

Electronic Public Education Offerings

On-Line – Interactive

Contemporary Self-Study Products

U.S. Department of
Homeland Security
**United States
Coast Guard
Auxiliary**



Electronic Public Education Offerings

A Preview for Elected Leaders, PE,
PV, VE and PA Staff

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What's new?

- Modern Marine Navigation (MMN)- An on-line, interactive, self-study navigation course
- Basic Boat Handling (BBH) – An enhanced eBook providing how to instructions about operating a boat



Why?

- The market for Education Classes is changing
- Aux Public Education courses & attendance have been decreasing
- The demand and acceptance of On-Line education is increasing
- Expose the boating public to the AUX
- Increase RBS education – a core mission



Why?

- For several years, USCG AUX RBS education has been trending downward.
 - PE classes have been decreasing
 - PE hours have been decreasing
 - PE course completions have been decreasing
- This trend is unsustainable -
 - If we're going to fulfill our RBS Education mission.
 - If we're going look to PE classes for revenue



Why?

- “Participation in online courses increased for the 10th year in a row” U.S. News & World Report Magazine 8 JAN 2013
- Demands of jobs, family, travel time & cost make On-Line courses attractive to many consumers
- Estimated: in 2015 over 37% of post-secondary education courses will be on line Marketdata Enterprises Inc



Why?

- Other Boating Education providers (our competitors in the market) have electronic offerings
- The AUX needs electronic offerings to stay relevant to the RBS community
- We need to reach “today's boaters”



Will electronic courses replace our current classes?

- No way!
- Electronic offerings augment, promote & support our current courses.
- These are new tools in the tool box
- They will let us reach a market we don't reach now, expanding RBS education
- They will provide a source of revenue



Benefits

- We will expand our RBS education reach, potentially saving lives
- Flotillas will get opportunities to add value & market these RBS products & legacy courses
- Revenue will go to AUX, and . . .
- Flotillas will get opportunity to share



Let's look at the Products

- Modern Marine Navigation (MMN)- An on-line, interactive, self-study navigation learning course
- Basic Boat Handling (BBH) – An enhanced eBook providing how-to instructions about operating a boat
- Neither one of these is a certificate course. These would be follow on to a certificate course.



Basic Boat Handling (BBH)

- Developed by the Aux & Boat-Ed

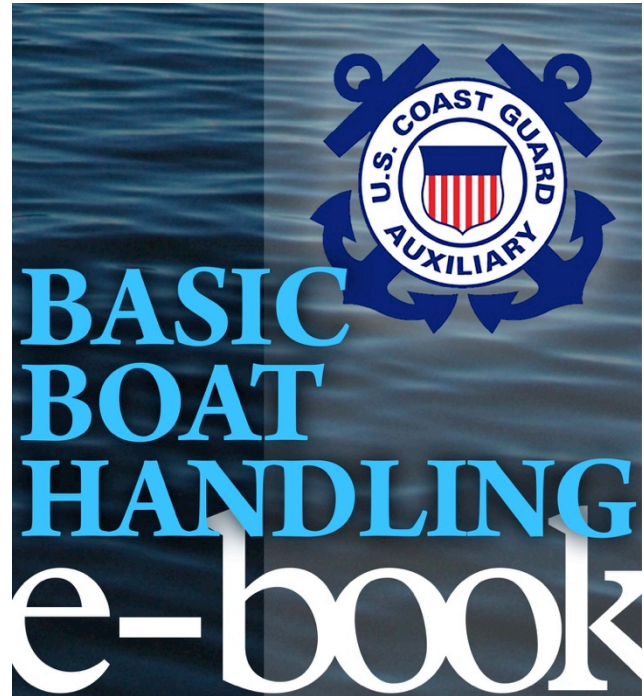


boat-ed.com™



Basic Boat Handling (BBH)

- Authored by the AUX
- Enhanced eBook implementation by Boat-Ed
- Embedded videos are included
- Aimed at new boaters





WHAT YOU WILL LEARN

Operating Your Boat

ENGINES AND HOW THEY AFFECT STEERING

STARTING THE ENGINE

LEAVING THE DOCK

STEERING A STRAIGHT COURSE

VARIOUS SPEEDS AND HOW THEY AFFECT
STEERING

TRIMMING THE BOAT

TURNING THE BOAT

MAN OVERBOARD

BACKING THE BOAT

DOCKING THE BOAT

ENTERING A SLIP

Chapter 3 | Leaving the Dock

Master the use of **ropes** and **currents** to assist maneuvering, especially in tight quarters.

When departing from a dock that is on your right, with the wind holding the boat into the dock, or if there is another boat in front and back of you making maneuvering difficult, release the stern line first. Then, loop the bow line around the cleat or stanchion on the dock. Turn the wheel to the left. Put the engine in reverse. Then slowly back up, which brings the

stern away from the dock. Once a proper angle is attained, straighten the engine, release the bow line, and back away from the dock far enough to make a turn and proceed forward.



BBH

Chapter 4 | Steering a Straight Course

Pick up these **tips** for keeping it straight.

The easiest way to stay on a straight course is to select the **horizon** or a fixed object such as a buoy in your sights then pick a point forward of the boat and in the direction you want to go. Steer the boat toward that object. Occasionally check the compass to make sure your direction is correct. Steering by reference to the liquid compass only is difficult.

At slow speeds, many boats tend to wander

from a straight course, so more frequent course corrections are necessary. If circumstances permit, just speed up a little and it will become easier.



BBH

Challenging Situations

When wind and/or current are high, there is one principal that will save the day. GET A BOW LINE ON THE DOCK! You may even have to approach the dock head on. If so, attach a line to a cleat or piling and your day is made. You can now use your engine to bring the stern in and attach the stern line to the dock.



Chapter 11 | Entering a Slip

Learn to assess surroundings and **line up** to enter a slip.

Once again, have a good look at the conditions. Check for any other boats in the slip. Check the winds and currents. Are there any obstructions in the slip? Do I need fenders? Do I have a straight shot into the slip, or will I need to make a turn just before entering? Is there anyone on the slip that can assist?

BBH



Video | Docking

If video doesn't start right away, tap triangle to play. (May take a few seconds to start.)

What's the price?

- BBH costs \$9.99
- Downloadable Enhanced eBook
- BBH is being sold in the Boat-Ed on-line store
 - AUX will also sell on the AuxA web site - soon
 - Sales on AuxA site are preferred



Modern Marine Navigation (MMN)

- Developed by the AUX & the Boat US Foundation



Modern Marine Navigation (MMN)

- Authored by the AUX
- Vetted by the CG Nav Center
- Web implementation & hosting by Boat US
- The gold standard in marine NAV courses.





Objectives

This course covers how to:

- Read and interpret a nautical chart
- Lay out courses, plot positions, and measure distances on a nautical chart
- Obtain essential information not contained on a chart with navigation reference publications
- Fix your position using visual and electronic means
- Obtain and use information on tides and tidal currents.





What to Expect from This Course



What to expect from this course:



Voyages to illustrate topics



Quizzes to check your progress

Bonus Materials:



Workbook and Main Glossary

To use this workbook, follow along with the course as you take it. Each workbook page contains more detailed and in depth information about the topics covered in this course. Look for a page reference number on the course page to see where it coordinates in your workbook. The main glossary is a document that contains all the glossary terms this course covers.



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Tidal Currents

Web sites:

- NOAA (NOS) provides a useful tutorial on tidal currents http://oceanservice.noaa.gov/education/tutorial_currents/02tidal1.html or http://oceanservice.noaa.gov/education/kits/currents/lessons/currents_tutorial.pdf
-
- NOAA also maintains a FAQ website for tidal currents <http://tidesandcurrents.noaa.gov/faq4.html>
-
- NOAA publishes a glossary of terms applicable to tides and currents <http://co-ops.nos.noaa.gov/publications/glossary2.pdf>

Publications:

- NOAA's Predictions:
 - http://tidesandcurrents.noaa.gov/curr_pred.html
- Additional Resources:
 - Several other countries publish tide and tidal current predictions, including Canada and the United Kingdom. For Canada these publications can be found at <http://www.tides.qc.ca/eng>
 - Comprehensive glossary of terms related to tides and currents <http://www.tides.qc.ca/eng/info/glossary>
 - FAQs with answers <http://www.tides.qc.ca/eng/info/faq>
 - The United Kingdom Admiralty Office offers a prediction service termed "Easy Tide" <http://www.ukho.gov.uk/Easytide/easytide/SelectPort.aspx>
 - NOAA provides predictions for selected Caribbean and Pacific islands (http://tidesandcurrents.noaa.gov/tide_predictions.html)



Reading a Chart: 12323 (Features, con't.)

Landmarks: Tanks



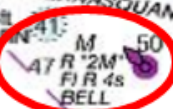
Landmarks: Towers, Coast Guard Station



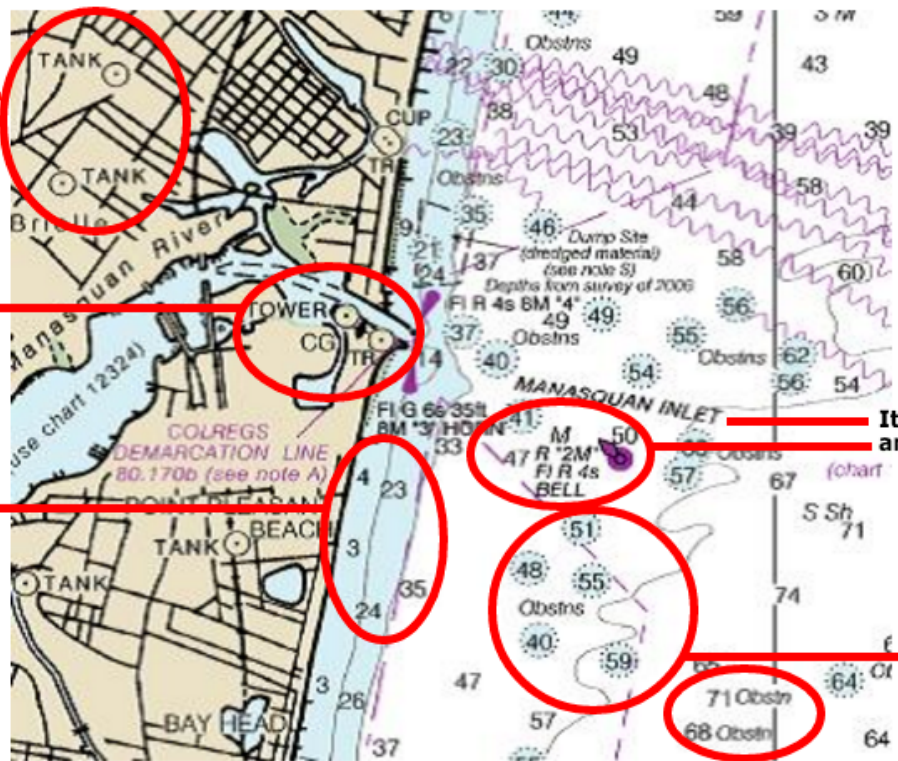
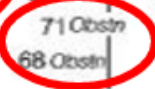
Numbers represent water depth



Italics: Names Manasquan Inlet and 2M Buoy



Numbers represent water depth



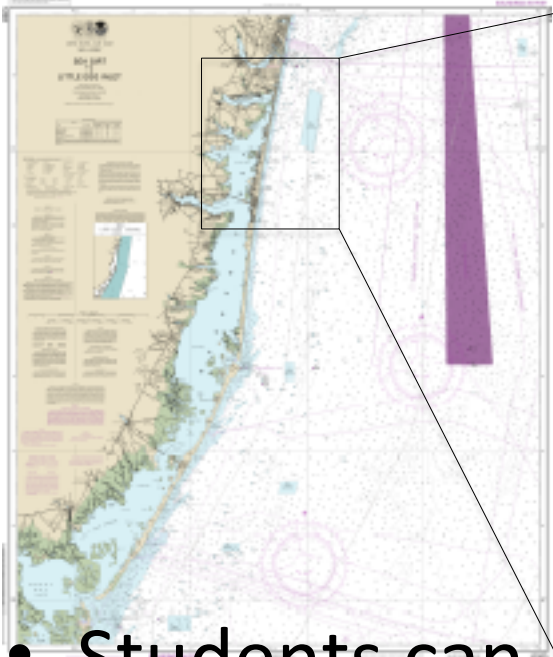


Bonus Resources

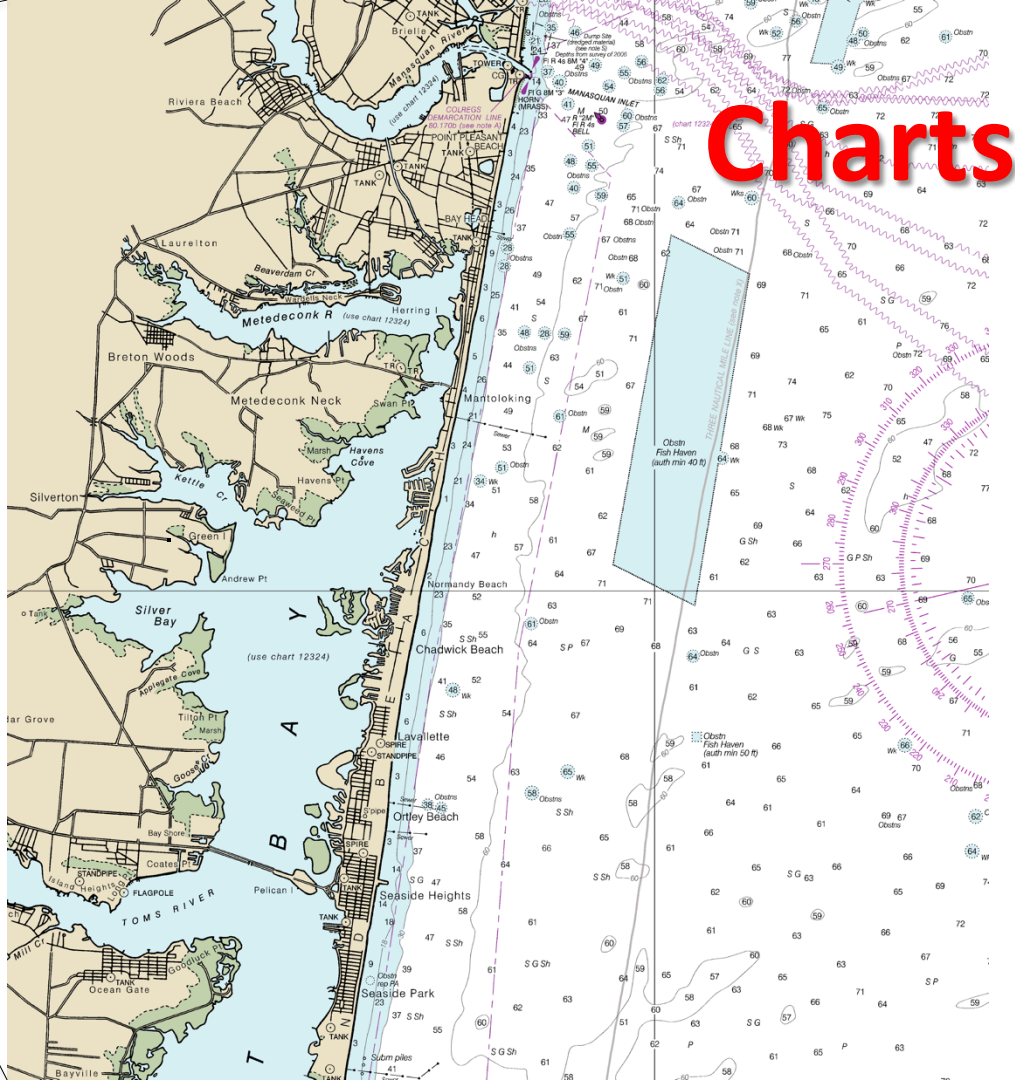
Here is a list of additional references for those wishing to learn more about the subjects covered in this lesson.

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- Students can download high resolution charts



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Nautical Charts

Nautical Charts

Coastal Chart 12323

Quick Exercise:

If you haven't done so already, [click here to download the NOAA Chart Catalog](#) now.

Using the NOAA Chart Catalog, which charts should we consult for our first voyage? (Remember our voyage begins at 2M" FI R 4s Bell just outside of Manasquan Inlet, New Jersey, and ends at Buoy RW "BI" Mo(A) WHIS just outside of Barnegat Inlet in New Jersey.

[Click here for the answer](#)

1 United States
Atlantic Coast Including Puerto Rico and the Virgin Islands
Catalog of Charts & Publications
2012 - 2014

FREE

U.S. Department of Commerce
National Oceanic and Atmospheric Administration
National Ocean Service
Office of Coast Survey

ISBN 9781603590871
NAO REFERENCE NO. NOSFPCATALOGA

[Click here to download the NOAA Chart Catalog](#)



Time, Speed and Distance (TSD) Calculations

The basic relationship between time (T, measured in hours), speed (S, measured in knots), and distance (D, measured in nautical miles) is:

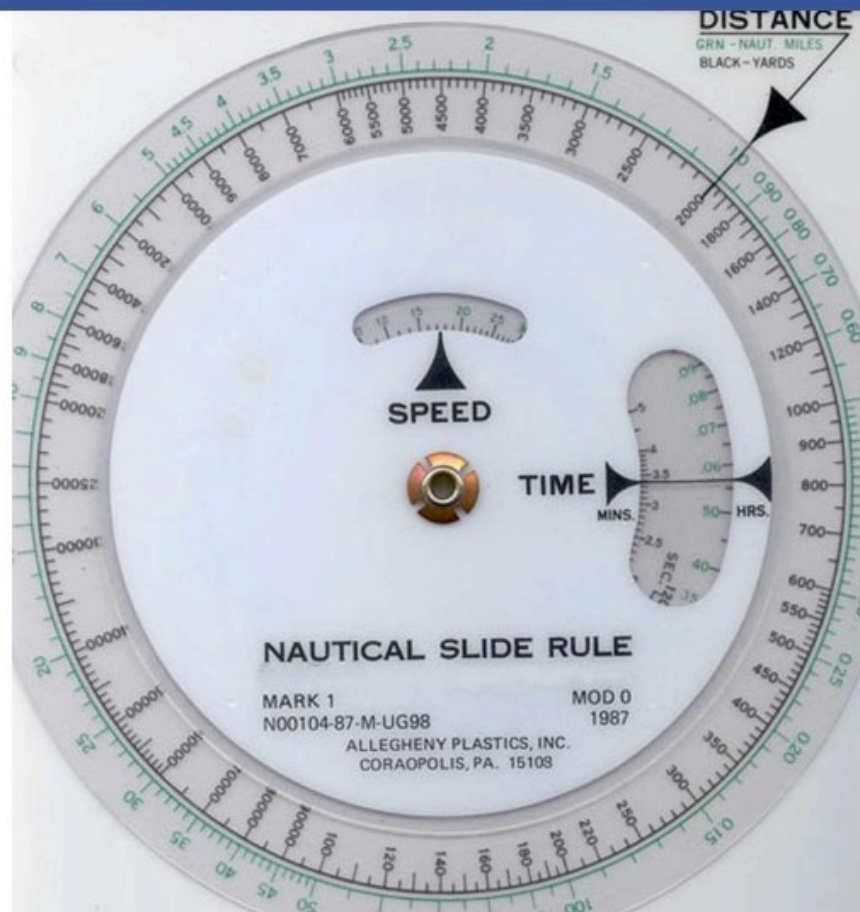
$$D = S \times T$$

If time is measured in minutes, rather than hours, the equation becomes:

$$D = S \times T/60$$

To compute the time in minutes required to traverse a given distance:

$$D = S \times T/60$$



To illustrate, suppose we maintain a speed of 12 knots for 20 minutes, then from (2) above, we will traverse a distance $D = 12 \times 20/60 = 4.0$ NM.

Equation (2) can be rearranged to compute any of the variables in terms of the other two. Thus, to compute the time (in minutes) required to traverse a given distance, D, knowing the speed, S, use:

$$T = 60 \times D/S \quad (3)$$

Calculating TSD Application Exercise #1:

Instructions: Read the scenario and jot down your response in the space provided, then type your response into the space provided in the course and check your answer.

Question: To illustrate, how much time will it take to traverse 6 NM at a speed of 12 knots?

Hint: Use the formula $T = D/S$

Respond with your answer in the course.

Correct Answer for Calculating TSD Application Exercise #1:

From equation $T=60 \times D/S$, the answer is $T = 60 \times 6/12 = 30$ minutes

If we had an estimated time of departure (ETD) of, say 1035 (times are usually written in four digits without colons), then the estimated time of arrival (ETA) at the next waypoint would be $1035 +30 = 1105$.

Or, to compute the speed that must be maintained to traverse a distance D in T minutes, use:

$$S = 60 \times D/T$$

TSD Calculation Application Exercise #2:

Instructions: Read the scenario and jot down your response in the space provided and then type your response into the space provided in the course and check your answer.

Question: What speed must we maintain to traverse a distance of 6.8 NM in 40 minutes?

Hint: Use the formula $S = 60 \times D/T$

Respond with your answer in the course.

When will this be available?

- MMN release date is 01 MAR 2016
 - MMN will be hosted on the Boat US learning management system servers.
 - AUX will have a direct link to the course.



What's the price?

- MMN will cost \$40.00
- Promo Code Incentive
 - Use of a Promo Code for MMN gives customers a 10% discount.
 - The Promo Code = The Flotilla number.



A Nice Incentive

- Promo Code = Discount for the purchaser
- For every purchase that uses a Flotilla Promo Code (the Flotilla Number – all digits, no dashes) the Flotilla will get a \$5.00 revenue share.
- \$5.00 income for the Flotilla, for each purchase / enrollment, without having to host a class.



Spreading the News

- Boat-Ed will market and sell BBH.
- Boat US will market and sell MMN.
- AUX / AuxA will market both products.
- AUX personal contact - Support and promotion by Flotillas and AUX members is critical to success of these products, critical to our RBS mission.



Opportunities for RBS Outreach

- Flotillas will receive (limited) MMN purchaser contact info, allowing follow up marketing efforts for other PE courses.
- Easy to promote during contact w/ public.
- During PA events, distribute / collect contact info to inform public.



Flotillas can Add Value

- Products may be sampled in the classroom to illustrate a lesson, also promoting products.
- Hold “follow on” classes w/ AUX Instructors
 - Review the lessons of these products
 - Chart work in local area – on real paper charts
 - Q&A Sessions
 - Review the workbook exercises



Flotillas can Add Value

- Example:
 - During PA event, pass out information on products
 - Have sign up sheet for further info – collect email, phone #
 - Distribute Flotilla contact info – set up email address (Gmail is free) for Flotilla PE activities
 - Inform public that on a future date, a class will be held to:
 - Apply lessons learned about charts to charts of local area
 - Go over workbook exercises w/ real AUX instructors
 - Review BBH and have Instructors give additional explanations
 - Other ideas that you'll have!



Spreading the News

- Every member will be sent an L2 Message announcing the products
- Additional Webinars (like this one) will be conducted to familiarize members w/ products
- Need one for your District? We'll hook you up!
- A recorded version will be available, too.



Spreading the News

- Webinars & L2 Messages
 - Inform about products
 - Tools and resources available to promote products
 - Ideas for adding value to products
- E-Directorate Website Member Zone
 - Download center for downloadable res



How can Flotillas help?

- The Flotilla is where interaction with the boating public occurs.
- Face to face contact is the most effective kind of RBS Outreach
- Face to face contact is the most effective way to tell about these products



How can Flotillas help?

- Inform boaters when performing VSC & PV
- Promote when teaching other Boating Safety classes
- Promote / inform public at Boat Shows and Public Affairs events
- Work with local Yacht Clubs and Marinas to promote to their members / customers
- Promote products on Flotilla web sites and Facebook pages



How can Flotillas help?

- In other words:
- Flotillas can promote these products while doing all of the things they already do to promote RBS



National Support

- Pre-launch announcements and promotion
- Include promotion on response to requests for Vessel Safety Checks
- Include on Boating Safety Education web page
- Include on www.cgaux.org home page rotational ads
- Promote to industry Media Outlets and Public Relations contacts
- Include in National Facebook and social media outreach
- Email Communications to members
- Develop marketing tools for Flotilla use



Bottom Line

- RBS Education is our mission – we must do better
 - Lack of boating knowledge is cause of many casualties
 - More education = fewer casualties
- AUX must enter the electronic education market
 - That's where our customers & competitors are
 - Status Quo is losing ground
- Additional source of revenue
 - Help support AUX programs



Questions?

Thanks for your attention!

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