



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



# Virtual PE Classes Overview and Strategy



Prepared for E – Directorate Commodore Robert Laurer  
District Staff Officers-Public Education  
Meetings June 15, and June 23, 2020

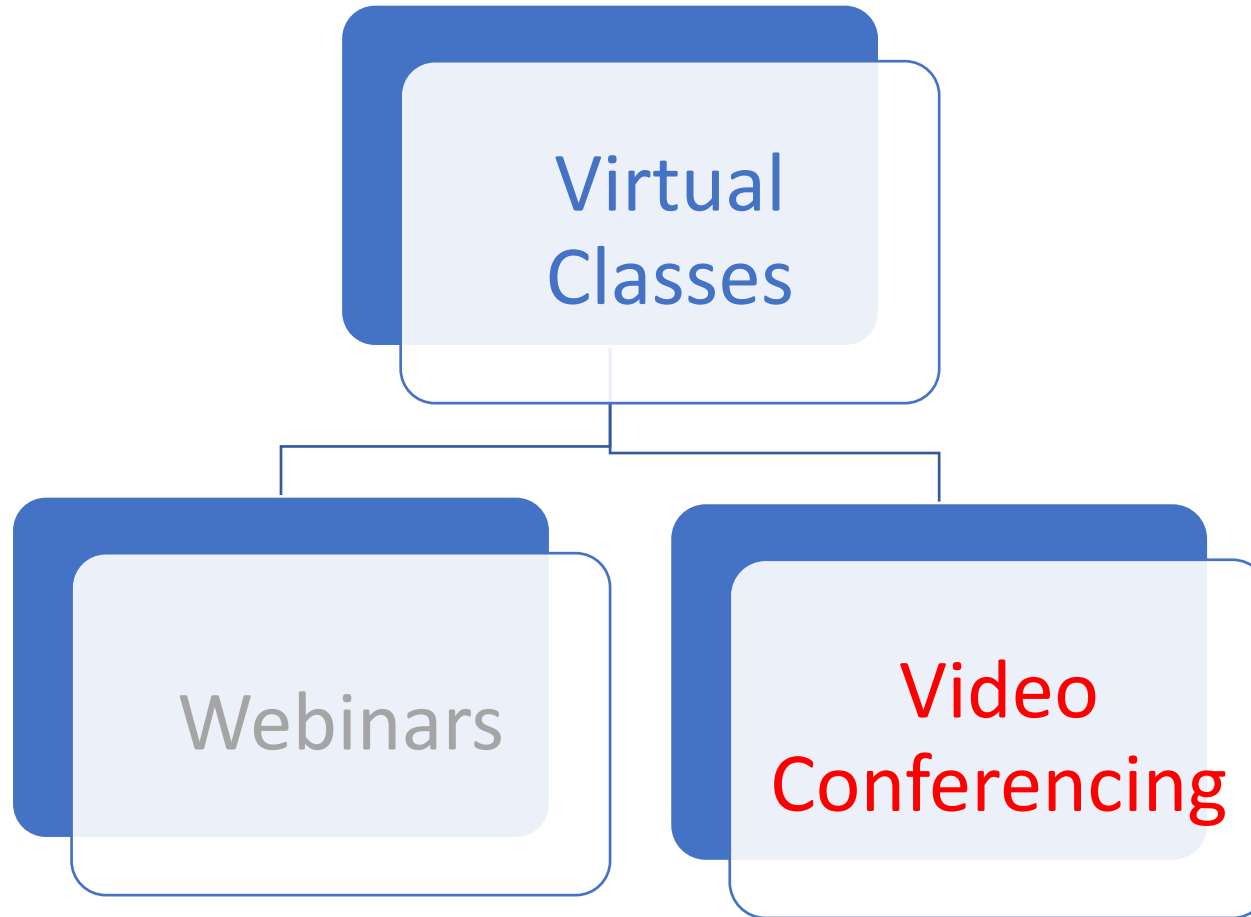


# AGENDA

- The Concept
- Platforms
- Virtual Classes to Date
- We Found That...
- Experiential Learning
- Starting Out
- Attracting Students
- Most Powerful Features
- Appendix
- Five Key Takeaways
- Marketing & Promotion
- Resources



# THE CONCEPT...





## Most popular current video platforms\*

Zoom

Google Hangouts/Meet

GoToMeeting

Join.me

Cisco Webex

Slack

Video Conferencing

\*<https://zapier.com/blog/best-video-conferencing-apps/>



# Virtual Classes Taught to Date

**Video Mentoring for Self-Study** ~ Core Courses, BQII, FEMA ICS

**Video Conferencing Guided** ~ Operations Workshops, VE Workshops, Comms Workshop, Intro to Risk Management, 4-hour TCT Refresher

**Video Conferencing Blended** ~ Virtual Boat Crew Training Dockside Instruction (16 session), Virtual Vessel Exam Certification (6 session)

**Public Education Classes** ~ ABS



## We found that...

- Some instructors were very apprehensive but got more comfortable as the class progressed...
- Clicking on the buttons became second nature...
- We started out stressed, fearful, apprehensive...and ended up where we could not close the meeting because the students and the instructors were enjoying themselves...
- We ended up with feelings of friendship and familiarity not unlike a pleasant social event...



## We found that...

- The more we used the gallery the more participants spoke up...
- Those who did not turn on their video lost interest and were not engaged...
- When one spoke up the others listened...
- One good comment or example generated another...
- Participants brought up the one/items that really concerned them...
- They helped us instructors to focus on what is relevant to them...



# We found that...

- The more that instructors listened, the more that the students learned...
- We laughed a lot more than in class...and listened more...
- When we could see everyone's body language on the gallery,
  - we got good feedback
  - better understanding
  - better timing
  - And, there began to be a positive energy...sense of humor...shared experience...





# We found that...

- We were gradually becoming better educators because...
  - we limited the use of PPT as a crutch...use it better than before...
  - we asked students to prepare in advance...
  - we used class time to discuss the topics, reinforce the learning...
- As those of you in education know, *learning, not teaching, is our objective...*
  - We are finding that video is helping us to get there...
- And the better that the student learns... well, perhaps some of that translates into better boating...



# Experiential Learning

- So far, there are no scientifically-based rules for setting the number of participants, time for teaching, breaks, etc.
- Logistical decisions should be made at the lowest possible level, FSO-PE
- FSO-PE should be guided by common sense and experience
- Guidance from senior staff is best given as a range not a maximum...
- Divisions/districts/directorates could facilitate information by setting up information clearing houses
- Focus on the messaging from the word “video”



# Starting Out

## Set Up

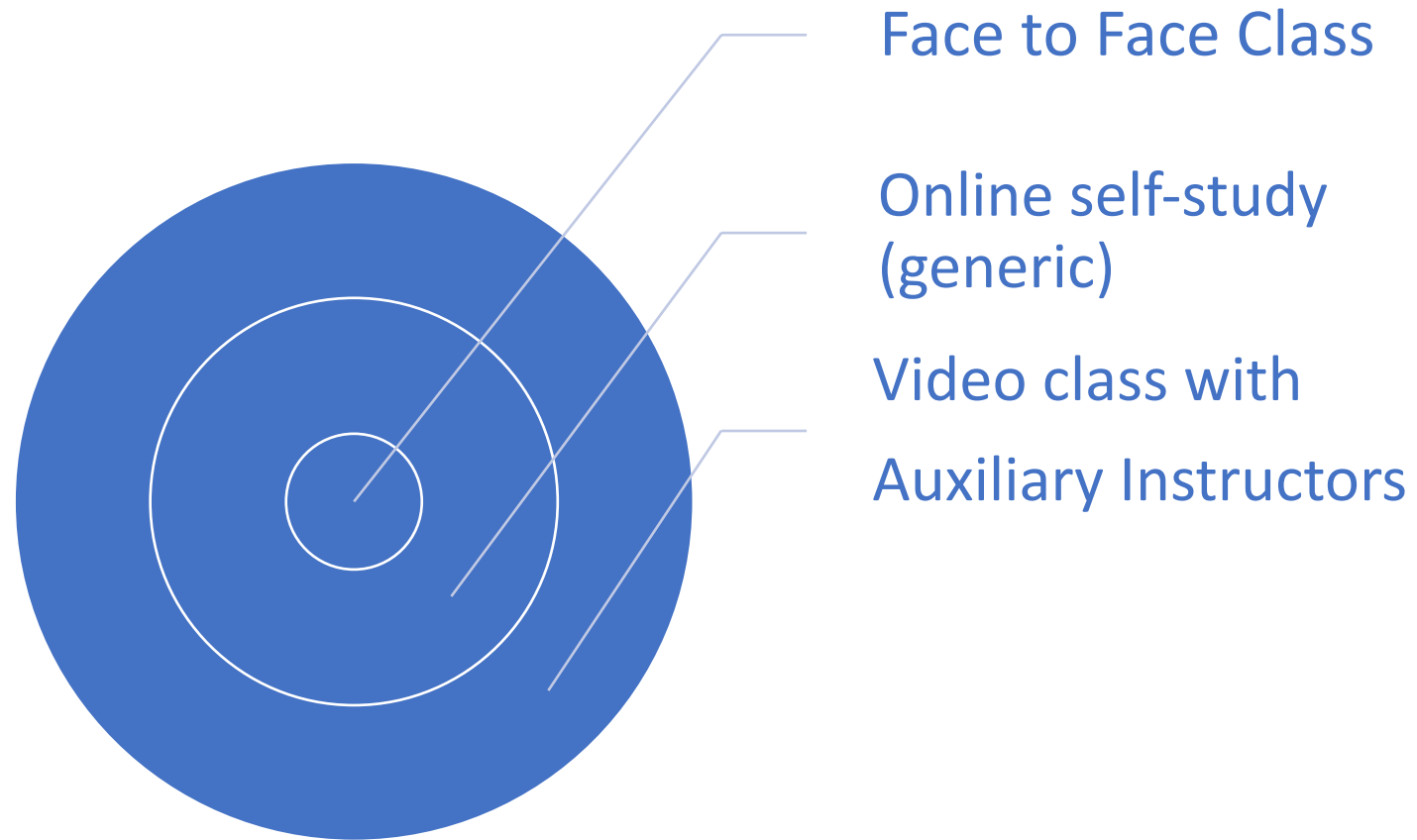
- [Download](#)
- [Help Center](#)
- [Getting Started](#)
- [Quick Start](#)

## Additional Resources

1. [E- Directorate What's New](#)
2. [D7 DIV6 Training Resources](#)
  - *Six Steps to Set Up*
  - *Tips for Holding Business Meetings*
  - *Best Learning Practices for Member Training and Public Education Classes*
3. [D7 DIV6 Calendar](#)



# Effective Market Reach





# Virtual Public Education Class

- District 7 Flotilla 61
- Henry Cespedes, SO-PE, FSO-PE
- June 1, 2020
- 4 consecutive evening sessions of 90 minutes each
- 30 students
- Platform: Zoom
- Registration: JotForm
- Test: Google Drive
- Two instructors; one observer
- Gallery ~ Shared screen ~ Chat
- Tests went well
- Students stayed after class to converse; “very happy”
- Four more classes scheduled
- Two already “Sold Out” ~(15, 22)
- Same format
- Contact: [Henry Cespedes](#)
- 305 519 - 4610



# OUR STUDENTS ARE COMING FROM...

## Flotilla 61 Audience

Referrals from past students, families, relatives, friends...

South Florida Powerboat club

Monthly class - regularity and reliability of offering

Personal Attention – phone and email number to register

Website SEO

Getting inquiries outside of Miami



## 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 dia	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



**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](mailto:hcespedes8531@gmail.com)



[Request Additional Information](#)

## **Public Education Courses Offered Elsewhere**

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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](#)

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## About Boating Safely

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### Boating Safety Course Online Registration Request

To register online, please fill in all information and click submit

Name:

Phone:

E-Mail:

Number of persons attending:

Course Date:

Questions or Comments

### To Register by Phone:

Contact: Henry Cespedes  
305-519-4610

### To Register by E-Mail:

Mail: [hcespedes8531@gmail.com](mailto:hcespedes8531@gmail.com)



# THE CLASS



# NSBLA Test

Per Dewey's suggestion, please take this exam to see how it works. There are a few changes in a newer version, but this will let you see it in action.

## ABOUT BOATING SAFELY EXAM

Please complete the following 60 questions without the use of your book, notes, or any person helping you. When ready to begin, click on the "Fill Out Form" button. When finished click the "Submit" button. Please be sure to add your email address below so we can record your test score for your certificate and boating card. Thank you.

**FILL OUT FORM**

<https://docs.google.com/f...>



# FEEDBACK

- Polling

Elections for Division xx November 2020

Anonymous? ⓘ

1. Vote only for one Candidate for Division Command... [Edit](#)
2. 

[Vote only for one Candidate for Vice Division Commander](#)

200

Single Choice  Multiple Choice

Superman
Superwoman
Spiderman
Wonder woman
Nomination from the floor can be added to the vote
Answer 6 (Optional)
Answer 7 (Optional)
Answer 8 (Optional)
Answer 9 (Optional)
Answer 10 (Optional)

[Delete](#)

[+ Add a Question](#)

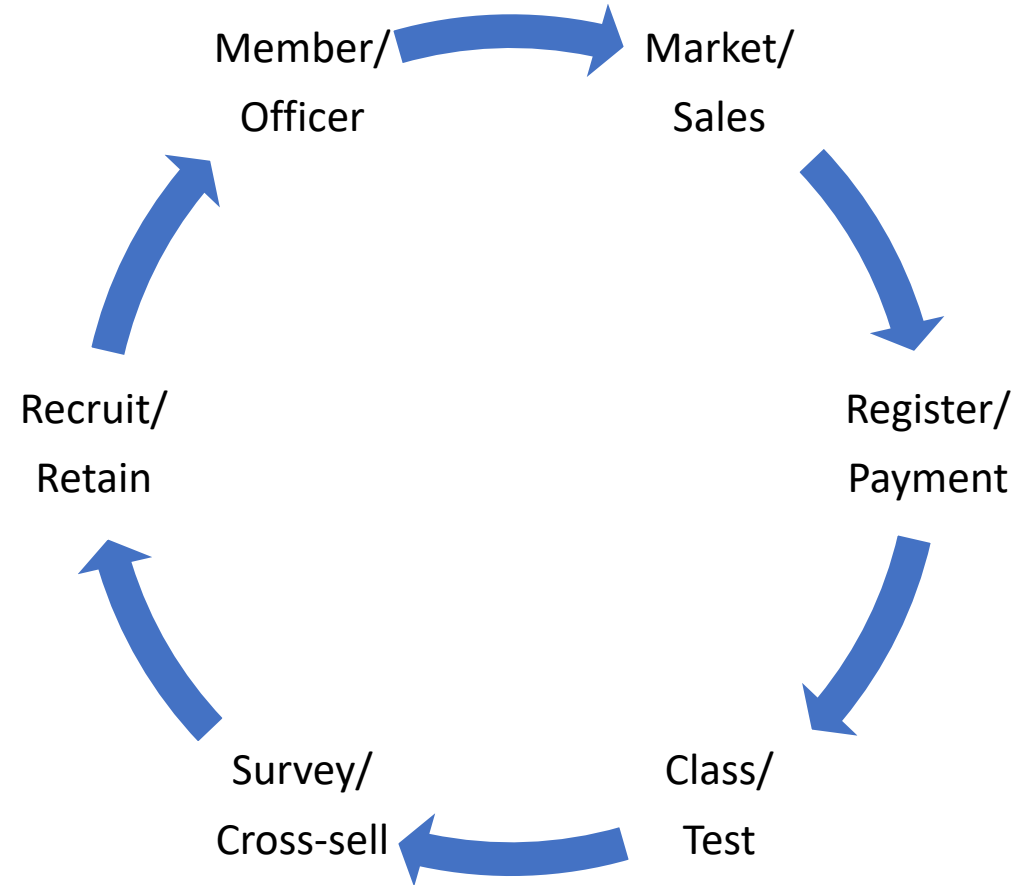
- Monkey Survey
- Qualtrics
- Mail Chimp
- Constant Contact

Save

Cancel

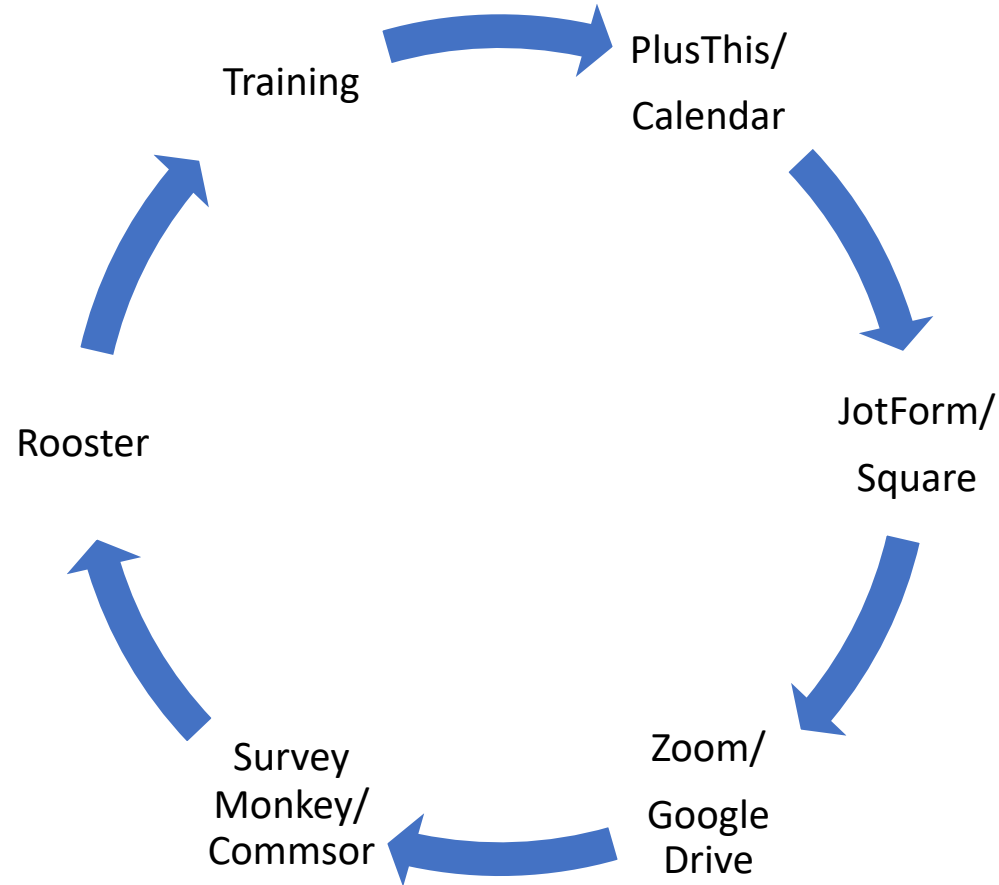


# Integrated PE Model





# Zoom Apps for the PE Model





# Most Powerful Features





# This is all it takes to schedule a class...

## Schedule Meeting

### Topic

### Date

  to   Recurring meeting      Time Zone: Eastern Time (US and Canada) 

### Meeting ID

 Generate Automatically     Personal Meeting ID 377-959-6168

### Password

 Require meeting password     

### Video

Host  On  Off      Participants  On  Off

### Audio

 Telephone     Computer Audio     Telephone and Computer AudioDial in from United States [Edit](#)

### Calendar

 iCal     Google Calendar     Other CalendarsAdvanced Options





# This is all it takes to send out invitations...

[My Meetings](#) > Manage "Flotilla 67 June 2020 Business Meeting"

[Start this Meeting](#)

Topic Flotilla 67 June 2020 Business Meeting

Time Jun 3, 2020 07:00 PM Eastern Time (US and Canada)

Add to [Google Calendar](#) [Outlook Calendar \(.ics\)](#) [Yahoo Calendar](#)

Meeting ID 892 3130 9021

Meeting Password \*\*\*\*\* [Show](#)

Invite Link <https://us02web.zoom.us/j/89231309021?pwd=T2wzeHJjY3RCRIBiWXhtK2xuK21lQT09>

[Copy Invitation](#)

Video Host Off

Participant Off

Audio Telephone and Computer Audio

Dial from



# Calendar Invitation

■ 2020 DIV6 VIRTUAL BOAT CREW TRAINING

Saturday, May 16 - 7:00 - 9:00pm  
Weekly on Saturday, until Jun 14, 2020

📍 <https://us02web.zoom.us/j/81817852353?pwd=WXL...>

👤 47 guests ▼  
13 yes, 2 no, 32 awaiting

☰ Review session - Kindly click reply Yes/No/Maybe to confirm/decline your space and help our security. Please join meeting 15 minutes in advance. Click on hyperlink and follow prompts. Select computer audio and video; run test.

Join Zoom Meeting

<https://us02web.zoom.us/j/81817852353?pwd=WXIKdHBHTzREYzZqajE3cG9QZnh5QT09>

Meeting ID: 818 1785 2353  
Password: 488673




# Using YouTube - Charting

You are screen sharing 02:13 Stop Share

www.youtube.com/watch?v=VKKpZwPOvU8

Boating Safely Exam - Google Docs ABOUT BOATING SAFELY EXAM Launch Meeting - Zoom Google Drive - Zoom

navigation class



Navigation - Chart Navigation (Chart Plotting Part 1)

372,890 views • Nov 7, 2014

3.7K 64 SHARE SAVE ...

**Northeast Maritime Institute**  
21.6K subscribers

The steps for using a chart to fix your position, determine the dead

SHOW MORE

Up next AUTOPLAY

- Navigation - Course To Steer (Chart Plotting)**  
Northeast Maritime Ins...  
155K views • 5 years ago
- Rules of Go - Part 1**  
NYIG\_Go  
Recommended for you
- Course To Steer - Westview Sailinn RYA**  
Duncan Wells  
106K views • 7 years ago
- Captain License Chart Navigation - General**  
US Captains Training  
64K views • 5 years ago
- Captain License Chart Navigation - Three Poi**  
US Captains Training  
40K views • 5 years ago
- Navigation - Relative Rearrinn**  
Northeast Maritime Ins...  
55K views • 3 years ago
- Celestial Navigation Made Easy**  
Tippecanoe Boats  
77K views • 2 years ago



# Direct to Charting Program

Navigation View AIS Tools Help

HURRICANES AND TROPICAL STORMS  
 Hurricanes, tropical storms and other major storms may cause considerable damage to marine structures, aids to navigation and moored vessels, resulting in submerged debris in unknown locations. Charted soundings, channel depths and shoreline may not reflect actual conditions following these storms. Fixed aids to navigation may have been damaged or destroyed. Buoys may have been moved from their charted locations, damaged, sunk, extinguished or otherwise made inoperative. Mariners should not rely upon the position or operation of an aid to navigation. Wrecks and submerged obstructions may have been displaced from their charted locations. Pipelines may have become uncovered or moved. Mariners are urged to exercise extreme caution and are requested to report aids to navigation discrepancies and hazards to navigation to the nearest United States Coast Guard unit.

**SOUTH CAROLINA**

EDISTO ISLAND

ST HELENA SOUND

PORT ROYAL SOUND

HILTON HEAD ISLAND

Beaufort

Port Royal

Hilton Head

Bladnock Pt

1441 19M

AIS target list

Trk	Name	Call	M... ▲	Class	Type	Nav Status	Brg	Range	CoG	Soc
1	AL QIBLA	9HA...	256576000	A	Cargo S...	Moored	286	3.33	022	0.0
2	OCEAN VICTORY	WD...	303327000	A	Military ...	Moored	294	7.43	019	0.0
3	EOS	ZCP...	319087000	A	Pleasure ...	At Anchor	-	-	-	-
4	C2	319268000	319268000	A	Unknown	Moored	-	-	-	-
5	DEALER'S CHOICE	338092728	338092728	A	Unknown	Moored	099	3.60	-	-
6	REELIN & DEALIN	338233163	338233163	B	Unknown	-	-	-	-	-
7	CAPE DOUGLAS	WM...	366670000	A	Cargo S...	Moored	291	5.77	000	0.0
8	CAPE DECISION	366698000	366698000	A	Unknown	Moored	291	5.85	000	0.0
9	ELIZABETH ANN	WCZ...	366773150	A	Tug	Underway	295	3.70	317	0.0
10	MISS CATE	WDF...	366811590	A	Tug	Undefined	288	3.54	326	0.0
11	MISS GILL	367122690	367122690	A	Unknown	Underway	228	5.31	300	0.0
12	ELIZABETH TURECAMO	367300590	367300590	A	Unknown	Underway	291	5.71	263	0.0
13	ATLANTIC COAST	WD...	367307850	A	Tug	Underway	296	3.88	306	0.0
14	GEORGE HOLLAND	WDE...	367371850	A	Vessel To...	Underway	281	5.80	208	0.0
15	CAPT JIMMY T MORAN	367382920	367382920	A	Unknown	Underway	-	-	-	-
16	MISS EMILY	WDF...	367430760	A	Vessel To...	Undefined	270	4.02	-	0.0
17	VIRGINIAN	WDF...	367433140	A	Vessel Dr...	Restricted ...	287	3.56	317	0.2
18	ATLANTIC	WDF...	367473180	A	Vessel Dr...	Undefined	270	4.01	044	0.6
19	CAPTAIN ED	WDF...	367473210	A	Tug	Underway	287	3.48	193	1.6
20	ATLANTIC DAWM	367482910	367482910	A	Unknown	Underway	280	5.76	277	0.0

Flotilla 65

Walter Runck

iPad (14) Donald Menig

1:323300



# Second Camera – Physical Items

The screenshot shows a Zoom meeting interface. The top bar includes a "Recording..." indicator and a timer at 56:13. The main video area displays a close-up of a blue-handled compass and a black compass rose. The top navigation bar shows several participants: Hortensia Sampedro, Flotilla 65, Robert Sherman, Capt Ralph, Sandy Beach Dictor, and Richard. The right sidebar lists 15 participants with their names and status (Host, Co-host, Guest). At the bottom, there are controls for "yes", "no", "go slower", "go faster", "more", and "clear all", along with "Invite", "Mute All", "Unmute All", and "More" options.

Participant Name	Status
Hortensia Sampedro	Host, me
Flotilla 65	Co-host, Guest
iPad (14) Donald Menig	Guest
Richard	Guest
Robert Sherman	Guest
Sandy Beach Dictor	Guest
angel	Guest
Antonella Cassia	Guest
Capt Ralph	Guest
david	Guest
Dewey Jackson	Guest
Francisco	Guest
Ingrid Onate	Guest
valerie	Guest
Walter Runck	Guest



# Sharing Controls

Participants (3)

Compass Rose (Host, me)

Karen Miller (Guest) Mute More

manny (Guest)

- Stop Video
- Spotlight Video
- Make Host
- Make Co-Host
- Allow Record
- Rename
- Put in Waiting Room
- Remove

copy 2.jpeg  
5x225

copy 1.jpeg  
9x203



Common sense is not as common...



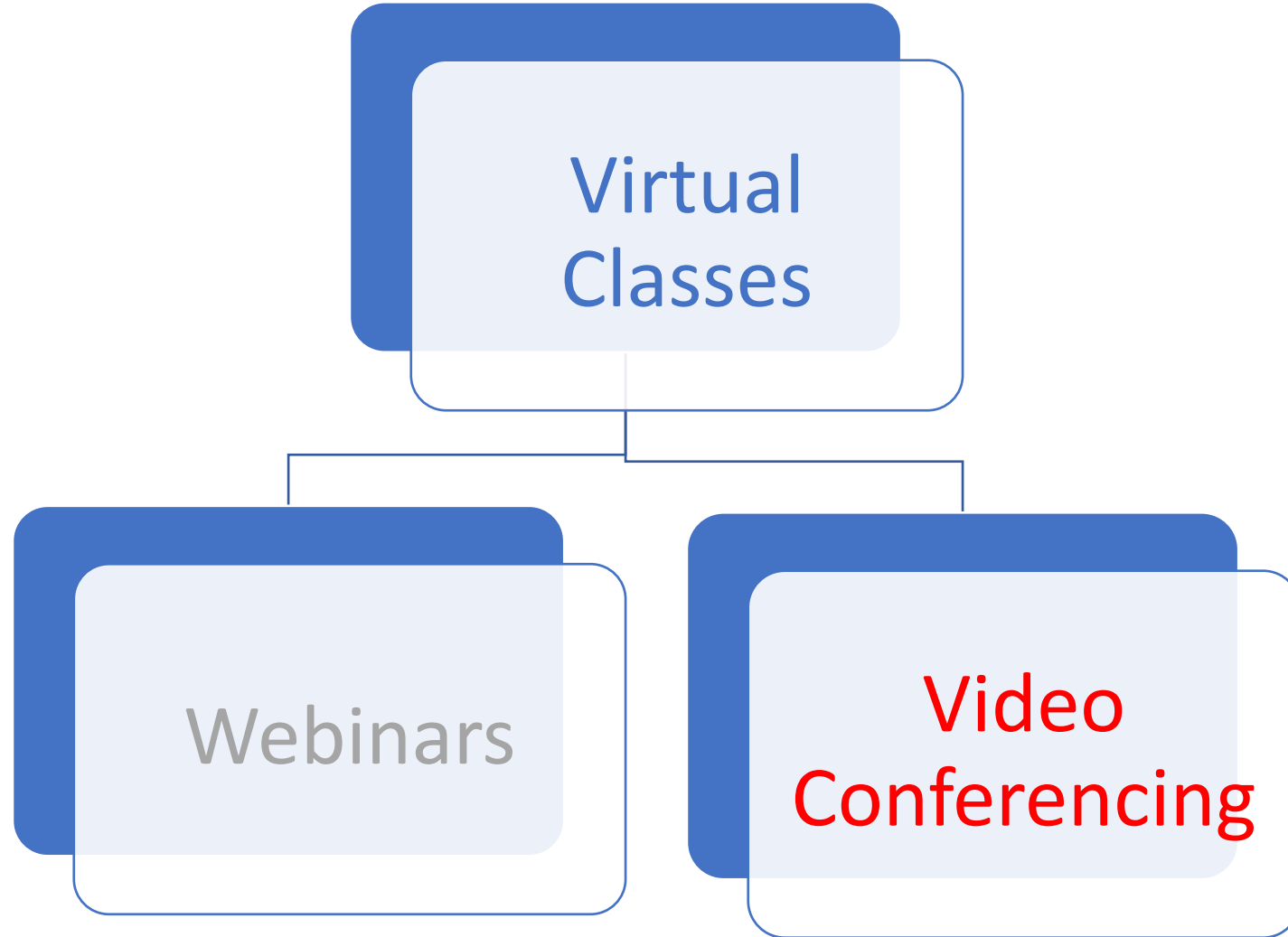


# APPENDIX



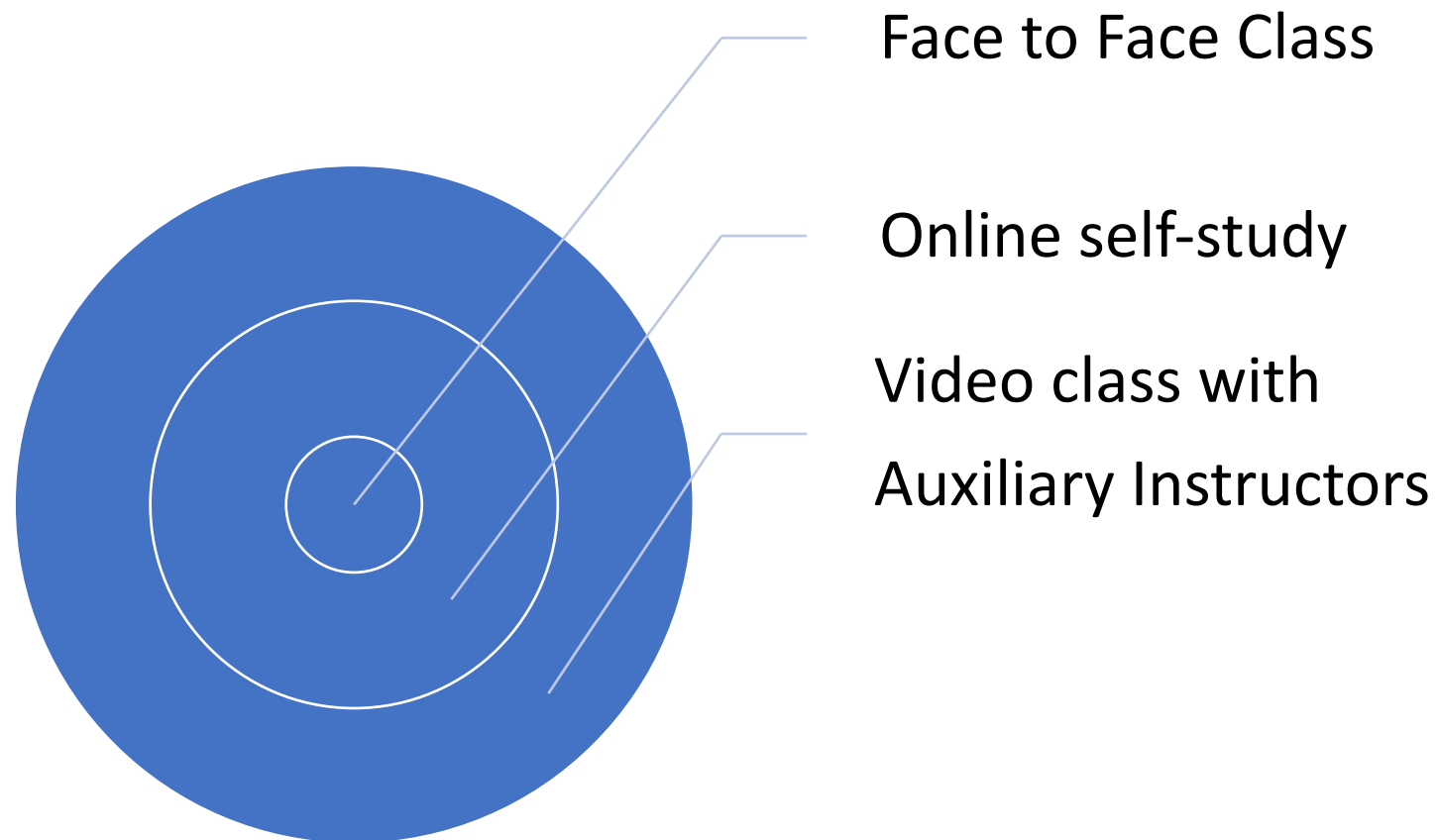


# FIVE KEY TAKEAWAYS



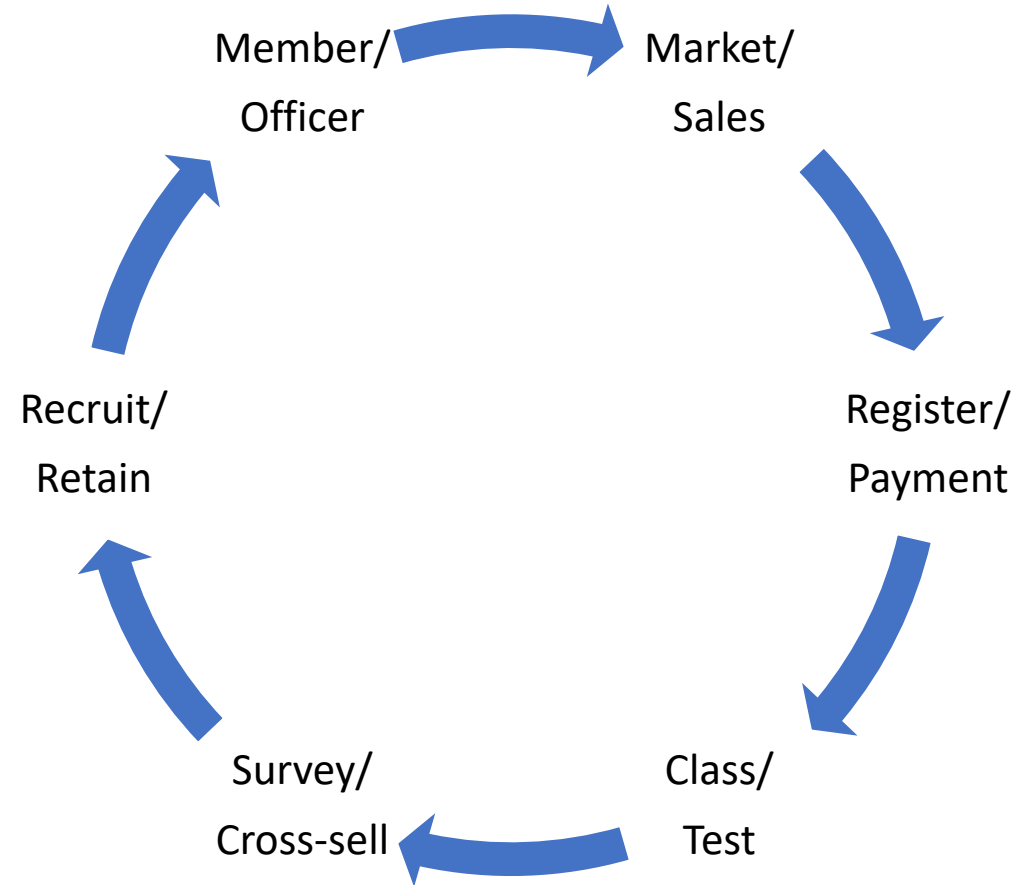


# Effective Market Reach





# Integrated PE Model



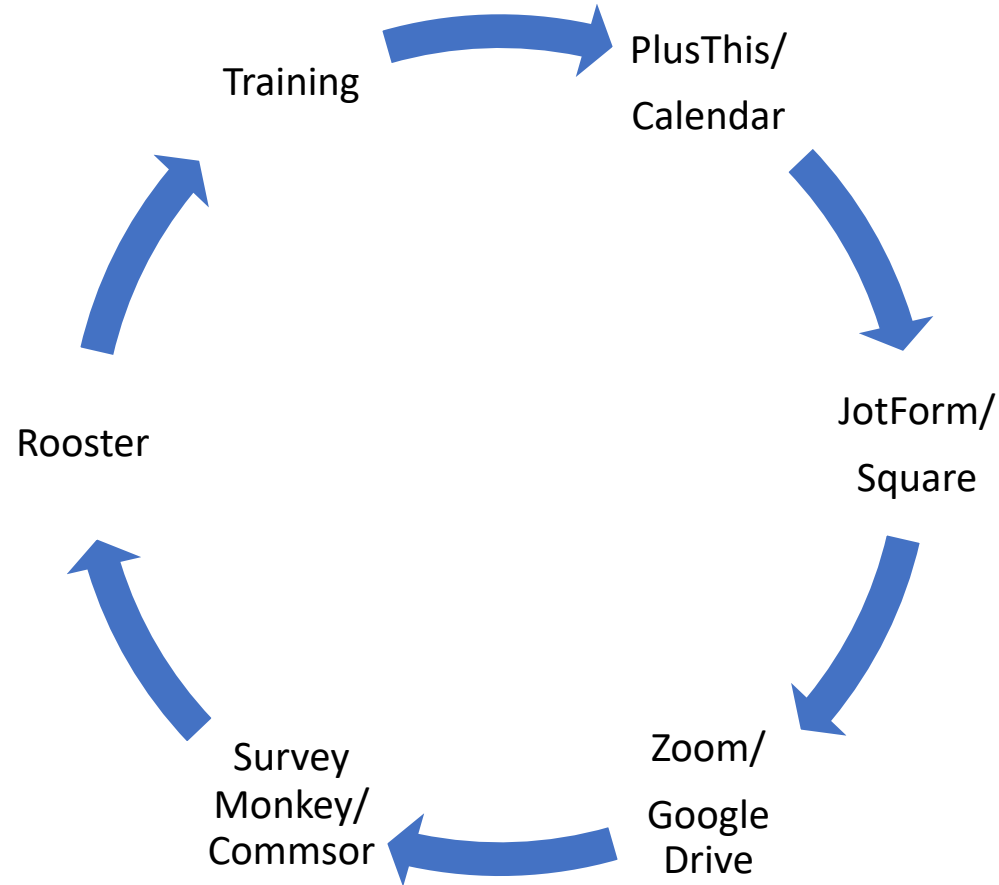


# Most Powerful Features





# Zoom apps for the PE Model

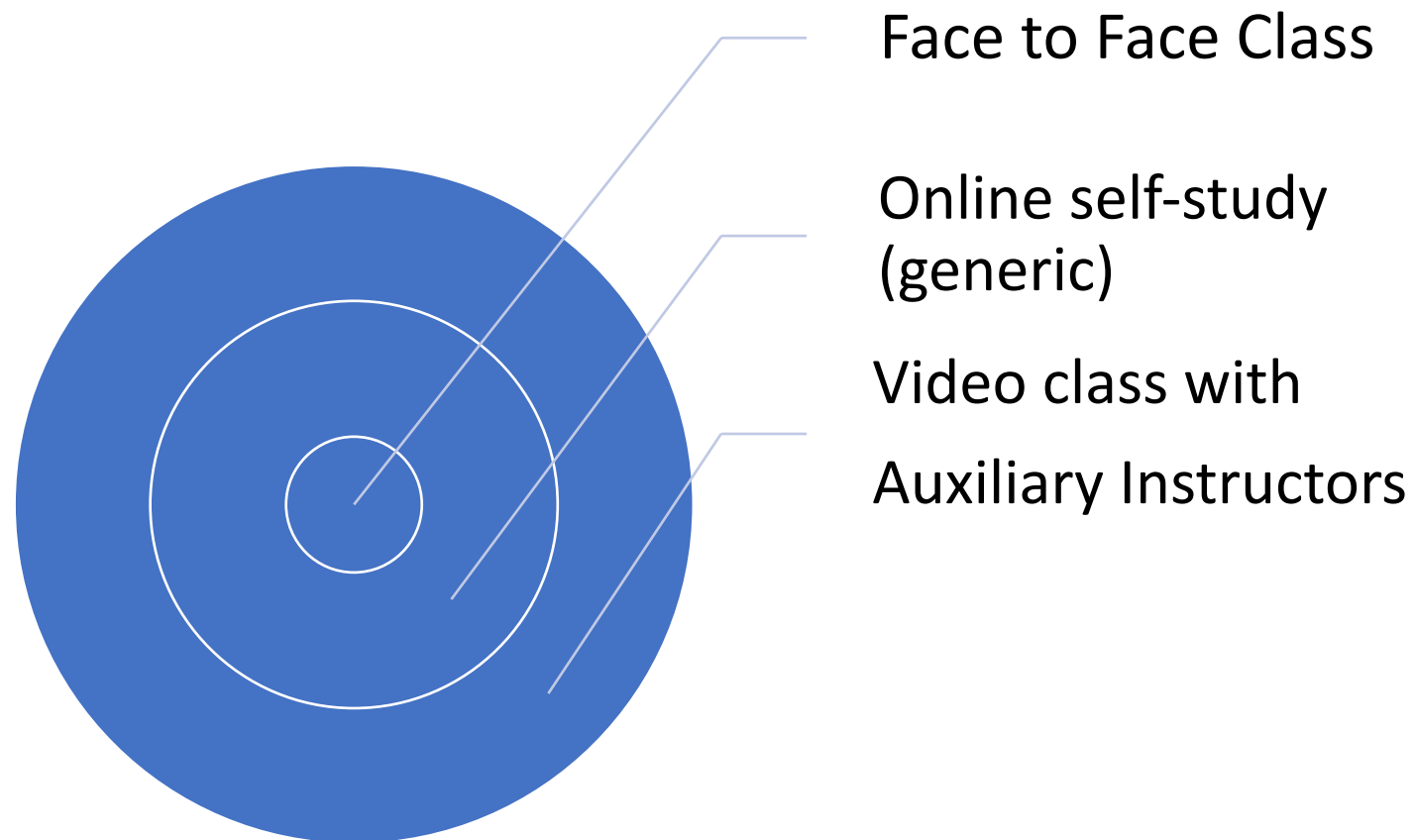




# Marketing & Promotion



# Effective Market Reach







# Marketing & Promotion

...explore the **timing** and the decision-making **flow** of their needs...

Timing	Flow
when they buy a boat	explore new/used boat dealers referrals
when they insure a boat	explore boating insurance company referrals
when they register or renew their annual registration	explore State boat registration offices, get mailing list, develop data base
fishing tournaments boat shows	explore with organizers



# Promotion ...

Timing	Flow
when they rent a boat	explore local rental companies
when they join a boating organization	explore local sailing, yacht, boating clubs, dockmasters
when they go to renew their public marina slips	explore local marinas
when their child turns of boating age	explore local high schools
when local charitable entities seek to support safe boating, clean marinas, etc.	explore boating safety, environmental foundations



# Promotion ...

when local businesses are looking to help the local community	explore annual donations from corporate community foundations (CVS, Publix ...)
when they read up on local current events	explore special interest articles with local community papers, social media
when they see you on the local TV news	get a local interview for the 5 and 10 pm news
when they hear you on the local radio boating, fishing programs	get local interviews



# Close the sale with personal service...

Service	Service
set up own PE website	set up own blog
use SEO to keep top of search	PE dedicated email address, phone number



# Resources

## Zoom

- [Attend Live Training](#)
- [Video Tutorials](#)
- [Knowledge Base](#)
- [App Marketplace](#)
- [Meetings for Education \(Students & Educators\)](#)

## CGAUX Resources

1. [E- Directorate What's New](#)
2. [D7 DIV6 Training Resources](#)
  - *Six Steps to Set Up Video Classes*
  - *Tips for Holding Business Meetings*
  - *Best Learning Practices for Member Training and Public Education Classes*
3. [D7 DIV6 Calendar](#)



# Schedule Group Training

To schedule group training

Resource for questions, practice, trouble-shooting

Feedback and observations welcome

[Hortensia Sampedro](#), DIV6, SO-MT (305) 742-8221