



National Association of State Boating Law Administrators

2014 Education & Outreach Committee

DRAFT Committee Charges v.2
Submitted for Executive Board Approval

*NEW for 2014 –
Four Subcommittees and Sequential Charge Numbering:*

- *Marketing and Outreach: Charges 1-7*
- *Policy and Best Practices: Charges 8-13*
- *Program Administration: Charges 14-18*
- *Non-Motorized and Paddlesports: Charges 19-21*

Note: Yellow highlighted references are in process of being updated.

2014 NASBLA Education & Outreach Committee

The Education and Awareness Committee is scheduled to meet in full session on April 13-14, 2014, prior to the International Boating & Water Safety Summit in Nashville, TN. Each Subcommittee, in addition to each of the Charge and Standing Charge Teams, will conduct working sessions prior to and during the April 13-14 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

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Non-Motorized and Paddlesports

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Marketing & Outreach SubcommitteeState Members:

Susan Stocker (IA), Chair
 Members TBD

Associates:

Members TBD

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 Distribution Challenge*: Building upon the 2013 Charge recommendations:

- Further develop proposals for a one time a year “event” for education including an outreach and messaging campaign to increase boaters’ knowledge of the importance of safety equipment.
- Develop consistent language which can be used between national and state level agencies. Reach out to YMCAs, Red Cross, Safe Kids, and other national programs to review and evaluate messages. Propose consistent approach.

(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 1 Leader: TBD

Charge 1 Members:

Marketing & Outreach Charge 2:

M&O Charge 2: *The Outreach Evaluation Challenge:* Building upon the 2013 Committee recommendations, analyze USCG Performance Report Part II data from 2013 and previous years, state by state accident data, and other available data to glean information to assess current effectiveness of boater education outreach and awareness programs. Recommend needed training approaches to share successful state outreach evaluation methods.

(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 2 Leader: TBD

Charge 2 Members:

Marketing & Outreach Charge 3:

M&O Charge 3: *The Life Jacket Labeling Challenge:* Building upon work completed in 2013, continue to monitor and advise of recommended marketing and outreach best practices for state programs to incorporate and implement the new USCG labeling standard.

- Create a graphic fact sheet illustrating new USCG labeling for use in awareness efforts
- Develop a message for life jacket loaner stand signage that will encourage their return.

(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 3 Leader: Brian Rehwinkel

Charge 3 Members:

Marketing & Outreach Charge 4:

M&O Charge 4: *Children's Programs:* Many states require boater education for operators under a certain age. There continues to be a desire for enhanced ways to reach young audiences. This charge will explore the need and demand for standard curriculum for children's boating safety programs. In addition it will:

- Catalogue existing programs
- Review Committee work of 2010
- Create a White Paper documenting available programs and best practices.
- Propose standard curriculum as needed.

(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.)

Charge 4 Leader: TBD

Charge 4 Members:

Marketing & Outreach Standing Charge 5:

M&O Standing Charge 5: *National Campaigns:* Encourage NASBLA members and stakeholders to participate in the “Wear It” and “Operation Dry Water” campaigns. Consider implementation of approaches proposed in 2013 survey.

(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 5 Leader: Ed Lyngar

Standing Charge 5 Members:

Marketing & Outreach Standing Charge 6:

M&O Standing Charge 6 – The Seal of Safe Boating Practices:

- Post links and/or electronic versions of previously awarded products on NASBLA Connect with searchable tags and description.
- Catalogue existing boating safety products which have been awarded the Seal.
- Identify and promote use of the Seal of Safe Boating Practices to a minimum of 10 new products in 2014.

(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 6 Leader: TBD

Standing Charge 6 Members:

Marketing & Outreach Standing Charge 7:

M&O Standing Charge 7 – 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.

- Promote use on IN-Network Website
- Insure products from Education Committee’s past work is included in Connect
- Provide Taxonomy for posting information to Connected Community

(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)

Standing Charge 7 Leader: TBD

Standing Charge 7 Members:

Policy & Best Practices Subcommittee

State Members:

Erika Brooks (KS), Subcommittee Chair

Members TBD

Associates:

Members TBD

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 8:

P&BP Charge 8: *The Professional Development Challenge:* Identify needs, develop, implement, and enhance training with special consideration of boating safety coordinators/specialists:

- 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 April 18-19, 2014 with changes fully implemented by year end.
- Provide input/support the work of the RBS Professional Certification Advisory Committee as requested.
- Conduct the NASBLA New State Education Coordinator Orientation Training on April 12 and 13, 2014 (5:30-7:00 PM each day) in conjunction with the Education Committee meeting and the International Boating and Water Safety Summit in Nashville, TN.

(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 8 Leader: Erika Brooks

Charge 8 Members:

Policy & Best Practices Charge 9:

P&BP Charge 9: *The Reciprocity Challenge:* Reciprocity continues to present a challenge to state mandatory education programs. This charge will:

- Build upon the 2013 charge to complete the Reciprocity Survey and update the current reciprocity map.
- Work with the Governance Committee to determine a strategy to address/improve Reciprocity for boating education certificate holders.

- Finalize revisions to model acts addressing boater education reciprocity for vote of the NASBLA membership.
- Develop White Paper or NASBLA Policy Position regarding best practices for reciprocity.
- Recommend approach/ policy statement regarding acceptance of out-of-county certificate in compliance with UN Resolution 40.
- Ensure Law Enforcement Officers understand reciprocity issues.
- Provide information on reciprocity – state by state – visitor vs. resident in an easy to use (map) format.
- Document rental boat education requirements in an easy to use (map) format.

(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 9 Leader: Cindy Bellar

Charge 9 Members:

Policy & Best Practices Charge 10:

P&BP Charge 10: *The Metrics of Mandatory Education Challenge*: Continue to monitor and review policies and best practices identifying successful approaches to mandatory boater education.

- Present modifications (drafted in 2013) to NASBLA's model acts and policy position(s) regarding boater education. Move forward to entire education committee for a vote to move to the NASBLA membership for adoption.
- Continue to discuss how to identify a minimum of two performance metrics states can use to evaluate education programs
(EX: <http://louiestat.louisvilleky.gov/>).

(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 10 Leader: MariAnn McKenzie

Charge 10 Members:

Policy & Best Practices Charge 11:

P&BP Charge 11 – On-Water Skill Development: Monitor the development and progression of on-water, skills-based standards in the RBS Community. Evaluate and recommend ways to promote use of on-water skill training for powerboat operation. Review federal requirements for a USCG Captain's license and produce a White Paper advising the NASBLA membership of the impact (pros and cons) of this requirement in advancing on-water skills training.

(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.)

Charge 11 Leader: Kim Jackson

Charge 11 Members:

Policy & Best Practices Charge 12:

P&BP Charge 12 – National Standard on Life Jacket Fitting – Draft a national standard for education officials to use addressing how to properly fit a life jacket on children and adults. Create a YouTube video demonstrating proper fit to post online.

(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.)

Charge 12 Leader: Tim Spice

Charge 12 Members:

Policy & Best Practices Standing Charge 13:

P&BP Standing Charge 13 – Strategic Planning: Review previous committee and NASBLA work products to identify and recommend 2015 NASBLA Education Committee charges and grant products to advance education and safe boating program needs.

- Create a formal process for Charge Leaders to “park” ideas for future Charges; items that fall outside scope of their Charge.
- Coordinate efforts with Strategic Plan Implementation Leaders

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

Standing Charge 13 Leader: Stacey Brown

Standing Charge 13 Members:

Program Administration Subcommittee

State Members:

Betsy Woods, Subcommittee Chair

Associates:

TBD

Mission Statement: The Program Administration Subcommittee will support implementation and advancement of the national boating education standards by performing technical reviews of NASBLA Administrative policies including a comprehensive overhaul, as needed, of NASBLA test questions. The subcommittee will provide a forum for course provider input regarding revision to Standard 8 – State

Specific topics and will advise NASBLA of emerging issues regarding ongoing implementation of Standards.

Program Administration Charge 14:

Program Administration Charge 14: Course Provider Forum: Determine a process for broad communication and input from providers of NASBLA-approved courses in order to provide open and transparent communication.

(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 14 Leader: TBD

Charge 14 Members:

Program Administration Charge 15:

Program Administration Charge 15: Standard 8 - Evaluate and draft revisions to NASBLA Education Standard 8 to insure it is in accord with outcomes from the Education Standards Panel. Draft policy position for membership review and support.

(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 15 Leader: TBD

Charge 15 Members:

Program Administration Charge 16:

Program Administration Charge 16: Standard 9 - Evaluate and draft revisions to NASBLA Education Standard 9 to insure it is in accord with outcomes from the Education Standards Panel. Review all existing test forms to determine which are in compliance with the revised Basic Boating Knowledge Standard for 2015.

- 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.
- Review requirements Canadian Pleasure Craft Operators License to see how they compare to NASBLA standards – testing standards

(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.)

Charge 16 Leader: TBD

Charge 16 Members:

Program Administration Charge 17:

Program Administration Charge 17: *Standard 10* - Evaluate NASBLA Education Standard 10 to insure that the provisions for internet course are in accord with best practices for distance learning (online courses)

(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 17 Leader: TBD

Charge 17 Members:

Program Administration Charge 18:

Program Administration 18: *Course Distribution* - Evaluate distribution channels such as the national curriculum put out by the Department of Education. Advise on new and emerging practices regarding boating education.

(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 18 Leader: Mark Chanski

Charge 18 Members:

Non-Motorized and Paddlesports Subcommittee

State Members:

Wade Alonzo, Subcommittee Chair

Associates:

TBD

Mission Statement: The **Non-Motorized/Paddlesports Subcommittee** will monitor and support the work currently underway in states to successfully engage the non-motorized/paddlesport community. The subcommittee will monitor emerging activities across the U.S to identify, recommend, and implement appropriate means to advance boating safety awareness and initiatives.

Non-Motorized Charge 19:

Non-Motorized Charge 19: Monitor and evaluate efforts to engage the non-motorized community. Develop a white NASBLA White Paper on proven methods to engage various segments of these groups.

(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 19 Leader: TBD

Charge 19 Members:

Non-Motorized Charge 20:

Non-Motorized Charge 20: Review and compare statistics from the national boater survey and the most recent accident statistics. Develop a fact sheet template which can be updated annually regarding non-motorized segments and their accident statistics for use in communicating with these user groups.

(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 20 Leader: TBD

Charge 20 Members:

Non-Motorized Charge 21:

Non-Motorized Charge 21: Services – Develop a White Paper discussing services and programs for non-motorized boaters and ways these groups contribute financially to the program in various states.

(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 21 Leader: TBD

Charge 21 Members: