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