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16. Abstract The stated objective of this project was to "increase awareness of the available information developed, documented, and maintained by the NSRP." In support of this objective, UMTRI MSD (1) determined a strategy to best inform industry and government professionals not already familiar with NSRP research of its availability, (2) created and distributed a promotional brochure, (3) created and distributed a promotional videotape, (4) provided administrative assistance for the 1991 NSRP Annual Report, and (5) assisted in manning NSRP informational booths at two Ship Production Symposia.			
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FINAL REPORT

**EDUCATIONAL AWARENESS
MATERIAL ON THE NSRP**

Prepared By

**The University of Michigan Transportation Research Institute,
Marine Systems Division**

For The

NATIONAL SHIPBUILDING RESEARCH PROGRAM

**Sponsor: U.S. Department of the Navy, Naval Surface Warfare Center -
Carderock Division**

Project Management: National Steel and Shipbuilding Company

EXECUTIVE SUMMARY

This project was developed as part of the National Shipbuilding Research Program (NSRP) SP-9 Panel initiative to increase awareness of the available information developed, documented, and maintained by the NSRP. In the past, NSRP publications and specific activities were publicized using the regular NSRP mailing lists for directed mailings, and a regular newsletter. This project was designed to provide a means by which the full scope of the program could be disseminated to industry and government professionals who were not already familiar with it.

The approach was to develop and implement a professional strategy to provide the support material for acquainting the shipyard industry with the benefits that can be gained from participation in the NSRP. As a public relations project, the objective was to produce several media presentations for distribution, including a videotape and brochure; support for an additional report and displays at two NSRP Ship Production Symposium exhibitions were added to the project.

The report was developed under the direction of the NSRP and Panel SP-9, Education and Training, of the Society of Naval Architects and Marine Engineers (SNAME), through a contract from the U.S. Department of the Navy, Naval Surface Warfare Center, Carderock Division, and administered by National Steel and Shipbuilding Company.

EDUCATIONAL AWARENESS MATERIAL ON THE NSRP

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I. PROJECT OVERVIEW AND RESULTS

The project was initiated to expand the awareness of the shipbuilding industry, and others, to the results of National Shipbuilding Research Program (NSRP) research. It was felt that expanded education and increased involvement of industry and government professionals would boost the technology transfer function of NSRP, and would also provide a larger pay-off for the resources invested in NSRP research.

The project began with a review of past and present NSRP research, the identification of potential beneficiaries of this research, and the preparation and implementation of a strategy to best inform these potential beneficiaries of the availability of NSRP research and the benefits that may be derived from its use. The following activities were then carried out.

Create and distribute a promotional brochure: *The National Shipbuilding Research Program*

The brochure contains information on the history and structure of the National Shipbuilding Research Program, information on current research and specific goals of each NSRP research area, resources available through the Documentation Center, and contact information for people who want to get involved. As the main element of the Educational Awareness promotional campaign, the brochure was designed to be an eye-catching direct mail piece that would generate wide interest in the NSRP.

The brochure was mailed to approximately 17,200 individuals and organizations, as follows:

- 4,500 to NSRP mailing lists,
- 5,000 to American Society of Naval Engineers membership mailing list, and
- 7,700 to Society of Naval Architects and Marine Engineers membership mailing list.
- The brochure was distributed upon request to individuals. Several organizations also expressed interest, including:
 - Atlantic Marine, Inc., for use at a company presentation (100 copies sent), and
 - Panel SP-5, Human Resource Innovations, for use at a presentation (200 copies sent).

The brochure mailing generated a significant number of telephone inquiries regarding general information on the NSRP, panel meeting schedules, and panel contact information. The Documentation Center also received many orders as a direct result of the brochure mailing campaign (see table on next page).

**Prepare Educational Awareness Material on
the National Shipbuilding Research Program**

The following requests were generated from the brochure mailing.

Requesting Company or Individual	AVMAST Catalogue Request	NSRP Bibliography Request	Brochures Requested	Documents Requested
ABS Americas	1			
All Marine Shipping	1			
Applied Polymer Systems		1		
Bender Shipbuilding				#0346
Buczowski, Gregg S.		1		
CDI Marine Co.	1	1		
Cohen, Wade	1			
COMSCLANT	1	1		
Conoco Shipping Co.		1		
Crowley Marine Services		1		
Deutsch Metal Components	1	1		
Dixie Carries		1	1	
Elliott Bay Design Group	1			
Farr, Daniel		1		
Fast Hulls International		1		
Francis A. Martin & Ottaway Inc.		1	1	
Harper, Ken	1			
Hatteras Yachts	1			
Hayn, Thomas				#0335
Hellman, Bruce		1		
Hempal Coatings USA, Inc.			1	
HiTest Laboratories, Inc.	1			
Jensen's Maritime Consultants		1		
JJ McMullen Associates Inc	1			
Johns Hopkin University	1	1		
Konstantarakis, C.	1			
Lehigh University	1			
Lin, Chao		1		
Macor Marine Sys. Intl., Inc.		1	1	
NEI Syncrolift		1		
Neville, Charles	1			
Newport News Shipbuilding, Becker			12	
Newport News Shipbuilding, Fortenberry				#0303 (3), #0335 (2)
Oregon Iron Works	1	1		
Pohl, Greg	1			
Port Allen Marine Services	1	1		
PRC Inc.		1		
QED Systems Inc	1	1		
Quick Start	1			
M. Rosenblatt & Son	1			
Russian Embassy	1			
SAIC		1		
Seafarers Harry Lundberg School	1			
Seaworthy Systems, Inc.		1		
SUNY				#0341
University of Maryland	1			
U.S.C.G	1	1		
USS Pioneer (MCM9)	1			
Viswakumar, Pradeep S.	1			
TOTAL REQUESTS:	27	24	16	8

While these numbers do include individuals and organizations that requested an AVMAST Catalogue or Bibliography as a direct result of the brochure mailing, they do not reflect the numbers of orders that may have been generated upon receipt of these two items.

In addition to the above orders, close to 200 names were added to the NSRP mailing lists for newsletter and other information distribution.

The brochure *The National Shipbuilding Research Program* is available in limited quantities from the NSRP Documentation Center.

Create and distribute a promotional videotape: *The National Shipbuilding Research Program: An Overview*

Like the brochure, the video contains a short history of the NSRP, current status of the program, and contact information. The direct aim of the video was to promote the use of NSRP research materials, and to promote the continued existence of the NSRP as a unique and effective cooperative research program, in a dynamic audiovisual format appropriate for public relations use.

The video was given to SPC Panel chairs, program managers, and Executive Control Board members. After viewing it, these people generated their own distribution lists. Close to 150 videotapes were distributed.

The video was reproduced so that excerpts from it can be used as part of an exhibit at a new National Maritime Museum in Norfolk, Virginia.

The videotape *The National Shipbuilding Research Program: An Overview* is currently available on loan and for purchase from the NSRP Documentation Center's AVMAST Library. (Order reference ED 90.)

Provide administrative assistance for the *1991 NSRP Annual Report*

This activity was performed at the request of the Chairman of the Society of Naval Architects and Marine Engineers' Ship Production Committee. It involved sorting and adding to NSRP mailing lists, creating the annual report cover, and administering the printing and distribution of the report. The *Annual Report* was distributed as follows:

- 3,149 mailed
 - 2,632 selected from NSRP mailing lists
 - 517 sent to U.S. Congress and the Shipbuilders Council of America

- 871 sent to David Taylor Research Center for distribution
 - 150 to Executive Control Board members - 10 each
 - 80 to SPC Panel chairs - 10 each
 - 90 to program managers - 30 each
- The report was also distributed upon request.

This first published annual report of the NSRP was intended to publicize the program throughout the shipbuilding industry. The aim was to generate active industry interest and participation in the program, especially by the smaller shipyards and those specializing in ship overhaul and repair.

Assist in manning the NSRP informational booth at the 1992 Ship Production Symposium

The 1992 Ship Production Symposium, held in New Orleans, Louisiana on September 2-4, 1992, was attended by nearly 275 people. The video *The National Shipbuilding Research Program: An Overview* was played for the benefit of attendees, the brochure *The National Shipbuilding Research Program* was distributed, and Symposium participants were informed of the resources available from the NSRP Documentation Center.

In addition to answering general questions about the NSRP, nearly 50 people were added to the mailing lists.

Assist in manning the NSRP informational booth at the 1993 Ship Production Symposium

The 1993 Ship Production Symposium, held in Williamsburg, Virginia on November 1-4, 1993, was attended by over 225 people. As in the previous year, the video was played for the benefit of attendees, the brochure was distributed, and Symposium participants were informed of the resources available from the NSRP Documentation Center.

In addition to answering general questions about the NSRP, over 25 people were added to the mailing lists.

II. CONCLUSION

By promoting the National Shipbuilding Research Program through educational awareness material, this project has expanded the network of people in industry and government who are accessing and, hopefully, applying NSRP research. Catalogue orders have been generated as a direct result of the project, names have been added to mailing lists, and, most importantly, the goals and scope of the NSRP have been disseminated on a wide scale.

The two primary project deliverables, the brochure and video, continue to be available from the Documentation Center for promotional use. The brochure is available in limited quantities. The video order reference is ED 90. Please call (313) 763-2465 for information.