

NASBLA Education & Awareness Committee

Committee Charter

The Education & Awareness Committee will work to advance boating safety by maintaining and updating the National Boating Education Standards and the Paddlesports Education Standards; developing recommendations based on best practices for the states to implement; and creating a library of state marketing campaigns and outreach materials for other states to use.

Subcommittees will monitor and address different aspects of the Committee's work. For 2009, the three subcommittees are Marketing & Outreach, Education Standards & Best Practices, and Boating Course Administration. Each subcommittee will take the lead on specific, assigned charges.

The Committee and Subcommittees will meet March 27-28, 2010, in Daytona Beach, Florida in conjunction with the International Boating & Water Safety Summit.

Committee Leadership and Staff

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Marketing & Outreach Subcommittee

State Members:

Ed Lyngar (NV) – Chair
Erica Shipman (AL)
Mark Farmer (IN)
Selverio Pacleb (TX)*
John Wisse (OH)*
(* unfunded members)

Tom Hayward – NASBLA Staff
Tim Smalley (MN)
Susan Stocker (IA)
Joleane King (CA)*
Brian Rehwinkel (FL)*

USCG Representative: Jo Calkin

Associates:

Amanda Suttles (BoatUS Foundation)
Bruce Rowe (Forever Resorts)
Michelle Zaloom (Sea Tow Foundation)
Herman Green (USPS)

Stephanie Hussey (RBFF)
Rachel Burkholder (NSBC)
Maureen Healey (PWIA)

Mission Statement: The Marketing & Outreach Subcommittee will coordinate with the states, U.S. Coast Guard, and other stakeholders to develop marketing and outreach materials in support of the RBS Strategic Plan. One of the tasks of this subcommittee is to solicit, review, and market materials submitted for the NASBLA Seal of Safe Boating Practices endorsement.

1. Develop focus groups in several locations (using agencies and Associate member resources as available) to test and strengthen the effect of select safety messages on target audiences. (Operation Dry Water, life jacket messages, etc.) (RBS 2.2, 2.3, 2.5, 6.5) (NASBLA 2.4)

Charge Leaders: Susan Stocker and Brian Rehwinkel

Charge Team: John Wisse, Joleane King, Herman Green, Amanda Suttles, Ed Lyngar

As national campaigns are used to promote life jacket wear or address boating under the influence, it is important to determine if the messages are reaching the intended audiences and are understood.

2. Measure the current use of social networking sites (Facebook, Twitter, MySpace, blogs) by member state agencies. Develop a list of best practices for current users and a “start up” guide for agencies that have not yet adopted these outreach tools. (RBS 2.2, 2.3)

Charge Leaders: Rachel Burkholder and Erica Shipman

Charge Team: Mark Farmer, Stephanie Hussey, Herman Green

Social networking sites are a great way to spread the boating safety message without spending a lot of money, but the process of doing so can be daunting. A survey of states and organizations will be conducted to determine which ones already do this and information from their answers will be used to develop the list of best practices.

3. Redesign the “Seal of Safe Boating Practices” logo to blend with the new NASBLA logo. Promote the program through new literature and a web page. (RBS 2.2, 2.6)

Charge Leader: Tim Smalley

Charge Team: Bruce Rowe, Selverio Pacleb

The Seal of Safe Boating Practices is a distinction given to those items that are deemed to promote safe boating in a format that isn't a course. While many organizations and state agencies are aware of the Seal, it is still not widely recognized. In addition, marketing the new logo is important for course approvals.

Standing Charge 1 – Increase state participation in the National Safe Boating Council's “Wear It” campaign and the Operation Dry Water campaign. (RBS 2.2, 2.3, 2.5, 6.5) (NASBLA 1.3, 1.5)

Charge Team: Rachel Burkholder, Ed Lyngar, Tom Hayward

Standing Charge 2 – Encourage states and organizations to add outreach materials to the online MARC library. (RBS 2.2) (NASBLA 1.3, 1.4, 1.5, 2.3, 3.5)

Charge Team: Brian Rehwinkel, Ed Lyngar, Tom Hayward

Education Standards & Best Practices Subcommittee

State Members:

Marty Law (OR) – Chair
Joe McCullough (AK)
Ed Underwood (HI)
Kim Jackson (ID)
Ed Huntsman (AZ)
John Sellers (MO)*
Ryan Walt (PA)*

Gail Kulp – NASBLA Staff
Erika Nighswonger (KS)
Rich Brown (NJ)
Mark Brown (OK)
Jeremy Morioka (CA)*
Stephen Verchinski (NM)*
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Associates:

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David Carter (BoatUS Foundation)
Kerry Moher (BoaterExam.com)
Eugene Molteni (USPS)

Bill Gossard (NTSB)
Virgil Chambers (NSBC)
Carolyn Belmore (NESBC)
Anne Lockwood (USCG Auxiliary)
Chris Neal (PWIA)
Jo Mogle (US Sailing)

Mission Statement: The Education Standards & Best Practices subcommittee will focus on the National Boating Education Standards and the National Paddlesports Education Standards as the members work to complete the following charges:

1. Create a set of standards for a school-based boating and water safety program. (RBS 3.3, 4, 8.4) (NASBLA 2.2, 3.3)

Charge Leader: Joe McCullough

Charge Team: Rich Brown, Gene Molteni, Karen Steeley, Ryan Walt

The "No Child Left Inside Act" is being introduced into Congress this year to add environmental educational opportunities to the national education curriculum. There are currently national programs ("Project Wet," Project Wild" and "Project Learning Tree") that teach children about how to be good stewards of the environment, but there isn't anything related to boating, water safety and drown-proofing. The curriculum would be targeted to those students in grades 6-8 and should also relate to topics found in science and social studies classes. Participation with members of AFWA and RBFF is welcomed.

2. Survey the state education coordinators to determine whether their education programs have changed since the 2005 NASBLA survey was conducted. Use the results to update the NASBLA online reference guide and develop an issue brief on the changes to notify the members. (RBS 1.1, 1.2, 1.4) (NASBLA 1.3, 1.4, 2.3)

Charge Leader: Erika Nighswonger
Charge Team: Ed Underwood, Mark Brown

The 2005 survey on the state of education programs in each of the states/territories helped illustrate ways in which the state education programs are moving toward uniformity and led to the creation of a set of best practices for state education programs and a report on what constitutes an adequate boating safety education program. Updating this data is important to be able to measure change as we move towards even more uniformity amongst the states. In addition the results of the survey will be compared to the USCG definition of “adequate” and “sufficient” education.

3. Conduct research into whether all of the states have signed an MOU or MOA signifying that the USCG Auxiliary and U.S. Power Squadrons courses are approved to be taught in those states. If an MOU/MOA does not exist in a state, work with the state to develop an acceptable agreement so as not to discontinue boating education courses in that state. (RBS 1.1, 1.2) (NASBLA 1.3, 1.4, 2.1)

Charge Leader: Ed Huntsman

Charge Team: Gene Molteni, Dave Daniels, Anne Lockwood, Jo Mogle, Kim Jackson, Fred Messmann

As a requirement of approval, a course provider must obtain a signature from a state representative who has reviewed the course materials OR the course provider must have a valid MOU with the state which, at a minimum, addresses standard 8 and other issues relative to providing a course for the state such as the reporting requirements of course completion data. A model MOU/MOA will be developed that can be used by the states and course providing organizations.

Standing Charge 1 – Develop new test questions to add to the NASBLA pool. This includes test questions for the National Boating Education Standards and the Paddlesports Standards. (NASBLA 2.2)

Charge Leader: Kim Jackson

Charge Team: Mark Brown, Joe McCullough, Rich Brown, David Carter, Fred Messmann, Jo Mogle, Ed Huntsman, Gene Molteni

Standing Charge 2 – Monitor the development and progression of on-water, skills-based boating courses in the RBS community. (RBS 3.1, 3.2, 3.3) (NASBLA 1.3, 1.4, 2.2, 2.3)

Charge Leader: Mark Brown

Charge Team: Ed Underwood, Gene Molteni, Chris Edmonston, John Sellers, Fred Messmann

Boating Course Administration Subcommittee

State Members:

Betsy Woods (TN) – Chair

Tony Cardoza (NH)

Jim Graybeal (DE)

John Annino (CT)

James Hatton (DC)*

Cindy Bellar (OH)*

Gail Kulp – NASBLA Staff

Ann Evans (UT)

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Stacey Brown (VA)

Bob Cushing (AR)*

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USCG Representative: Wayne Stacey

Associates:

Cindy Kalkomey (Boat Ed)

Chris Edmonston (BoatUS Foundation)

Robin Freeman (USCG Auxiliary)

Jo Mogle (USPS)

Krista Kendall (Transport Canada)

Fred Messmann (NSBC)

Herman Green (USPS)

Maureen Healey (PWIA)

Mission Statement: The Boating Course Administration subcommittee will focus on the NASBLA Course Approval process and all of its related aspects as they work to complete the following charges:

1. Evaluate UN Resolution 40 and other international agreements dealing with international reciprocity and provide a position paper establishing NASBLA's position on the issue. (NASBLA 1.4)

Charge Leader: Tony Cardoza

Charge Team: Jo Mogle, Wayne Stacey, George Agganis, Krista Kendall, Fred Messmann, Herman Green, Matt Long (NASBLA)

Boaters can easily travel across the world today and wanting to boat in other countries is becoming more of an issue. Even though the U.S. did not sign UN Resolution 40 along with the other 22 nations, NASBLA should have a position/recommendation on international reciprocity for the United States.

2. Create a set of guidelines for states and course providers regarding how they can assess instructor competency and determine what qualifications are needed for instructors of boating safety courses. This will be a multi-year project. (NASBLA 2.3)

Charge Leader: John Annino

Charge Team: Jo Mogle, Stacey Brown, Wayne Stacey, Robin Freeman, Herman Green, Jim Graybeal, Krista Kendall, Cindy Bellar, Fred Messmann

The National Boating Education Standards and National Paddlesports Standards set the required content for boating safety courses, however, there are no requirements for the instructors who teach these courses. A number of states and course providers already have instructor qualification requirements to ensure competency. A survey to collect that information from the states and course providers will help set the stage for developing the set of guidelines.

Standing Charge 1 – Monitor boating education laws/regulations enacted in each state with regards to course administration. (NASBLA 2.3)

Charge Leader: Ann Evans

Charge Team: Stacey Brown, Cindy Kalkomey, Chris Edmonston