

Benefits of following National On-Water Standards (NOWS) The American National Standards for On-Water Instruction in Safer Boating

Improve your course quality

Use the results of the largest collaboration initiative in recreational boating skills instruction to:

- ✓ **Increase the quality of your instructional approach** with practical tools developed by many of the nation's top subject matter experts (course designers, instructors, etc.)
- ✓ **Coordinate consistency** of instruction across instructors or venues
- ✓ **Manage risks associated** with providing on-water skills-based instruction, by following best practices identified by the nation's top course providers

Better serve your students

Bring the expertise of hundreds of recreational boating course designers and instructors to your courses and:

- ✓ **Have the confidence** to know your course content and delivery align with the nation's best practices for on-water instruction for skills development
- ✓ **Ensure you put your best foot forward** by relying on national standards
- ✓ **Ensure students walk away with the same consistent high quality experience**

Attract new customers and grow your business

As the newest and most up-to-date national standards for on-water instruction, NOWS can help you:

- ✓ **Differentiate your courses and programs**
- ✓ **Promote your use of the nation's best practices** in the design and delivery of your courses
- ✓ **Capitalize on national marketing campaigns** that encourage the boating public to seek course providers following NOWS