



## Safety Educations & Instruction Council (SEIC) Meeting

**Date:** Friday, February 21, 2020

**Location:** Hyatt Place, Fredericksburg, Virginia

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### In attendance:

#### ***Voting Members***

Trey Knight	Crystal Skahan	Lydia Wing*
Josh Hall	John Browning	Sam Fowlkes
John Traendly	Robin Pope	Matthew Murphy*
Steve Hutton	Elisha Lynn McArthur*	
Beth Wiegandt	Mike Aronoff	

#### ***Non-voting Members***

Rob Kolb – BSA	Tom Dardis - USCG
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#### ***ACA Staff***

Beth Spilman	Kelsey Bracewell	Carrie Schlemmer
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#### ***Guests***

Paula Hubbard	C.C. Williams*
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\*Call in

\*\*Brittany Wilson, SUP representative, attempted, but was unable to join call online.

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### Call to Order:

- The meeting was called to order at 8:05 am EDT by Chair Trey Knight, followed by a welcome, introductions, explanation of conflicts of interest and declarations of conflicts of interest.
- A quorum was confirmed with 11 of 17 filled voting positions. See Appendix A for details.
- No specific conflicts at this time. Will indicate if a conflict develops.
- Robin, Board Chair and Prone Paddling Committee Chair, provided an overview of recent ACA activity. Welcomed and thanked the group. Presented Sam Fowlkes with the President's Award for over 40 years of service to the ACA. Highlighted that the past year has involved change for the ACA,

including leadership, follow up on past activities and assumption of responsibilities as an Olympic National Governing Body (NGB). Noted that one thing that has not changed is the key role of education in the ACA's mission.

- Robin – Summarized the results of the recent member survey. The two top priorities were general paddlesports education and on-water instruction. Public policy was listed as the number three priority. Our 4,500 instructors are saving lives. What we are doing is making a difference.

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### **Secretary's Report – John Traendly**

Presented the minutes for the meeting on October 4, 2019. There was a change on one motion vote, but the outcome did not change. A motion to accept the minutes as presented in the premeeting package was made by Steve and seconded by Josh. The motion passed by unanimous vote.

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### **SEIC Department Report – SEI Department Manager, Kelsey Bracewell**

Kelsey's report was accompanied by a PDF presentation. See Appendix B. Kelsey covered:

- Department includes Kelsey and Carrie. Marcel no longer works on the ACA staff. Thanks to Amy, Emma, LeighAnn and Michelle for their support.
- Safety Minutes Series – Project includes 5 – 6 videos that are a minute in length and designed to be released on TV. Made primarily through other projects, but this project emphasized getting the videos on front of audiences. Have been seen so far in this fiscal year by almost 4 million people. Covered kayaking, canoeing, SUP and kayak fishing.
- Geofencing – Sending safety messages to smartphones near one of 650 popular public access points in Florida and popular kayak fishing tournaments in Texas. Can influence boaters and track interaction with the application.
- Applying for four more grants in the coming year.
- Crystal – On the ACA web site there is a link to update courses on the calendar, many of which may no longer be able to offer updates based on the policy changes at the last ACA meeting. Kelsey agreed to follow up and provide additional clarity. (Action item)
- Trey – Asked about the component of Coastal Kayaking certifications and assessments reported for students in China.
- John B. – Much has to do with Chinese students starting at L1 and working through the progression.
- Kelsey – Will pull out the China based component of the statistics to see what we can learn that will help grow other disciplines and membership in general. (Action item)
- Trey – Need to consider how the recreational market in CK can be expanded to include other disciplines.
- Beth and John B. – The Chinese value assessments more than other countries. And, a lot of the students need the ACA assessments for their jobs.
- Kelsey – Have found a larger number of counterfeit certifications in the past year.

- Kelsey – On many APW reports, some participants are listed as endorsed, although they are not and have not been certified. Course leads need to check certifications prior to filling out course reports.
- Beth – The CMS will make checking a lot easier.
- John B. – Need to look at how we retain the 1,300 paddlers in China who have completed assessments.
- Lydia – She and Chris taught an L4 ICW in 2017. Their experience was that lack of Internet access was not an issue. The primary issue in maintaining certifications was the lack of ITs.
- John B. – Internet access can be an issue, but all of his IC's have VPNs. They collect fees through WeChat, then use personal credit cards to remit to the US. The majority of Instructors do not have access to the ACA web site. Clubs tend to be competitive and do not usually collaborate.
- Trey – What is the solution?
- John B. – Need to look at a method of payment. They have PayPal and credit cards, but what they have does not work in the US.
- Trey – China is a high demand market, but it has significant barriers to providing support.
- John B. – Will continue to work on a solution, but have a work around for now.
- Tom – It would be helpful to know how many people the ACA has instructed.
- John B. – What is the trend in grants? Increasing? Decreasing? Staying the same?
- Tom – The ACA receives 2 – 3 grants per year out of approximately 32 awarded each year. Competing against other non-profit organizations. We have a niche in human powered boating.

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### **Liaison Reports**

#### ***Boy Scouts of America* – Rob Kolb**

- The National Aquatics committee is meeting in two weeks. The committee meets twice each year. The BSA serves approximately 2 million kids each year and at least half will participate in a boating activity. Would like to get as much expertise on the committee as possible, if anyone is interested in serving. Would like to get another volunteer.
- David Bell is on one of the working committees for the model aquatic health code the CDC is sponsoring. Working on updates. Forwarded an amendment on life guarding, which is very important to the BSA.
- The committee hopes to have the aquatics programs, merit badges and awards, as in line as possible with NOWS by the end of this year.
- Excited about the popularity of the aquatics program.
- Mike – In Maryland, there is some confusion if a lifeguard is required for ACA L1 and L2 courses.
- Rob – A lifeguard is only required for BSA sponsored events.

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**U.S. Coast Guard** – Tom Dardis

- Primary role at the USCG is outreach and education coordinator, including education delivery and content. Also, technical coordinator for all grants awarded each year.
- About \$5.2 million in grants awarded each year to non-profits.
- Non-profits have to compete. Waste of USCG funds to award grants for things people are already doing. Uses Google and other tools to research current programs.
- Human powered craft have been around for a long time. There is a lot in the market place that we have to compete against.
- The USCG wants to increase their reach. How do you plan on expanding activities? Do you just need funding to expand?
- Sustainment and viability after the grant money is spent is important. If you do not plan on supporting a program after the grant money is spent, then you should not have gotten into the program initially.
- The ACA does a really great job on skills training. We are the gold standard in the marketplace. Our grant requests should emphasize that fact and the initiatives we want to sponsor, but need funding.
- A grant could be used to underwrite the work being done by the ACA to be NOWS compliant in our curricula.
- Robin is on a group that will be meeting in a couple of weeks to update a guide on waterways management. The guide has not been updated in about a decade. Many accidents to be addressed by this group involve kayakers. Decisions will be made by organizations with significant conflicts of interest, more than the potential conflicts discussed earlier in this meeting.
- Recent survey indicated that there are 44 million paddlers. However, much of the grant funds go to power boaters. Human powered craft should receive a more equal share. It is a user paid system, \$10 for each human powered craft.
- Recreational boating is broken down into two groups. Recreational boaters and tourists who rent boats. Most of the problems occur with renters. Now have a grant for rental boat safety – a web site. An opportunity for the ACA to apply for a grant and do more.
- Josh – Does the USCG provide funding for high level trainers?
- Tom – It would be very difficult for that, too far into the ACA's internal operations. Also, need to focus on activities that are likely to be US based.

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**USCG Auxiliary** – Robin Pope

- Two paddle programs – vessel safety checks and liveries. The target audience is not anyone within the SEIC. The typical paddler that dies is one who has not received instruction and has very limited experience.
- The programs are targeted at paddlers not typically reached by the ACA's instructors who reach about 1.5 to 2 million paddlers.
- Offering an on-water program, where the lead has to have completed at least a L2 ACA assessment.

- There are about 35,000 auxiliaries and less than 40 are qualified to participate in the on-water program.
- Kayaks are the only craft showing an increase in fatalities since 2015, about 12% of all fatalities. All other craft are holding steady or decreasing.
- The Auxiliary does not have the resources to address this issue. It is a partnering opportunity for the ACA that could provide benefits. We could reach paddlers that we are not reaching today, who are potential members.
- Could contact the local flotilla to see if there is an opportunity. Remember that many flotilla members are older power boaters that may take persistent follow up to begin a partnership.
- Tom – There are barriers to the Auxiliary working with instructors, but there potential volunteers that would be eager to work with us and becoming ACA members.
- Tom – Consider getting data on visitors to the ACA web site.

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### **Board Committee Reports**

#### ***Standards Committee Report*** – SEIC Chair, Trey Knight

- Time spent primarily on reviewing IT and ITE applications and renewals.
- Spending time reviewing waiver requests.
- Providing input on the new CMS.
- Have motions that will be discussed later in the meeting.

#### ***Nominations Committee Report*** – Past SEIC Chair, Steve Hutton

- The nominations process is now in alternate years. Last Fall, we completed the process for SEI Discipline Committees. This year in the Fall will be elections for SEIC officers.
- Trey has indicated he will step down as Chair and not seek re-election. So, he will move to the Past Chair position and Steve will move off of the SEIC Executive Committee.
- Josh and John are willing to remain on the SEIC as Executive Members.
- These changes will create one opening on the Executive Committee.
- Want to get the word out and will need help recruiting. Fresh blood and options would be good.
- Trey – The SEIC Chair also sits on the Board of Directors and would need to be able to attend those meetings.

#### ***Instruction Committee Report*** – SEIC Vice Chair, Josh Hall

- A summary report is in the pre-meeting package.
- Appreciate the work John Browning has done on the CMS candidate and course evaluations.
- John B. – Has the committee been seated.
- Josh – Not yet.

- Beth – Is a re-write of the Instructor Manual within the scope of the Instruction Committee?
- Trey – Yes, it could be.
- Beth – Receiving feedback that the current manual includes a lot of outdated material.
- Mike – Suggest having a loose leaf binder format where out-of-date material could be easily replaced.
- John B. – In today's environment, the equivalent solution would be an online manual.
- Josh – Need to have academics behind it. Content and vetting is key.
- Trey – Have had a lot of discussions on possible content, but have not been able to follow up.
- Beth – Need to keep in mind that the majority of the instructors we certify do not have academic backgrounds, so the manual cannot be too academic. Needs to be concrete and easily understood.
- Mike – Is there a way we can put together a work order to start the process?
- Trey – Good question. The process will need someone to oversee the process.
- Crystal – It would be interesting to have an initial discussion with someone in academia on timeline, phases, staffing and feasibility as a project.
- Kelsey – Should decide on what topics should be included.
- John B. – Need to decide how detailed we want to be in cross discipline content.
- Josh – Very little research available on non-competitive adventure sports. Even less available on general paddlesports.
- Mike – Suggested Bruce Martin as a potential resource.

**Curriculum Committee Report** – SEIC Secretary, John Traendly

- Reviewed a PowerPoint on the CMS project. See Appendix C.
- Reviewed updates to the Instructor Listing capability to better focus on user requirements.
- Mike – Can the CMS search based on a radius from a ZIP code?
- John – It could be modified to offer this additional capability, but the capability to search on a custom multi-state region might be sufficient.
- The Instructor Listing will change based on recent discussions to display all instructors, ITs and ITEs who can teach at a specific level.
- Reviewed the status of development on Candidate Evaluation Templates and the impact of not having templates.
- Elisha – Had a problem submitting a course report. What should she do?
- John T. – Send an email to [traendj@bellsouth.net](mailto:traendj@bellsouth.net) describing the problem. All problems are usually resolved in a day.
- Crystal – Do Discipline Chairs have access to credential pages. (Yes) They could help with an audit.
- Elisha – Likes the idea of spot checking credentials.

- Robin – Recommends random audits of a small percent of the total.
- Tom – The Coast Guard Auxiliary has an interpreter corps that may be able to provide foreign language support for the CMS. The USCG uses this resource when there is a need to translate documents for Americans whose primary language is not English. Could use a grant to accomplish. Support for activities in foreign countries cannot be the primary goal.
- Sam – There needs to be some paper support for ITs in remote areas.
- Josh – Will have PDFs that can be printed and used to record data until back in areas with Internet access.

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### **Discipline Committee Reports**

#### ***Introduction to Paddling Committee*** – Beth Wiengandt

- Created CMS templates.
- Elected Paula as the committee Secretary.
- Have been working with the CMS team on how best to support PSF courses and have a workable solution.
- Waiting on information on PSF programs to be distributed to Instructors, ITs, and ITEs.
- A lot of people still do not know the programs are there. Should be going out in March in the eMagazine.
- Also waiting on information to be distributed on the changes made to the L1 programs to incorporate the NOWS. Should go out in March.
- Have a motion that will be reviewed later that had no dissensions within the IPC.
- The third party review of our compliance with NOWS came to a stop, but Robin is taking the lead on moving it along.
- Robin – Had been sent to the NASBLA for third party review. Received a request to make changes in 48 hours. Took some material from a Sea Scout unit that had approval and cut/pasted it to explain why we do what we do. Now waiting to hear back.
- Tom – No one requires that ACA courses be third party certified. Unlikely we will be challenged on our ability to certify our courses. The ACA is the gold standard.

#### ***Universal Paddling Committee*** – Crystal Skahan

- Working on getting the committee together.
- Working on documents on what it takes to become an IT or ITE.
- There are four ACWs that have received grant funding from Joe Moore, Adaptive Expeditions, and Disabled Sports USA. The ACWs will be offered to instructors at no cost to spread the word about the program.
- The “Canoeing and Kayaking for Persons with Disabilities” book is out of print. Looking at creating a newer edition of that resource.

***Coastal Kayaking Committee*** – John Browning

- Have seated all 24 members of the committee. Almost all on the call yesterday.
- Working on the L5 skills assessment. Hope to have ready for the Fall meeting.
- Josh – Consider alignment with the instructor side. If we require skills assessments to go to different venues, we should have the same requirement for instructors.

***Prone Paddling Committee*** – Robin Pope

- Small group. Plan on working with camps in the summer.

***Rafting Committee*** – Elisa Lynn McArthur

- Meeting monthly, one new member.
- Working hard, editing has proven to be a bigger task than anticipated.
- Biggest focus is on getting the L5, then L3 and L4.
- Also indoor things and guide search.
- Tom – Recent legislative language is removing the requirement to carry type 4 throw devices (e.g. seat cushions) on rafts and replacing that requirement with throw bags, since most folks are wearing PFDs.

***River Canoeing Committee*** – Mike Aronoff

- Cleaned up L2 and made consistent with River Kayak, which is the intent of proposals to be discussed later in the meeting.
- Trying to make venues consistent and not more difficult than RK.
- Committee has new officers.

***River Kayaking Committee*** – Lydia Wing

- In the transition phase with new officers.
- Big task was working on preparation for CMS.
- The preparation shed some light on language inconsistencies and ambiguities. Have a subcommittee working on resolving these issues.
- Skill assessments in particular seemed to be a forgotten child.
- Shared approval at the October meeting of the RK best practices for spray skirt use. Many instructors were not aware that had happened. Planning to implement a process that better communicates big policy changes.
- Personally, being part of the Standards Committee reviews has been very illuminating. Has created an interest in discussing with the committee how to empower and encourage folks to renew their certifications and continue to maintain high standards. And, encourage participation in the organization.
- Have a standing monthly meeting with good participation.



- Elisha – Good point on stressing getting information out.
- Trey – Recommended that disciplines look at what others are doing.
- Robin – Survey results are being reviewed, but have not been published yet. The results will be published soon.

***River Safety & Rescue*** – Sam Fowlkes

- Had an election. The officers did not change.
- Have gained some new members, a diverse group including hall of fame members.
- In meetings, the committee drills down on recent fatalities to understand what happened to see how it would affect what and how we teach.
- This afternoon, we will be discussing rescue tethers.
- Meet monthly with good participation.
- Have significant participation in the International Technical Rescue Association, <https://itra.international/>.
- Will be reviewing a motion from the committee this afternoon.

***Surfski Committee*** – Matthew Murphy

- Will put the candidate evaluation templates as a top priority
- Nine certified instructors in the discipline with two thirds due to expire next year. A challenge for this year will be to encourage renewals and to grow the sport.
- Safety is also a challenge for this coming year. Safety is not always a priority and the crafts are not designed to carry a lot of safety equipment.
- Would welcome suggestions from other committees.

Committees Not Represented

- Free Style/Canoe Touring
- Standup Paddleboard
- Surf Kayaking Committee

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**Motion 2020-02-21-A**

Proposal name: Low Brace Turns

Submitted by: Coastal Kayak Committee

Exact wording of motion:

Add the “low brace turn” to the L2 Essentials of Sit on Top Kayaking Sample Skills Course and to the L2 Essentials of Sit on Top Kayaking Instructor Criteria.

See pre-meeting package for full motion form, available at this [link](#).

Discussion/comments:

- John B. – Introduced the motion and the reasons behind the motion. The decision to include the low brace turn was not unanimous in the CKC, but it passed.
- Trey – Was there discussion on communicating this requirement to ITs?
- John B. – Will likely use the Facebook page which gets a lot of attention.
- Josh – In the CMS, this requirement will appear in the candidate evaluations.
- Lydia – What was the feedback from the committee members who voted against including the low brace turn?
- John B. – Mainly input from the coastal area in California. There was agreement that it could be done in an SOT, but that it was not needed until L3. The contrary thought was that it is easy to do and teach, and it begins the process of learning maneuvers by combining strokes.

Amendments, if any:

None.

Vote: 12 in favor, 1 opposed, 0 abstain. Motion passed. See Appendix A for details.

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**Motion 2020-02-21-B**

Proposal name: Change to Variable and Flexible Level 1 Skills Course Duration Times

Submitted by: Introduction to Paddling Committee

Exact wording of motion:

Change to variable and flexible Level 1 skills course duration times, eliminating the need for Quickstart and Smartstart courses.

Level 1 skills course outlines will be amended to include sample outlines for varying time lengths. This will eliminate the need for multiple beginner course titles and highlight the basic information that beginner paddlers should know in the new L1 NOWS documentation. The following changes in general can be found on the L1 documents.

Course Duration: The course duration should be adjusted to best fit the needs and goals of the participants. Refer to sample outlines below for content and progression possibilities based on time allowance. Up to 1 day (8 hours).

Introductory statement changes would then read:

The Level 1 Introduction to (CRAFT) course content includes the [National On Water Standards for Human Powered Craft](https://www.usnows.org/assess-and-update) (<https://www.usnows.org/assess-and-update>). A full rubric for Level 1 skills can be found in the above link, pages 17-65.

See pre-meeting package for full motion form, available at this [link](#).

Discussion/comments:

- Beth introduced the motion and the reason behind the motion.

- Some of the highlighting in the documents reflects changes approved at the last meeting, but not yet published, including the use of spray skirts, a web site name vs. just a hyperlink and language for wet exits taken directly from the NOWS documents.
- The additional changes are related to wording on duration. In the sample skills courses, there are example outlines for courses of different durations.

Amendments, if any:

None.

Vote: 13 in favor, 0 opposed, 0 abstain. Motion passed. See Appendix A for details.

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**Motion 2020-02-21-C**

Proposal name: L3, L4, L5 River Canoeing Discipline revised Instructor Criteria, Sample Skills Course and Assessment Course Documentation

Submitted by: River Canoe Committee

Exact wording of motion:

Updating current L3 through L5 documentation including: Instructor Criteria, Sample Skills Course and Skills Assessment. Changes include: Venue descriptions, flat water maneuvers (NOWS) compliant wording, updating solo canoe carving methods and other related housekeeping changes.

See pre-meeting package for full motion form, available at this [link](#).

Discussion/comments:

- Mike introduced the motion and explained the background behind the requirement.
- Changes also intended to establish consistency between RC and RK.
- Includes a “2 x 4” change related to initiating and holding turns in moderately to heavily rockered canoes, generally shorter canoes controlled from the bow.
- Primarily for solo, will be requiring reference to “2 x 4”.
- Document includes a reference to a good explanatory video by Andrew Westwood, <https://www.youtube.com/watch?v=7huV-ivbGAs>.
- Steve – Not familiar with the term. Is it used commonly? Is there a term that better describes the techniques?
- Mike – The term is used frequently by Canadians who are still deeply involved in canoeing. Feels it is used frequently and would be understood.
- Beth – Yes, there will be a learning curve. 2 X 4 is a tool for carving. Similar to “sail”. 8 different combinations to try. The label is not new. The concept is introduced at L3, where there is a bump up in strokes and skills.
- Trey – Sounds like this is a teaching tool for best practices.

- Beth – Had to continue someone in a short boat because they could not make an S turn. The reason being that they could not transition from a forward stroke to a cross forward stroke and kept trying to do stern corrections. Sent them away with the 2 x 4 guidance to help them improve.
- Elisha – Do not have a lot of open boaters in Colorado, but the ones that they do have are paddling the short, modern boats. Have not heard of the concept before, but it makes a lot of sense. Thinks it is great.
- Sam – There is an upcoming Ain't Louie Fest in east Tennessee where 80% will be Canadians. Many have no formal education. Good paddlers, but could not tell you what they are doing. "2 x 4" is a way to explain what you are doing.
- Lydia – This feels like an approach regarding style. Is there a danger of being dogmatic on how to teach by including it in curriculum rather than as recommended reference material. What are the potential repercussions of hard and fast rules for teaching skills?
- Beth – The committee was tasked with meeting the needs of the sub-10 boats that were not being met by the existing curriculum. There were too many strokes in the curriculum that were not effective for them. Rather than create a new solution, they adopted something that was already being used.
- Elisha – Could consideration be given to making the use of the "2 x 4" term optional?
- Lydia – Just want to be sure we are outcome based.
- Mike – Assessments are outcome based.

Amendments, if any:

None.

Vote: 12 in favor, 0 opposed, 1 abstain. Motion passed. See Appendix A for details.

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**Motion 2020-02-21-D**

Proposal name: L-2,3,4,5 Safety + Rescue Curricula Update

Submitted by: Safety + Rescue Committee

Exact wording of motion:

Safety + Rescue proposes to update L-2,3,4,5 SWR skills, assessments and instructor criteria documents.

See pre-meeting package for full motion form, available at this [link](#).

Discussion/comments:

- Sam – Introduced motion.
- C.C. – Some overarching changes. Referenced the River Safety and Rescue terminology. Development of the reference preceded the work that was done to ensure consistency of terminology among all instructors.
- C.C. – Also generalized the discussion so that it would be applicable to multiple craft.
- C.C. – Updated to match current best practices on rescue strategy.

- C.C. – At L4 and L5, tried to address recent fatalities related to rescue tethers and the quick release rescue harness.
- C.C. – Updated the format to streamline the documents, referencing back to the terminology document and the corresponding skills and assessment courses.
- C.C. – Tried to provide more objective criteria for scenarios and IT checkoffs.
- C.C. – Wanted to be sure there were clear differences between levels, particularly L2 and L3.
- C.C. – At L2, simplified rigging skills, removed stabilization and snag lines, and put emphasis on hands-on contact and wading rescues for foot entrapment.
- C.C. – At L3, added strainer bar drill, line astern and wedge wade, one point anchor systems, one to one with change of direction under craft pin, removed stabilization and snag line from foot entrapment, emphasizing hands-on contact.
- Mike – Concerned with asking paddlers to put their hands down in a river with possible hazards.
- C.C. – Need to educate students on the hazards.
- Robin – Part of this is recognizing where it (four point crawl) will be used. Look where you are placing your hand and place gently.
- Beth – Like the simplification, but then added a major skill with significant risk and investment of class time with the strainer bar drills. Prefer not having it in there at L3.
- C.C. – The reason the strainer drill was added back in was due to the incidents we were seeing with people in strainers. However, there are several ways to set up a strainer bar drill. On the one hand, there is the complex scenario with an anchored bar and ropes in the water that does take a long time to set up. The way the S+R committee understood the drill would be conducted is with two people holding the bar which would be quicker to set up and safer to manage.
- Beth – If you are doing this in current in a narrow channel, is there an issue with finding an appropriate venue?
- Elisha – That's how she always teaches the strainer bar drill. Just use a rock to form a channel near shore, and have an assistant hold the bar.
- C.C. – Do not need a lot of current. Difficult to manage in a strong current. Needs to be some education during the roll out of this requirement on how it is done safely.
- Mike – In his area, have lost two competent whitewater lady paddlers recently. His customers want this drill. Best if you can find a venue with the appropriate current. For instructor certifications, need to have this drill. For assessments, puts an instructor in the position of managing the drill, not an IT.
- C.C. – Already allowing L4 instructors to manage the drill. Just bringing it down to L3.
- Beth – The explanation was helpful. Not what she was envisioning from the curriculum description. Feels that language should be added to better describe the venue where the drill is to be conducted.
- C.C. – Happy to add some minor language that clarifies that the drill is accomplished by holding the bar.
- Trey – Would it be simpler to edit the handbook that covers definitions? Easier to edit.

- Robin – When the committee approved this drill, it did say handheld strainer bar. Part of the criteria the instructor is being evaluated on is picking the right venue.
- C.C. – In the Instructor Criteria, special mention is made of strainer drill venue selection and risk management.
- C.C. – Again at L3, added one point anchor system with the corresponding locks and equipment.
- Mike – Suggest adding back the “handheld” wording.
- C.C. – Will add to the terminology document.
- Elisha – Thoughts on time management with adding this additional content?
- C.C. – To cover all of the content at L3 would take 3 days. The strainer bar drill could be done in 30 40 minutes.
- Robin – The original content could be covered in a busy 8 hours. Now the content would take 10 – 12 hours, not counting site changes.
- Elisha – Concerned that she is already taking 2 days for L3 and 3 days for L4. Although some instructors are offering 2 day L4’s. Worried that everything is already not being covered.
- C.C. – The nature of a skills course is that not everything gets covered. The lead can determine what is covered.
- Elisha – Was thinking about assessments.
- Mike – Always take 2 days for the course. The skills course needs to prepare students for the assessment.
- C.C. – Substantial changes at L4. Removed the b rower from the skills and assessment courses, requiring that an instructor candidate participate in a b rower. Reason is that students would not likely be able to handle the set up properly in a timely fashion. Taking a simpler approach for releasing from a harness.
- C.C. – At L5, fairly small changes. Tuned to match the rest of the curriculum.
- Trey – Options discussed for handling concerns regarding the strainer drill. Add “handheld” back to the curriculum or add appropriate wording to the River Safety Handbook.
- Mike – Should be part of the course.
- Kelsey – For committees with motions, send a clean version of the motion to Kelsey in Word. (Action item)
- Sam and C.C. – Ok with the friendly amendment.
- Robin – The terminology document will go up on the web site. Provided a shout out for C.C. on the work he did.

Amendments, if any:

Add “handheld” to the description of the strainer drill in the curriculum. And, define what is meant by handheld in the terminology document.

Vote: 12 in favor, 0 opposed, 1 abstain. Motioned passed. See Appendix A for details.

**Presentation by Beth Spilman**

- Thanked all for coming to the meeting.
- Shared an ACA plate dated 1927 – single blade first award.
- On stable footing financially after a rough couple of years with the difficulties due in part to becoming an NGB and losing Subaru funding.
- In the fiscal year ending September 2018, we lost a couple of hundred thousand dollars.
- Last year, we lost a little less than a hundred thousand dollars.
- This year, we expect to break even due to a lot more discipline around spending money and a reduction in staff from an ED and COO to just an ED. Kelsey and Amy have stepped in to take on more responsibility.
- Funding from the USOPC has doubled this year.
- Received two donations from private sources for specific purposes.
- A donor in Texas donated \$150,000. The purpose is to support the establishment and growth of sprint club development around the country. The intention is to find three places where we can help fund the purchase of boats and underwrite club growth.
- David Kurtz donated \$75,000 for a Slalom publicity program.
- The Board will be working on a strategic plan this weekend. Have been on defense since last June due to accounting and other issues.
- The goals will include determining how to be more valuable to our members and growing membership. The first step is the survey sent out by Robin. Received 1240 responses or 8.5% of our membership.
- Robin – Sent to general membership. 40% of respondents were instructors. 4% were competitors. The remainder were regular members. 89.7% plan to renew their membership, 2.7% do not plan to renew.
- Robin – The number one mission members feel we have is on water education. The number two mission is general paddlesports education. The number three mission is public policy outreach on factors that impact paddlers.
- Robin – The things we can do better include course reporting and course management. Thanked John T. for agreeing to fix that. Also, the web site needs work.
- Robin – Many respondents indicated that they were proud and happy to be members of the ACA.
- Beth – Many indicated an interest in volunteering and becoming more involved.
- Beth – CMS is a huge step forward in process improvement. Other improvements have been identified. Taking a hard look at everything we do and trying to see if there is a better way.
- Beth – Because we are an NGB, we are a member of SafeSport and pay a flat fee to be a member. Any of our members can take the training for free. If you or anyone you know works with minor athletes, you may want to take the training. It is offered online through the SafeSport web site.
- Mike – Do we have a contact for the program.

- Beth – Can contact Beth for access to the training. Now the link is under Competition, but will add it to the Instruction side of the web site. (Action item)
- Crystal – There is a refresher course that other NGB's are requiring you to take every year. The refresher course takes about 30 minutes.
- Beth – Have already completed this course for another program.
- Crystal – Currently have this certification. Who do you send it to in the ACA?
- Beth – Were able to hire a part time compliance manager, Cathlyn, using funding from the USOPC. Have created a matrix of highest risk and easiest to enforce. Selected our coaches, Board and staff.
- Kelsey – If you have taken the course and have the PDF certificate, send it to Kelsey or Cathlyn, [chuitt@amerciancanoe.org](mailto:chuitt@amerciancanoe.org). If you do not have the certificate, the ACA has access to a SafeSport list for all organizations. We just need to know what organization sponsored your certificate.
- Beth – It is currently mandatory for the SEIC. Have not yet gotten to all instructors. SafeSport has told us that every instructor should be certified.
- John T. – Does the SafeSport list have the ACA member number?
- Beth – No. Also does not have SSN. It does have NGB name. So there is some manual reconciliation of similar names.
- Crystal – Some NGBs require instructors to have the SafeSport certification. Will we be making it a requirement for ACA instructors?
- Beth – Not able to make that decision without additional input. SafeSport would likely say yes. Will leave it to the SEIC.
- Trey – The challenge is education and communication. What does the timeline look like? What is someone's status who has not taken it yet. Today, you must have first aid and CPR certifications for your instructor certification to be valid. How would we handle the SafeSport requirement?
- Mike – All for the program, but some of his instructors never work with children. They may resist any additional training requirements if they do not see a need for it.
- Elisha – Feels it should be encouraged for instructors who work with kids, but not necessarily for others who do not.
- Crystal – The curriculum applies to more than those who work with minors. Applicable to any power dynamic. As an instructor, if you are in a position of power over a student it applies. So, it does apply to all instructors.
- John B. – If we do make it mandatory, we need to have an exception for our non-U.S. instructors. His employer requires him to go through sexual harassment training each year to remain eligible for employment.
- John T. – The CMS credentials page could support whatever policy is adopted.
- Beth – The Center for SafeSport has published guidelines. In some areas, we do have to follow their requirements. In other areas, there is some grey and we have discretion on what we need to do. Contact with minor athletes that is frequent and direct requires SafeSport certification. First step might be to include a notice that if you have frequent and direct contact with minor athletes, you must be certified. That would begin to cover our requirement.



- 
- Beth – A workgroup should come up with a proposal.
  - John B. – But this group (SEIC) must be certified.
  - Beth – Yes. You will get an email with a link and code from Cathlyn. (Action item)
  - Steve – The Board needs to give us some direction.
  - Trey – Send him an email if you are interested in participating in the work group. (Action item)
  - Kelsey – Need to focus on how the requirement is communicated to instructors. Should be a separate page on our web site using language our instructors will appreciate. Could initially invite our instructors to participate and then later require it for specific groups.
  - Elisha – Now the only thing you can click when taking the course is “Coach”, which might confuse some instructors. There is not something obvious that applies to us. Need some guidance.
  - Trey – The logic to do it seems clear. Need to be strategic in how it is communicated and implemented so we do not lose valuable members.
  - Beth W. – Still feels that staff workload is not yet in a sustainable place. Is there a plan to make it sustainable.
  - Beth – Have been able to bring on people due to funding from the USOPC, like Cathlyn who has only been on board for about 4 weeks. Have done a lot of crossing training which helps if someone is out. CMS will also help a lot. Looking at the root cause of problems and solving those to eliminate rework. Looking at using social media to generate more revenue which could support more staff.
  - John B. – Do we get much from the Amazon Smile program? Do people know about it?
  - Beth – Some but not much. We can put something in the magazine about the program. (Action item)
  - Beth – Had over a thousand people donate to the ACA last year, but most are donating \$5. Which is helpful, but larger donations would have a more significant impact. Something to work on.
- 
- Trey – Kyle is not on the call, so we will not be able to address the one remaining item under old business. Will move on to new business.
- 

### New Business

- Trey – Since Motions 2020-02-21-E and 2020-02-21-F were not available in time to be included in the premeeting package, there needs to be a vote on whether to consider them in this meeting or wait until the next meeting. The vote to consider will cover both motions.
  - John B. – Moved to consider. Steve seconded.
  - Steve – Request to summarize, followed by Trey summarizing.
  - All were in favor of considering the motions with none opposed or abstaining.
-

**Motion 2020-02-21-E**

Proposal name: Instructional Program Incident Report Requirement

Submitted by: Standards Committee

Exact wording of motion:

Add the below text as Chapter 1.F. of the SEIC Policy Manual

If during an ACA instructional program there is an incident that causes the loss of property valued at \$500 or greater or the loss of a craft that was part of the ACA instructional course, the instructor(s), instructor trainer(s), or instructor trainer educator(s) will submit an incident report to the SEI Department in a timely fashion.

See pre-meeting package for full motion form, available at this [link](#).

Discussion/comments:

- Trey – Summarized the motion and indicated that there has been email discussions with differing views on how to proceed.
- Mike – Regardless of what we do, we are required to follow USCG reporting requirements which has a \$2,000 lower limit.
- Trey – Unless the state has a lower limit.
- Mike – The ACA is not responsible, since the courses are not ACA courses.
- Trey – Correct, but the perception is that instructors are agents of the organization. We want that information in a timely manner.
- Mike – Don't want to put us in a box where we appear to be responsible. Don't want to take on a responsibility that we do not currently have.
- Crystal – Creates an opportunity for the ACA to be informed, so there are no surprises.
- Mike – Should get a legal opinion on whether this is helpful or harmful to the ACA.
- Elisha – Understand that an incident report does not imply liability. On the river where they are a licensed operator, they have to submit an incident report to the governing body, the state park. They (state) are not liable, they just want the information on what went wrong.
- Sam – Liability depends on what you put in the report. Report what happened, but not why. These reports are discoverable in a legal action.
- Steve – The motion seems very broad. Do we want to put any limitations on it? Such as insured courses? Certification courses?
- Mike – Can very easily incur \$500 damage on an expensive boat.
- Matthew – What property is covered? Can easily lose a smartphone, sunglasses, etc.
- Crystal – Requirement to report in a timely fashion is a red flag. Too subjective, needs to be more specific. The reporting requirement we have now is 7 days. Need to be in sync with that requirement. Would make sense to update the current incident report form which is focused on medical incidents to create more content around property loss. It would be more comprehensive

and in line with best practices. Also should update the Policy Manual to reference the incident report form.

- Mike – What would the ACA do if an incident is not reported? Being the devil's advocate.
- Crystal – Might also include behavioral incidents.
- Paula – Concerned about the \$500 limit. Limit seems low and easy to incur in a typical, high level surfing course.
- Crystal – Don't know if we need to include any dollar amount.
- Trey – If you have damage in excess of \$2,000 and don't report it, you are in violation of federal law.
- Robin – The law was originally written with power boats in mind and this motion is based on a specific incident that was not reported.
- Crystal – What does the insurance cover?
- Robin – Covers you as the instructor if you are sued.
- Crystal – Would be helpful to create more structure around incident reporting and more direction in the policy manual. What is an incident? How do we define it? How and in what timeframe do we report it?
- John B. – If we are going to legislate property reporting in the policy manual, we also need to legislate personal injury.
- Beth – Since the ACA's offices are in Virginia, can we not use the language provided by the Virginia Department of Game and Inland Fisheries – damage over \$2,000 to vessel or its equipment, injury requiring medical help beyond first aid, loss of life and/or disappearance of any person on board a vessel? Since we are incorporated in New York, will need to research the NY wording (it is \$1,000).
- Josh and Crystal – Is there language in the waiver that indicates where a suit would be heard?
- Mike – The ACA insurance is not the ACA, it is just offered through the ACA. The waiver is the insurance company waiver.
- Crystal – The language "requiring medical help beyond first aid", excludes some of the behavioral aspects that some people do not see as injuries that we may want to capture.
- Trey – Do not want to wait until a determination is made regarding negligence.
- Crystal – Is there disciplinary action in the Policy Manual pending an investigation or around a determination of negligence?
- Mike – An ACA determination could weigh on a legal determination, but the ACA is not responsible.
- Beth – The ACA just wants to know if an incident occurred.
- Mike – Fine with reporting. The questions are what and when to report.
- Crystal – Preference would be to add more content around incident reporting and update the incident report to be more comprehensive. If everyone else would like to add this now, propose to change timely fashion to 7 days and take some of the cost out since there are variations between states.
- John B. – Could change the dollar amount to \$1,000. There is a reason for that amount.

- Steve – Suggest we table the motion, since there is not enough consensus on what to include.
- Trey – Suggest we withdraw the motion and work on a more comprehensive solution. Who would like to work with Trey on this item? John B. volunteered. (Action item)

Vote: Motion withdrawn.

---

### **Motion 2020-02-21-F**

Proposal name: Course Management Transition & IT Requirements for Instructors

Submitted by: Standards Committee

Exact wording of motion:

Add the below text as appropriate for the instructor, IT, and ITE requirements in the SEIC Policy Manual. Chapter 2.B.4 | Chapter 3.B.4 | Chapter 4.B.4

4. Instructors (Instructor Trainers | Instructor Trainer Educators) must use ACA Course Management System and adhere to policies for it set forth by the SEI department for course registration, reporting, credentialing, insurance, and any other requirements from the SEI Department. \*This will go into effect fully after transition period as designated by the ACA National Office SEI Department.

5. Instructors (Instructor Trainers | Instructor Trainer Educators) must have a current and accessible email address and routine internet access. This is required to interact with the ACA Course Management System.

See pre-meeting package for full motion form, available at this [link](#).

Discussion/comments:

- Trey – Introduced the motion. There are some ITs who will not use the CMS until it is required in policy.
- John T. – We need to support Kelsey when she gets push back on using the new system.
- Crystal – If we are requiring, are we creating any barriers for someone in China or someone who truly needs to use a paper form.
- Kelsey – There are some ITs who are incapable, do not have email. If they cannot record the information manually and enter it later, there needs to be a processing fee for the time Kelsey will need to take to process the information.
- Trey – The current motion provides the staff with the ability to define appropriate procedures.
- Mike – You make rules, then manage exceptions. Make this the rule.
- Kelsey – There are a handful of people at issue, who will not use the system until it is required.
- John B. – Have not met anyone in China who did not have an email address or access to the Internet. The issue is access to the ACA web site. There are workarounds, but even he occasionally cannot get on the Internet and he has a very powerful VPN. He feels it is up to him as the provider to find a workaround.
- Trey – The staff would set an effective date.

- Crystal – Would the italicized portion go into the policy manual or is it just an implementation note?
- Steve – Either.
- Crystal – Like 4. without the italicized note. 5. Is redundant.
- Kelsey – Have some Instructors and ITs who do not have email capability and have their neighbor email Kelsey on their behalf.
- Robin – Part of the intent of this motion is that as an Instructor, you are agreeing to receive communication from the ACA via email.
- John B. – How many people are we talking about? Can't be too many.
- Can think of 7.
- Crystal – Would it solve the problem if we required people to log in with their email address and password?
- Kelsey – A majority of members do not use their email address to log in.
- Crystal – Could move something about email into 4. and eliminate 5.
- John B. – Could put into Chapter 1, F on instructional policies.

Amendments, if any:

Revised wording: "SEIC business is conducted via electronic communication. All Instructors, Instructor Trainers, Instructor Trainer Educators must provide valid email addresses and use the Course Management System for course registration, reporting and insurance requests."

Vote: 13 in favor, 0 opposed, 0 abstain. Motion passed. See Appendix A for details.

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### **Fees and Penalties Discussion**

- Kelsey – Need to resolve inconsistencies regarding insurance related rush and late fees.
- Web site says there is an additional \$25 rush fee on top of a \$20 sanctioning fee, if an insurance request is received less than 10 business days prior to a course. Also says insurance requests must be received at least 1 business day prior to course. It can be confusing.
- On course reporting, the web site says course reports are due within 7 days for a skills course, 30 days for an assessment course and 30 days for a certification course. Course reports submitted more than 30 days after a course incur a \$25 late fee and a \$75 late fee for course reports submitted more than 90 days late. We have never enforced the \$75 late fee.
- Trey – We should enforce the \$75 late fee.
- Kelsey – Agree. There are instructors who report a course a year and a half late, then request rush processing.
- Kelsey – Is everyone in favor of a \$25 late fee?
- Crystal – Were these fees set by the insurance company?
- Kelsey – No, just an internal ACA decision.

- Beth – Feels we should definitely have late fees for reporting.
- Steve – From a Standards Committee prospective, we have a lot of instructors and ITs who don't have any courses reported.
- Kelsey – Focusing on insured courses now. LeighAnn and Kelsey want support for when they start enforcing the policy.
- Robin – Could we take the 7 day skills course requirement and change it to 30 days.
- Kelsey – Yes, that is what is being requested.
- Crystal – With CMS, course reporting will happen more immediately.
- John T. – Currently, the CMS will compute what instructors owe, but we cannot monitor what they actually pay in the eStore. In a planned enhancement, we will close this loop and only allow instructors to pay the amount computed by the CMS. Event fees will work the same way.
- Crystal – When this feature goes live, would be a good time to send a policy reminder.
- Trey – Need to communicate changes to all instructors.
- Beth – Feel that there should be a late fee for the late reporting of certification courses.
- John T. – The CMS will know when a course ended and when it was reported. We can keep score on timely reporting.
- Steve – Can we incorporate this into the IT renewal process?
- John T. – Yes. Can include in Instructor renewals and IT/ITE applications and renewals. We can also provide this information to instructors, so they can monitor their own statistics.
- John B. – Would like to be proactive and follow up on poor performance before it comes time for renewal.
- Trey – You have our support. Late reporting, whether the course is insured or not, needs to incur a fee. Not usually a lack of understanding. Usually a lack of follow through. Suggest that the staff come up with a recommendation. Poor performance is detrimental to the organization and the brand.

---

### Plus/Delta for Meeting

- Sam – Appreciate the job Kelsey and Carrie are doing, and the job Trey is doing running the meeting. Appreciate all of the time John T. has put in. Good meeting location.
- Robin – Always impressed at how much gets done in these meetings. Get to see outcomes. Thank you to all.
- Paula – Meeting was extremely well run. Thanked John and Kelsey for the information they provide, particularly on the CMS. Going to be phenomenal. Promoting it with instructors.
- John B. – Great to have a conference calling system that now works. Good lunch. Good location.
- Kelsey – Thanked everyone for coming. Happy to see all. Proud of us all. Very challenging year. Might not be here except for this group.
- Carrie – Sincerely appreciate all of the time and effort. Thanked all for coming.

- Mike – Always good to see everyone. Feel the power of the CMS. Beginning to get a sense of the effort put in by a few to help everyone. Well run meeting. Appreciate having Beth S. and Robin attend the meeting and provide their perspective on our direction.
- Crystal – Great opportunity, first time in an SEIC meeting as a Discipline Chair. Enjoyed being here. Great meeting, great planning, great venue, great progress. Thank you to all for the work put in.
- Beth – Thanks. Thank you for the new audio system.
- Rob – As a beneficiary of all your hard work and expertise, than you. Really appreciate it. Lots of scouts depending on it.
- Josh – Appreciate everyone’s hard work and time. Will need to put more time into addressing inconsistencies between disciplines that can be seen through the CMS. Thank you to John T. and everyone who has been working on the CMS.
- Steve – Lots of good stuff. Appreciate everyone’s professionalism. Trey’s leadership. John T’s work on a lot of fronts. Much appreciated the new audio system. Since stewardship is a major tenant of the ACA, we should not be using plastic water bottles. We can do better.
- John T. – Great meeting, always learn a lot. Amazing on how productive the meetings are. Thank you to Trey for running an excellent meeting. Thanks to all for the support of the CMS, the constructive feedback and patience.
- Matthew – Learned a lot. Thank you.
- Elisha – Shout out to the Canoe Committee for fixing the discrepancies with RK on venue requirements. Thanks to everyone for all of the hard work and especially John T. on the CMS, pretty amazing.
- Lydia – Thanked all for the hard work on all fronts. Special appreciation for the Safety + Rescue Committee. Leading the way with some important adjustments.
- Trey – Thank you for calling in. Appreciate all for the thanks. Remember that he will not be in the Chair role after December, so if you know anyone who would be good in any of the Exec Comm roles, please share that information. The next meeting will be in Richmond. Date TBD. Planning to do a national conference event as part of the 140<sup>th</sup> anniversary celebration that would be appropriate for all members.

Need a motion to adjourn. Steve so moved. Sam seconded. Meeting adjourned at 4:30 pm EST.



***Respectfully submitted***

***John Traendly***

***SEIC Secretary***

**Appendix A: Attendance and Voting Record**

SEIC Board - Voting Members	Name	Attending/Alternate?	Motion A	Motion B	Motion C	Motion D	Motion E	Motion F
Chair	Trey Knight	Y	Y	Y	Y	Y		Y
Vice Chair	Josh Hall	Y	Y	Y	Y	Y		Y
Secretary	John Traendly	Y	Y	Y	Y	Y		Y
Past Chair	Steve Hutton	Y	Y	Y	Y	Y		Y
Introduction to Paddling Chair	Beth Wiegandt	Y	Y	Y	Y	Y		Y
Universal Paddling Chair	Crystal Skahan	Y	Y	Y	Y	Y		Y
Canoe Touring Chair	Lynn Dominguez	N						
Coastal Kayaking Chair	John Browning	Y	Y	Y	Y	Y		Y
Prone Paddling Chair	Robin Pope	Y	Y	Y	Y	Y		Y
Rafting Chair	Elisha Lynn McArthur	Y	Y	Y	Y	Y		Y
River Canoeing Chair	Mike Aronoff	Y	Y	Y	Y	Y		Y
River Kayaking Chair	Lydia Wing	Y*	N	Y	A	Y		Y
Safety & Rescue Chair	Sam Fowlkes	Y	Y	Y	Y	Y		Y
Stand Up Paddleboard Chair	Anna Levesque	Brittany Wilson**						
Surfski Chair	Matthew Murphy	Y*	Y	Y	Y	A		Y
Surf Kayaking Chair	Sean Morley	N						
Board of Directors Appointment	Vacant	n/a						
SEIC Chair Appointment	Vacant	n/a						
International Representative	Ge Wu	N						
International Representative	Sandra De Ugarte	N						
At-Large Member	Jeff Atkins	N						
At-Large Member	Dale Williams	N						
Engaged Athlete Representative	Vacant	n/a						
Engaged Athlete Representative	Vacant	n/a						
Engaged Athlete Representative	Vacant	n/a						
Engaged Athlete Representative	Vacant	n/a						
Engaged Athlete Representative	Vacant	n/a						
Engaged Athlete Representative	Vacant	n/a						

\*Join via conference call

For &gt;&gt;&gt;

\*\*Unable to join call

Opposed &gt;&gt;&gt;

Abstaining &gt;&gt;&gt;

Result &gt;&gt;&gt;

12	13	12	12		13
1	0	0	0		0
0	0	1	1		0
Pass	Pass	Pass	Pass		Pass

SEIC Operating Procedures a/o 3/3/2019

E. The voting members of the SEIC Board may consist of a:

- Chair
- Vice Chair
- Secretary
- Immediate Past Chair
- one(1) National Board of Director appointed by the ACA National Board President
- one(1) appointment by the SEIC Board Chair
- two(2) International Representatives
- two(2) At-Large members
- six(6) Actively Engaged Athlete Representatives (ACA Board Policy ATH-001: AthleteRepresentative Classifications)
- the Chair of each Discipline Committee

Quorum Determination

A Quorum shall be 40% of filled voting members.

Voting positions = 28

Filled voting positions = 20

Voting members present = 13

Quorum = 8

n/a = position not filled

n/p = not present at the time of the vote



Appendix B: SEI Department Report



**KELSEY BRACEWELL**  
SEI Department Manager



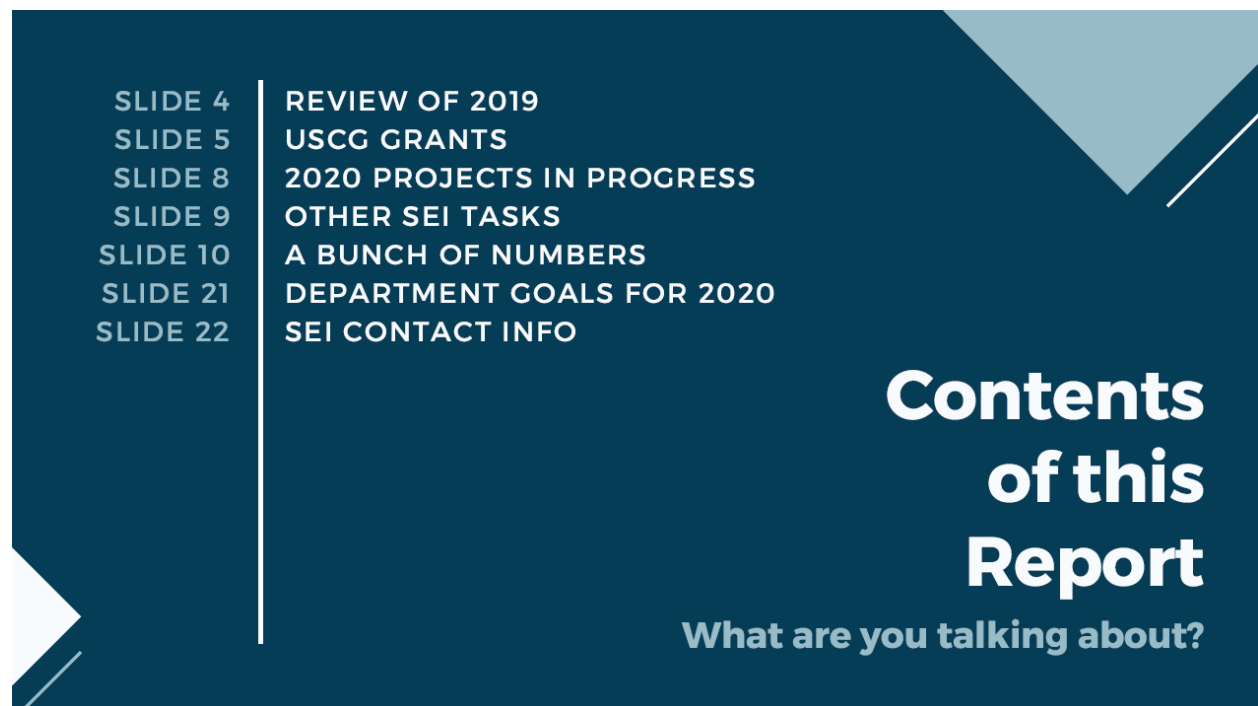
**CARRIE SCHLEMMER**  
Education & Grant  
Coordinator

**ACA OFFICE STAFF**

Special Thanks To:

Amy Ellis  
Emma Walther  
LeighAnn Moore  
Michelle Flynn

**Meet the SEI Team**



# ACA USCG Non Profit Grants

## What's Up With Grants & How Do They Work?

### NOTICE OF FUNDING OPPORTUNITY (NOFO)

The USCG announces the start of their annual competition - the amount of funding and number of awards possible, and the exact conditions for applications & projects

### APPLICATION

Must include: executive summary, organizational background, needs assessment, project description, objectives, initiatives, methodology, budget & narrative, and supporting documents

### REVISIONS, APPROVAL, EXECUTION

Should an application be funded, the budget is revised, revised deliverables are countersigned, and the project execution begins

## USCG Grants In Progress

### 3318FAN1182.03: Paddlesport Statistical Analysis

- \$115,000 awarded May, 2018
- Federal extension until May 31, 2020
- 508 Compliance Lessons Learned
- All funds spent except \$1,677.12
  - Report presentations at Canoeopia, IBWSS

### 3319FAN1192.03: Safety Minute Series Distribution

- \$93,814 awarded June, 2019
- Currently mid-Q2 - Project Concludes 9/30/2020

### 3319FAN1192.04: Geofencing - Phase 1

- \$250,000 awarded June, 2019
- Currently mid-Q2 - Project Concludes 9/30/2020



**PSF - Travel Trainer**

- \$140,676 requested
- Fill the gap left by ARC Small Craft Safety Course

**"Wear Your Life Jacket" TV Commercials**

- \$372,411 requested
- Video Creation & Distribution

**Geofencing - Phase 2 (JSI)**

- \$372,411 requested
- Life Jacket Wear Rate

**Geofencing - Phase 2 (Sea Tow)**

- \$378,774 requested
- Life Jacket Loaner Stations

**2020-2021 FY USCG Grant Applications Submitted**

FY 2021-2022 May Have Different Focus & Process - The USCG will have 2022-2026 Strategic Plan

**2020 INSTRUCTOR & TRAINER AUDIT**

2,781 Certifications to Audit/Inform/Remind

**CMS FEEDBACK & ASSISTANCE**

Working with phenomenal CMS designers to ensure that it is optimized for both end users/instructors and office admin users

**2020  
Projects in  
Progress****EDUCATION PROGRAM MANAGEMENT**

Facilitating the execution of SEIC/BoD approved motions & curriculum changes, communications to instructors, and logistical assistance for committee meetings and discussions



### SOCIAL MEDIA

The SEI Department maintains the ACA calendar (instructional & all other categories of events), the ACA's social media platforms, eBlasts, and ACA website & news releases



### PADDLE E MAG

The SEI Department seeks, collects, and reviews content submissions for Paddle eMagazine. In addition, they design, publish, and release the bi-monthly eMagazine.



### SEIC ISSUES & ACTION ITEMS

The SEI Department reviews IT Candidate Registrations, Applications, ITE Renewals, Challenges, and other instruction related situations

## WHAT ELSE DOES SEI DO?

## AND NOW THE STATS YOU'VE ALL BEEN WAITING FOR

### COMPARISON: 2017-2020

#### FEB 2017

- Total Instructors: 7,455
- Paid Instructors: 4,597
- Total ITs/ITEs: 225 (177/48)
- Paid ITs/ITEs: 210 (164/46)

#### FEB 2018

- Total Instructors: 7,658
- Paid Instructors: 4,691
- Total ITs/ITEs: 219 (174/45)
- Paid ITs/ITEs: 210 (157/44)

#### FEB 2019

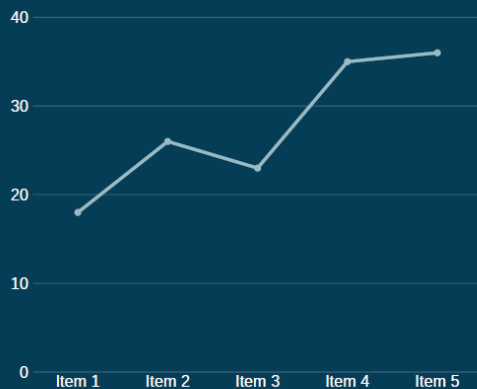
- Total Instructors: 7,885
- Paid Instructors: 4,474
- Total ITs/ITEs: 225 (183/42)
- Paid ITs/ITEs: 207 (167/40)

#### FEB 2020

- Total Instructors: 7,874
- Paid Instructors: 4,579
- Total ITs/ITEs: 223 (185/38)
- Paid ITs/ITEs: 208 (172/36)

# ANNUAL INSTRUCTOR AUDIT - HOORAY!

## COMPARISON: 2017-2020



- 2017
  - 2,199 CERTIFICATIONS AUDITED
  - 626 RENEWALS
  - 124 EXTENSIONS REQUESTED
- 2018
  - 2,423 CERTIFICATIONS AUDITED
  - 555 RENEWALS
  - 330 EXTENSIONS REQUESTED
- 2019
  - 2,300 CERTIFICATIONS AUDITED
  - 530 RENEWALS
  - 304 EXTENSIONS REQUESTED
- 2020
  - 2,478 CERTIFICATIONS TO AUDIT
  - 304 EXTENSIONS TO AUDIT

### INSTRUCTOR CERTIFICATIONS

**235**

INTRODUCTION TO SUP

**341**

INTRODUCTION TO KAYAKING

**29**

INTRODUCTION TO CANOEING - SOLO

**185**

INTRODUCTION TO CANOEING - TANDEM

## INTRO TO PADDLING

**56**

INTRODUCTION TO SUP

**696**

INTRODUCTION TO KAYAKING

**64**

INTRODUCTION TO CANOEING

**49**

PSF SUP MODULE

**162**

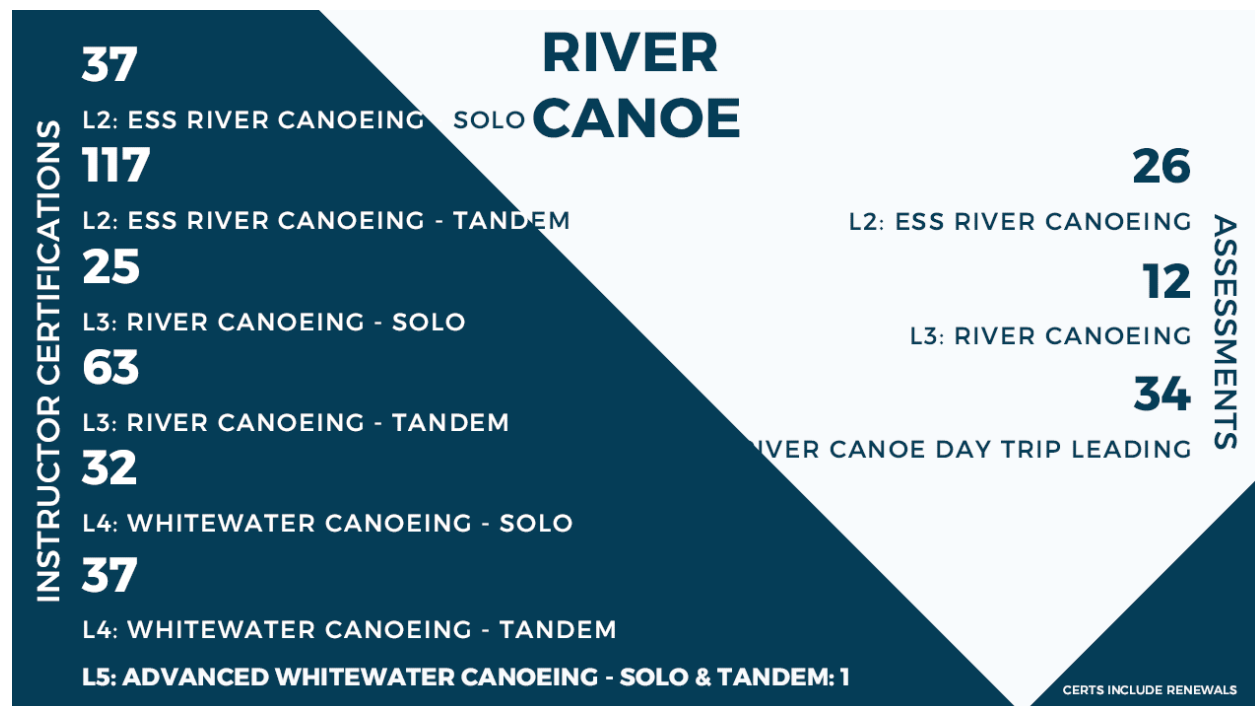
PSF KAYAK MODULE

**49**

PSF CANOE MODULE

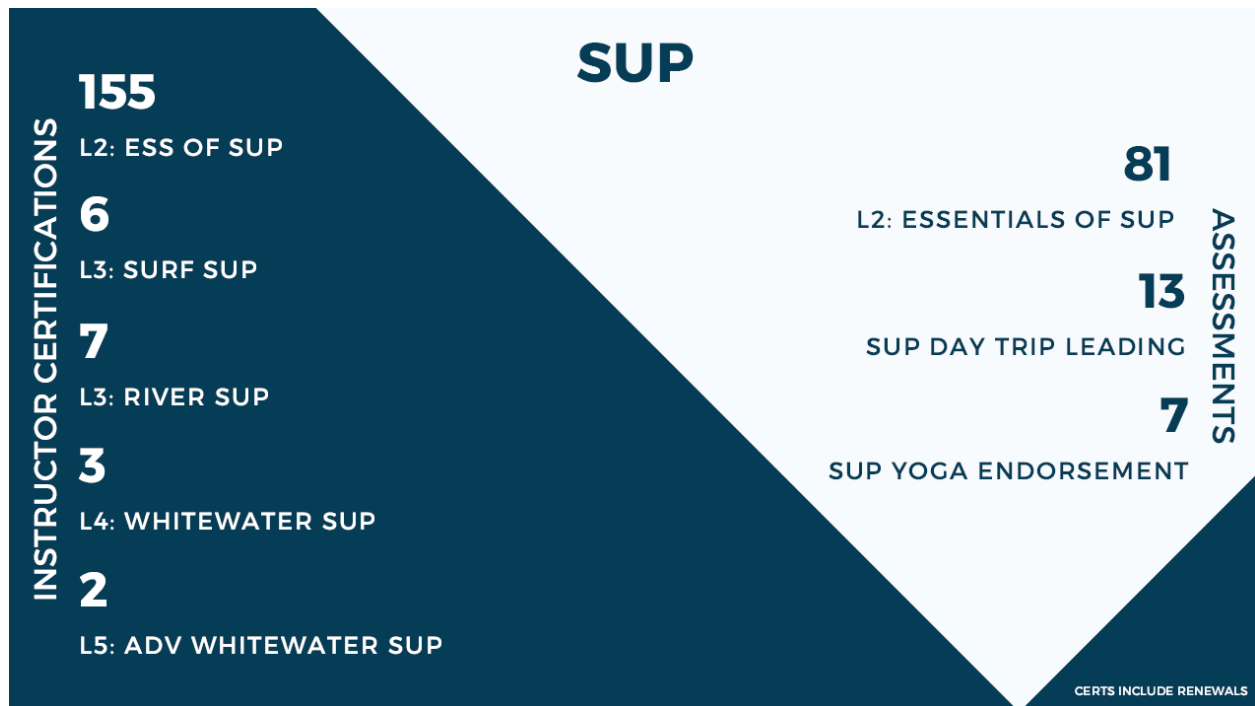
### ASSESSMENTS

CERTS INCLUDE RENEWALS









## ODDS & ENDS

### STATISTICS

#### 2019 CERTS

- 2,609 CERTS AWARDED
- MOST POPULAR:
  - L2 EKT
  - L1 IK
  - L1 ISUP
  - L4 WWK
  - L1 IC-T
  - L2 ERK

#### 2019 ASSESSMENTS

- 2,610 ASSESSMENTS AWARDED
  - 1,550 INTERNATIONAL
  - 26 NON-U.S. COUNTRIES
  - 1,300 IN CHINA
  - ARGENTINA, COSTA RICA, GERMANY
- 91 ENDORSEMENTS AWARDED
- 263 PSF AWARDED

#### INSTRUCTORS OVERALL

- TOTAL INSTRUCTORS: 7,874
- TOTAL ITS/ITES: 223
  - 185 ITS
  - 38 ITES
- TOTAL CERTS HELD: 11,060

#### INTERNATIONAL INSTRUCTORS

- 1,041 INSTRUCTORS RESIDE IN 47 NON-U.S. COUNTRIES
- 16 ITS/ITES RESIDE IN 9 NON-U.S. COUNTRIES

BEST ESTIMATE OF THE NUMBER OF ACA INSTRUCTOR CERTIFICATIONS EVER ISSUED: 46,158

## 2018

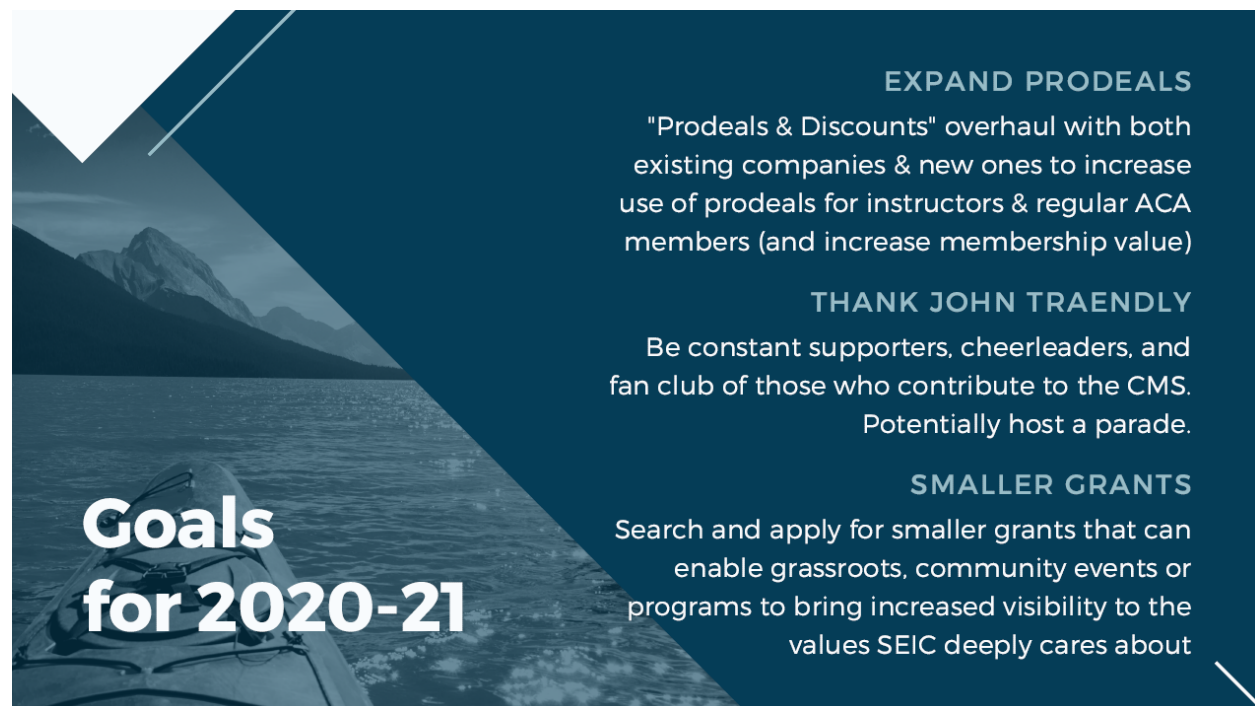
### NOTABLE CERTS SUCCESS RATES

L1: IK - **84.1%** ACHIEVE L1  
 L2: EKT - **62.8%** ACHIEVE L2  
 L3: CK - **45.3%** ACHIEVE L3  
 L1: IC - **95.9%** ACHIEVE L1  
 L4: WWC - **44.1%** ACHIEVE L4  
 L1: ISUP - **67.7%** ACHIEVE L1  
 L2: ESUP - **51.6%** ACHIEVE L2  
 L4: WWK - **40.1%** ACHIEVE L4  
 L4: SWR - **72.7%** ACHIEVE L4

## 2019

### NOTABLE CERTS SUCCESS RATES

L1: IK - 69.6% ACHIEVE L1  
 L2: EKT - **76.3%** ACHIEVE L2  
 L3: CK - 39.6% ACHIEVE L3  
 L1: IC - 94.1% ACHIEVE L1  
 L4: WWC - 22.5% ACHIEVE L4  
 L1: ISUP - **92.6%** ACHIEVE L1  
 L2: ESUP - 49.2% ACHIEVE L2  
 L4: WWK - **59.3%** ACHIEVE L4  
 L4: SWR - 66.1% ACHIEVE L4



## Goals for 2020-21

### EXPAND PRODEALS

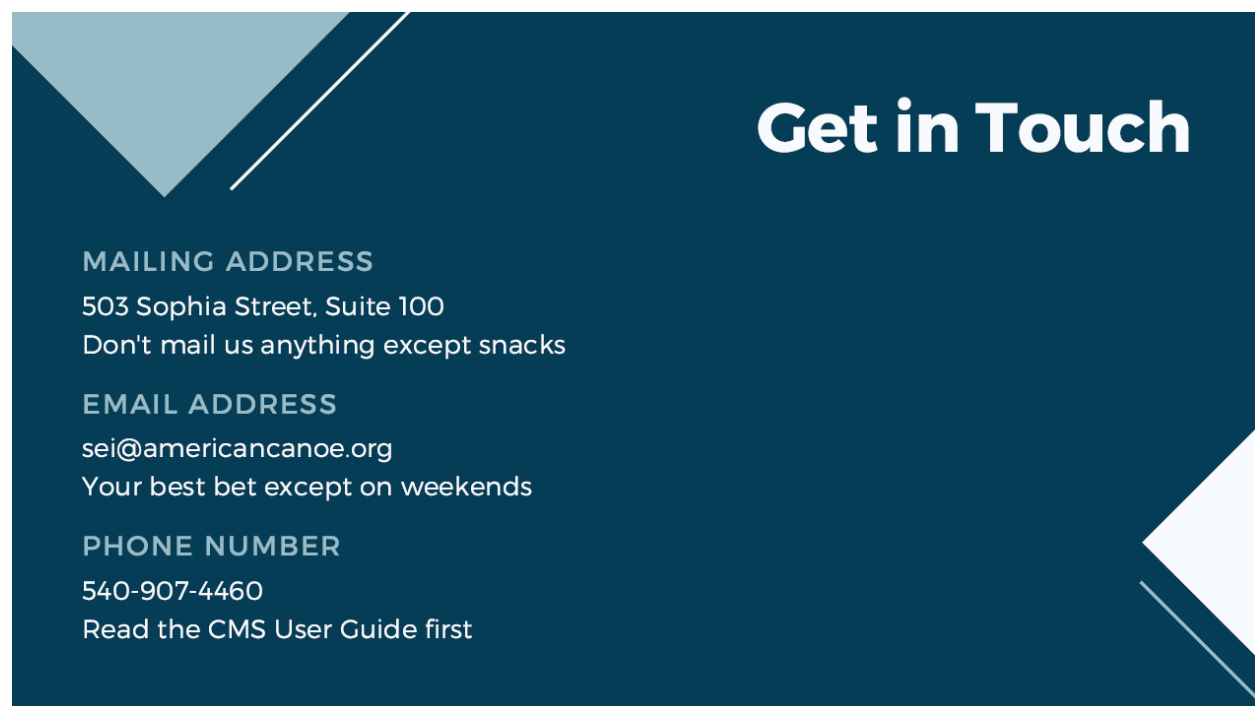
"Prodeals & Discounts" overhaul with both existing companies & new ones to increase use of prodeals for instructors & regular ACA members (and increase membership value)

### THANK JOHN TRAENDLY

Be constant supporters, cheerleaders, and fan club of those who contribute to the CMS. Potentially host a parade.

### SMALLER GRANTS

Search and apply for smaller grants that can enable grassroots, community events or programs to bring increased visibility to the values SEIC deeply cares about



## Get in Touch

### MAILING ADDRESS

503 Sophia Street, Suite 100  
Don't mail us anything except snacks

### EMAIL ADDRESS

[sei@americancanoe.org](mailto:sei@americancanoe.org)  
Your best bet except on weekends

### PHONE NUMBER

540-907-4460  
Read the CMS User Guide first

**Appendix C: Course Management System (CMS) Update**

## Course Management System (CMS) Update

SEIC Meeting  
Fredericksburg, Virginia

February 21, 2020



### Implementation

#### Course Management System Update

The initial phase of the CMS was implemented on February 1<sup>st</sup> and included the following:

- Course Creation and Maintenance
- Course Evaluations
- Candidate Evaluations
- Member Credentials and Course Histories
- Course and Member Alerts
- Instructor Listings
- Access Tables
- System Policy Tables



## CMS Team

### Course Management System Update

- Development team – John T. and Aaron S.
  - Functional design
  - Technical design
  - Programming
  - Testing
  - Access and policy tables
  - Training materials and sessions (15)
  - Level 2 support
- Disciplines Committees
  - Candidate evaluation templates
  - Course evaluation templates (John B. lead)
- Headquarters staff – frontline production support



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## Candidate Evaluation Templates

### Course Management System Update

Discipline	Courses (1)	Templates (2)
Introduction to Paddling	32	20
Coastal Kayaking	37	56
Rafting	30	1
River Canoeing	20	23
River Kayaking	28	37
Safety & Rescue	19	4
Stand Up Paddleboard	30	5
Surfski	10	0
Surf Kayaking	15	0
Universal Paddling	2	2
<b>Totals</b>	<b>252</b>	<b>148</b>

1) Number of courses less Skills Training, Solo/Tandem, and IPC courses.

2) Number of templates attached to

3) Can have multiple

4) Number of templates should at least equal the number of courses.

5) Template types include General, Certification Updates and Instructor Trainer Candidates.



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## Small Enhancements and Fixes

### Course Management System Update

What are we working on now?

- Insurance process updates
- Course Registrations Query
- Guidance messages (course history, test system)
- Environments – production, training and development (how often to refresh training environment?)
- Backlog of open requests – 62 (with overlap, 8 high priority)



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## Potential New Functionality

### Course Management System Update

- Insurance Automation – liability waivers and payments
- Google analytics
- Digital Credentials
- Course Waivers
- Duplicate Records ( 4,162, down significantly)
- Pre-Feb 1 History (maybe, leads only)
- Course Statistics and Queries
- Instructor Statistics and Queries
- Course Evaluation Analytics
- Candidate Evaluation Analytics



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## User Guides

### Course Management System Update

The planned user guides include:

- Course Registration and Reporting (update)
- Course Evaluations
- Candidate Evaluations
- Dashboard
- Course Alerts
- Member Alerts
- Member Credentials and Course Histories
- Insurance
- Digital Credentials
- Access and Policy Tables
- Course Statistics and Queries
- Instructor Statistics and Queries



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## Opportunities

### Course Management System Update

In addition to course data collection and processing efficiencies, the CMS could offer other opportunities.

- Proactive renewals
- Cross selling
- Referrals
- Targeted promotions
- Identification of underserved markets
- Specialized events and innovative offerings
- Quality monitoring
- Instruction consistency



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## Discussion Points

### Course Management System Update

Some additional things to consider:

- Pre-requisites validation
- Paper forms handling and costs
- First aid and CPR credential audits
- IT and ITE application and renewal processes
- International support – primarily China and Spanish speaking countries

