

National Safe Boating Council  
Vessel Point of Sale Training Program Grant  
Grant #3312FAN1202.08

Abstract:

The Vessel Point of Sale Training Program (hereafter referred to as Boat Pro) Grant is a totally new concept of training. An “industry” task force was created from prominent members of the marine industry, including the Marine Retailers Associations of the Americas, the Association of Marina Industries, West Marine, Forever Resorts, and the Personal Flotation Device Manufacturing Association. The target audience for Boat Pro is composed of marina personnel, recreational boat dealers, marine retailers, and other persons who sell products or services to customers who boat. With the knowledge provided by Boat Pro, these professionals will be able to help recreational boaters make good decisions when buying safety equipment.

The goal of both marine industry and boating safety professionals is to help today’s boat buyers maximize their enjoyment when spending time on the water. Behind that goal is a simple understanding that proper education leads to a lifetime of fulfillment aboard a boat. Marine retail and boating safety advocates have the same “customers,” just different motives; sales for profit and sales to get those same people outfitted with the proper safety equipment. When this is accomplished, both succeed!

The National Safe Boating Council, in collaboration with industry leaders and the United States Coast Guard, produced this innovative Boat Pro training program available exclusively online at [SafeBoatingCouncil.org/BoatProPointofSale](http://SafeBoatingCouncil.org/BoatProPointofSale). This program specifically targets the following objectives and strategies of the National Boating Safety Strategic Plan:

Objective 8: Operator Compliance – USCG Required Safety Equipment: Increase compliance levels for specific required safety equipment on recreational boats.

Strategy 8.2 – Analyze Required and Recommended Equipment

Strategy 8.6 – Increase Boaters’ Knowledge of Safety Equipment

Strategy 8.7 – Encourage Purchase of Required Safety Equipment

1. Develop marketing strategy to promote purchase of required safety equipment, including encouragement for boat retailers and dealers to sell the required safety equipment within commissioning packages for boat owners.

The online video series, created for seasoned as well as seasonal marine professionals, provides time-efficient training opportunities to educate those who sell products and services to boaters on how to make the right decisions about buying safety equipment and the contents of a U.S. Coast Guard safety kit. Boat Pro helps sales people understand how easy it can be to educate their customers, and it gives them the confidence to know that by using the ideas in these videos, they can help their customers enjoy a lifetime of boating. It also provides numerous up-sell opportunities for their businesses.

Boat Pro is also a great tool for educators. In fact, assistance from both the U.S. Coast Guard Auxiliary and the United States Power Squadrons was essential to the development of the

program. Boat Pro will become part of their dealer visitation programs. State boating educators will certainly like many of the segments for their use as well. Boat Pro ties in to the Rental Boat Safety program on the USCG website and another NSBC product, BoatOnCourse.com, which reviews basic navigation rules.-

Hosted by Ship Shape TV Host John Greviskis, Boat Pro offers short, informative videos covering different marine safety products and concepts. The segments are broken into nine sections, including the Introduction/Thank You and Conclusion/Congratulations, totaling less than an hour of key information. The segments covered include:

- Boating Safety Kits
- Life Jackets
- Fire Extinguisher
- VHF Radio
- Visual Distress Signals
- Vessel Safety Checks
- Boating Education

Also created were downloadable and customizable “U.S. Coast Guard Safety Kit” checklists for use in outfitting the boat and the boater for whatever type of boating they do. There are two check lists, one for vessels less than 26 feet and one for vessels 26-40 feet. The first page of the check list is for equipment for the boat. The second page is for equipping the boater. They are downloadable and customizable with an area at the top for the business logo and organization address. There is a blank half page on the second page where businesses can insert a location map, create a coupon or put pictures of their boating destination/store/marina. The check list is designed to include both required and suggested safety equipment. A customer may want to purchase a new or used boat, buy retail products or may just bring their boat in for service. In any of these cases, the checklist should be discussed. This creates the opportunity to discuss optional equipment or remind them, for example, that the VHF radio in their boat is an older model without the Digital Selective Calling (DSC) feature and an upgrade would be a smart investment.

After watching the videos, marine professionals can test their new knowledge with a short multiple-choice quiz., Once all seven sections are successfully completed, they will receive a Certificate of Completion with two hours of continuing education credit.

Boat Pro was produced under a grant from the Sports Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard and has earned the National Association of State Boating Law Administrators “Seal of Safe Boating Practices.”

For additional details or if you have questions, comments or concerns the primary contact for this grant is the National Safe Boating Council, PO Box 509, Bristow, VA, 20136, telephone (703) 361-5294, [office@safeboatingcouncil.org](mailto:office@safeboatingcouncil.org).

**National Safe Boating Council  
Vessel Point of Sale Training Program  
Grant 3312FAN1202.08  
COMPLETION REPORT**

**WORK PLAN**

The Vessel Point of Sale Training Program (hereafter referred to as Boat Pro) Grant was targeted towards training marina personnel, recreational boat dealers, marine retailers, and other persons who sell products or services to customers who boat and, in turn, are able to help recreational boaters make good decisions when buying safety equipment with the knowledge provided by the Boat Pro trained professionals.

The Boat Pro TEAM subject matter experts:

- Fred Messmann, Chair
- Virgil Chambers, National Safe Boating Council (NSBC)
- Pam Dillon, National Association of State Boating Law Administrators (NASBLA)
- Rachel Johnson, NSBC outreach Objective 2
- Gordon Colby, Personal Flotation Device Manufacturing Association (PFDMA), all life jacket components, Objective 4
- Chuck Hawley, West Marine
- Matt Gruhn, Marine Retailers Association of the Americas (MRAA)
- Wendy Larimer, Association of Marina Industries (AMI), all distribution components, strategy 2.8
- Norman Hoffman, United States Coast Guard Auxiliary (USCGAUX), strategy 2.8 Marine Dealer Visitation
- Bob Sweet, United States Power Squadrons (USPS), Brunswick Dealer Advantage
- Jim Parraco and Michael Rhinehart, Parroco Productions Group (PPG), video and testing
- Joe Carro, United States Coast Guard (USCG), Grant Technical Manager
- Sheila Chappell, NSBC, Office Manager
- Bruce Rowe, Forever Resorts

**Time line for PoS**

- ASAP Content Tree, send to Matt and Wendy
- Sept. 2, 2012 - Survey Questions (Questions to Fred, USCG Approval)
- Sept. 10, 2012 – Survey launched
- Sept. 13, 2012 – Survey reminder
- Sept. 17, 2012 – Survey reminder
- Sept. 19, 2012 – Survey closed
- Sept. 21, 2012- results from the Survey
- Oct. 10, 2012 – Conference Call – 11:00 a.m. EST (8:00 a.m. PST)
- Nov. 7, 2012 – Review outlines (Outlines will become the script)

- Dec. 14, 2012 – material to Jason to write the script
- Jan. 11, 2013 – script back to Fred from Jason – Group review, edits, USCG approval
- Jan. 25, 2013 – script back to Fred from group
- Jan. 31, 2013 – Final script back to Jason
- Feb. 1, 2013 – team work on the questions for the certification part of the video
- Feb. 28, 2013 – questions due
- Mar – Video shoot
- Mar. 24 – 27, 2013 – International Boating and Water Safety Summit
- May – June – editing

**The time line has met or exceeded all target dates.**

## **QUARTERLY REPORTS**

### **1<sup>st</sup> QUARTER**

**June – December 2012**

#### **JUNE - SEPTEMBER 2012**

The first quarter report includes preliminary foundation work accomplished in June, July, August, and September since we were able to start in June. September is reported with this quarterly report. Boat Pro was coordinated and discussed while at the NASBLA meeting in Mobile, AL.

#### **OCTOBER 2012**

Boat Pro was coordinated and discussed with a conference call on October 10. We reviewed our timelines and discussed our progress since our first meeting in August. One of the most interesting discussions was the results of the MRAA dealer survey that was completed. We were finalizing script content and final review to be completed the first week of November. AMI is also surveying their members with a similar survey. I also contacted our U.S. Coast Guard (USCG) Grant Technical Manager and discussed with him the progress and limited results with partnering with the National Water Safety Congress on their grant.

#### **NOVEMBER 2012**

The Boat Pro was coordinated and discussed with a conference call on November 19th. We reviewed our timelines and discussed our progress. The draft content script was finalized and PPG will now begin work on the audio portion of the script for our review. I will be writing an introduction and a commissioning kit dialogue script. Pam Dillon provided questions from the NASBLA education course bank for our review. The team was asked to review and submit questions based on the script before our next conference call in December.

#### **DECEMBER 2012**

The team collaborated on work in progress on a conference call on December 20th. PPG began work on the audio portion of the script for our review. We have three of the eight planned audio scripts out for review. I wrote the content introduction and a commissioning kit dialogue script. Pam Dillon is collecting questions from the NASBLA education course bank for our review. The

team was asked to review and submit questions based on the script before our next conference call in January.

We began scoping the process for the certification part of the grant.

The content scripts are complete, most of the audio scripts are in some level of review either by the original author or if that is done then by the entire team. The audio scripts are converting the content into a “dialogue.” Once this is done we will do the “treatment” part of the script by adding what is going on during the video, you could also call this part the “video” script. This would include things like showing an inflatable life jacket or the demo we are discussing with a child or the VSC decal when talking about Vessel Safety Checks.

Scripts:

Introduction as well as Thank You, a Conclusion and Congratulations

Boating Safety Kits

Life Jackets

Fire Extinguisher

VHF Radio

Visual Distress Signals

Vessel Safety Checks

Boating Education

We are on track for our timeline of shooting the video in Virginia in mid March.

## **QUARTERLY REPORTS 2<sup>nd</sup> QUARTER**

### **January – March 2013**

#### **JANUARY 2013**

PPG completed work on the audio portion of the script. The team reviewed and finalized the eight audio scripts, which were submitted to the USCG for approval. The content introduction, a commissioning kit dialogue script and a conclusion are being finalized. PPG is adding the “treatments” to the audio in preparation for shooting the video. The shoot has been scheduled for the end of February and logistics are being arranged. Pam Dillon is still collecting questions from the NASBLA education course bank for our review. The team was asked to review and submit questions based on the script. Our next conference call is scheduled for Monday February 11th. I wrote and submitted a six-month first quarter report which was submitted to the USCG.

#### **FEBRUARY 2013**

One conference call was conducted to get final input. PPG completed work on the audio portion of the script and the team reviewed and finalized the eight audio scripts, which were submitted to the USCG for approval. The content introduction, a commissioning kit dialogue script and a conclusion were finalized. PPG is adding the “treatments” to the audio in preparation for shooting the video. PPG completed work on the audio portion of the script and the team reviewed and finalized the eight audio scripts which were submitted to the USCG for approval. The content introduction, a commissioning kit dialogue script and a conclusion were finalized.

PPG added the “treatments” to the audio in preparation for shooting the video. The video team met in advance to polish the script and treatments.



Rehearsal early in the day

10:45 PM: worn out, but determined to finish

The shoot was conducted in Chesapeake, VA at the end of February 2013 ahead of schedule.



The video team at Bill’s Marine

It is expected to have some segments ready for presentation at the International Boating and Water Safety Summit (IBWSS) for input. Pam Dillon, Bob Sweet and Wendy Larimer submitted questions for review.

### **MARCH 2013**

Some segments were ready for presentation at the IBWSS for input.

The name of the URL was decided to be Boat Pro Point of Sale and will be found at [SafeBoatingCouncil.org/BoatProPointofSale](http://SafeBoatingCouncil.org/BoatProPointofSale). Boat Pro fits in nicely with the other industry training program grant we have with AMI named Marina Pro.

The “Coast Guard Safety Kit” DOWNLOADABLE checklist is under review by the team. There will be two checklists: one for boats less than 26 feet and one for boats 26 feet and over. A partial example:



## Boater Equipment Checklist powerboats under 26 feet

	Federal Rqmt	State Rqmt	Essential Gear	Should Have	Nice to Have	Basic	Suggested Upgrade Level 1	Suggested Upgrade Level 2	Suggested Upgrade Level 3
<b>The Boat</b>									
Sound producing device	yes					<input type="checkbox"/> whistle	<input type="checkbox"/> handheld air horn	<input type="checkbox"/> electric horn	
Visual Distress Signals	yes					<input type="checkbox"/> (3) day/night handheld flares	<input type="checkbox"/> Kit including: (3) handheld day/night flares + (3) meteor flares + (1) orange smoke	<input type="checkbox"/> SOLAS flares or Kit plus parachute flares signal mirror day distress flag	
Throwable floatation	yes					<input type="checkbox"/> Cushion	<input type="checkbox"/> Ring or horseshoe	<input type="checkbox"/> Lifesling	
Fire extinguishers	yes					<input type="checkbox"/> (1) Type B-I	<input type="checkbox"/> (2+) Type BC-I (1+) Type BC-II	<input type="checkbox"/> (2+) Type BC-II	<input type="checkbox"/> (2+) Type BC-II + engine compart fire suppressor
Spare Life Jackets	1/person					<input type="checkbox"/> Inherently Bouyant Type 2	<input type="checkbox"/> Inherently Bouyant Type 3	<input type="checkbox"/> Inflatable life jacket manual	<input type="checkbox"/> Inflatable automatic including harness
Anchor and line		some				<input type="checkbox"/> Danforth clone (14lb) + anchor line	<input type="checkbox"/> Danforth clone (16lb) + combination chain/line	<input type="checkbox"/> Danforth clone (25lb) all chain rode + Fortress Anchor combo chain/line	<input type="checkbox"/> Delta Anchor all chain rode + Fortress Anchor combo chain/line

Pam Dillon, Bob Sweet and Wendy Larimer have submitted questions for review to be added to the video.

The roll out power point presentation was made at the IBWSS in San Antonio at the opening general session with 200 present. A more detailed breakout session was held on ??? and a full breakout with about 30 persons in attendance. The presentations were well received and attendees provided positive comments.

The USCG Strategic Plan, **Strategy 2.8: Deliver Messages via Marine Dealer Network** was explored. A problem quickly surfaced in our research: there is no formal network. So, the NASBLA Marketing & Outreach Charge 5: Connect to Boaters via Marine Dealer Network organized a meeting to see if Boat Pro might be a logical conduit. National Marine Manufacturers Association helped organize including MRAA, AMI, and BoatU.S. The call was held on February 21, 2013.

NASBLA held the first-ever Marine Dealer Network (MDN) meeting on Saturday, March 24, 2013. There was consensus that an informal MDN should be set up to perpetuate increased safety community and industry communications.

### QUARTERLY REPORTS 3<sup>rd</sup> QUARTER

April – June 2013

#### APRIL 2013

A lot of detail work was finished on Boat Pro. PPG completed work and presented us with a beta test version. The name of the URL, Boat Pro Point of Sale, will be found at

SafeBoatingCouncil.org. Boat Pro fits in nicely with the other industry training program grant we have with AMI named Marina Pro.

The “Coast Guard Safety Kit” check list was finalized.  
The questions were added to the video.

A certificate of completion was finalized; there will be two (2) hours of Continuing Education credit.



The beta testing was reviewed, comments submitted, changes asked for and the Coast Guard is waiting for the completion of the edits. Nothing was a show-stopper, some minor details and tweaking. The beta test product was very impressive. The time and attention to details is evident in the product. The product will roll out the first week in May along with a press release.

### **MAY 2013**

PPG completed the edits. The USCG and Fred Messmann met in Flagstaff, Arizona. The final product was reviewed and approved. Boat Pro went live the first week of May. A press release with the announcement was distributed. The URL, BoatProPointofSale, can be found at SafeBoatingCouncil.org. Boat Pro fits in nicely with the other industry training program grant the NSBC has with AMI named Marina Pro.

The “Coast Guard Safety Kit” check lists are included on the site.





Questions were edited for each video segment. A certificate of completion is issued when all seven (7) segments are completed. Individuals will earn two (2) hours of Continuing Education credit.

The NSBC received the NASBLA Seal of Safe Boating Practices and permission from the USPS and USCGAUX to use their logos on the certificate.

### **JUNE 2013**

The NSBC attended and presented Boat Pro at the PFDMA conference held in St. Petersburg, Florida. The NSBC thanked the PFDMA for their participation and support of Boat Pro.

PPG completed suggested edits on the presentation of the life jacket “Try it On” graphic for life jackets discussed at the PFDMA conference, corrected a question on the VHF radio segment, and made some adjustments on the completion certificate. The NSBC also learned that not many persons were participating in the actual completion of all segments. The NSBC is working on a plan to increase the participation by more “marketing” with the USCGAUX, the USPS, AMI and perhaps enhancing the Video Search Optimization for the website.

## **QUARTERLY REPORTS 4<sup>th</sup> QUARTER July 2013 – January 2014**

### **JULY 2013**

PPG completed the edits on the presentation of the life jacket “Try it On” graphic for life jackets discussed at the PFDMA Conference. PPG produced a nice photo shoot with a mirror scene and some still shots from the video for promotional and marketing material. AMI has submitted the draft brochure. After numerous edits the document was forwarded to the USCG for approval.

The NSBC contracted with the U.S. Naval Institute to provide 15 plank owner certificates to the team that helped in the development and production of the Point of Sale Training. They will be a low cost but high value certificate as a nice way to recognize and compliment the team for this achievement.

## **AUGUST 2013**

We have received the U.S. Naval Institute plank owner certificates for the team that helped in the development and production of the Point of Sale Training. Some will be presented at the NASBLA conference.

We continue to promote Boat Pro. AMI has finalized the ads and we received approval from the USCG regarding the industry quarter page, half page and promotional brochures. We have made contact with the USPS and the USCGAUX leadership for promoting this within their organizations. Virgil Chambers, NSBC Executive Director, and Joyce Shaw, NSBC Chair, are attending the USPS governing board meeting in San Antonio, Texas, in September. Mike Wiedel, USPS national safety committee, will host. Wiedel and Shaw will present the Boat Pro power point at their meeting. A 25-slide power point presentation has been prepared for use by NSBC partner organizations to encourage completion within their organizations. This is a slightly modified version for their use from the NASBLA presentation, which will be presented at a general session in Boise, Idaho, in September.

## **SEPTEMBER 2013**

The NSBC presented some of the U.S. Naval Institute plank owner certificates to the team that helped in the development and production of Boat Pro at the NASBLA conference. The rest will be presented at other appropriate venues or mailed.

We continue to promote t Boat Pro. The NSBC has made contact with the USPS and the USCGAUX leadership for promoting this within their organizations. Virgil Chambers, NSBC Executive Director, and Joyce Shaw, NSBC Chair, attended the USPS governing board meeting in San Antonio, Texas, in September. Mike Wiedel, USPS national safety committee hosted the presentation. A 25-slide power point presentation was prepared for use by NSBC partners to encourage completion within their organizations. This is a slightly modified version for their use from the NASBLA presentation. The NSBC attended the NASBLA annual conference in Boise, Idaho, and made a 45-minute general session presentation on Boat Pro. This was well worth the effort with several requests for promotional material to help with the program.

## **OCTOBER 2013**

Even though the grant money is essentially expended except for the final AMI survey, the NSBC continues to promote Boat Pro. We have made contact with one of the persons who completed the course and received a certificate. Her feedback, that the NSBC does have a good product, was important and encouraging. She will use it for her employees, both current and seasonal. One of the difficult sections to create was the fire extinguisher section. She said during her review she learned a lot and it was her favorite. This was good since this was the hardest one to produce. She also gave us suggestions on getting her employees logged in from a single work computer. She missed the point on the checklist but once it was explained to her she was excited about using it. The NSBC needs to write a marketing blog at this part of the site to better explain its value to the overall promotion. She is also going to get the site posted to the Marina Recreation Association (MRA) convention and the website for it is [marina.org](http://marina.org).

Rachel Johnson, NSBC Executive Director, and Fred Messmann, project coordinator, have been making preparations to attend the Marine Dealer Conference and Expo (MDCE) conference in Florida in November. PPG has prepared a continuous loop video on the introductions. Ted

Walke is preparing a sign for the NSBC table for the pull up banner purchase with show discounts. The NSBC had signs and handouts made for the booth of the check lists for distribution at the show.

As a result of the Boat Pro presentation at the NASBLA Conference, the promotional power point and video was sent to Washington State for presentation at the North West Marine Trades Association. Also, Ev Tucker, US Coast Guard Auxiliary, has requested it for a presentation he is giving.

### **NOVEMBER 2013**

We continue to promote Boat Pro. Rachel Johnson, NSBC Executive Director, and Fred Messmann, project coordinator, attended the Marine Dealers Conference and Expo in Orlando, Florida. PPG prepared a continuous loop video on the Boat Pro introductions. Ted Walke prepared a sign for the NSBC table for the pull up banner purchase with show discounts. The MDCE was a debut for the NSBC at the industry level. The NSBC was well received and numerous contacts were made. Many of the dealers and other exhibitors were interested in not only Boat Pro but the National Safe Boating Council and the WearIt! Campaign. The NSBC hopes this exposure will pay off with new members, additional use of campaign material including the "Sidekicks" and increased visitation and use of Boat Pro. There were only a couple inquiries on the pull up banner for "choose the right life jacket."

### **DECEMBER 2013**

The NSBC responded to some follow up inquiries from MDCE.

The NSBC Reviewed and approved the AMI follow up survey questions. Wendy Larimer, AMI, sent out the survey and did a reminder survey.

All funds for the grant have been expended. However, as the NSBC does with its other grants, work will continue. Mike Klacik, from the USCGAUX, will make a presentation at the Auxiliary training session at the end of January. The NSBC will continue its work with PPG in making adjustments and edits, as were discussed in a December follow up meeting. These edits should improve the completion rate for the certificates. It is intended to not have persons register until after the course is complete.

At the end of the year, 86 persons had logged onto the website. Of the 86, 22 completed the course and received a certificate.

At the 2014 International Boating and Water Safety Summit, the NSBC will make a two hour presentation. Participants will be introduced to the concept of the Boat Pro grant and then taken through the entire session with certificates of completion awarded at the end of the course.

### **JANUARY 2014**

Completed and submitted the final report to the USCG which included all the deliverables and abstract for posting to the USCG website on non-profit grants.

The AMI survey (two) results

For those who received a certificate (Rating average on a scale 1-5, 5 being strongly agree):

1. You would recommend this training to others. **4.57**
2. You learned things about safety equipment that you didn't know. **3.43**
3. You learned things about boating education that you didn't know. **3.00**
4. The video sufficiently explained why boating education courses are recommended. **4.71**
5. The video sufficiently explained the different life jacket and which is best for each boating activity. **4.57**
6. The video sufficiently explained the differences in fire extinguishers and when to use which. **4.43**
7. The content in the videos is relevant and related directly to your job. **4.43**
8. Adequate time was spent on each topic. **4.43**
9. You have used the training in your job. **3.57**
10. You feel more confident selling safety products. **3.86**
11. Your safety product sales, including upgrades, increased because of this training. **2.71**

83.3% agreed to allow follow up to support the Boat Pro program.

A couple of comments were received, "Great tips and information. Recommend making user names not just email address. I would like to have my staff do it and they may not all have email addresses," and "EXCELLENT."

For those who have not yet completed it:

1. The content you viewed was informative. **4.6**
2. The content I viewed was relevant and related to my job. **4.6**
3. Adequate time was spent on the content I viewed. **4.4**
4. Content I did view was professionally done and entertaining enough to keep my interest. **4.2**
5. Are you planning on completing the course in the near future. **80%**
6. What would compel you to complete the training: "nothing," "I want more professional skills, thanks!" and "it's a great course, I was exploring it at the time."

**SCHEDULE of ACCOMPLISHMENTS**

Task	Deadline	Comments
Agreement signed by USCG	Date varies	Controlled by U.S.C.G.
<b>COMPLETED</b>		
Project plan due to USCG	Date varies	(60 days after signed agreement)
<b>COMPLETED</b>		
Marketing plan due to USCG	Date varies	(60 days after signed agreement)
<b>COMPLETED</b>		
Contract agreements signed AMI	Early in grant	Once USCG plans are approved
<b>COMPLETED</b>		

Contract agreement signed PPG	Early in grant	Once USCG plans are approved
<b>COMPLETED</b>		
Contract agreement signed PFDMA	Early in grant	Once USCG plans are approved
<b>COMPLETED</b>		
Conduct subject matter expert meeting to design the training video (PPG) and integrate the partners into developing the subject material (AMI, PFDMA) including distribution	NLT SEPT	NSBC, PPG, Boat US, MRAA, NMMA, AMI, USPS, USCGAUX, Within Reach, West Marine subject matter experts Consider logistics and coordination in production include the USCG subject matter expert to ensure concurrence with direction
<b>COMPLETED</b>		
Design and conduct a situational analysis and develop a marketing strategy for the initiative	OCT - NOV	AMI PFDMA
<b>COMPLETED</b>		
Strategic Planning/Content Development Creative Design & Direction (Video & Web) Production Management Research & Documentation	AUG- DEC	Develop and produce Video, PSA's and web based curricula and script for video NSBC, Subject matter experts and PPG
<b>COMPLETED</b>		
1 <sup>st</sup> Quarterly Report due to USCG	JAN 31	October – December
<b>COMPLETED</b>		
Complete edits and make ready to shoot video	JAN-FEB	
<b>COMPLETED</b>		
Shoot video Pre-Production Production Post-Production	MARCH APRIL MAY	Include the USCG subject matter expert for review and approval  This may be weather dependent
<b>COMPLETED</b>		
Submit video and print products to USCG for approval	Date varies	As soon as any video or print product drafts are completed submit ASAP to USCG for approval
<b>COMPLETED</b>		
Web Production, Navigation and Updating VBT2 Video-Web conversion new videos Additional Content Loading and Integration with existing training	FEB. 29	PPG and AMI
<b>COMPLETED</b>		

Pilot test any draft product completed at the IBWSS	Late MARCH	Discuss and evaluate program, receive feedback, coordinate distribution
<b>COMPLETED</b>		
2 <sup>nd</sup> Quarterly report due to USCG	APRIL 30	January – March
<b>COMPLETED</b>		
Website Management/Hosting (1 Year)	APRIL – SEPT 2013	PPG
<b>COMPLETED</b>		
3 <sup>rd</sup> Quarterly report due to USCG	JULY 2013	April – June
<b>COMPLETED</b>		
Send to USCG for approval	JULY 2013	Not Later Than (NLT)
<b>COMPLETED</b>		
Distribute PSA's and videos	SEPT 2013	Distribute PSA's and videos NLT PPG and AMI
<b>COMPLETED</b>		
Continue to coordinate an outreach method to boaters	MAY- SEPT 2013	This technique will broaden the scope of the training initiative
<b>COMPLETED</b>		
Implement evaluation processes and measures of effectiveness (what the evaluations reveal) conduct survey	SEPT 2013	Gather feedback, critiques, evaluations, and general observations, submit report with final recommendations AMI and PPG
<b>COMPLETED</b>		
Quarterly report/Final Report due to USCG	OCT 2013	July – September
<b>COMPLETED WITH EXTENSIONS, JANUARY</b>	<b>2014</b>	