



**Education and Outreach Committee
2018-19 Charge Team Recommendations
Date: August 7, 2018 Stacey Brown (VA), Chair
MariAnn McKenzie (OR), Vice Chair**

NASBLA Education & Outreach Committee Charter

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

Education and Outreach Committee Vision Statement 2012-2018

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

Marketing and Outreach Subcommittee

Brian Rehwinkel (FL), Chair

The Marketing and 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.

E&O_M&O_2019-1: Advance National Campaigns: *With support of a USCG grant, continue development of grant year four of the “Spring Aboard” campaign to include enhanced virtual presence, broader partnerships, recognition of courses that meet national standards, and campaign evaluation. Continue to promote participation of states and stakeholders in the NSBC's North American Safe Boating Campaign.*

Needs Statement: Knowledge and awareness of safe boating practices is a first step of being a safe boater. The more people who complete a course, the more chance they will follow safe boating practices. Safe Boating Campaign is vital to urge boaters to wear life jackets and follow safe practices. Even in states which require education, large segments of the boating population (such as users of non-motorized boats) are not required to take a course.

- Create additional exposure for Spring Aboard campaign documents through creation and training of Brand Ambassadors to send personal emails and other activities.
- Create additional awareness within stakeholder groups. Teach stakeholder groups how to access and use resources; recruit additional resources within our group including the USCG Boating Safety Division.
- Take into account security details re: Facebook, Twitter (some people do not have access). Use other platforms/communications paths. Use www.BoatBeat.org to create momentum/send links.
- Further development of Campaign metrics/analytics.
- Develop plan to use grant funding to boost posts and visibility.
- Consider R3 model (Recruit/Retain/Reactivate) for application to Spring Aboard

E&O_M&O_2019-2: Knowledge Management: *Assist staff with improving and expanding the Resource Library/Knowledge Management System for BLAs, state members and associates. Implement NASBLA Knowledge Management Policy. Work with NASBLA staff to integrate material on the public NASBLA site with the Connect site. Provide training on resources that NASBLA provides. Work with NASBLA staff to form and coordinate a knowledge management working group across all NASBLA committees. Implement Best Practices for Knowledge Management.*

Needs Statement: NASBLA is made up of many members who play many different roles in promoting safe boating throughout the nation. Currently, safe boating policies, programs and other content can be found in several places on NASBLA's public facing website as well as the member-only website. It is important to streamline the placement of content not only for NASBLA members, but strategic partners, and the boating public.

- Continue to implement the final Knowledge Management policy (submitted for adoption by the Executive Board at its September 8, 2018 meeting).
- Formalize cross-committee workgroup to develop best practices document
- Provide training in form of webinar on use of NASBLA Connect

E&O_M&O_2019-3: New Life Jacket Labeling: *Develop messaging and messaging tools for states (and others) to use to get the message out regarding this change. This outreach is very important so boaters and law enforcement know about these changes. Develop consistent communication tools (social media templates, press release templates, information video, etc...) that can be used by states and territories. Survey the membership and see if states and territories are familiar with the change and how/ if they have tools for getting the message out.*

Needs Statement: (There has been a similar charge before and this would be a continuation of the previous charge to provide information the public and law enforcement about the change in the labels on life jackets.) The life jacket label lets both the boater and the law enforcement officer know if the life jacket meets the US Coast Guard requirements (and therefore the legal requirement for states) and the intended purpose of that life jacket. It is of vital importance to communicate how to interpret changes to the label. The labels will be changed for different types over the next few years, and it is unlikely, but possible, some of the changes may require additional messages.

Policy and Best Practices

Tim Spice (TX), Subcommittee Chair

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.

E&O_P&BP_2019-1: Education Dashboard: *Utilizing USCG grant funding, test and validate data and developed illustrations. Monitor and advise on full implementation of web license. Work with ERAC to identify and create desired storyboards for state-specific templates. Recommend policy to allow voluntary purchase of individual state licenses.*

Needs Statement: Facilitate states' use of a consistent and standardized process that will not only capture and visually illustrate program data but also allow comparisons of that data to internal performance goals and to benchmark programs.

- How to use Dashboard Visibility Package to facilitate evaluation of usage metrics and data
- Use of the Data Hub and Administrative tools
- Process for printing charts and generating a variety of reports
- Finalize 2017 data updates as available
- Consider additional Dashboards (such as state card images)
- Other topics as determined by Steering Committee

E&O_P&BP_2019-2: Reciprocity: *Update/revise needed data, maps and illustrations regarding reciprocity and mandatory education. Work in partnership with Boating Safety Dashboard illustrative tool to build interactive reciprocity dashboards for posting. Include links to state issued cards/certificates.*

Needs Statement: It is desired that a boating card from a state authorized, NASBLA-approved boating course can be used by a boater of legal age to operate when visiting another state.

- Stay apprised of BSX review of this topic as a part of the Strategic Plan Operational Plan.
- Work in partnership with Dashboard tool to build interactive reciprocity dashboards for posting state issued boating safety certificates/cards.

E&O_P&BP_2019-3: New State Coordinator Orientation: *Deliver orientation/training in combination with BEAP. In addition, conduct a national webinar-based orientation/training for farther reach. Update the Reference Guide of education program professionals and links for needed materials and contacts. Develop and implement a mentor program/Identify volunteers for the program and create mentor guidelines.*

Needs Statement: State Boating Education Coordinators play a vital role in advancing the RBS program, often serving as the face of boating safety for volunteers, instructors, and local partners. When a new coordinator is hired, it is imperative to bring them up to speed as soon as possible to continue to move the program forward at the state and national levels.

- Continue this charge to include:
 - In-person meeting prior to the B.E.A.P.
 - Develop a mentor program/Identify volunteers for the program and create mentor guidelines/Update resource kit for mentees
 - Update webinar. Make the webinar accessible to all “NASBLA Newbies”/Add a more personal experience to the webinar/ Post training videos including more interactive participation/Advance technologies in the ways we’re delivering the training

Program Administration Subcommittee Betsy Woods (TN), Subcommittee Chair

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 and Standard 8 – State Specific content. The subcommittee will provide a forum for course provider input to advise NASBLA of emerging issues regarding ongoing implementation of the standards.

E&O_PA_2019-1: NASBLA Education Policy Sections 9 & 10: *Advise on course submissions to determine compliance with NASBLA Policy Section 9.3A. Form an oversight group to randomly engage in online courses that have chosen the interactive option to see if the levels of interactivity are in compliance with NASBLA Policy Section 9.3A. Support submission of a USCG grant application to measure student outcome differences between interactive and traditional knowledge courses.*

Needs Statement: Course Provider compliance with the interactivity of 50% needs to be randomly assessed to ensure that the course conforms to the transition away from timers and will allow students to progress as they demonstrate mastery of academic content regardless of time, place or pace of learning.

- Monitor the overall impact of the NASBLA Interactive option (policy 9.3A) to transition away from timers, in favor of a structure that creates flexibility, allows students to progress as they demonstrate mastery of academic content, regardless of time, place or pace of learning (Sections 9 and 10).
- Consider submitting a USCG grant to measure student outcome differences between interactive and traditional knowledge courses.
- Provide additional training on development of interactive courses to state BLA's, Education Coordinators, USCG, and course providers.

E&O_PA_2019-2: Passenger Safety Standard: *Continue development of a Passenger Safety Standard utilizing the Public Health Approach to Injury Prevention. Implement Tier 1 of a Three-Tiered Approach to Improve Boat Passenger Injury Surveillance Practices (USCG Grant #1802.13) including the Injury Prevention Roundtable on Recreational Boating with Safe States Alliance. Develop concept for 2019 USCG grant submission to continue to organize data for target audience; design guidelines for state-specific injury prevention plan; provide in-depth surveillance of 'trauma registries'; and, design intervention for passengers. Continue to gather data sets that can be incorporated into the iDashboard project to provide insight as to the causes of injuries and fatalities across our nation and provide a multidimensional picture for program coordinators to design interventions. Determine the at-risk population, identify risk factors, then begin designing the intervention, building in performance measures and testing the intervention with the target population.*

Needs Statement: Over a 10 year period, BARD reports indicate:

- Under the age of 39, 42% of fatalities were operators and **52% fatalities were passengers**
- **Current status:** USCG grant funding #1702.14) will support attendance to the Safe States Alliance Annual Meeting in Charleston, SC in September 2018 to advance partnership opportunities with this group. Charge Leader Kelli Toth and NASBLA Education Director Pamela Dillon will address a meeting of Safe States' State-Designated Representatives prior to the Safe States Conference to advise them of the project.
- **Next cycle recommendation:** Continue. USCG grant # 1802.13 for \$95,000 was approved for *Tier 1 of a Three-Tiered Approach to Improve Boat Passenger Injury Surveillance Practices* in 2019. Support the Injury Prevention Roundtable on Recreational Boating to be conducted in partnership with Safe States Alliance in spring 2019.

E&O_PA_2019-3: National Database: *Continue to evaluate the feasibility for the National Association of State Boating Law Administrators to create a national database of persons who have completed a NASBLA recognized boater education course and provide a mechanism in which the association can issue a card(s) with a state specific seal that can help towards reciprocity and can create a centralized repository for officers to search via a smart device. Analyze 2018 survey to identify: 1) types of state-maintained student databases; 2) information/validity/currency of the information; 3) privacy issues within that state with regards to student information; 4) sources of data that a state could share. 5) If NASBLA were to request course providers for data, would that approach pose issues to state privacy acts? 6) Would a course provider be allowed to send information direct to NASBLA? Work with LE Committee to survey Law Enforcement Officers on how they would best utilize this resource.*

Needs Statement: Many states do not issue cards for state-authorized boater education courses. This sometimes presents challenges for boaters traveling to states which require the boater carry a state-issued (or state authorized) boater education card while operating a boat. Many state-authorized course providers issue certificates directly to students and do not submit names of certificate holders to the state for entry into a state database. States without a mandatory education requirement may not keep a database of boaters who have completed an approved course. A central repository of people who have passed a boater education course for law enforcement access will enhance reciprocity between states.

- Complete an analysis of the data.
- Work with LE Committee to survey Law Enforcement Officers on how they would best utilize a resource.

The following committee members are recommended for funding to the 2019 Education and Outreach Committee Meeting in Lexington, KY. Additional members will be invited to attend at their own expense.

Funded

Fund via Dashboard grant –
P&BP Subcommittee Chair

Fund via Passenger Safety Grant

- 1) Funded for AZ
- 2) Funded for CT
- 3) Funded for FL – M&O
Subcommittee Chair
- 4) Funded for KS
- 5) Funded for MASS
- 6) Funded for MD
- 7) Funded for NV
- 8) Funded for OR – V Chair
- 9) Funded for TN – PA
Subcommittee Chair
- 10) Funded for TX
- 11) Funded for VA - Chair
- 12) Funded for CA

<u>Name:</u>	<u>Organization:</u>
Tim Spice	Texas Parks and Wildlife
Kelli Toth	State of Alaska Office of Boating Safety
Josh Hoffman	Arizona Game and Fish Department
Jerry Desmond	DEEP- CT
Brian Rehwinkel	Florida Fish & Wildlife
Chelsea Hofmeier	Kansas Department of Wildlife Parks and Tourism
Courtney Livingston	Massachusetts Environmental Police
Julie Brown	MD Natural Resources Police
Aaron Meier	Nevada Department of Wildlife
MariAnn McKenzie	Oregon State Marine Board
Betsy Woods	TN Wildlife Resources Agency
Mary Carrier	Texas Parks and Wildlife Department
Stacey Brown	VA Dept of Game and Inland Fisheries
Melissa Miranda	California (Travel to IBWSS to conduct training

9/4/18 Update