

Nonprofit Organization Grants:

Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title:	National Non-Profit Organization Grant Program
Federal Agency:	United States Coast Guard
Funding Opportunity Number:	DHS-USCG-2021-001
Type of Funding:	Cooperative Agreement
CFDA Numbers:	97.012
CFDA Descriptions:	Boating Safety Financial Assistance

Grantee: National Safe Boating Council (NSBC)
Grant Number: 3321FAN201113
Grant Title: Boat On Course
Period of Performance: 1 year grant

Award Amount: \$100,000.00

Summary:

The National Safe Boating Council (NSBC) will expand the free boater safety video educational series on BoatOnCourse.com by creating content to prepare new boaters – and helpful reminders for returning boaters – before they launch.

This virtual boater training takes a practical approach to boating by equating it to the “rules of the road” when driving a car. New video safety topics will include: 1) essential boating safety gear, 2) trailering and launching, 3) fueling a vessel, 4) anchoring basics, and 5) required and optional boating education. Each video is followed by a quiz to give the boater immediate feedback and provide helpful qualitative insights in understanding boater comprehension and learning needs. Strategic marketing efforts will build awareness of BoatOnCourse.com, and increase website views, video playback, and quiz participation.

During the video production, still photos will be captured and incorporated into marketing efforts. A social marketing campaign will encourage boaters to watch the videos and take the quizzes (i.e., still photography, illustrated images, GIFs, boosted social content).

<https://www.safeboatingcouncil.org/>



National Safe Boating Council

8140 Flannery Court, Manassas, VA 20109
Phone (703) 361- 4294 • Fax (703) 361- 5294
safeboatingcouncil.org

November 21, 2022

U.S. Coast Guard Headquarters
2701 Martin Luther King Jr. Avenue, SE
Washington, D.C. 20032

For the FY 2022, the U.S. Coast Guard granted the National Safe Boating Council \$100,000 for Boat On Course, Agreement No. 3321FAN2011.13. This letter, together with the enclosed Executive Summary, Program Activities, and Program Evaluation, is our final report.

Sincerely,

/Peg Phillips/
Executive Director
National Safe Boating Council

Enclosures: Executive Summary, Program Activities, Program Evaluation



National Nonprofit Organization Recreational Boating Safety Grant Program

Grant: Boat On Course, Agreement No. 3321FAN2011.13

Grant Period: 15 months (07/01/2021 – 09/30/2022)

EXECUTIVE SUMMARY

There are no white lines, street signs, or stop lights while boating. It can be more challenging than driving a car, but there still are “rules of the road.” The U.S. Coast Guard awarded the National Safe Boating Council (NSBC) a grant for Boat On Course, Agreement No. 3321FAN2011.13, which takes a practical approach to boating by equating it to the “rules of the road” when driving a car. Boaters can visit www.BoatOnCourse.com to watch helpful training videos about responsible boat operation, learn basic navigation rules, and take a quiz following each video to get immediate feedback.

With millions of Americans participating in powerboating activities each year, an online learning experience is an opportunity to provide training to support a safe, enjoyable experience for boaters. New video safety videos produced include: 1) Anchoring Your Boat, 2) Essential Boating Safety Gear, 3) Fueling a Vessel at a Fuel Dock, 4) Required and Optional Boater Education, and 5) Trailering, Launching, and Boater Etiquette. Each video is followed by a quiz to give the boater immediate feedback and provide helpful qualitative insights in understanding boater comprehension and learning needs.

Due to weather delays, the videos were finalized in September. All videos are hosted on YouTube to maximize exposure, and also available at BoatOnCourse.com. The website includes a learning management system that offers a quiz at the conclusion of each video for viewers to test their knowledge.

Social media and digital marketing efforts focused on building awareness of BoatOnCourse.com by increasing video views and driving quiz participation. Images, gifs, and factoids were developed to share on social media sites as boosted content. In addition, the NSBC collaborated with members and other partners to increase visitors at BoatOnCourse.com. In total, 13,000 people visited the website over the last year and 3,000 people completed a quiz – a conversion rate of 23.08%. (An industry standard conversion rate is between 2-5 percent.)

BoatOnCourse.com continues to reach boaters with accessible and easy-to-understand information about navigation rules. Learn more at www.BoatOnCourse.com.



PROGRAM ACTIVITIES

The following is a summary of program activities. Resources and additional information are available at www.BoatOnCourse.com.

- 1) *New content*: The NSBC developed five videos and quizzes with important reminders for all boaters before they launch. Each video is approximately 3-6 minutes long and explores the following topics: 1) Anchoring Your Boat, 2) Essential Boating Safety Gear, 3) Fueling a Vessel at a Fuel Dock, 4) Required and Optional Boater Education, and 5) Trailing, Launching, and Boater Etiquette. Production took place in Texas and Georgia, in partnership with BoatU.S., Four W's Fishing Team, and U.S. Army Corps of Engineers. The videos feature a diverse cast of real boaters in different geographic areas.
- 2) *Website*: The NSBC managed the learning management system, including new quizzes for the five videos and made other updates to the site to improve the user experience. Each quiz has approximately 5-6 questions. The learning management system allows the NSBC to see which videos/quizzes have been completed, and how the individual scored.
- 3) *Social media and digital marketing*: With the majority of Americans receiving their news and communications through social media, a social media marketing effort reached boaters with Boat On Course content. Images, gifs, and factoids were shared as boosted content on social media sites.

PROGRAM EVALUATION

The following are program metrics as of October 5, 2022:

- 1) *Digital analytics*: There were 13,000 visitors to www.BoatOnCourse.com from October 1, 2021 – September 30, 2022. The top visited page was <https://boatoncourse.com/safety-videos/>.
- 2) *Reactions and engagement*: On social media, the Boat On Course posts had a lifetime reach of more than 304,000 users. The new videos are ranked below by popularity: 1) Trailing, Launching, and Boater Etiquette 2) Essential Boating Safety Gear, 3) Required and Optional Boater Education, 4) Anchoring Your Boat, and 5) Fueling a Vessel at a Fuel Dock. Please note, boaters could watch a video and not complete a quiz if viewing only the video on social media.
- 3) *Quiz results*: More than 3,000 people completed a quiz – a conversion rate of 23.08%. The average quiz score was 90%. Please note, an industry standard conversion rate is between 2-5 percent.