



National Association of State Boating Law Administrators

2012-13 Education & Outreach Committee Charges and Membership 2012 - 2013

Travel Funding for (12 positions):

Mark Brown (OK), Chair
Dave Harris (UT), Executive Board Liaison
Susan Stocker (IA), Vice Chair/Subcommittee Chair
Erika Brooks (KS), Subcommittee Chair

Committee Members/ Charge Leaders:

Kim Jackson (AZ)
MariAnn Koloszar (OR)
John Annino (CT)
Stacey Brown (VA)
Brian Rehwinkel (FL)
Zachery Campbell (KY)
Betsy Woods (TN)
Merri Walker (MA)

Updated 12-7-2012

Charge Recommendations: 2012-13 NASBLA Education & Outreach Committee

The Education and Awareness Committee is scheduled to meet in full session on March 23-24, 2012 in San Antonio, Texas, prior to the International Boating & Water Safety Summit. Each Subcommittee (Marketing & Outreach and Policy & Best Practices), in addition to each of the Charge and Standing Charge Teams, will conduct working sessions prior to and during the March 23-24 meeting.

NASBLA Education and Outreach Committee Vision Statement

The Education and Outreach Committee will provide guidance, support, and expertise to advance boating safety and develop national education and outreach program recommendations.

Program recommendations will:

- Advance the strategic plans of the National Recreational Boating Safety Program and NASBLA;***
- Incorporate best practices and current research;***
- Support the implementation of national standards for boating education;***
- Identify effective innovations in education and outreach;***
- Develop communication strategies using targeted marketing and educational tactics; and***
- Connect the public, member organizations and stakeholders with the products of the committee and others.***

Education and Outreach Committee members are assembled into project teams, taking the lead on specific, assigned charges and monitoring activities.

Committee Leadership and Staff

Mark Brown, Committee Chair
Oklahoma Highway Patrol
405.341.8927
mbrown@dps.state.ok.us

Susan Stocker, Vice Chair
Iowa Dept. Natural Resources
515.281.0122
susan.stocker@dnr.iowa.gov

Wayne Stacey, Representative
U.S. Coast Guard
202.372.1067
wayne.a.stacey@uscg.mil

Dave Harris, Board Liaison
Utah Division of State Parks & Recreation
801.538.7341
daveharris@utah.gov

Mike Baron, Representative
U.S. Coast Guard
202.372.1063
michael.j.baron@uscg.mil

Pamela Dillon, Staff
NASBLA
703.895.9824
pam@nasbla.org

Marketing & Outreach

Susan Stocker, Vice Chair/Subcommittee Chair
 Iowa Dept. Natural Resources
 515.281.0122
susan.stocker@dnr.iowa.gov

Policy & Best Practices

Erika Brooks, Subcommittee Chair
 Kansas Dept of Wildlife, Parks and Tourism
 620.672.0770
Erika.Brooks@ksoutdoors.com

Marketing & Outreach SubcommitteeState Members:

Susan Stocker (IA), Chair*
 Brian Rehwinkel (FL)*
 Zachary Campbell (KY)*
 Ted Walke (PA)
 Merri Walker (MA)*
 Carol Havlik (WY)
 Betsy Woods (TN)*
 Joleane King (CA)
 (*funded state member)

Dennis Hamel (DC)
 Tim Spice (TX)
 Jennifer Ogren (RI)
 Jennifer Winston (NV)
 Kara Owens (MN)
 Erica Shipman (AL)
 Tim Hull (MO)
 Steve Verchinski (NM)

With assistance from the Committee Chair and Policy & Best Practices members:

Mark Brown, (OK) Committee Chair*
 Stacey Brown (VA)*
 Valerie Cox (OH)
 Kelli Toth (AK)

Associates:

Rachel Johnson (NSBC)
 Amanda Suttles (Boat US Foundation)
 Stephanie Hussey (RBFF)
 David Dickerson (NMMA)
 Fred Messmann (NSBC)
 Carolyn Belmore (CG Aux/ NESBC)
 Gail Kulp (Sea Tow Foundation)
 Walter Taylor (USCG – First District)
 Chris Stec (ACA)

Mission Statement: The Marketing & Outreach Subcommittee will coordinate with the states, U.S. Coast Guard, National Safe Boating Council, and other stakeholders to develop marketing and outreach materials in support of the NASBLA and RBS Strategic Plans, identifying, recommending, and implementing all available means to advance boating safety awareness and initiatives.

Marketing & Outreach Charge 1:

M&O Charge 1: *The Connect Challenge:* Develop and expand use of NASBLA Connect for Boater Education and Outreach Leaders to advance NASBLA and National RBS Strategic Plans. Build upon the work of previous committees to position NASBLA as THE single most sought after source of support for the greater professional and volunteer boating safety education community completing the following:

- 1) Perform a Gap Analysis for BEAP members to look closely at NASBLA Connect, sharing what does/does not work.
- 2) Recruit and train 6 to 10 'Education Champions' to post content (including messages, discussions, announcements, blogs, library entries, photos, and videos) on a weekly basis to BEAP and Education sites.
- 3) Develop and support the National Boating Education Standards Panel and state boating safety efforts by reviewing and update existing document libraries, posting relevant research and past committee products, and 'tagging' existing library content to improve search capabilities.
- 4) Working in partnership with NSBC, help provide pre-existing resources and promote use of the RBS IN-Network website (now in development) at <http://www.boatinginstructornetwork.org>.
- 5) Provide hands-on training opportunities at the Summit, BLA Workshop, and NASBLA conference on how to use NASBLA Connect and other web tools.

(Ref: NASBLA Strategic Plan Strategies 1.5.2, 2.1.1, 2.4.3, 2.6.2, 3.1.2, 4.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objective 2)

Charge Leader: Betsy Woods

Charge Members: Rachel Johnson, Jennifer Winston, Kara Owens

Marketing & Outreach Charge 2:

M&O Charge 2: *The Distribution Challenge*: The ongoing challenge to boater education is through effective marketing and distribution of information. The best, most innovative product available is limited by means to get it into the hands of those who need it most. This charge will identify distribution challenges and will research/document best practices based on current successful programs. The charge team should look at ways to:

- Consider a one time a year "event" for education (i.e. Operation Dry Water).
- Create outreach and messaging campaign to increase boaters' knowledge of the importance of safety equipment.
- Identify best practices/effective program innovations to provide boating safety materials/messages to officers for 'kinder/gentler' interaction with the boating public. (Examples: Wear-It decals; operation dry water water-proof placard; "elevator-speech"; etc.)
- Share information with NASBLA members on existing programs that increase Navigation Rules awareness among boaters.
- Develop a means for states/non-profits to easily convert their already produced materials into other languages. See how people have been able to accomplish these translations AND what materials are already available.

(Ref: NASBLA Strategic Plan Objectives 1.4, 1.5, 2.2, 2.4, 2.5, 2.6, 3.1; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 2, 8)

Charge Leader: Zachery Campbell

Charge Members: Ted Walke, Merri Walker, Rachel Johnson

Marketing & Outreach Charge 3:

M&O Charge 3: *The Outreach Evaluation Challenge:*

- Using USCG Performance Report Part II data from 2011 and previous years, glean information on USCG required equipment to assess current effectiveness of boater education outreach and awareness programs.
- Identify what educators need from Boat Accident Reports in order to be better educators or to create specific messages to address boating accidents.
 - Request training at the March Education Committee meeting. How can educators best access this information?
 - Develop questions for journalists to ask at the scene or aftermath of boating accidents. (Examples: NTSB; NHTSA as a model and possibly media kit for safe boating week as a vehicle.)
- Recommend specific training approaches to share successful state outreach evaluation methods with state boating safety coordinators. Identify/ present one or more training sessions at NASBLA national conference in Boise, ID.

(Ref: NASBLA Strategic Plan Objectives 1.4, 1.5, 2.2, 2.4, 2.5, 2.6, 3.1; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 1, 2, 3, 4, 5, 6, 8, 9.)

Charge 3 Leader: Merri Walker

Charge 3 Members: Carolyn Belmore, Carol Havlik, Kara Owens, Tim Hull, Fred Messmann

Marketing & Outreach Charge 4:

M&O Charge 4: *The Life Jacket Labeling Challenge:* Work with assigned members of the Policy & Best Practices Subcommittee, recommend marketing and outreach best practices for state programs to incorporate and implement the new USCG labeling standard.

(Ref: NASBLA Strategic Plan Objectives 2.1, 2.4, 2.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 2, 4, 8.)

Charge 4 Leader: Brian Rehwinkel

Charge 4 Members: (in partnership with P&BP) Ted Walke, Rachel Johnson, Jennifer Winston, Kelli Toth, Valerie Cox, Gail Kulp

Marketing & Outreach Charge 5:

M&O Charge 5: *The Dealer Challenge*: Connect to Boaters via the Marine Dealer Network and other means:

- Work with Manufacturers to get boating safety materials into their hands and automatically placed on boats.
- Connect/ Enhance relationship with marine dealer associate members: Find what information would they use and how it could be presented (Example: Packages for resale of older vessels?)
 - Invite these stakeholders to meetings/conferences.
 - Create National Dealer Campaign message (including recommended Best Practices) that safety is a good thing.
 - Develop a metric to measure the impact/opportunity for dealers to influence new boaters.
- Receive updates/training from NSBC and National Water Safety Congress on USCG Point of Sale Grant Projects. Assist and promote as appropriate.

(Ref: NASBLA Strategic Plan Objectives 1.3, 1.4, 1.5, 2.1, 2.4, 2.5, 2.6, 3.1; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 1, 2, 3, 4, 5, 6, 7, 8, 9.)

Charge 5 Leader: Erica Shipman

Charge 5 Members: Amanda Suttles, Carolyn Belmore, Dennis Hammel, Walter Taylor, Fred Messmann

Marketing & Outreach Standing Charge 1:

M&O Standing Charge 1: *National Campaigns*: Encourage NASBLA members and stakeholders to participate in the “Wear It” and “Operation Dry Water” campaigns. Monitor participation, identify barriers to participation, and inventory/identify ways to overcome barriers and enhance participation by NASBLA and stakeholders.

- Consider strategic partnerships with other USCG grant recipients in advancing the effectiveness of these national campaigns.
- Look at metrics for campaign evaluations.

(Ref: NASBLA Strategic Plan Objectives 1.3, 1.4, 1.5, 2.4, 2.5, 2.6, 3.1; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 2, 4, 6, 8, 11.)

Standing Charge 1 Leader: Rachel Johnson

Standing Charge 1 Members: Walter Taylor, Ted Walke, Carol Havlik, Tim Spice

Marketing & Outreach Standing Charge 2:

M&O Standing Charge 2 – *The Seal of Safe Boating Practices*:

- Post links and/or electronic versions of previously awarded products on NASBLA Connect with searchable tags and description.
 - If file versions are not available, post active links to the product.
- Catalogue existing boating safety products which have been awarded the Seal.
 - Identify specific education needs (and/or gaps) and request materials that would target that message each year for Seal of Safe Boating.
 - Identify and promote use of the Seal of Safe Boating Practices to a minimum of 10 new products in 2013.

(Ref: NASBLA Strategic Plan Objectives 1.4, 1.5, 2.4, 2.5, 2.6, 3.1, 3.2; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 2, 4, 5, 6, 8.)

Standing Charge 2 Leader: Susan Stocker

Standing Charge 2 Members: Mark Brown, Betsy Woods

Marketing & Outreach Standing Charge 3:

M&O Standing Charge 3 – *Strategic Planning*: In collaboration with Policy & Best Practices Standing Charge 3 Team, review 2013 charges in combination with the most current version of the NASBLA Strategic Plan and the 2012-2016 Strategic Plan of the Recreational Boating Safety Program. Identify and recommend 2014 NASBLA Education Committee charges and grant products to advance Marketing & Outreach, Policy & Best Practices, and other education and safe boating program needs.

(Ref: NASBLA Strategic Plan - All Objectives; 2012-16 Strategic Plan of the Recreational Boating Safety Program- All Objectives.)

Standing Charge 3 Leader: Policy & Best Practices Charge Leader Stacey Brown

Standing Charge 3 Members: Kelli Toth, Chris Stec, Fred Messmann

(In partnership with Policy and Best Practices Subcommittee)

Policy & Best Practices Subcommittee

State Members:

Erika Brooks (KS), Subcommittee Chair*
Kim Jackson (AZ)*
Stacey Brown (VA)*
John Annino (CT)*
MariAnn Koloszar (OR)*
Marcia Carlock (CA)

Joe McCullough (AK)
Valerie Cox (OH)
Cindy Bellar (OH)
Kelli Toth (AK)
Melissa Miranda (CA)
(*funded state member)

With assistance from the Committee Chair and Marketing and Outreach Members:

Mark Brown (OK), Committee Chair
Brian Rehwinkel (FL)*
Jennifer Ogren (RI)
Merri Walker (MA)*
Ted Walke (PA)

Betsy Woods (TN)*
Tim Spice (TX)
Jennifer Winston (NV)
Carol Havlik (WY)

Associates:

Ed Huntsman (USCG – 8th District)
Emily King (NSBC)
Chris Edmonston (Boat US Foundation)
Kurt Kalkomey (Kalkomey Enterprises)
Amanda Suttles (Boat US Foundation)
Rachel Johnson (NSBC)
Joy McGuirl-Hadley (US Sailing)

Gail Kulp (Sea Tow Foundation)
Walter Taylor (USCG – 1st District)
Chris Stec (ACA)
Robin Freeman (CG Auxiliary)
Carolyn Belmore (USCGA)
Wayne Stacey (USCG – HQ)

Mission Statement: The Education Policy & Best Practices subcommittee will focus on methods to provide for professional development while advancing awareness, understanding, and uniformity of boating education programs based on national standards and best practices.

Policy & Best Practices Charge 1:

P&BP Charge 1: *The Professional Development Challenge:* Identify needs, develop, implement, and enhance training for RBS program professionals with special consideration of boating safety coordinators/specialists:

- Provide input/support the work of the Boating Safety Professional Credential Advisory Committee, including soliciting Advisory Committee applicants, providing input, and serving as a sounding board for Committee recommendations as requested.
- Conduct the NASBLA New State Education Coordinator Orientation Training on Friday, March 22, 2013 in conjunction with the Education Committee

meeting and the International Boating and Water Safety Summit in San Antonio, TX.

- In partnership with NSBC, review and revise the NSBC/NASBLA Instructor Training program bringing the program into alignment with BOAT training Instructor credentials. Implement changes (as appropriate) at the March 28-29, 2013 course in San Antonio, TX with changes fully implemented by year end.
- Identify and present education-specific training for the 2013 NASBLA Conference in Boise, ID.

(Ref: NASBLA Strategic Plan Objectives 1.4, 1.5, 2.4, 2.5, 2.6, 3.1, 3.3, 4.2, 4.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- All Objectives.)

Charge 1 Leader: Erika Brooks

Charge 1 Members: John Annino, Joe McCullough, Ed Huntsman, Cindy Bellar, Walter Taylor, Tim Spice, Merri Walker, Jennifer Ogren, Amanda Suttles, Jennifer Winston, Emily King, Joy McGuirl-Hadley

Policy & Best Practices Charge 2:

P&BP Charge 2: *The Data Reporting Challenge*: Working with USCG and the greater boating education community including course providers, continue to improve course reporting through use of Performance Report Part II, the NASBLA Terms and Conditions Agreement, and other means. Provide training to address consistency issue.

- Continue to improve the accuracy of reporting both the number of boating safety education certificates issued and the number of successful course completions for each federal fiscal year to the State BLA.
 - Review PRPII data for consistency. Recommend and implement methods to improve RBS PRPII education statistical reporting. Develop definitions of terms used to reference certification of students and reporting criteria
 - Glean information on USCG required equipment to assess current effectiveness of boater education outreach and law enforcement programs.
- Compare PRPII data with USCG accident reporting/state fatality rates; identify potential key indicators of education performance success; work with USCG statisticians, ERAC, or other consultants to review/verify these indicators.
- In partnership with P&BP Charge Team 5:
 - Identify a minimum of two performance measures states can use to evaluate education programs (EX: <http://louiestat.louisvilleky.gov/>) .
 - Review measures of statistics and program uniformity for other government programs. Identify a minimum of two measures of program uniformity for state boating safety programs.
- Develop best practices for states to measure their effectiveness for evaluating their boating safety program.

- Recommend and provide specific training to state boating safety coordinators in data findings.

(Ref: NASBLA Strategic Plan Objectives 1.4, 1.5, 2.2, 2.4, 2.5, 2.6, 3.1, 3.3, 4.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- All Objectives.)

Charge 2 Leader: Kim Jackson

Charge 2 Members: Kelli Toth, Carol Havlik

Policy & Best Practices Charge 3:

P&BP Charge 3: *The Reciprocity Challenge*: Reciprocity continues to present a challenge to state mandatory education programs. This charge will:

- Review State Reciprocity for mandatory education requirements:
 - Define reciprocity.
 - Proctored vs. non-proctored?
 - Instructor credentials?
 - Residency? Definitions of what states consider a “residence.”
 - Rentals?
- Document where a student can/should take a boating course:
 - State of residence?
 - State where their boat is registered?
 - Identify/Recommend a ‘Best Practice.’
- Readdress 2011 work product that defined what should be on a boating safety card so that it is in accord with the NASBLA terms and conditions:
 - State of issue/where course was taken?
 - Date of issuance/class end date?
 - Driver License documentation of Boating Course completion.
- Develop definitions of terms used to reference certification of students and reporting criteria.
- Review and recommend revisions to NASBLA terms and conditions document if needed.
- Review/Revise model acts addressing boater education reciprocity.
- Recommend/provide training on reciprocity challenges at appropriate venues.

(Ref: NASBLA Strategic Plan Objectives 1.1, 1.2, 1.3, 1.4, 2.1, 2.4, 2.5, 2.6, 3.1, 3.3, 4.2, 4.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objective 1.)

Charge 3 Leader: Ed Huntsman

Charge 3 Members: Mark Brown, Cindy Bellar, Carolyn Belmore, Carol Havlik, Tim Spice

Policy & Best Practices Charge 4:

P&BP Charge 4: *The Life Jacket Labeling Challenge*: Work with assigned members of the Marketing & Outreach Subcommittee, recommend policies and best practices for state programs to incorporate and implement the new USCG labeling standard.

(Ref: NASBLA Strategic Plan Objectives 2.1, 2.4, 2.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 2, 4, 8.)

Charge 4 Leader: Brian Rehwinkel (in partnership with M&O)

Charge 4 Members: Ted Walke, Rachel Johnson, Jennifer Winston, Kelli Toth, Valerie Cox, Gail Kulp

Policy & Best Practices Charge 5:

P&BP Charge 5: *The Metrics of Mandatory Education Challenge*: Review, measure, and recommend policies and best practices identifying successful approaches to mandatory boater education. This charge will include but is not limited to:

- Document (through case studies) successful examples of boater licensing (Alabama) and quick phase-in mandatory education (Oregon and other approaches). Publish and distribute case studies.
- Review current research addressing online study/testing and classroom study/testing. Document studies and identify best practices.
- Review and revise (if needed) NASBLA's model act and policy position(s) regarding boater education.
- In partnership with P&BP Charge team 2:
 - Identify a minimum of two performance metrics states can use to evaluate education programs (EX: <http://louiestat.louisvilleky.gov/>).
 - Review measures of statistics and program uniformity for other government programs. Identify a minimum of two measures of program uniformity for state boating safety programs.

(Ref: NASBLA Strategic Plan Objectives 1.1, 1.2, 1.3, 1.4, 2.1, 2.4, 2.5, 2.6, 3.1, 3.3, 4.2, 4.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- All Objectives.)

Charge 5 Leader: MariAnn Koloszar

Charge 5 Members: John Annino, Chris Stec, Gail Kulp

Policy & Best Practices Standing Charge 1:

P&BP Standing Charge 1 – *NASBLA Test Questions*:

- Review and update existing test questions. Identify those which may be subject to revision based on life jacket or other updated regulations.
- Develop new test questions to add to the NASBLA pool after a thorough review to identify gaps in the current pool for each tested objective.

(Ref: *NASBLA Strategic Plan Objectives 1.4, 2.2, 2.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 1, 4, 5, 6, 8, 9, 10.*)

Standing Charge 1 Leader: Emily King

Standing Charge 1 Members: Ed Huntsman, Cindy Bellar

Policy & Best Practices Standing Charge 2:

P&BP Standing Charge 2 – *On-Water Skill Development*: Working with USCG, continue to monitor the development and progression of on-water, skills-based boating courses in the RBS Community. Evaluate and recommend ways to ensure that national organizations implement boating education programs based on national standards.

(Ref: *NASBLA Strategic Plan Objectives 1.1, 1.2, 1.3, 1.4, 1.5, 2.2, 2.4, 2.5, 2.6, 3.1, 3.3, 4.2, 4.5; 2012-16 Strategic Plan of the Recreational Boating Safety Program- Objectives 1, 3.*)

Standing Charge 2 Leader: John Annino

Standing Charge 2 Members: Wayne Stacey

Policy & Best Practices Standing Charge 3:

P&BP Standing Charge 3 – *Strategic Planning*: In collaboration with Marketing & Outreach Standing Charge 3 Team, review 2013 charges in combination with the most current version of the NASBLA Strategic Plan and the *2012-2016 Strategic Plan of the Recreational Boating Safety Program*. Identify and recommend 2014 NASBLA Education Committee charges and grant products to advance Marketing & Outreach, Policy & Best Practices, and other education and safe boating program needs.

(Ref: *NASBLA Strategic Plan - All Objectives; 2012-16 Strategic Plan of the Recreational Boating Safety Program- All Objectives.*)

Standing Charge 3 Leader: Stacey Brown

Standing Charge 3 Members: Kelli Toth, Chris Stec

(Includes members of Marketing & Outreach Subcommittee)