



19 December 2011

TECHNICAL MEMORANDUM

From: Information Technology Group
To: All USCG Auxiliary CS Officers and PE Officers
Subj: PUBLIC EDUCATION CALENDAR WEBKIT RELEASE
Ref: (1) *Public Education Calendar Webkit Users Guide Version 1.0*, 19 November 2011

The National Public Education Calendar Database provides a single, unified national database to hold and display all public education courses taught by our various flotillas nationwide. In addition, it provides a Zip Code search permitting members of the general public to enter their own Zip Code, and find all public education courses being taught within a selected distance from their Zip Code.

Although *all* units have had the opportunity to *enter* their own courses into the database, using the Public Education Database Dashboard at http://wow.uscgaux.info/PE_signin.php, only units with websites on the WOW platform could heretofore actually display the calendar and offer a Zip Code search to the general public.

Now, with the issuance of the *Public Education Calendar Webkit*, any unit with a conventional (i.e., non-WOW) website can easily add a searchable Public Boating Courses page to their site in a few minutes. In addition, for sites that wish to completely control the presentation of the calendar and search fields, the Webkit includes an Application Program Interface (API) to the PE Calendar Database. A *single line of code* in a PHP webpage executes the Zip Code (or unit) search and returns all relevant class records.

All Auxiliary units with an active, modern, and up-to-date non-WOW website are urged to add a Public Boating Courses page to their site using the Webkit.

Units *without* websites at all, or with stale sites that they do not have the expertise to fix, are urged to simply abandon their obsolete site, and take the few minutes required to deploy a WOW II website, which includes the PE Calendar "Boating Courses" page automatically. No technical expertise is required, and this Webkit is not necessary.

Our target audience increasingly falls among people who have known the Internet most or all of their adult life, and when they want to find boating education, they will *go to the Internet first to find it*.

For further technical information, read the attached *Public Education Calendar Webkit Users Guide*.

About the National Public Education Database

The U.S. Coast Guard Auxiliary's National Public Education Database is a centralized database that is designed to hold 100% of the Public Education courses being taught by flotillas around the country. It is used to offer the general public unit-based or Zip Code-based searches for boating courses being taught in their local area.

In addition to providing searchable course lists, the system automatically generates printable maps and course-and-unit-specific, one-page descriptive *flyers* (information sheets) that contain a course description, and all relevant calendar and contact information. A sample Zip Code search and a copy of a flyer for one course are in Reference 1.

Units that choose to participate will have their courses discovered by anyone, anywhere with the "click of a mouse". Units that *fail to participate* will increasingly lose students to nearby units that *do* participate.

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Clearly, it is in the best interests of both the general public, and each flotilla, to absolutely guarantee that every course being taught by a unit of the U.S. Coast Guard Auxiliary is in the database.

Entries Made By Each Unit – Replaces the Form 7023 “Notice of Intent to Teach”

Entries to the database are made *by each individual flotilla*, using a simple dashboard available on the Internet. The information required is identical to that required on the paper Form 7023 “*Notice of Intent to Teach a Public Education Course*”, plus a few additional fields to provide more information to the public, and when used, *replaces the use of the paper form*. That is, users of the online form never have to fill out and mail another 7023 form, because the system does it for them automatically. Therefore, there is no excuse to not use the online database.

The right to access the PE Calendar Dashboard and enter courses is extended automatically to the FSO-PE, FSO-CS, FC, VFC, and IPFC of any unit. In addition division and district officers holding the equivalent offices may enter PE courses in behalf of units in their AOR.

The electronic Form 7023s are emailed by default to the DSO-PE. Each district may designate one alternate to receive the email instead of the DSO-PE (not “in addition to”).

Acknowledgements

The Public Education Calendar Database was designed and programmed by IT Senior Fellow Bill Pritchard. The Webkit was designed and programmed by Steve Johnson.

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Address Questions/Comments/Errata *directly* to: ANACO-IT

Enclosure(s): *Public Education Calendar Webkit Users Guide Version 1.0*, 19 November 2011

Copy (cover memo only): DNACO-ITP, DNACO-RBS, ANACO-RB, DIR-E, DVC-UM, DVC-UI

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