



Look around the room and boldly say,

“How is membership “growth” affecting your squadron?”

Pause. Then say.

“Let me repeat the question.

How is membership “growth” affecting your squadron?”

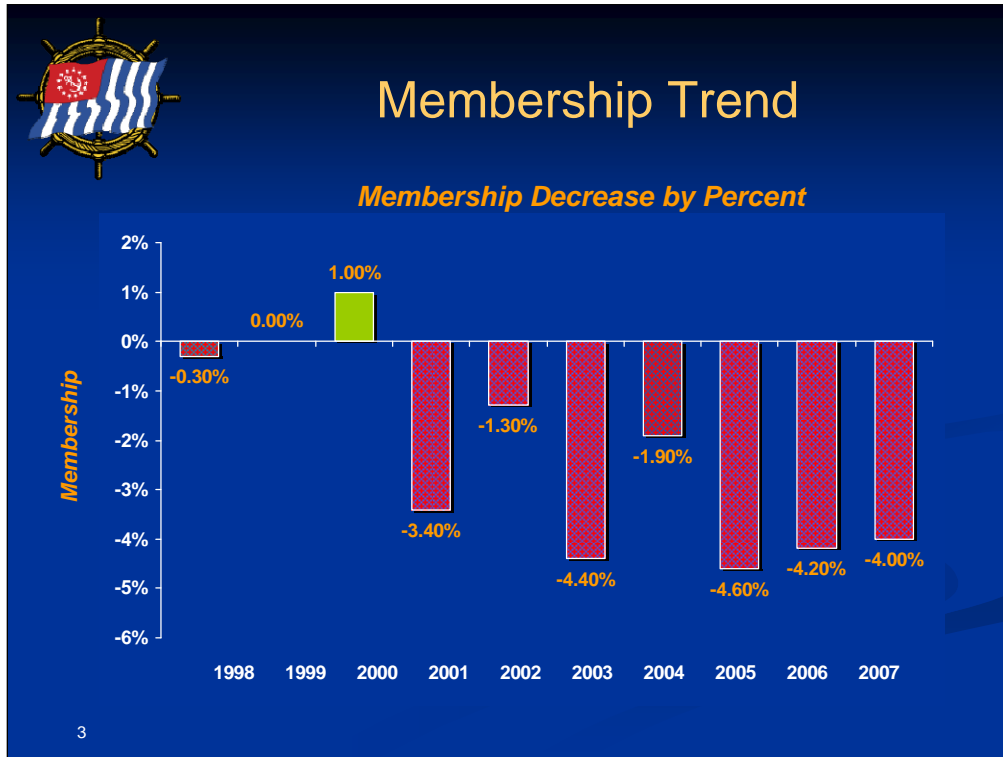


The critical time we are talking about may be right now for your squadron. It is definitely a critical time for the national organization.

- What happens if the structure that supports the squadrons stops functioning effectively?
- Who will build the new courses, create the national marketing materials, provide the other services of membership and allow the connections with members in other parts of the country?

There is always something we can complain about with national; however, the whole structure is important .

- If you don't like one aspect of USPS, then work to change that part; don't let the whole system die.



Currently we have an enrollment of 40,000+ members

1) With the exception of the year 2000, membership in USPS has been in a slow decline for more than 10 years.

2) When you look at this chart, what do you notice about the past three years?

(Wait for reply)The loss of members is decreasing. Our rate retention rate is improving

Why? (Look around, wait for a comment)

When did we initiate HQ billing with online payment and renewal?

[2004]

3) The retention rate has increased since members find it easy to renew on line.

Internet is fast becoming the way to "do business."

4) While it may not be second nature to many of us, internet communication is becoming the norm for many people, especially younger people.

a) These are the folks that text their friends and are constantly online.

b) A friend told me about a couple of college room mates that text in the same dorm suit.

c) What happens to the need to attend a dinner meeting or go on a rendezvous when people first think of internet connections instead of people connections?




Membership Considerations

- 100% Anniversary Date Billing
 - *Date you join is your dues renewal date.*
 - *No need to pro-rate fees or dues*
- Standardized fees – Use average
 - *Facilitate recruiting throughout US at national venues (Trawler Fests, Boat Shows)*
 - *Allow national advertising campaign*




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- Time to simplify and consider total Anniversary Date billing.
- Let's standardized the dues.
- Can Check the website and find out when each member renews.
- Reminders can be emailed to Squadron Treasurers



Dues Payment Options

- *We know membership fees will increase*
- *Consider paying 2 – 3 years in advance?*
- *Advantage:*
 - Save \$\$, no increase
 - Reduce HQ processing time & cost
 - Increase of funds held by USPS
- *Gift of membership dues?*
 - Award for outstanding service
 - Honorarium



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Consider adopting these payment options



Membership Considerations

- *USPS membership card with no expiration date [firm, plastic card]*
 - Cuts administrative costs
 - Date of joining with renewal sticker.
- *Encourage credit card on file for automatic renewals*



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More to consider



Internet Growth Trends

By 2010 80% of the planet will be online.

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Look around and ask,

“With a show of hands, how many here

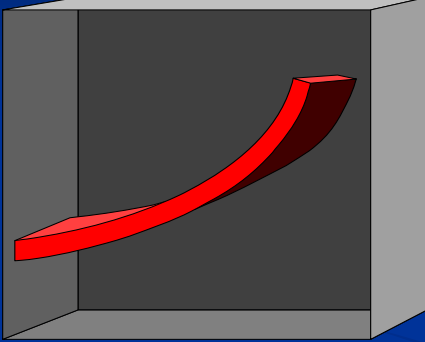
- Use the internet daily?
- Pay bills online?
- Check you stocks or bank statement on line?
- Shop online using a credit card?

USPS website on homepage “How to become a member?” receives 200+ hits every week. that go unanswered.

- 1) According to Internet Survey (national survey group),,,[read slide]
- 2) Shows the Internet is fast becoming the way to “do business.”
- 2) Time to consider capturing the contact info of these potential members and create an opportunity to recruit them online.



USPS Internet Growth Trends



**200+ hits per week on USPS website -
“How to become a member?”**

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- 1) Even if only half of the 200+ “hits” are from prospective new members, that leaves more than **5,200 potential new members** whose queries go un-answered every week!
- 2) Time to consider capturing the contact info of these potential members and create an opportunity to recruit online.
- 3) **GREATER REASON:** Gen X & Gen Y’s tend not to like attending classes and expect to get everything from the internet. TIME FOR A NEW PARADIGM.
- 4) We are living in a world where “one size does not fit all”. This is becoming increasingly true as people have access to the entire world (and all of the resources & people). They can easily find other ways of getting the information that they want.




USPS Challenge

- *What steps do we want to take to bring the internet generation on board?*
 - ...capture their interest?
 - ...gain their commitment?
 - ...register them as new members?




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Ask



USPS Facts

- Boating Education is “our business.”
- Competition for students is “fierce” in basic boating.
- We are premier provider of advanced boating education.



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Let's take a moment to look at our organization and what we are about.

- Boating Education is our business, our mission!
- All other USPS activities support our boating education mission.
- But, we are not the “only game in town.”
- Competition in basic boating education is now fierce due to increase in mandatory boater education by states. More states will follow the adoption of these laws.
- Commercial enterprises are aware of the money to be made here & USPS chooses to compete here.




Analysis

- Using “distance learning” can help USPS attain market share.
- USPS University products are a perfect fit for distance learning market.
- Squadrons provide instructors for operator certification
- Academic councilors



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- There exists a substantial advanced boating education market who need and want to learn more.
- These boaters are our target market as they want to join USPS.
- USPS must connect to the distance learning market and online student.
- Squadrons are the distribution and service providers, consultants, teachers of our distance learning network.



USPS University Campus

Squadrons are:

- the distribution and service providers,
- facilitators of the distance learning network
- the USPS University Campus



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- Adjunct to Internet Membership proposal is the USPS Univ concept.
 - Squadrons that agree to teach unattached members
 - Maintain the instructors necessary to provide operator certification
 - Provide academic councilors
- Are designated as an USPS University Campus



“So, what are we talking about....? (Cite each consideration)

Three Plans to consider:

Squadrons have the option of participating or not.

How individual does our squadron & district dues have to be to operate?

Can we find other ways to accomplish our local goals if we were under a national membership structure?



Option 1

National Dues & Fees “with Averaging” Schedule

<ul style="list-style-type: none"> ■ <i>New Individual Membership</i> <ul style="list-style-type: none"> ■ Non-prorated entrance fee \$25.00 ■ Annual Dues \$35.50 ■ Average Squadron Dues \$22.25 ■ Average District Dues \$07.25 ■ <i>TOTAL:</i> \$90.00 ■ <i>New Family Unit Membership</i> <ul style="list-style-type: none"> ■ Non-prorated entrance fee \$25.00 ■ Annual Dues \$53.25 ■ Average Squadron Dues \$33.37 ■ Average District Dues \$10.88 ■ <i>TOTAL:</i> \$122.50 	<ul style="list-style-type: none"> ■ <i>Squadron Dues</i> <ul style="list-style-type: none"> ■ Range from \$2 to \$99 ■ Average is \$22.25 ■ <i>District Dues</i> <ul style="list-style-type: none"> ■ Range from 0 to \$14.25 ■ Average is \$7.25 ■ <i>Other</i> <ul style="list-style-type: none"> ■ A few squadrons have special assessments up to \$30. ■ Average is negligible
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Let’s examine in more details the averaging of all dues for the first year.

Use average of squadron dues and district fees for calculating dues.

No change otherwise.


Squadron with house, marina, social fees would still be able to charge their members.

Of course a squadron could have a special assessment to cover unique circumstances

Advantages:

Can sell membership at national venues like the national shows.

Would permit national advertising of dues and fees.



New Option 2


Internet Membership + America's Boating Course

■ <i>New Individual Internet Membership + Course</i>	
■ Non-prorated entrance fee	\$25.00
■ Annual Dues	\$35.50
■ America's Boating Course	\$35.00
■ District Fee *Average	\$07.25
■ Squadron Dues *Average	<u>\$22.25</u>
 TOTAL:	 \$125.00



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- Online recruiting of new member via internet, boat show, seminar
- First year dues only
- Note: Reflects annual dues increase. (2007) \$33.60 to (2008) 35.50
 - Squadron can assess special house, social or marina fees if member joins their unit. (This could be an effective way to encourage membership in your squadron – one of the special member benefits of joining the squadron.)
- Includes average of squadrons and districts' dues.
- Allow recruiting to take place online or at public shows.
- Permit national advertising campaign with real value being shared



New Option 2

Internet Membership with America's Boating Course
First Year Dues & Fees Schedule

■ <i>New Family Unit (Internet) Membership</i>	
■ Non-prorated entrance fee	\$25.00
■ Annual Dues	\$53.25
■ America's Boating Course	\$35.00
■ District Fees	\$10.88
■ Average Squadron Dues	<u>\$33.37</u>
TOTAL:	\$157.50



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Again the focus is on

- Responding to membership queries on website.
- At boat shows or other public venues.
- Reflects 2008 Dues increase from \$50.40 to \$53.25

Squadrons could start their communications formed around the content of this very good course. (The strategy could be a way to get to know the member & encourage further education classes in the areas of most concern or where the new members expertise could best be used by the squadron)

Option 3
America's Boating Course Purchase only

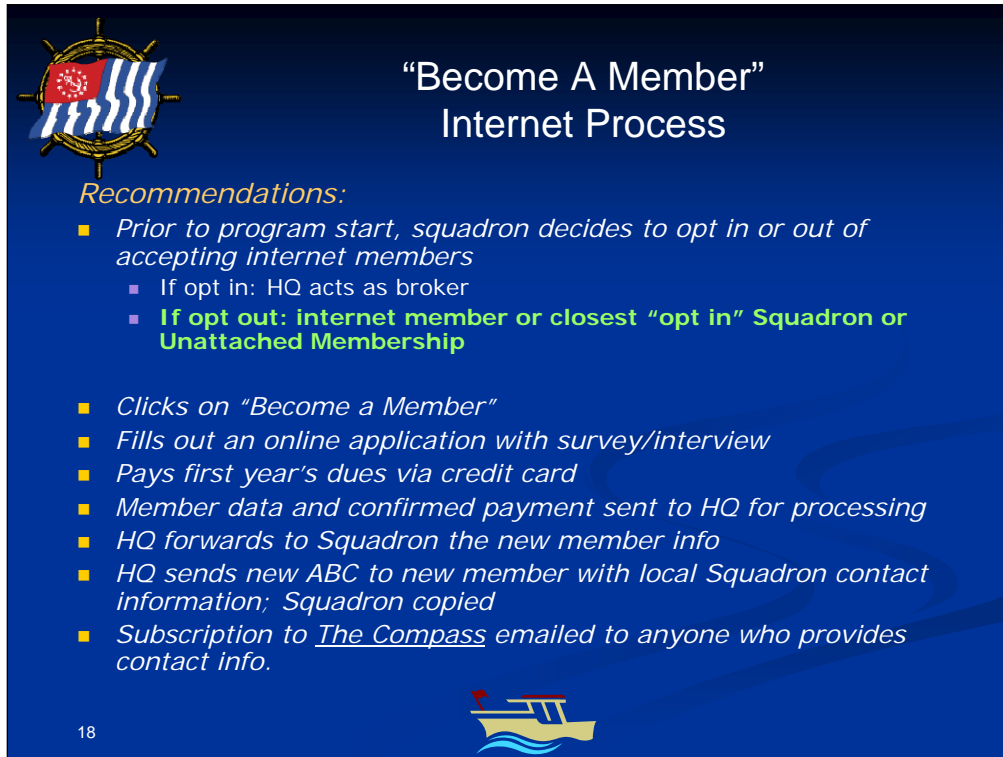
■ <i>New America's Boating Course Membership</i>	
■ American Boating Course	<u>\$59.95</u>
TOTAL:	<u>\$59.95</u>
■ <i>New America's Boating Course Membership with Squadron Help</i>	
■ America's Boating Course	\$59.95
■ District Assessment	\$ 7.25
■ Squadron Assistance	<u>\$22.25</u>
TOTAL:	<u>\$89.45</u>

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- Online course by itself would demand higher fee.
- Incentive to squadron to reach out and offer assistance is receipt of \$20.00 fee.
- Districts can assist with regional training and promotion of course.

Area for District to Really Help

- Perhaps this is the area where the district could help by coordinating activities.
 - Can we promote training by using district conferences as training locations.
 - Could we rotate sites and use members from various squadrons to demonstrate the benefits of our education programs or
 - In what ways could the district assist the squadrons by helping with the transition of the new internet member into the squadron?



“Become A Member” Internet Process

Recommendations:

- *Prior to program start, squadron decides to opt in or out of accepting internet members*
 - *If opt in: HQ acts as broker*
 - **If opt out: internet member or closest “opt in” Squadron or Unattached Membership**
- *Clicks on “Become a Member”*
- *Fills out an online application with survey/interview*
- *Pays first year's dues via credit card*
- *Member data and confirmed payment sent to HQ for processing*
- *HQ forwards to Squadron the new member info*
- *HQ sends new ABC to new member with local Squadron contact information; Squadron copied*
- *Subscription to The Compass emailed to anyone who provides contact info.*

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Here’s how the internet process might go:

Discussion questions:

[Suggested use for follow-up discussion]

- How would your squadron organize the process of welcoming an internet member joining your squadron?
- What activities might you add or adapt to encourage the new internet member to discover the benefits of your squadron?
- What changes in communication procedures will you add for the new internet member? (For example, Making a personal email to each member and requesting participation in a squadron activity. Or setting up a personal time to to a VSC on their boat.)



In summary:


Three Plans to consider:

Option 1 – Accept average of dues

Option 2 – Accept internet recruited members plus course.


Option 3 – No membership, just sell course, gather their contact info and work toward membership.

Squadrons have the option of participating or not.



Change Organizational Structure

- *Vigorously move from a Dues Organization TO a Market Driven Organization*
- *Dues revenue as % of total revenue decreases*
- *Product / Service delivery revenue as % of total revenue increases*



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USPS is facing an organizational change in how we do business.

We need to


Rationale:

Technology has brought significant changes to the boating world. (think GPS, inexpensive radar 7, our new courses, 12 seminars....)

It is also changing people's view of education. (What it is and what it looks like to people)

Discussion Question:

How do we adapt to this new world to reach our mission in the 21st century?



Challenge is Now

We need your opinion:

- *Please complete the survey.*
- *Go home and share the message.*
- *The challenge is here. The challenge is now.*

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Ask that all attendees complete the survey and return their replies to you. Challenge them to go back to their squadrons and show this presentation and hold the discussion. Use the survey to tabulate their results. Time to be honest and real. Thank you for making this presentation

**Please tabulate the survey results and email them to
Lt/C Ken Perigo, AP at ktperigo@earthlink.net
Any questions, please call R/C Roberta Dougherty, AP
Cellular phone: 609/335-1490.
Email: rdougherty@simcare.net**



Membership Committee Leaders

*Extend their appreciation for assistance
with this presentation to:*

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Tom Kemp, Marketing, USPS HQ

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Stf/C J. Hamilton, SN and all

District Spring Conference Presenters