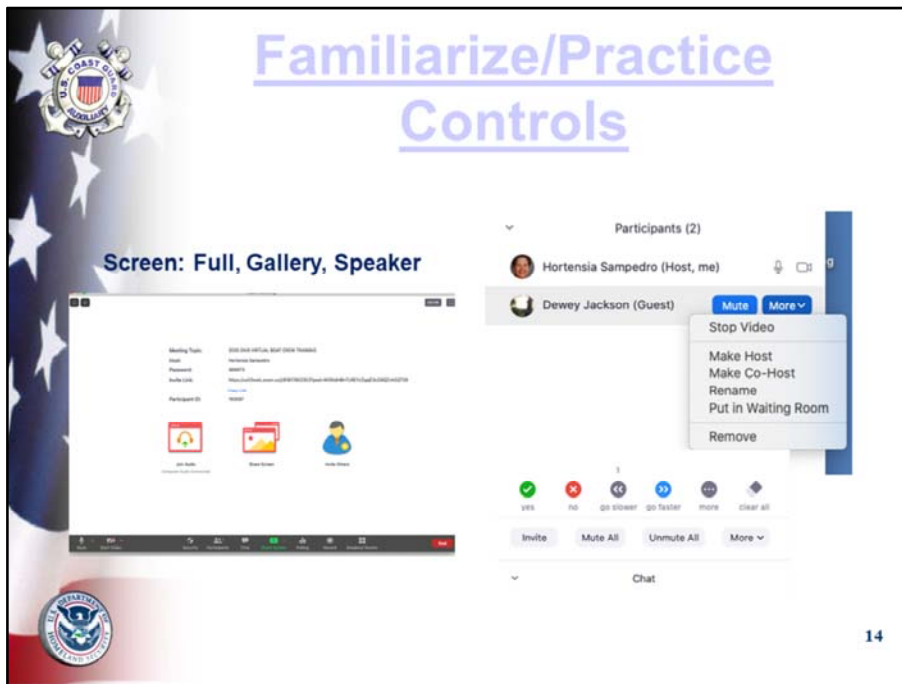
Solicit instructors who are willing to try teaching with this new technology. It's different, but the opportunities to learn something new will be exciting to some of your instructors.

If some of your instructors are familiar with using Zoom or another platform to teach (not just as a Friday social hour or family virtual get together), they would be ideal to recruit for these classes.

One of the very helpful aspects of Zoom is the ability to assign co-hosts. The **co-host** feature allows the **host** to share **hosting** privileges with another user or users, allowing the **co-host** to manage the administrative side of the meeting, such as managing participants or starting/stopping the recording.

Remember to determine the uniform of the day for the classes. The Auxiliary Manual states that the normal uniform is Tropical Blue, but some flotillas conduct their classes in Operational Dress Uniforms (ODUs).

The next slides will cover the really important pre-class training/practice session.



This slide has a hyperlink to a Zoom video on using some of the features. Watch it on your own time at a later date.

- Time to Play...
- Set up a test meeting with Co-host for the first time.
- Set up someone else as a Co-Host at the start; this comes in very handy if the Host loses electricity or Wi-Fi.
- Practice controls.
- Do a full dry run.
- Bring out main controls from bottom or top of screen by hovering the mouse.
- Hover the mouse over each symbol to see drop down/drop up menus; click and explore how each one works.
- ***Access to controls depends upon number of participants and to whom rights have been given*** Zoom is unusually flexible in that it allows simultaneous access.




Test Run with Instructors

Mindset

- Let the instructors share their concerns with you so you can address them in the test run, not later at the class
- Use Gallery as much as possible to simulate classroom
- Use humor and good nature to bring out a caring environment
- Be encouraging of Q & A as well as bringing out student's interests in taking the class
- Do not read the PPT; use it to illustrate
- Positive interaction with boaters to help them to boat safely
- Wrap up feeling that you are helping the boaters
- Uniforms of the Day






Test Run with Instructors

Technical

- **Co-Host(s) - Controls review and practice.**
 - **While welcoming, get participants comfortable with the key six controls:**
 1. Screen: Gallery/Speaker/Maximize Buttons
 2. Mute/unmute button
 3. On/off video button; virtual background
 4. Participants and chat choices buttons
 5. Non-verbal cues buttons; pin video button
 6. Rename capability
 - **Practice Share Screen thoroughly**
 - **Documents/folders preparation for class**
 - **YouTube and any Internet hyperlinks**



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Slide 20 covers this again



Test Run with Instructors

- **Netiquette**
 - Discuss and agree in advance
- **Test**
 - Review test
 - Systems
- **Observe someone else's class first if you can**
 - Be thinking throughout how you would apply to your class





Classes

- **Start the class session early**
 - **At least 45 minutes for instructors**
 - **Set up co-hosts**
 - **Consider setting up second computer via hotspot**
 - **Check instructors' lighting**
 - **Make sure background is sanitized / use Zoom background**

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- Set up an hour early
- Instructors check in 45 – 60 minutes early
- Set up co-hosts; hot spot; second computer; second camera
- Remind co-host to monitor chat...
- Check front lighting (no back lights) and background
- Open all folders/files that will be used
- Check Internet sites that will be used



Classes

- **Start the class session early**
 - **At least 30 minutes for students**
 - **Get the kinks out of any connections**
 - **Information passing**
 - **Welcome / Develop rapport**
 - **Run info slides while everyone is signing on first time**

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- Open 30 early for students (previously advised at registration and/or meeting invitation)
- Welcome each one
- Confirm registration information
- Develop rapport; why the class; boating experience; boats owned

Classes

1 General Information

- Keep Videocamera On (if possible)
- Minimize distractions.
- Take class notes just as you would if you were sitting in a classroom. In other words, treat it as much as possible as if you were in class with the instructor in front and surrounded by other classmates.
- Use the same etiquette that you would during a live class.
- If we lose connection, please give me two minutes to re-establish and then re-enter

2 General Information

- Seven Chapters
- Florida Laws
- Review
- Online Closed Book Exam
- Post-class Survey

2 Successful Completion

- Passing grade is 80% overall and 80% on the Florida questions (50 general questions and 10 Florida Laws specific questions).
- Exam is closed book, closed notes, closed friend, closed neighbor, and closed family

4 Bobber Card

- This is a sample PPT show that runs while the students sign up for the first time. It's on a timer so it keeps repeating while they're getting connected.
- Remember to take it down regularly to let the students see the gallery view



Six Key Controls and Gallery View

Get them to play with Six Key Controls, not just tell them about them.

1. Screen: Gallery/Speaker/Maximize buttons
2. Mute/unmute button
3. On/off video button; virtual background
4. Participants and chat choices buttons
5. Non-verbal cues buttons; pin video button
6. Rename capability

Ask them each to deploy Gallery view

Play with virtual background





Netiquette

- **Introduce all instructors; their roles**
- **Explain efforts to create friendly class atmosphere by keeping buttons unmuted and videos on to see, hear, speak and chat with each other**
 - (Only mute if too much background noise)
- **If disconnected, log in again**
- **Welcome to participate**
- **Encourage asking questions during the chapter rather than hold to the end**
- **Suggest fun of using non-verbal buttons**






Introduction

- **Agenda, schedule, breaks**
- **Explain approach to the class and reinforce importance of Gallery**
- **Continue with conversational tone**
- **Invite to ask questions during, not after, by raising hand**
- **Describe test**
- **How they will receive confirmation of passing test**
- **When to expect PDF certificate**





Classes

- **Conduct Session**
 - **Have co-host monitor chat for questions/issues**
 - **Use gallery view as much as possible**
- **Other Instructors/Aides: remember you're on camera when not teaching**

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Reminders

- All Instructors are “on” all the time
- Look at the camera...smile...keep listening pose...
- Don't lean into camera...don't raise voice...
- Don't be distracted with your hair...face...food...drink...phone...





Reminders

- Turn on Mute or Video off as needed to step away
- Support Instructor...don't interrupt...don't over-talk
- Listen carefully to questions...nod and listen...nod and listen

THE MEDIUM IS THE MESSAGE





Screen Sharing Technique

Use screen sharing to illustrate something that is otherwise not explainable (charting) or to illustrate...

1. Screen sharing is extremely powerful...and it allows us to teach
2. But balance its use...don't just leave it open for the whole session
3. Avoid screen sharing opening or reading your PPT or materials for too long...
4. Move off the screen sharing as soon as the point is made
5. But don't hesitate to use it to add value





Add Value with Screen Sharing

1. YouTube Video– play and pause as needed
2. Whiteboard – use it to draw as needed
3. 2nd Camera - use to illustrate charting, physical items outside the computer



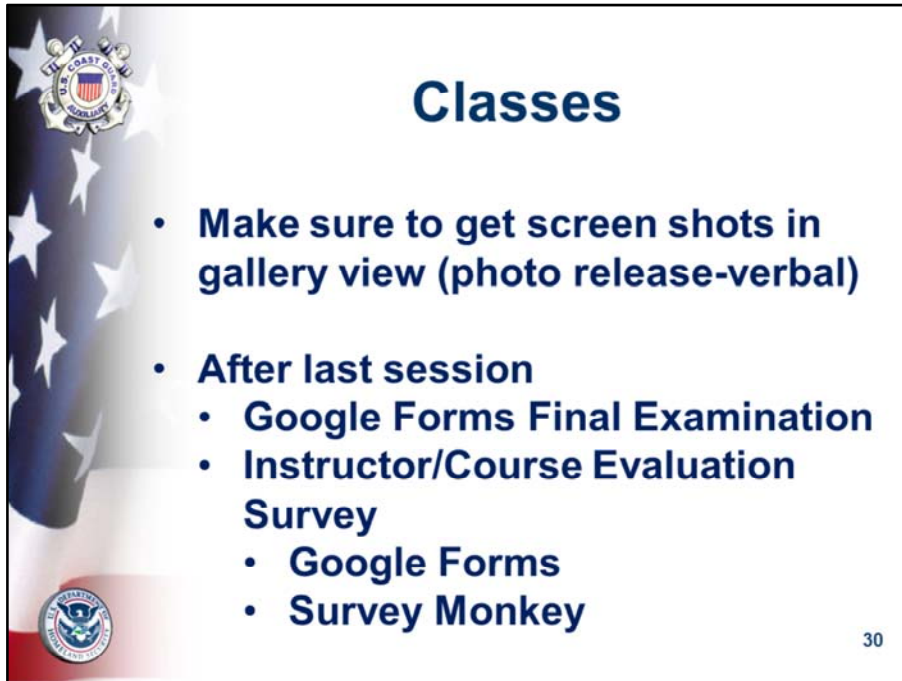


Conclude

- **On a high, positive note**
- **Thank for attending**
- **Smile throughout – send electronic messages of enjoyment**
- **Have fun – enjoy! – you are bringing knowledge to others!**
- **Ask for feedback...if good ask for referral to friends & family**
- **Announce end of class clearly and wave good bye!**



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Classes

- **Make sure to get screen shots in gallery view (photo release-verbal)**
- **After last session**
 - **Google Forms Final Examination**
 - **Instructor/Course Evaluation Survey**
 - **Google Forms**
 - **Survey Monkey**

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Use Google Drive for exam or Zoom chat hyperlink
NASBLA test can be given as part of the class or separately.

If you want to keep it all under the control of Zoom, under chat section, select more (three dots), follow prompts to shared drives, in this case Google Drive, to the test.

Share with the students who can open and take it during the session while you are semi-proctoring them through video.

Or, share with the students to take via a link and return by your deadline with attestation.

Review students feedback

Debrief Instructors

immediately after each session

upon last class

Adjust for next class



Post-Class

- **Produce course certificates – scan to PDF and send to students**
- **Send electronic file to FWC**
- **Enter data in AUXDATA II**
 - **Instructor/Aide Hours**
 - **State Taught**
 - **Enrollees and Graduates**
 - **Enrollees and Graduates under 17**



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Review students feedback

Debrief Instructors

immediately after each session

upon last class



Adjust for next class



Post-Class


- Review questions missed
 - Work with the instructors who taught chapters with wrong answers
- Review survey responses
 - Lessons learned
 - Maxim Award backup kudos





Survey Questions - Sample

1. Was the material covered relevant to your current needs?
1. Barely 2. Good 3. Outstanding
2. Was the presentation well organized for your understanding?
1. Yes 2. could have been better 3. confusing
3. Was the presentation paced appropriately for your understanding?
1. Yes 2. could have been faster 3. could have been slower
4. Was the instructor knowledgeable?
1. Yes 2. could have been clearer sometimes 3. Not sure he really knows his stuff
5. What is your rating of this course Overall?
1. I would recommend it to my friends and family 2. I would look around for alternatives but would not eliminate it from my list. 3. I would not recommend it.



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Recommendations for this type of class survey:

Surveys should be actionable...only ask a question on which you can take action.

Should not exceed ten questions

Should be simple; not compound

Should have one question per category

Should include an explanatory section per question

Should offer three answers; there is no need for gradients of five answers

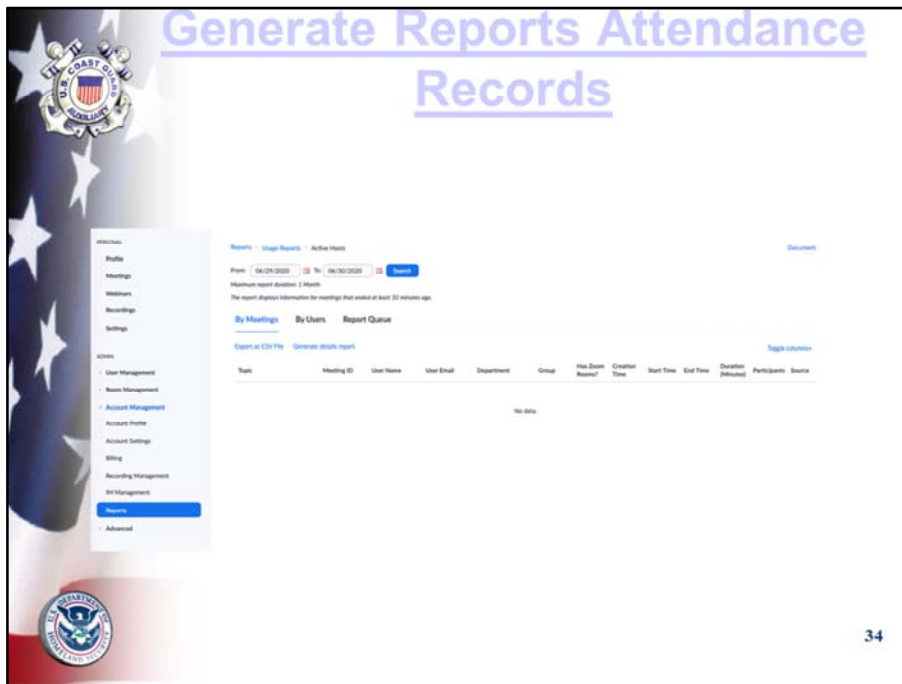
Should be tested with a third party before sending out

Should be reviewed for how system collates answers

Should be sent out as part of the close, after the test, or at home but with a deadline; follow up required.

Should be acted upon asap

Should be filed for future reference



Covers permission to video record

The reporting tools offer various alternatives by meetings, by users, by report.

This is accessible in CVS format and can be stored, sorted and used for reporting to NASBLA and other local state authorities.



Post-Class

- **Post Gallery View photos on flotilla website/Facebook Page/Marketing Material**
- **Collect survey results and run them through a Word Cloud program**
- **Ask Students to post on their social media pages**





Post-Class





Post Class

- **Send FSO-HR Member Prospects**
- **Ask class members to tell friends and family about classes**

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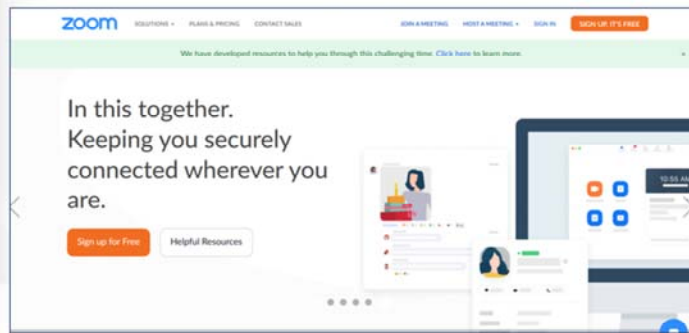
Kick-Starting Virtual/Video PE


Questions?





Zoom Info – The Basics





Set Up Virtual Platform

1. [Zoom Pro Version](#)
2. [Set up your Personal Profile](#) **Select Calendar and Contact Integration**
3. [Set up your Personal Settings](#)
4. [Set up your Administrative Settings](#)



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While the Auxiliary does not endorse any particular platform, the first classes have successfully been given using Zoom. Like any product, it can fall out of favor in the future for a number of reasons. Each flotilla should select their preferred platform.

Zoom PRO version offers our preferred platform. Unusually easy to set up, simple controls, share screen, co-host, and scale, best Gallery to see all participants, no bandwidth issues, designed specifically for teaching, students tend to be familiar due to academic, work and social use, affordable at \$12.49 per month.

You can skip to next section if you are familiar with setting up Zoom and understand how to set up its Administrative Settings..



Set Up Virtual Platform

5. Schedule your Meetings
6. Send Calendar Invitations to Meetings
7. Familiarize/Play with Controls
8. Generate Reports Attendance Records



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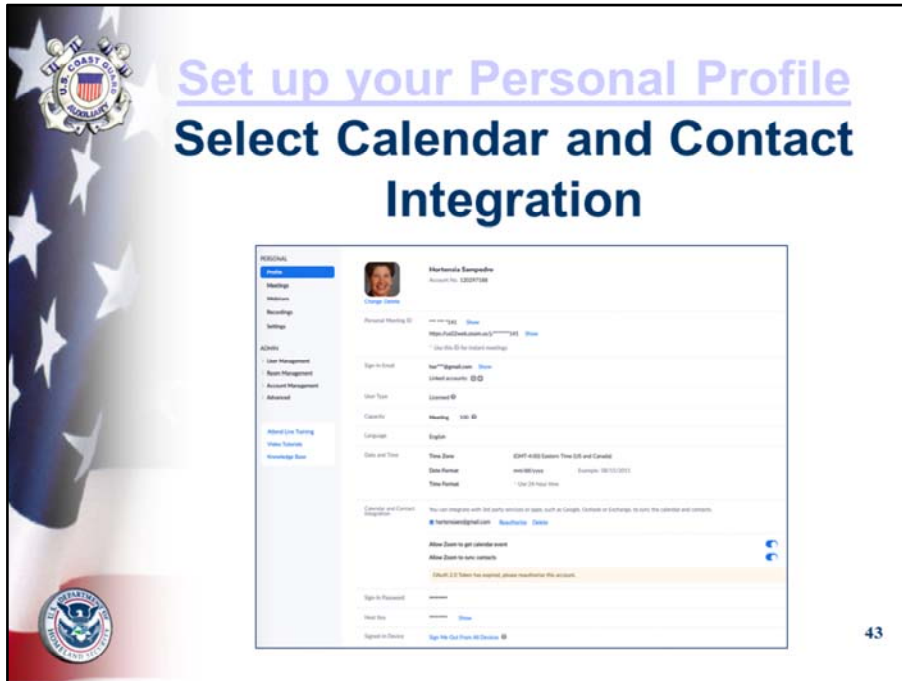
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Zoom Pro Version

Basic	Pro	Business	Enterprise
Personal Meeting	Great for Small Teams	Small & Med Businesses	Large Enterprise-Ready
Free	\$14.99 /mo/host	\$19.99 /mo/host	\$19.99 /mo/host
Sign Up, It's Free	Purchase up to 9 hosts per account Buy Now	Starting at 10 hosts for \$199.9/mo Buy Now	Starting at 100 hosts for \$1,999/mo Contact Sales
<ul style="list-style-type: none"> Host up to 100 participants Unlimited 1 to 1 meetings 40 min limit on group meetings Unlimited number of meetings Ticket Support Video Conferencing Features Web Conferencing Features Group Collaboration Features Security 	<p>SAVE \$40</p> <ul style="list-style-type: none"> All Basic features + Includes 100 participants Need more participants? Meeting duration limit is 24 hrs User management Admin feature controls Reporting Custom Personal Meeting ID Assign scheduler 1GB of MP4 or MHA cloud recording REST API Skype for Business (Basic) interoperability Optional Add-on Plans 	<ul style="list-style-type: none"> All Pro features + Includes 300 participants Need more participants? Dedicated phone support Admin dashboard Vanity URL Option for on-premise deployment Managed domains Single sign-on Company branding Custom emails LTI Integration Cloud Recording Transcripts Optional Add-on Plans 	<ul style="list-style-type: none"> All Business features + Enterprise includes 500 participants Enterprise Plus includes 1,000 participants Unlimited Cloud Storage Dedicated Customer Success Manager Executive Business Reviews Bundle discounts on Webinars and Zoom Rooms

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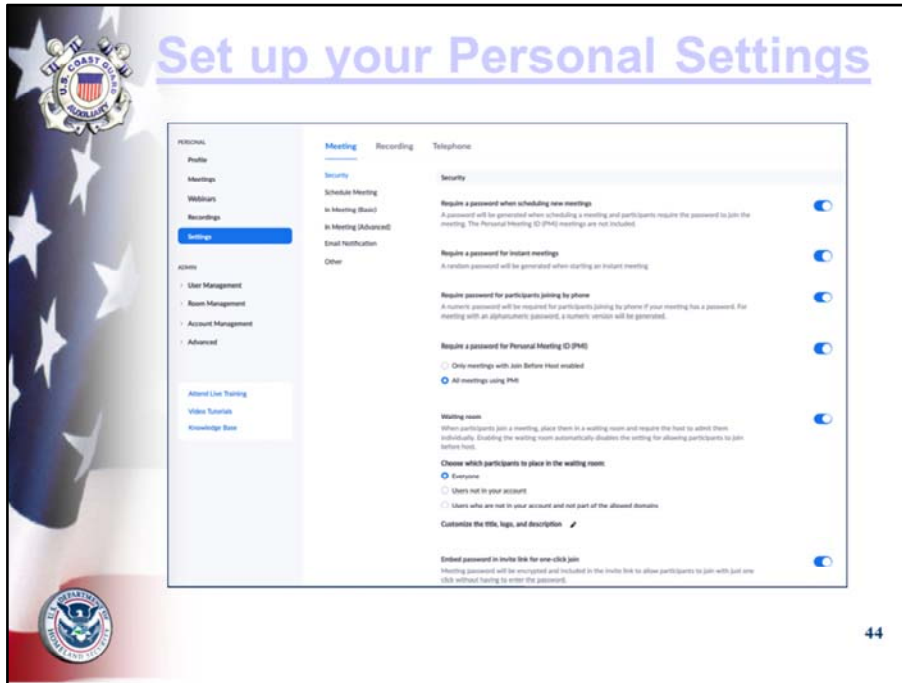
- Review and understand the plan alternatives.
- Basic is free up to 40 minutes. Unlimited number of meetings. All the basic features. Great plan – only limited by the 40 minutes to be free.
- Pro offers all the Basic features and increases each meeting duration to 24 hours. Has cloud recording and other optional add-on plans.
- Business offers all the Pro features and increases participants, adds dedicated phone support, and other features.
- Enterprise offers all Business features and increases participants, unlimited cloud storage, dedicated customer service and bundle discounts.
- Initial recommended consider using the features for Pro which you can begin to use gradually...Pro supports up to 9 hosts per plan and would seem to be suited for most Divisions, Flotillas or large MT/PE shops.



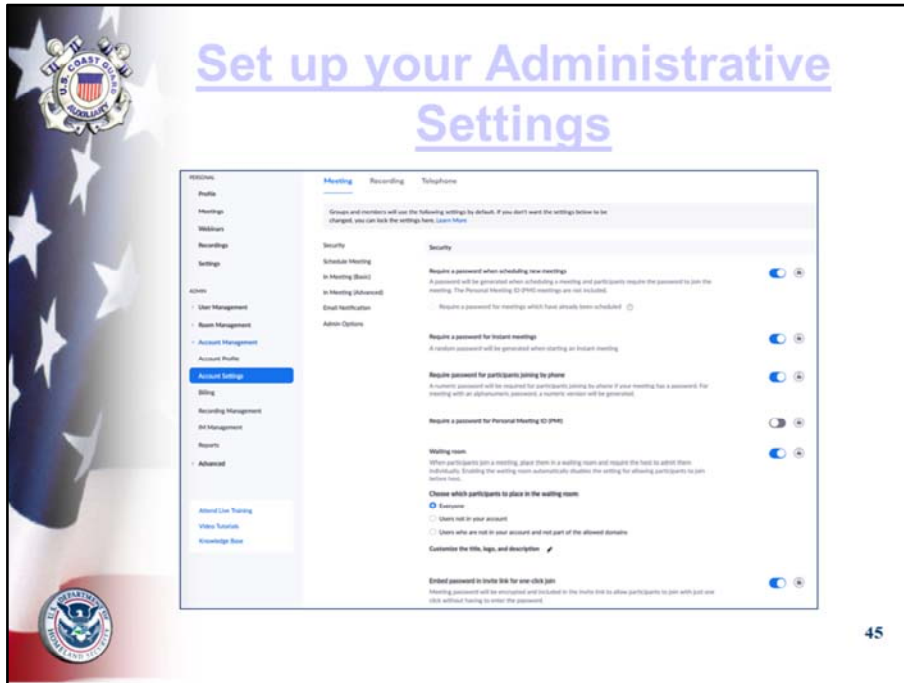
Second step is to set up your FSO-PE personal profile.

It is critical to select Calendar and Contact Integration to allow you to maximize the power of this platform and save you serious time and administrative functions.

- The second step is to set up the Administration. Most of us are used to our software being administered by others. Here we have the opportunity to set up the controls for ourselves. And they can be modified for different meetings. Admin is divided into the global controls in Admin and the specific meeting controls in Personal.
- Zoom actually is very simply set up that a non-IT person can set it up. The secret is to carefully and deliberately consider each selection.
- Control F6 search function is very helpful.
- For the Account Profile - Recommend current professional CGAUX photo in Trop Blues and Be sure to select Calendar and Contact Integration.



- Personal settings govern your individual meeting.
- Again, go through them carefully keeping in mind the purpose of the meeting and your audience.
- It is good practice to review them occasionally and always after upgrading Zoom versions in case there are default settings changes.

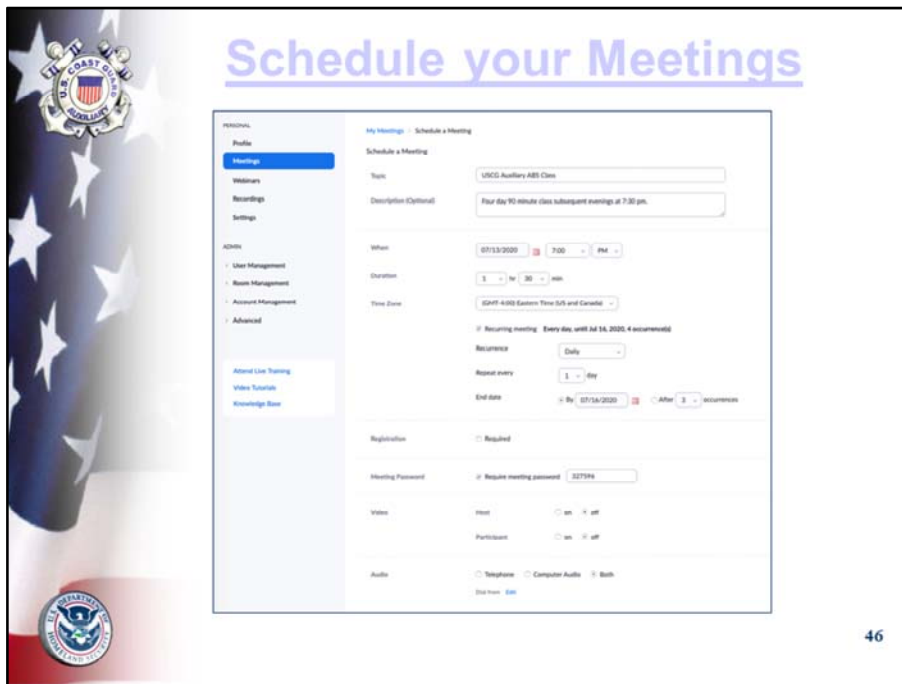


Administrative settings control your global account settings.

Again, carefully review each choice keeping in mind your audience. It would take us about an hour to go through an in-depth discussion of each selection. It is very important to make these selections deliberately. The discussion around the selection of each option is actually very helpful in beginning to understand the multiple benefits and uses of this tool.

Passwords and Wait Room strongly recommended to control access.

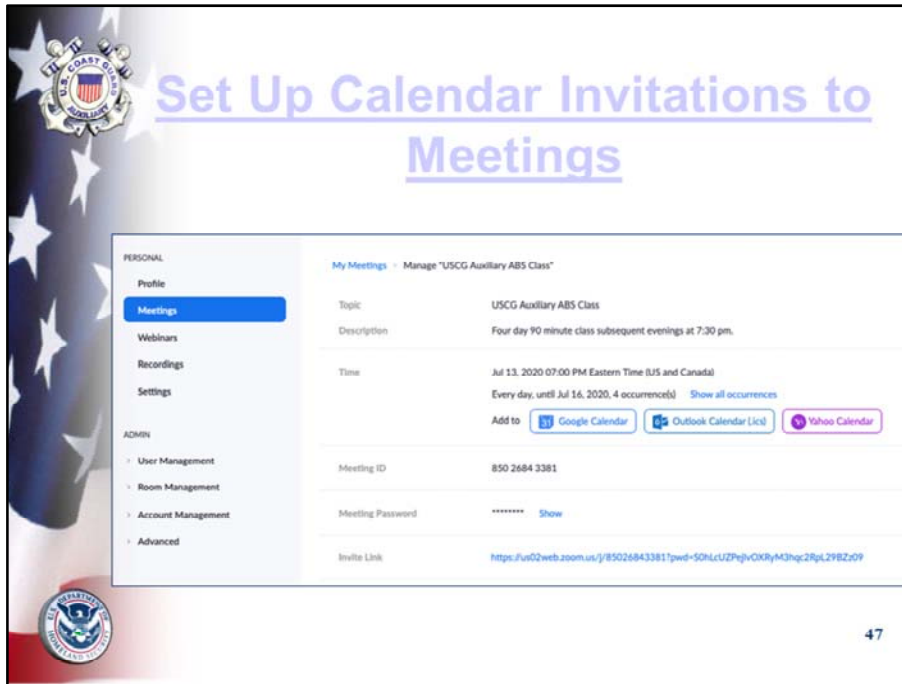
Use the Tutorials and Knowledge base to learn more about your choices.



You can schedule one or more meetings.

Select your hosting options and save...

- New Meetings can be created at the moment or can be scheduled in advance.
- To start an instant meeting simply start a meeting and send an invite to the individual(s).
- To create a scheduled meeting, simply fill in the Schedule a Meeting page.
- Click on Select New Meeting
- Follow prompts
- Select automatic Meeting ID and Meeting Password
- Require meeting password
- Meetings can be easily edited if necessary.
- Avoid on the hour and half-hour scheduling to minimize rush hour crunch.
- After you Save Meeting, the next screen will confirm your selections. You can edit or go on to select your preferred calendar option and proceed to fill that out.

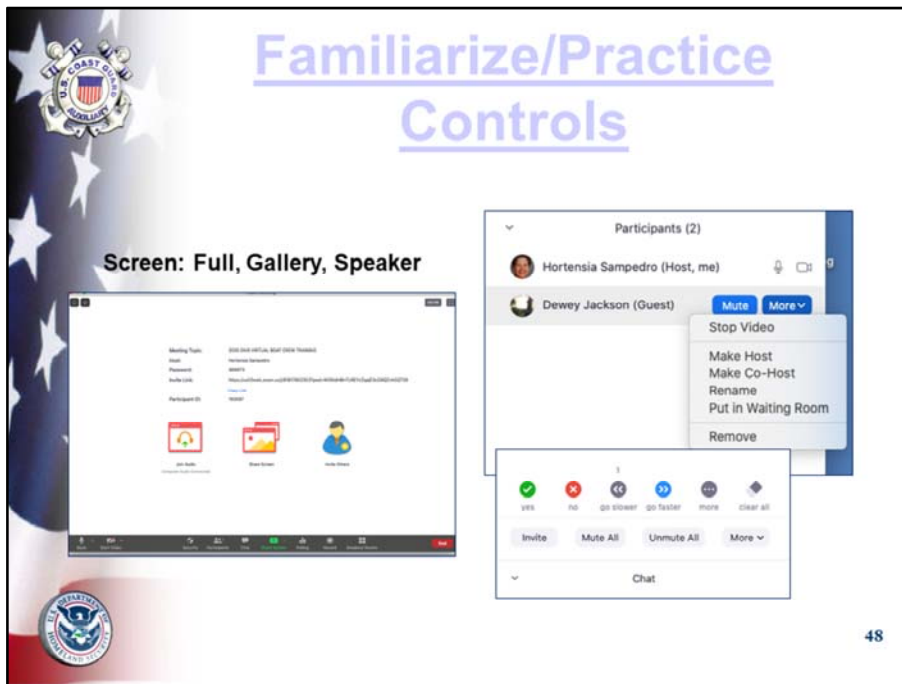


Use Google, Outlook or Yahoo Calendar choices to send your invitations to registered students.

This will greatly facilitate all contact with your students, from recording acceptance, sending updates, additional information and/or attachments, changes to schedule or class.

If a student does not use a calendar, they can still easily cut and paste from the invitation the same as they would from an email.

- This is a most powerful tool: Select preferred calendar: Google, Outlook, Yahoo. Click on it.
- Once on the calendar, add any specific comments and enter guest lists. Have Group lists prepared in your contacts.
- The invitee will receive a Google/Yahoo/Outlook calendar appointment and should click respond to the invitation. Yes/No/Maybe.
- That will record their answer and facilitate any reminders/follow-ups.
- You will also have a copy of invitees readily available for your meeting.
- Use the invitation to reinforce key messaging as well as mechanical aspects.
- It does not matter if the recipient does not have or use a calendar; they will still receive the invitation with the information and can then note the meeting particulars in their own way.



- Time to Play...
- Set up a test meeting with Co-host for the first time.
- Set up someone else as a Co-Host at the start; this comes in very handy if the Host loses electricity or WiFi.
- Practice controls.
- Do a full dry run.
- Bring out main controls from bottom or top of screen by hovering the mouse.
- Hover the mouse over each symbol to see drop down/drop up menus; click and explore how each one works.
- ***Access to controls depends upon number of participants and to whom rights have been given*** Zoom is unusually flexible in that it allows simultaneous access.

Generate Reports/Attendance Records

PERSONAL

- Profile
- Meetings
- Webinars
- Recordings
- Settings

ADMIN

- User Management
- Room Management
- Account Management
- Account Profile
- Account Settings
- Billing
- Recording Management
- API Management
- Reports**
- Advanced

Reports > Usage Reports > Active Meetings [Document](#)

From: 06/29/2020 To: 06/30/2020 [Search](#)

Maximum report duration: 1 Month
The report displays information for meetings that ended at least 30 minutes ago.

By Meetings By Users Report Query

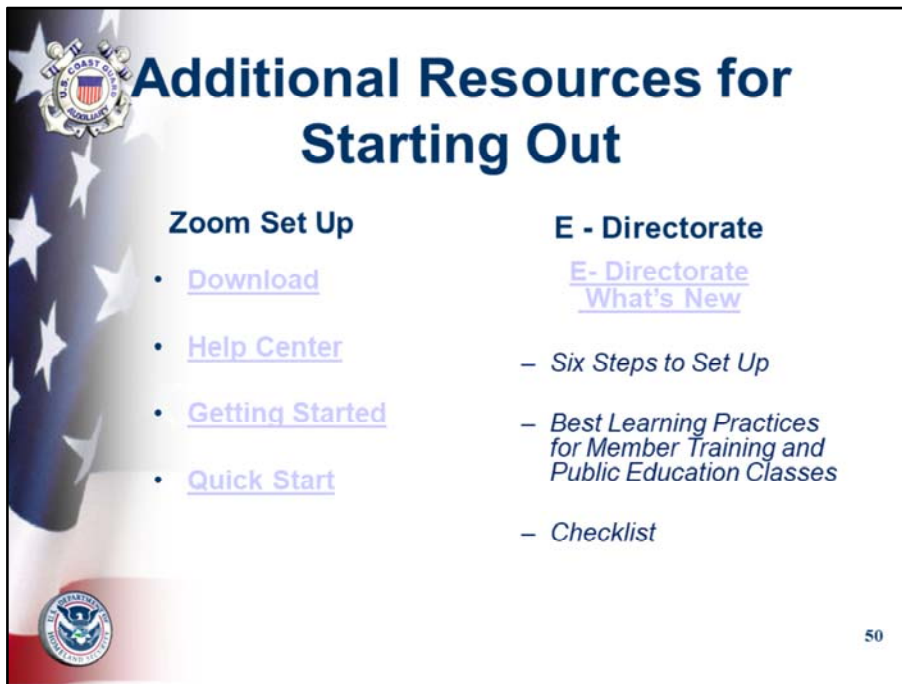
[Export as CSV File](#) [Generate details report](#) [Toggle columns](#)

Meeting ID	User Name	User Email	Department	Group	Has Zoom Room?	Creation Time	Start Time	End Time	Duration (minutes)	Participants	Source
No data.											

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The reporting tools offer various alternatives by meetings, by users, by report.

This is accessible in CVS format and can be stored, sorted and used for reporting to NASBLA and other local state authorities.



Additional Resources for Starting Out

Zoom Set Up

- [Download](#)
- [Help Center](#)
- [Getting Started](#)
- [Quick Start](#)

E - Directorate

[E- Directorate What's New](#)



- *Six Steps to Set Up*
- *Best Learning Practices for Member Training and Public Education Classes*
- *Checklist*

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Zoom offers a rich array of tools to set up and run the platform.

There are also auxiliary specific additional resources:

- D7 DIV6 is posting its training resources on its website and any D7 auxiliarists may access it simply by going to the website and logging into Training.
- DIV6 at the request of the COL opened its classes to D7 SO-MTs. These classes may be seen on the DIV6 Training Calendar.
- E-Directorate DSO-PEs are welcome to view these offerings. Please do not distribute further. If there is interest in Group Sessions, kindly find contact at the end.




ZOOM HELP CENTER

- [Zoom Help Center](#)
offers a rich array of information on using its tools
- [Zoom Managing Participants](#)
(https://www.youtube.com/watch?time_continue=89&v=ozJS9bvdVp8&feature=emb_logo)

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Rich variety of knowledge, tools, tips, etc....
Suggest accessing them regularly
Subscribe to their blog
Look up specific subject matters to get answers
Attend as many live meetings as you can...



Self-study


Live Training Webinars

Our Zoom experts host free and interactive live training webinars daily. Get up to speed in less than an hour. Please select the time zone that fits best for you when registering for one of our live training webinars.

For our German customers, please find our trainings in German language [here](#).




Für unsere DEUTSCHEN Kunden: Unsere Schulungen in DEUTSCHER Sprache finden Sie [hier](#).

- Getting Started with Zoom Meetings
- Zoom Meetings




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This has been a high level summary to help to get you started. Keep taking classes. Select the first two Getting Started with Zoom Meetings and Zoom Meetings. Review them from a broad perspective. Don't get caught up in the details. Take advantage of the other tutorials, webinars, etc.



Zoom – The Basics

Questions?



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Marketing

1. **Positioning**
2. **Referrals (Inbound) –**
 - cultivate key sources of referrals at decision points in time
3. **Publicity (Outbound) –**
 - leverage traditional methods with repetitive messaging
4. **Dedicated flotilla resources –**
 - Focus individuals with specific tasking for regular follow up
4. **FTF and Virtual approaches**

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The purpose of this section is to share the various channels used by our flotillas as well as share some new ideas.

They cover both physical and virtual initiatives.

As a rule of thumb, Inbound marketing is most efficient and reliable.

Outbound marketing is the most traditional and complements inbound marketing but is not as effective.

Dedicated flotilla resources can make or break the marketing plan:

FSO- PE

FSO – PA

FSO-PB

FSO- VE

FSO-RBSVD

Face to Face can be strengthened immediately that FTF is resumed and should be cultivated for difficult times.

Virtual approaches can be created as driven by need.



Market Your Class

1. Our story - why students should take your video class and not other online classes
2. Referrals - how to cultivate key sources of steady referrals
3. Publicity - leverage ads, social media, etc.
4. Dedicate flotilla officers with specific tasking for regular follow up





Positioning ~ Intangible Benefits

Positioning –The positioning statement, slogan, pitch, must feature the advantages, the benefits that your classes offer over others.

1. Personal interactive conversations with experienced USCG Auxiliarists
2. Peace of mind when boating safely
3. Knowledge gained can prevent an accident, possibly serious
4. Comfort that boater is taking care of their family while out on the water
5. Good practices to prevent or handle emergencies (VHF)
6. Everyone in the family can learn together, enjoy together






Positioning ~ Tangible Benefits

1. No need to travel; convenience of home
2. Save time, round-trip, costs, parking
3. Safe environment
4. All inclusive leading to state certification; compliance for youth drivers
5. Possible lower insurance rates



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Referrals (Inbound Marketing)

This pays off the best because it becomes a steady flow of students driven by their natural decision making at critical points.

The perfect time is when the boater is decision-making in any of the aspects of boating: buying, insuring, registering, events, renting, joining a boating organization, boat show time of the year, spring, fishing tournaments, etc.


BUT, it is critical that the referral be absolutely seamless for the referring party and the boater being referred.



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But it is a difficult mindset for us to get into because we are used to pushing out our messages.

Get into one or two sources of regular referrals by tapping into their process with the boater. The best time to reach the boater is when they are making a key decision about their boating...following are the main decision points and some suggestions for tapping into the process at the right time.



Referrals



**when they buy a new/used boat...
...explore new/used boat dealers referrals**

- **Identify likely boat dealers in your area**
- **Call on them by phone, set up Zoom meeting to talk**
- **Explore setting up seamless referrals**
- **Make contacts for follow up at local boat shows when FTF resumes**
- **Join the local marine dealers association**
- **Ask one flotilla mate to handle these relationships**

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This is an ideal time to reach out to our new/used dealer companies and offer to help to teach their clients.

They are struggling to recuperate and can use our help in educating their boaters, thus helping to get them out on the water safely, reducing risk and reducing insurance costs. It is ideal for us because we will receive their referrals at a time when we are pivoting from classroom to video teaching and can benefit from referrals to help us to carry out our mission of educating the boating public.



Referrals

when they insure a boat ...
...explore boating insurance company referrals

- Identify most active local boat insurers
- Call on them by phone, set up Zoom call
- Explore setting up seamless referrals
- Make contacts for follow up at your local boat shows
- Ask one flotilla mate to support relationship

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Need to continue animation...



Referrals

when they register or renew their annual vessel registration ...
...explore state boat registration resources

- Contact state boat registration offices to explore collaboration
- Purchase state mailing list, capable of being sorted by categories
- Create and maintain your boater's data base
- Direct mail campaign adjusted to your boating cycle in your state





Referrals

**fishing tournaments...
...explore with organizers well in advance of the event**

- **Annual fishing tournaments offer visible opportunities to pitch classes**
 - Email their participants
 - Table at their event
 - Speaker at their event
 - Present a Boating Safety Award
 - Recognize youngsters
 - Offer classes well in advance
- **Opportunities each year⁶²**



Referrals

**boat shows...
...explore with
organizers**

- **Great opportunity to**
 - Offer classes
 - Set mind of boater for the future
- **When FTF resumes, call on each dealer in person during show – briefly – leave your business card – materials**
- **Follow up with phone call**
- **Pick up list of exhibitors for further mailings**





Referrals

when they rent a boat...

...explore local rental companies

- Many local rental companies, clubs, have a boating class requirement
- Call on them personally to develop rapport and a steady flow of referrals
- Make sure you offer your classes seamlessly, no friction
- Follow up regularly to make sure they are satisfied
- Cross-contact with their insurers for additional business

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Referrals

when they join a boating organization...
...explore local sailing, yacht, boating clubs, dockmasters

- Local sailing, yacht, boating clubs are a great source of annual students, especially in the spring
- Families who are looking to boat together
- Youngsters who prefer a known instructor
- Commodores, marina managers, boating directors all welcome us
- Call on them by phone, set up Zoom meeting to talk







Referrals

when they go to
renew their
public marina
slips...

...explore local
marinas

- Marina managers typically welcome the Auxiliary
- They can include our class information on their emails, postings, even mailings...
- They are a source of information to their clients and we can be a referral for their boaters if we are top of mind...
- Give us table space for displays in their offices...





Referrals

when their child turns of boating age...
...explore local high schools

- Local high schools typically need to offer information to their students that might help to keep them safe...while needed by as many students as Driver's Ed, boating classes can be very valuable for those who do boat...
- A simple announcement can go a long way
- Can also reach parents with take home news

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The summer is an ideal time to reach young people who need their state certification to go boating...

If school is out, perhaps the school administration office can suggest alternative ideas for contacting the students and letting them know of this opportunity.

Consider offering half price for those under 17..



Referrals

when local charitable entities seek to support safe boating, clean marinas, etc. ...
...explore boating safety, environmental foundations

- Most marine communities have charitable entities of one kind or another...
- Approaching these for a conversation of mutual interest can generate ideas which can be translated into action resulting in support for our classes which in turn increase attendance...

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These activities continue, albeit at a modest rate, but this is the time to be creative and get in front of people who might be searching for fresh ideas to support safe boating, clean marinas, environment...etc.

A phone conversation cant hurt, especially if followed by a Zoom call to “meet” each other...

There is a phenomenon whereby people who Zoom feel a certain tie with each other although they have not met physically...



Referrals


when local businesses are looking to help the local community...

...explore annual donations from corporate community foundations (CVS, Publix ...)

- Similarly, local businesses, including the local branches of national companies, are always looking to make donations to the community...
- This can be in the form of publicity and/or monies...
- If we follow Section H of the AUXMAN, certain funding can be obtained to support our classes...

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Publicity (Outbound Marketing)

Traditional outlets, including social media, rely on being seen at the right time by the buyer, and, also on being a source of education to the buyer.
These need to be frequent and top of mind to be effective.

1. PA can generate publicity, posters, positioning
2. PB can post on flotilla website and Facebook
3. RBSPV can distribute e-literature, brochures to focus groups
4. VE can distribute literature at the ramps with boaters



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Traditional mediums are not as focused but can still bring in students...

Use Print and Electronic...adapt medium as needed to the type of class...



Publicity

when they read up on local current events...
...explore special interest articles with local community papers, social media

- Community papers offer a great source of publicity...
- Stories at the beginning of spring...
- Public service ads...
- Fun photographs of boating with reference to classes





Publicity

when they see
you on the local
TV news...

...get a local
interview for the
news

- Local TV news are always looking for positive news
- Service Ads offer a good opportunity...







Publicity

**when they hear
you on the local
radio boating,
fishing
programs...**

**...get local
interviews**

- **Local radio offers a good variety...**
- **Contact the key programs and offer to go on for a few minutes...**
- **They are always looking for content...**





Publicity




- ~National Publicity
- Update National website to incorporate virtual classes, references, etc.
- ~Calendar – 7023; Best to post as many classes as possible

~ Flotillas

- Facebook
- Dedicated PE webpage
- National PE calendar
- Ask students to repost on their social media pages
- Ask flotilla members to repost on their social media pages

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?

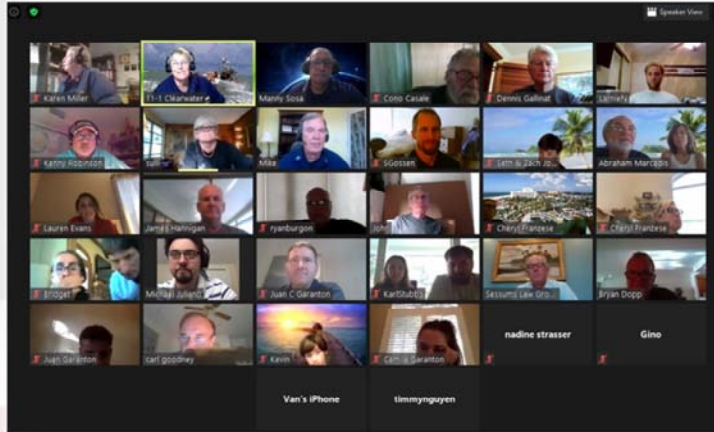
Calendar – 7023

Best to post as many classes as possible

Boating Classes		
Course	Target Audience	Scheduled Classes
About Boating Safely - Virtual Class Four Sessions of 90 Minutes Each ---Meets Monday to Thursday	All Boaters	06/22/20 , 07/20/20
About Boating Safely One Day Seminar	All Boaters	07/18/20 , 08/23/20 # 09/19/20 , 10/10/20 12/12/20
Virtual Navegando America Cuatro noches por 90 minutos ---Se reúne de lunes a jueves		07/13/20
Navegando America *SPANISH* Seminario de un día	En Español	07/18/20 , 11/14/20
GPS For Mariners 3 and a half Hours Seminar	ABS Graduates	08/08/20 , 10/17/20
GPS para los Marineros *SPANISH* 3 horas y medias	Graduados de ABS	08/08/20 , 10/17/20



Gallery View





Dedicated PE

For further information or to register for one of our boating safety courses:

Please contact: Henry Cespedes
305-519-4610 or email hcespedes8531@gmail.com



[Request Additional Information](#)

Public Education Courses Offered Elsewhere

If our offering of courses does not meet your needs, please use the link below to find other courses.
[Find other USCG boating education courses](#)





Facebook Page



USCG Auxiliary, Flotilla 11-1, Clearwater, FL

736 like this · Government Organization

Jun 17 · 🌐 · The Clearwater Coast Guard Auxiliary is offering "About Boating Safely" taught by certified instructors on four consecutive evenings on June 29, June 30, Jul., - youtube.com

youtube.com

USCG Auxiliary, Clearwater: Online Classes




👍 You, John Keyes and 5 others

2 Shares



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Close the Sale

- **Set up dedicated contact numbers and sites for classes**
- **Personally respond to every call to register student**
 - Dedicated Phone – PE class only
 - Dedicated Email – PE class only
 - Dedicated Website or webpage – PE class only
 - Dedicated Registration – PE class only

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Closing the sale is as important as generating inquiries and interest from prospective students.

The best way to make all the marketing pay off is to make sure to register each student who contacts us with interest. A “lost student” is an opportunity missed.

The personal handling of the prospective student will make the difference.



Marketing Questions?



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