

e-Books: Reaching the incremental boater market

McGraw-Hill / USCG Auxiliary Seamanship Seminar Series Instructor Guide

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Seamanship Seminar Series
Instructor Guide

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Seamanship Seminar Series - Instructor Guide

1. The program

Chapters 7, 8, 10, 11, 12, and 13 of the Auxiliary Boating Skills and Seamanship textbook have been digitized and are now available as e-Books for use with a new program, Seamanship Seminar Series. This program makes those chapters available for short seminars in the Auxiliary Public Education program.

2. e-Books

e-Books are the digitized PDF of a text. In this case they represent an exact replica of each BS&S chapter listed above. This includes color, photos and illustrations.

In the past decade, e-Books have become a preferred method of reading a book to a large percentage of readers. e-Books now represent almost 50% of new book sales. Retention rates have been measured as being about equal with printed books.

It is expected that e-Books will continue to capture significant market share in book sales. It can also be expected that many future e-Books will contain more than just the PDF presentation, using imbedded video, photos and audio supplements.

The production of e-Books, when there is also a good textbook such as BS&S, is very inexpensive as compared to printed books. e-Books can be edited and updated frequently without the burdensome and expensive inventory problems. There are no shipping or warehousing issues with e-Books. They are transmitted to users by e-mail.

3. The mechanics of e-Book distribution.

e-Books, for the Seamanship Seminar Series program, are published by our partner McGraw-Hill and sold to the Auxiliary Association (CGAuxA).

McGraw-Hill has an agreement with BookShout, a separate company, to serve as a download agent and as a site to read e-Books.

What CGAuxA actually gets are access codes, embedded in a hyperlink that will be utilized by the student to download their e-Books. Each e-Book is specific to a particular chapter of BS&S.

These codes will be sold to flotillas for \$4.95 each. They are sent to the flotilla by e-mail. The ordering process is the same as ordering other PE materials from AUXCEN. The flotilla then sells the codes to its students in the same manner they sell textbooks to students today. (More on that in the section on Preparing for a Seminar).

Downloading the e-Book

The procedure for a student to download an e-Book is described in the Student Guide below.

Student Guide Seamanship Seminar Series

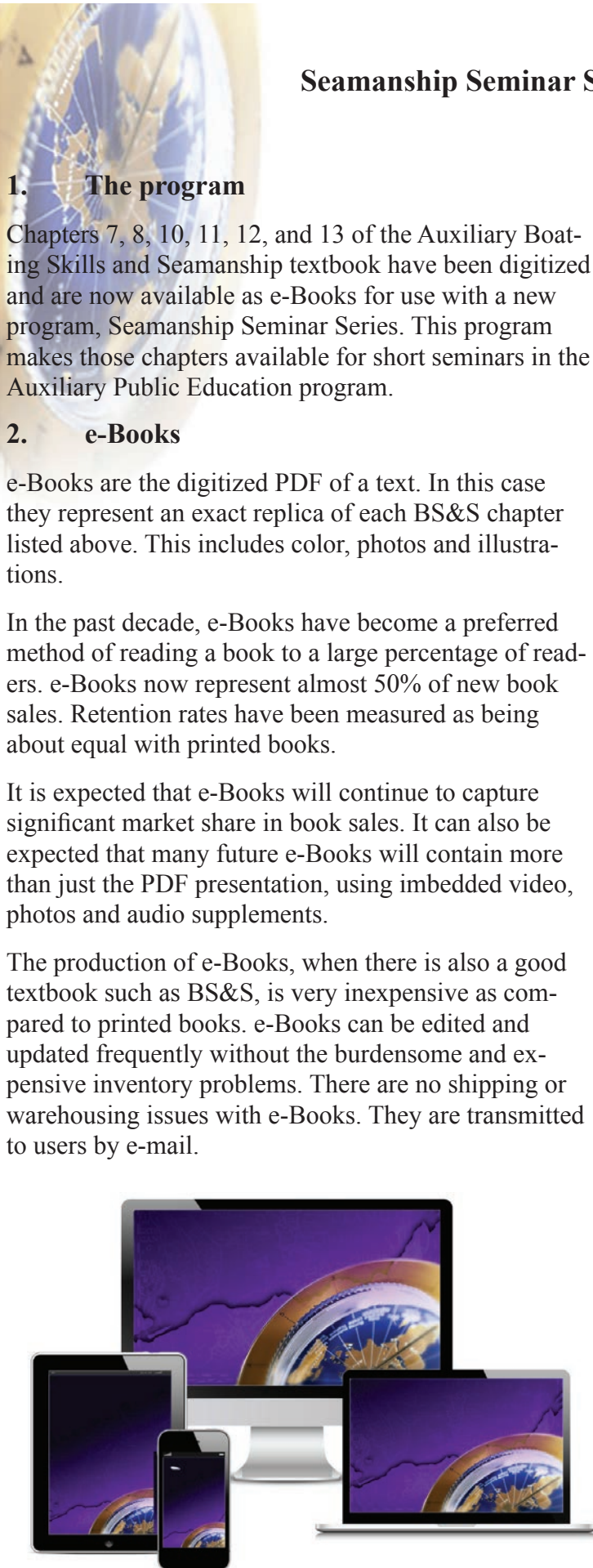
First, welcome to this seminar. We're looking forward to sharing boating knowledge with you and your fellow classmates, or, since this is all about boating, we might welcome you with a hearty

Welcome aboard, shipmate!

The textbook for this seminar is an e-Book. It is an exact replica of the text from our printed book and can be read on your PC, Mac and other devices.

To read an e-Book, you will need to download a free reader program, BookShout. This option will present itself quite clearly as you go through the easy process of opening a free BookShout account (an email address and a password), and downloading the seminar chapter.

To get started, please copy and paste the hyperlink contained in this e-mail in your browser. The hyperlink is similar to this one:



<https://bookshout.net/mhp-bss7?code=2C-371560B6X2>

Once you activate the hyperlink by clicking on it, a page will appear with the seminar code already entered, so click on 'Redeem'.

Follow the instructions, open a free BookShout account, and download your e-Book.

The attached addendum pictures what each page in this process looks like. Should you encounter problems with the download process, please use the 'Knowledge Base' site in your BookShout account. The link to it is:

<http://support.bookshout.com/kb>

If the problem persists, contact your instructor.

The e-Book will now reside in your BookShout account. If you want to read it on another computer or device, just access your BookShout account from that computer or device.

Thanks, and we look forward to seeing you at our Seamanship Seminar.

4. Preparing for a seminar

Determine which chapter(s) you want to include in your seminar.

- Estimate how many students will attend.
- Order the number of codes needed (use the normal ordering procedure – as if you were ordering books from the Auxiliary Association web site.) See procedure below in section 5 – How to order e-Book codes.
- Determine the student fee.

Seminar Example: You want to include two chapters, *Lines and Knots for Your Boat* and *Your Boat's Radio* in your seminar.

You estimate 20 students. You order 20 codes for each chapter. Seminar fee is set at \$20.

Total seminar revenue =	\$400
40 codes at \$4.95 each =	\$198
Flotilla net revenue =	\$202

Your next step is to get two pieces of information to your students. This procedure is the same whether you pre-enroll your students or enroll them the day of the class.

1. Prepare an e-mail for each student (an example below).
2. Provide them, as an attachment to the e-mail, with the Student Guide Seamanship Seminar Series (see prior page).

Your e-mail may look like this: (Change it to suit the circumstance)

Dear Student,

Welcome to your boating safety seminar. Our two subjects are Lines and Knots for Your Boat and Your Boat's Radio. The seminar is scheduled for _____, starting at _____ and ending at _____. It will be held at _____.

The textbook for these topics is an e-Book that you will need to download to your computer or mobile device. Instructions can be found in the attached publication, Seamanship Seminar Series Student Guide. Please read it and follow the instructions for using this hyperlink: (Instructor to paste the hyperlink/s for the seminar/s here.)

Looking forward to meeting you. Please call me if your plans change or you have questions.

Thanks,
Flotilla Commander



5. How to order e-Book codes

- a. Using this link www.shopauxiliary.com go to the District online member store.
- b. Sign in or open an account.
- c. Under “Public Education” select e-Books-Seamanship Seminar Series.
- d. Choose the chapter/s and quantity.
- e. Proceed to checkout. For shipping method choose Ship to (your email address)
- f. Keep email confirmation for Flotilla reimbursement.
- g. Receive email, within a day that links to AUXCEN with hyperlink with the codes.
- h. Print page or cut and paste hyperlinks to a file for safe keeping.

6. Additional Program Information

Instructors are encouraged to learn more about the BookShout download process, and other program features, by accessing the BookShout Knowledge Base from this link: <http://support.bookshout.com/kb>

- There are no teaching time requirements. Instructors must cover the material using whatever time is required.
- There is no final exam. However, the quiz that now follows each BS&S chapter is included and recommended.
- There is no minimum order when purchasing codes.
- Why no Chapter 9? The Auxiliary will have a new basic navigation course, *Modern Marine Navigation*, in the fall of 2015. It would be confusing to have two, but very different basic navigation courses.

- Completed seminars are entered into AuxData on form 7030 as ‘other’, code 14B. Section V is to be completed with those students attending the seminar entered as Graduates. Under age 17 number should also be entered.

- The newly revised Seamanship Seminar Series Power Point presentation is appropriate to use with each chapter. The new PowerPoints have a great deal of data included. The downloadable Power Point presentations may be found in the E Directorates eLib Resource Center under the heading Seminars – SSS.

Use this link <http://wow.uscgaux.info/content.php?unit=E-DEPT&category=sss>

This site also includes a student “Attendance Certificate” template for printing such a certificate.

Students may read their e-Books on other devices by opening their BookShout account in that device.

The codes embedded in each hyperlink are valuable flotilla assets just as the printed textbooks are. However, they don’t reside on a shelf, but rather within a computer which may fail, thus losing the hyperlinks.

To safeguard the purchased hyperlinks Flotillas need to implement a system to protect against a computer crash. Storing them on two computers would be a good idea. Also, it would be a good practice to NOT order and store large amounts of the hyperlinks. A ‘just-in-time’ inventory practice would be in order.

Each code, embedded in a hyperlink, may only be used once

NOTE: At \$4.95 cost per chapter, if the seminar contains three or more chapters or if the Flotilla uses these chapters in a series, it may be best to purchase full printed *Boating Skills and Seamanship* books, depending on your local cost structures. Bear this in mind as you get underway, making way. ⚓