

# Aux Challenge 2008

Marketing, Teaching, Publicity  
Best Practices & Suggestions



May 2008

Mike Brough

# Aux Challenge 2008

Tell the World About Our Safe Boating Classes  
Develop & Pass On Tools That Help Us Tell The  
World About Our Classes

Get Best Practices into Every Classroom

Make Our Classes So Good EVERYONE Will Want to  
Take Them



## Keep the Class Interesting

Tell Lots of Sea Stories

Keep the Class on the Edge of Their Seats

Talk Softly & Mumble

Just Read the PowerPoints

Read the Colregs for the Rules of the Road...



## Get The Word Out

Where to Have a Class



File the Intent to Teach for the Web  
( D-13 Web, State Web, Boat U.S. )

[//www.zipcon.net/~mikeb/Aux-Public-Ed/Intent-To-Teach-B.pdf](http://www.zipcon.net/~mikeb/Aux-Public-Ed/Intent-To-Teach-B.pdf)

Duh.....????

Announcements in Boating Magazines

Write the Announcement for Them

[//www.zipcon.net/~mikeb/Aux-Public-Ed/Boat-Class-Announcement-B.doc](http://www.zipcon.net/~mikeb/Aux-Public-Ed/Boat-Class-Announcement-B.doc)

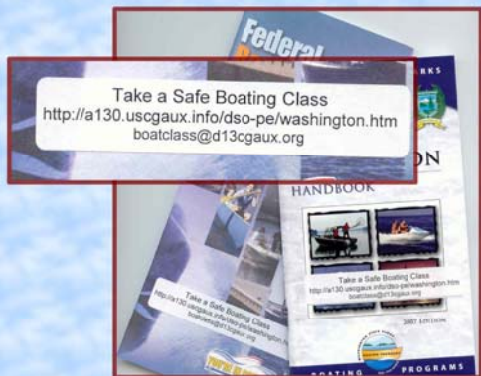
Announcements in Local Neighborhood Papers

Write the Announcement for Them

Spread a few Posters & Fliers Around...

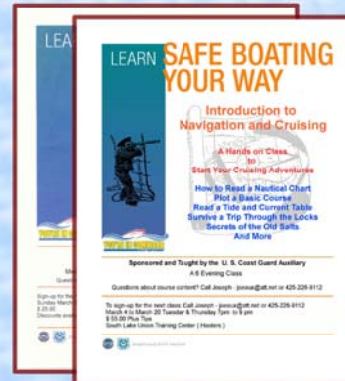


### Make all Handouts a Class Advertisement



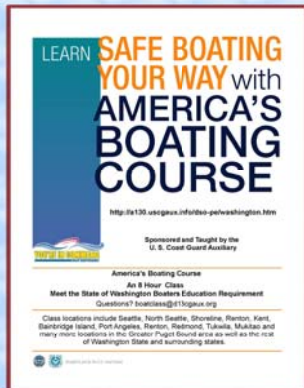
//www.zipcon.net/~mikeb/Aux-Public-Ed/Take-A-Class-Label-C.pdf... 5

### Spread a few Posters & Fliers Around



Blank Templates and Printer Ready Fliers available for you e-mail Spell Checked Info To mikeb@zipcon.com FI 23 6

### Send People to the State Class Web Page Put Generic Posters Everywhere



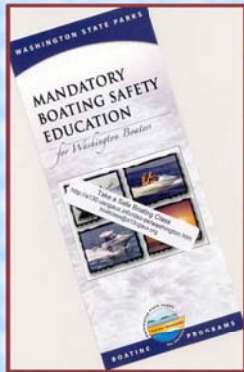
//www.zipcon.net/~mikeb/Aux-Public-Ed/ABC-with-Web-and-Towns.pdf... 7

### Pass Out a Few Cards



Take a Safe Boating Class  
//a130.uscgaux.info/dso-pe/washington.htm  
boatclass@d13cgaux.org 8

### Information Sheet from State



9

### Article By The Dealer Written & Sent by the Dealer with Pictures



Get Articles in Magazines around Boat Show Times  
January – February – March - April

10

### Get The Word Out Part 2 Where to Have a Class



Coast Guard Public Affairs Office  
( )

Have Classes in Colleges  
College Extension Classes / Adult Learning.  
Announcements usually Published in their Schedule

Non-Profits and Community Centers

Do You Work Downtown???  
Have a Class Downtown  
Catch People BEFORE They go Home...



11

### Get The Word Out Part 3 Where to Have a Class



Firehouses / Library's / Church's  
Senior Center

Any Company With A Meeting Room

Are You a Member of any Group that has Speakers?  
Including Church  
Anybody in Your Flotilla a Member?  
Are You Handing out Literature?  
Are You Speaking at the Meetings?  
Is the Rest of the Flotilla Speaking?

Boat Shows

Sports Shows

Sports Dealers / Fishing Tackle Etc...



12



### Get The Word Out Part 4 Where to Have a Class

Put Literature Packets in Zip-Lock Bags  
[//www.royalbag.com/](http://www.royalbag.com/)

Boat Launch Ramps  
Seafair / Vantage / July 4  
Where are the Boats From?

Opening Day Log Boom??  
( Kayak? )

New Boat Owner Safety Packet Given by Dealer

Lake Union July 4?  
( The Boats are Anchored )

Harbor Patrol / Coast Guard Boarding Party's  
Give Them Literature Bags  
State / Federal / Vessel Exam Booklets  
Equipment Check List...



13



### Get The Word Out Part 5 Where to Have a Class

Teach What A Group Wants to Learn

Have Class Will Travel  
Many Flotillas Will Go To Local Meeting Rooms  
Point this out on Classes Web Page??

Give Safety Handouts for Christmas

Make each State & Federal Booklet a  
Class Advertisement  
Give These to EVERY BOATER YOU KNOW...



14



### Get The Word Out Part Last

Stick Cards, Posters & Fliers EVERYWHERE:

Community Bulletin Boards

Local / Marina Bulletin Boards

Marina Restrooms – Back of the Toilet Stall Door

Bulletin Boards in Stores / Taverns

The Quick Stop on the Way to the Launch Ramp

The Burger Stand at the Launch Ramp...



15

### Keep the Class Interesting Part 2

Use the Teaching Kit

Use Lots of Class Aids

Rotate Instructors

Borrow Instructors from other Flotillas  
( Remember to Say Thank You!! )

Division Sponsored / Multi-Flotilla / Non-Instructor POC

Use Your Best Instructors

Use Every Instructor That Wants to Help

If an Instructor Volunteers – USE THEM

Use the Strengths of Your Instructors

Use the Whole Flotilla...



16

### Instructor Preparation

#### Review the Material

- Review the Material of the other Instructors
- Personalize the Instructor Guides
- Visit Other Classes - Borrow Good Ideas
- Gold Star Slides you want to emphasize
- Add / Revise Slides for Problem Concepts
- Check List of What to Bring to Class
- I Rehabbed Chapter 3 Rules & ATONS
- Combined National & Local Slides
- Added a few Slides
- Expanded Instructor Notes - Doubled...



### Customize the Power Points & Class to Your Area

- Columbia River
- Lake Union
- Lake Washington
- VTS Lanes - Handouts
- Bridges
- Ballard Locks
  - One of the Best Free Shows in Town
  - Handouts for Locks
  - Locks Have How To Class
  - Web Site With Videos...



### Give Handouts With Local Knowledge

- Important Seattle Area Boating Information
- Lake Washington, Lake Union and Speed Zones
  - [//www.zipcon.net/~mikeb/Aux-Public-Ed/Important-Seattle-Area-Boating-Info.pdf](http://www.zipcon.net/~mikeb/Aux-Public-Ed/Important-Seattle-Area-Boating-Info.pdf)
- Bridges in Seattle
  - [//www.zipcon.net/~mikeb/Aux-Public-Ed/Bridge-Info.pdf](http://www.zipcon.net/~mikeb/Aux-Public-Ed/Bridge-Info.pdf)



### Teach Other Classes

- Use ABC / ABS to Interest Students in other Classes
  - 4 Hour Basic Navigation Class with Local Charts
- GPS For Mariners
- How to Read a Nautical Chart
- BS & S



### In the Classroom \*

Ration the Handouts  
One Set per Person or Family Whichever is Less

Extra Copies For: Friends, Relatives, Coworker, Etc  
Remember: Make Every Handout an Advertisement for Our Classes

Give out Handouts and Supplies BEFORE the Class Starts \*

Learn & Know the Students Names & Boats  
What do they Want from the Class??

Flow Smoothly – Don't Stomp on Other Instructors

Don't be a "Speed it Up Cowboy"

Use a Wireless "Presenter"  
Untether Yourself from the Keyboard...



21

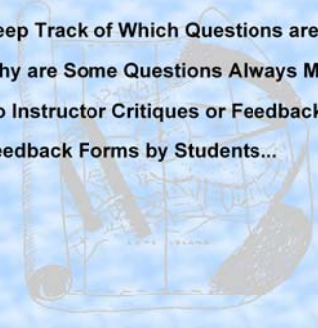
### Internal Feedback

Keep Track of Which Questions are Answered Wrong

Why are Some Questions Always Missed??

Do Instructor Critiques or Feedback

Feedback Forms by Students...



22

### Final Exam

Make Everything We Hand Out \_\_\_\_\_  
An Advertisement For Our Classes...



23

### Do You Have a Good Idea?

Someone in Your Flotilla Have a helpful Tip?  
Want to See Your Name In 18pt Type Next Year?



Send Ideas & Pictures  
To  
Mike Brough  
Flotilla 23  
Seattle  
mikeb @ zipcon.com

For Copies of the Handouts & Posters Visit:

[//www.zipcon.net/~mikeb/Aux-Public-Ed/Aux-Public-Ed-Page.html](http://www.zipcon.net/~mikeb/Aux-Public-Ed/Aux-Public-Ed-Page.html)

24

**Do You Have a Good Idea?**  
**Someone in Your Flotilla Have a helpful Tip?**  
**Want to See Your Name In 18pt Type Next Year?**



Send Ideas & Pictures  
To  
Mike Brough  
Flotilla 23  
Seattle  
mikeb @ zipcon.com

For Copies of the Handouts & Posters Visit:  
[//www.zipcon.net/~mikeb/Aux-Public-Ed/Aux-Public-Ed-Page.html](http://www.zipcon.net/~mikeb/Aux-Public-Ed/Aux-Public-Ed-Page.html)

25