



## Safety Educations & Instruction Council (SEIC) Meeting

**Date:** Friday, October 16, 2020

**Location:** Virtual

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### In attendance:

#### *Voting Members*

Trey Knight	Lydia Cardinal	Elisha Lynn McArthur
Josh Hall	John Browning	Matthew Murphy
John Traendly	Sandra De Ugarte	Crystal Skahan
Steve Hutton	Sam Fowlkes	Beth Wiegandt
Mike Aronoff	Anna Levesque	Dale Williams
Jeff Atkins	Adam Masters	Lynn Dominguez

#### *Non-voting Members*

Tom Dardis - USCG

#### *ACA Staff*

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

Mark Allio	Darron Laughland	Kyle Thomas
Nathan Depenbrock	John MacDonald	Andrea Vaillancourt
Matthew Douthitt	Robin Pope	Andrea White
Paula Hubbard	Jacob Risch	C.C. Williams

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### Call to Order:

- The meeting was called to order at 9:05 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 17 of 20 filled voting positions. See Appendix A for details.
- Trey provided tips on how best to participate in a virtual meeting.
- Each participant in the meeting introduced themselves.

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**Secretary's Report – John Traendly**

Presented the minutes for the meeting on October 4, 2019. Two corrections requested by John Browning were included in the pre-meeting packet. A motion to accept the minutes as presented in the premeeting packet was made by Steve and seconded by Trey. The motion passed by unanimous vote.

The committee was briefed on the voting procedure for the meeting which included a link to a Google sheet with a column for each motion to be considered and cells for each voting member to record their votes. See Appendix A for the result of all votes.

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

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

- Andrea - What is the status of implementing online liability waivers in the CMS? This would be a huge leap forward.
  - John T. - We will include this capability in the CMS release after the release to be implemented on October 19<sup>th</sup>. The likely implementation date will be in late November.
  - Andrea - Suggested it might be a good idea to automatically add a course to the ACA calendar, if registered by an Instructor or club with ACA insurance.
  - Kelsey - We now allow courses registered in the CMS to opt out of being added to the ACA calendar. Should probably retain this option. PAC events are handled differently today.
  - Trey - As of the end of August, we were down 570 dues paying instructors. Equates to \$34,000 in lost revenue compared to 2019.
  - Trey - Lost 55 dues paying instructors from July to August of this year. During the same period in 2019, we gained 180 dues paying instructors.
  - Trey - We have 8,182 total instructors. If we could get 5% of these instructors (409) to renew who are not currently active, it would result in \$24,000 additional revenue for the ACA.
  - Trey - If each of the 146 PACs added two new instructors, it would result in \$17,500 in additional revenue.
  - Trey - To follow up on some of the great new ideas, we need additional revenue to support implementation.
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**Liaison Reports*****U.S. Coast Guard* – Tom Dardis**

- The Notice of Funding opportunities for next year should be available in the next 3 - 4 weeks.
- An important current topic is hunters, anglers and campers who are operating from a conveyance they do not consider to be a boat.
- The National Boating Advisory Council will be meeting on November 5<sup>th</sup>. Open to the public. An important topic for rafters will be allowing a throw bag in lieu of a seat cushion. Robin will be attending.

- The National Recreational Safety Survey is about finished. Will be posted by January. This year the survey has done a good job of capturing the number of participants in human powered craft - significantly higher than motorboats. 16M motorboats vs. 33M human powered craft.
- The Guide to Multi-Use Waterways Management is up for review. Last updated about 10 years ago. The incident where the Hudson River ferry ran over the livery kayaks precipitated this review. The Canadians solve this problem by closing some waterways to recreational boaters. Not the approach that will be taken here.
- Andrea - Are there grants available to regional paddling organizations.
- Tom - The focus is on national programs, but national programs can earmark funds for regional organizations. Discuss with Kelsey. Must be managed at the national level.

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***USCG Auxiliary*** – Robin Pope

- Report included in the pre-meeting packet.

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**Board Committee Reports*****Standards Committee Report*** – SEIC Chair, Trey Knight

- The committee has been less active this year due to COVID-19 and the reduced number of applications.
- The committee functioned as a resource for the Board in addressing COVID-19 issues on what would be permissible and extensions.
- Crystal - In the prior meeting, we had discussed incident reporting and possible revisions. Any timeline on this initiative?
- Trey - We needed to follow up with legal counsel and that has not been a priority this year. We are recruiting Board members with legal backgrounds, which should be helpful. (Action item)
- Mike - Is there any guidance on teaching rolling in the current environment? Guidance on first aid and CPR?
- Trey - We have not changed policy on allowing online only first aid and CPR courses. If the original issuer of hands on training wants to extend their certifications, we will recognize the extensions. We still do not recognize online only certifications. There are liability issues if we lower our standards.
- Trey - Regarding the suitability of using manikins to teach rescues, that is up to the IT/ITE to determine if manikins are an effective solution. Suggest reaching out to peers for effective solutions. There are too many variables for the Standards Committee to recommend standard solutions.
- Sam - In his safety and rescue committee report, there is a section on manikin use. Tom Burroughs did a study. Good reference material.

- Tom - In his prior life as a helicopter rescue swimmer, they (USCG) used manikins for rescue training. Good representation of an unconscious/unresponsive person. Can also put them in more harm's way. Need to be sure the manikin floats and the weight does not cause injury to the rescuers.
- Mike - The feedback is helpful, but still have an issue on teaching rolling.
- Lydia - Depends somewhat on the relationship between instructor and student on what is acceptable. Have also used floats and masks.
- Trey - We are not planning on changing the instructor criteria to accommodate current issues.

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***SEIC Chair Report/Update from Board of Directors*** – SEIC Chair, Trey Knight

- ACA lowered dues about two years ago with the hope that increased membership would make up for the lost revenue. However, the increased membership has not happened.
- The headquarters staff has worked hard to reduce costs and make the ACA more efficient, but the reduction in revenue is still an issue.
- The Board has begun discussions on raising dues, including comparisons to other similar organizations. No changes have been finalized.
- There are changes coming from the USOPC related to the Ted Stevens Act which currently requires that committees offer 20% of positions to engaged athletes. That percentage may increase to 33%. However, we may be allowed a best efforts exemption similar to what we have now. If an exemption is not allowed, we would have to take action at the ACA corporate level.
- We are now getting grants from NGB Services (part of the USOPC) thanks to efforts from Beth to help with expenses on the competition side.
- We are considering moving some of our curriculum behind a “pay wall”, so that access would be limited to members.
- An insurance fee adjustment has been discussed, but no decisions have been made.
- Consider running for the Board or participating on Board committees if you would like to be more engaged in supporting the ACA.
- There has been some comments to the Board regarding fees charged by the instructor community. ITs and others have not been able to generate sufficient revenue to cover the costs of becoming certified. No decisions have been made.
- Mark - Asked about pursuing additional grants for local and regional initiatives.
- Trey - The amount of administrative support required to apply for and manage grants makes it difficult to apply for smaller grants. Would make sense if we could aggregate multiple initiatives into one grant.

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

- SEIC officer terms expire at the end of this calendar year. This is the meeting where we traditionally elect new officers.
  - Due to interactions with the ACA corporate bylaws, we elect the incoming SEIC Chair before this meeting. John Traendly has been elected the new Chair with a term beginning January 1, 2021.
  - In the meeting today, we will be electing the incoming Vice Chair and Secretary. A Google link will be provided so that each voting member can record their votes.
  - John Browning has agreed to run as Vice Chair and is unopposed. John provided comments regarding his willingness to contribute.
  - Beth Wiegandt and Lydia Wing have agreed to run for Secretary. Each candidate discussed their backgrounds and potential contributions.
  - Results of the voting will be announced later in the meeting. Results: John Browning elected Vice Chair and Lydia Wing was elected Secretary.
  - Trey - Thanked Steve for his service on the Executive Committee (10 years in total).
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***Curriculum Committee Report*** – SEIC Secretary, John Traendly

- Reviewed the presentation covering the CMS, COVID-19 extensions and the Information Technology Strategy. See Appendix C.
  - Kelsey - Can we make the video optional for ITE applications? Also, can we eliminate the requirement to submit first aid and CPR credentials
  - Mike - Nice idea (video), but probably not very useful in practice. Not opposed to removing.
  - Note: Since it is in the SEI policy, we will need to submit a formal motion. (Action item)
  - There was consensus on removing the requirement to provide at least one state in instructor search queries for permissions below Discipline Chair. (Dale, Mike and Beth spoke in favor of removing the limitation.) Note: The requirement was removed on October 21<sup>st</sup>.
  - Crystal - Does this change relate to putting resources behind a pay wall?
  - Trey - No, the pay wall will apply primarily to curriculum documents.
  - Clarification - First aid and CPR credential expiration dates are being extended only for credentials expiring in 2020, not for credentials that expired in prior years.
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***Executive Director*** – Beth Spilman

- Thank you to Trey for his many years of service.
  - Thank you to John T. for helping to get this conference organized and all of the work on the CMS.
  - Thank you to Kelsey and Carrie for the support that they have provided.
  - Thank you to Robin for his many years of service.
  - Thank you to all of the SEIC members who have devoted time and energy to supporting the ACA.
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- The opening session in the virtual conference will focus on where we are going. Over 480 have registered for the conference.
- We have seen a drop in events, insurance revenue and membership due to COVID-19. The drop in membership has been about 6% which is better than most non-profits. Instructor membership dropped 13%. Club membership dropped 23%. Overall, membership revenue dropped 13%.
- Postponement of the Tokyo Olympics was emotionally difficult for our athletes.
- In response, we have taken the office virtual, except for Michelle who comes into the office every day.
- We have looked at all of our expenses to see what we could do to preserve cash.
- Robin organized a working group to develop guidelines for operating in a COVID-19 world. Well received. The guidelines were the most read email sent by the ACA in recent years. Thank you to all who assisted with this effort.
- On the first day applications were being accepted, we applied for a Payroll Protection program loan and the application was accepted. Have received almost a \$100,000 in PPE funds.
- In mid-summer, we joined with 23 NGBs to participate in a Giving Games fund raiser, which resulted in donations of about \$25,000.
- As most of us know, the shelter in place orders have resulted in a significant increase in paddling activity. But that increase has not resulted in membership gains by the ACA.
- What we have learned is that events and courses are key to growing memberships. So, to grow memberships in the future, we need to grow events or partner with clubs to grow events. Events can also include fun races.
- Need to pursue memberships among outside groups like competitive SUP paddlers and anglers. The ICF has reached out to us to help build a framework for SUP competition. Have a call later in the day with Kristin Thomas, Founding Executive Director of the SUP Industry Association, [link](#), to discuss ways we can work together with the ICF to build a competition framework. (Action item)
- Kayak Bass Fishermen are also an opportunity. Chad Hoover has contacted us and is very passionate about safety programs for his group and is interested in working with us. Chad has a huge following on social media and has a television show on Saturday mornings. If we develop a safety certification, he is willing to make that certification a requirement at fishing events. (Action item)
- As part of our DEI initiative, consider outreaches to urban paddling groups.
- Moving our office at the end of the year to smaller space, a small house in Fredericksburg, so our mailing address will change.
- Our current web site has been a pain point for most members. John T. has volunteered to rebuild. The focus initially will be on “customer facing” pages, then the member portal.
- A lot of progress has been made on the competition side of the ACA. Rok Sribar joined the ACA on April 1<sup>st</sup> as a volunteer and has devoted long hours to leading this effort. Just this week, we have had several slalom first place finishes in the world cup.
- Kyle - Eric Jackson is growing his presence in kayak finishing. Another potential contact with a huge following.

- Matt - Active in the Texas fishing scene if that could be helpful.
  - Mark - There is a shortage of diversity which will need to be addressed at the grassroots level. How involved are the PACs?
  - Beth - Welcome all feedback and ideas. There will also be a DEI session at the virtual conference.
  - Mark - One of the issues is an ability to swim in the targeted communities which will need to be addressed.
  - Beth - We have given some thought to partnering with USA Swimming, the NGB for swimming. Have many urban swim programs.
  - Mike - Has worked with the Trout Fisherman of America which are huge and rich. Need to appoint volunteers to reach out to these groups. Have taught these groups in the past and their rescue skills tend to be very limited.
  - Lydia - The kayak fishing world is an enormous opportunity. Chad's suggestion is great, but it needs to come with plans and ideas on how to implement.
  - Trey - Thanked Beth for all of her efforts to address our critical needs.
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### **Discipline Committee Reports**

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

- See the report in the pre-meeting packet.

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

- The UPC met on May 12<sup>th</sup> and discussed the impact COVID-19 was having on programs.
- The committee has been relatively dormant since the May meeting.
- One committee member has resigned for availability reasons.
- Hope to restart in 2021. Have several grant funded workshops that will be rescheduled.
- Plan to get together in the next few weeks.

#### ***Canoe Touring*** – Lynn Dominguez

- Trying to figure how to run the committee without a quorum. Have just a chair and two members.
- The biggest issue now is that the candidate evaluation templates have not been completed yet. Kelsey has offered assistance. This will be a big push for the next several months.

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

- See the report in the pre-meeting packet.
- Have had two meetings since the written report. The first was a five hour virtual meeting on Wednesday evening. Had sent out the L5 skills assessment to all L5 Instructors, ITs and ITEs and received 20 pages of comments. Decided to pull the motion on the L5 skills assessment to allow time for rework and hope to have ready for the Spring meeting.

- As Lynn mentioned, have had a problem getting quorums at meetings.
- Had a couple of resignations from voting members. One vacancy has been filled and the other will be filled in the next couple of days.

***Prone Paddling Committee*** – Adam Masters

- See the report in the pre-meeting packet.
- Have been working with Robin.
- Had eight classes planned, but all have been cancelled until next season.
- New daughter born on July 30<sup>th</sup>. Did not want to risk infection.
- Have several instructor classes planned for 2021.
- Have a small amendment planned to the curriculum on the order in which things are taught.

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

- See the report in the pre-meeting packet.
- Have big changes planned for the curriculum. Work is continuing on these changes.
- Committee meets monthly, but harder in the summer. In the last meeting, just Elisa and one at large member, so could not vote.
- In the final stages of editing the L5 curriculum.

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

- Committee has been largely dormant in this novel situation.
- Except for Beth Wiegandt, the canoe ICW's have been dormant. Mike has cancelled nine ICWs. Ben Morton stopped doing them entirely.
- Have been having discussions in the committee, but results will come later.

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

- See the report in the pre-meeting packet.
- Have had some turnover in the roster, including some voting members. New members include Robin and Mary Pedrick.
- Have been developing a hand paddling curriculum that will be presented at the next meeting.
- Have been meeting (mostly) monthly and have been achieving quorums.
- Looking at a rolling endorsement.
- John T. - Issue came up during the RK meeting yesterday regarding awarding endorsements at level. For example, awarding endorsements at different levels for hand paddling. Will investigate as a CMS feature. (Action item)



***River Safety & Rescue Committee*** – Robin Pope

- See the report in the pre-meeting packet.
- Have been meeting monthly. A focus has been on how to deal with COVID.
- Have had a few instructor certification programs and skills classes.
- Focused on the use of manikins. Tom Burroughs has developed a report that has been distributed.
- The committee membership has not changed much over the past year.
- Hoping to put together a safety and rescue conference in 2021, similar to previous years.
- Kyle - A special call out for Jamie O'Donnell, an active L5 safety and rescue instructor. It's great that we have been training instructors like Jamie.
- Mark - Has a new discipline been rolled out and what is the status?
- Robin - The reference may be to the Paddlesports Safety Facilitator program. Provided an overview of the program.
- Kelsey - There are currently 2,400+ PSF certifications, so it has been very successful, particularly in China.
- Mark - Could be a great tool to promote DEI initiatives.

***Standup Paddleboard Committee*** – Anna Levesque

- Have been meeting monthly and have had a quorum in most every meeting.
- Have worked on standardizing wording in the curriculum.
- Next step is to refine the curriculum. For example, move some skills from L2 to L3.
- Getting together in South Carolina with Josh Hall the first weekend in November to paddle together, film some videos for the IPC and discuss the curriculum.
- Special shout out to Rachael for her work on the committee.

***Surfski Committee*** – Matthew Murphy

- Working on two main initiatives. How can the curriculum be aligned with the ACA culture related to safety? How do we growth the discipline?
- In the motions, proposing updates to the L2 and L3 criteria and a new L4 curriculum. Have a few friendly amendments to the motions that will be discussed later.
- Believe there is a place in the culture where safety and high performance can co-exist.
- Currently have eight certified instructors, no ITs and one ITE who is not active. Had good discussions yesterday on ways to overcome this challenge. Will continue to work on these ideas. Will also try to growth the Surfski committee, just Matt plus two now.

Committees Not Represented

- Surf Kayaking Committee

**Board Chair Comments** - Robin Pope

- Noted that this year is our 140<sup>th</sup> anniversary and reviewed our mission and what we do.
- Reviewed why we are now a respected industry leader with other industry organizations and regulators.
- Thanked all who have contributed to this success.
- From a USCG Auxiliary standpoint, Robin has been asked to lead their paddlesports program. In the past, the program has been a failure due to a lack of knowledge and are reaching out to the ACA.
- In the next year, Robin will be reaching out to ACA instructors to help with this program.
- Trey - Thanked Robin for his ACA leadership and leadership in paddlesports.

**Motion 2020-10-16-A**

Proposal name: ACA Bylaw Change - Board of Director Instructor Representation

Submitted by: SEIC Executive Committee

Exact wording of motion:

[Amend the ACA Bylaws as noted:](#)

Article VII. Section 2 (and where applicable) – Rename current subsections (H) & (I) as (I) & (J) respectively. Add the following as new subsection (H).

*Instructor Representation of the Board of Directors. As the cadre of certified instructors makes up a significant portion of the Association membership and Association business the Board of Directors will have no less than four (4) Directors who are currently Association certified instructors, instructor trainers, or instructor trainer educators. This requirement includes the SEI Director (current chairperson of Safety, Education, & Instruction National Activity Council). This requirement may be satisfied by Directors holding any Director position noted in this section (Article VII. Section 2).*

Article VIII Section 1, Paragraph A (delete and insert the wording noted in red)

*(A) Executive Committee. The Executive Committee shall consist of the President, Vice President, Treasurer, Secretary, and ~~one (1) other director~~ the SEI director. If the SEI director is also the President, Vice President, Treasurer or Secretary, the SEI director position will be filled by a Board member who is also an Association certified instructor, instructor trainer or instructor trainer educator. At least twenty percent (20%) of the members of the Executive Committee shall be Elite Athlete Directors. The committee members shall be appointed by the President of the Association and approved by the Board of Directors. Unless otherwise and expressly prohibited by law, these Bylaws, or resolution of the Board of Directors, the Executive Committee shall have all of the powers and authority of the Board of Directors during such times as the Board of Directors is not in session. Any motions approved by the Executive Committee must be ratified at a subsequent Board of Director meeting.*

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

Discussion/comments:

- Motion initiated by Trey and Robin.
- Mike - What are the mechanics?
- Trey - The Board recruitment process would have this criteria as a requirement. The requirement is also intended to encourage instructors to apply for Board positions.
- Mike - How do you make the connection?
- Trey - In future years, we will cast a broader net to encourage Board candidacy.
- Robin - This motion will make recruiting easier, since we will be able to target instructors as a need.
- Mike - Thinks that this is a good idea, but we need to let potential candidates know what the expectations are of a Board member and what skills and knowledge are needed.
- John B. - How many instructors on the Board now?
- Trey - Four now - Robin, Trey, Sam and John T.
- Robin - The final slate has not yet been approved by the Board, but expect it to be approved next week. Of the four individuals on the slate, three are ACA instructors and the other has been a paddling competitor and continues to teach paddling in the summer.

Amendments, if any:

None.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion passed. See Appendix A for details. The Board on October 24<sup>th</sup> indicated strong support for this motion, but action will be deferred until more is known about other upcoming requirements to amend the ACA Bylaws, including a change from the USOPC to increase engaged athlete participation on committees from 20% to 33%.

**Motion 2020-10-16-B**

Proposal name: Virtual SEI Meetings

Submitted by: SEIC Executive Committee

Exact wording of motion:

Amend the SEIC Operating Procedures as noted:

Article VI. F. 5.

- a. Each Discipline Committee will meet in person or virtually at least three(3) time per year
- ~~b. In addition, each Discipline Committee will also meet two(2) additional times per year, either in person, via conference call or via an electronic meeting~~
  - i. Additional conference calls or electronic meetings are encouraged

Note: Renumber the remaining paragraphs after removing b.

Article VII.

The SEIC Board shall meet in-person **or virtually** either before or at the ACA Annual Membership Meeting and in person **or virtually** at least one other time during each year. Additional communication, including face to face meetings and electronic discussions, are encouraged. The business of the SEIC Board may be conducted through telephone, email or other electronic/**virtual** methods between meetings.

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

Discussion/comments:

- None.

Amendments, if any:

None.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion passed. Motion was also passed by the Board on October 24<sup>th</sup>. See Appendix A for details.

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**Motion 2020-10-16-C**

Proposal name: Voluntary Instructor Downgrades and Retirements

Submitted by: SEIC Executive Committee

Exact wording of motion:

Add the following paragraphs to Chapter 5 in the SEIC Policy Manual:

*C. VOLUNTARY DOWNGRADES: An Instructor, IT or ITE may voluntarily downgrade one or more levels (e.g. L4 to L3) and/or grades (e.g. ITE to IT) during or at the end of a four year certification period. The applicant must:*

- 1. Submit the request to the SEI Department in writing. Email is acceptable.*
- 2. Provide effective date(s) that cannot be later than the applicable certification(s).*

*The SEI Department will implement the downgrade(s) with the requested effective date(s) and adjust dues, as needed, to comply with current policy.*

*D. VOLUNTARY RETIREMENTS: An Instructor, IT or ITE may voluntarily retire, that is give up one or more certifications, during a four year certification while remaining an ACA member.*

- 1. Submit the request to the SEI Department in writing. Email is acceptable.*
- 2. Provide effective date(s) that cannot be later than the applicable certification(s).*

*The SEI Department will implement the retirement(s) with the requested effective date(s) and adjust dues, as needed, to comply with current policy.*

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

Discussion/comments:

- John T. - Explained the reason for the change.

Amendments, if any:

None.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion passed. Motion was also passed by the Board on October 24<sup>th</sup>. See Appendix A for details.

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**Motion 2020-10-16-D**

Proposal name: L1 Teaching Credits

Submitted by: SEIC Executive Committee

Exact wording of motion:

[Amend the SEIC Policy Manual as noted:](#)  
Chapter 2, Section D, Paragraph 3

*Instructors must teach and properly report two classes every four years. At least one class should be at their highest level of certification.*

*A current ACA instructor who acts as a qualified assistant to a higher level instructor in a skills or assessment class in their certified discipline, **and craft in the case of introductory certifications**, may report their assistance as a qualifying teaching credit at their own certified level as long as they provide instruction and their teaching contributions to the class do not go beyond the body of knowledge contained within their own level. The higher-level instructor must decide that the lower level instructor has the paddling skills necessary to safely provide assistance to the course just as they would for any qualified assistant.*

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

Discussion/comments:

- John T. - Explained the need for the change.

Amendments, if any:

None.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion passed. Motion was also passed by the Board on October 24<sup>th</sup>. See Appendix A for details.

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**Motion 2020-10-16-E**

Proposal name: Multiple ITCs in a Co-Teach Role

Submitted by: SEIC Executive Committee

Exact wording of motion:

Add the following sentence to the SEIC Policy Manual, Chapter 3, paragraph C.4:

*Only one IT Candidate can receive Co-Teach credit for each IDW/ICE.*

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

Discussion/comments:

- Trey - Explained the reasons behind the change.
- Beth - Is there still an option for an IDTW?
- Trey - Yes, still is an option. Each ITC can be evaluated independently.
- Lydia - Would some see this policy change as inconsistent with allowing multiple instructors to receive update credits by co-teaching in the same ICW?
- John T. - This change applies only to ITCs.
- Trey - Could be viewed as inconsistent, but the performance expectations of ITCs in co-teach roles and updating instructors are different enough to justify the differing treatment. Also, today, we don't have IT evaluation criteria.

Amendments, if any:

None.

Vote: 16 in favor, 1 opposed, 0 abstain. Motion passed. Motion was also passed by the Board on October 24<sup>th</sup>. See Appendix A for details.

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**Motion 2020-10-16-F**

Proposal name: Adopt NOWS compliant L1 documents (Skills, Assessments, Instructor Criteria) for Prone Paddling

Submitted by: Introduction to Paddling Committee

Exact wording of motion:

Prone Paddling Level 1 Skills classes, Assessments, and Instructor Criteria will be amended to include wording and format that is consistent with the other Level 1 disciplines' documents.

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

Discussion/comments:

- Beth - Explained the reason for the change.
- Robin - No problem with the proposed changes to L1.
- Mike - Our verbiage on assessments is all over the map. Need to standardize wording.
- Beth - What Mike is saying is valid, but beyond the scope of this motion.

- Mike - Wants to leave the assessment as is, including “assessment” in.
- Trey - Inter-discipline related. Might be connected to the instructor manual update.

Amendments, if any:

- Change the title from “Prone Paddling” to “Prone Kayaking”.
- Introduce the word “assess” to the instructor criteria for all L1 craft certifications.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion was later withdrawn during discussions under Motion 2020-10-16-M. Not presented to the Board. See Appendix A for details.

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**Motion 2020-10-16-G**

Proposal name: Camping Skills Course clarification to who can deliver such course

Submitted by: Coastal Kayak Committee

Exact wording of motion:

Change the course overview statement to allow for the Coastal Kayaking Camping Module Skills Course to be delivered by L5 Coastal Kayak Instructors who have completed the Camping Endorsement.

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

Discussion/comments:

- John B. - Explained the reasons for the motion.

Amendments, if any:

None.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion passed. Motion was also passed by the Board on October 24th. See Appendix A for details.

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**Motion 2020-10-16-H**

Proposal name: L2 Essentials of Kayak Touring (EKT) and Essentials of Sit on Top Kayaking (ESOTK) Instructor Criteria change

Submitted by: Coastal Kayak Committee

Exact wording of motion:

Change the current EKT and ESOTK instructor criteria to include specific mention of “assessing” as an instructor skill.

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

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Discussion/comments:

- John B. - Explained the reasons for the motion.
- Kelsey - Changes to the curricula, primarily assessments and certifications, need to be made in the CMS as well as the paper documents.
- Lydia - Who updates the documents versus the candidate evaluation templates in the CMS?
- Kelsey - The discipline committees update the documents and provide them to Kelsey to standardize the formatting.
- John T. - The candidate evaluations are updated by each discipline committee.

Amendments, if any:

None.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion passed. Motion was also passed by the Board on October 24th. See Appendix A for details.

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**Motion 2020-10-16-I**

Proposal name: Establish an L5 AOWCK Skills Assessment

Submitted by: Coastal Kayak Committee

Exact wording of motion:

The Coastal Kayak Committee moves to approve the curriculum for an L5 AOWCK Skills Assessment for conducting “field testing” of the proposed curriculum.

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

Discussion/comments:

- John B. - The CKC has decided to withdraw the motion at this time.

Amendments, if any:

n/a.

Vote: Withdrawn

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**Motion 2020-10-16-J**

Proposal name: Review and rewrite, as necessary, the ACA Instructor’s Manual

Submitted by: Coastal Kayak Committee

Exact wording of motion:



The Coastal Kayak Committee moves that the SEIC, or its designee, form a work group to oversee the review and rewrite of the ACA Instructor's Manual.

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

Discussion/comments:

- John B. - Introduced the motion.
- John T. - The intent is to make the "instructor manual" an online reference that can be deployed on a topic by topic basis and easily maintained over time.
- Josh - Who is leading this effort? What science will be incorporated? Where will we get funding?
- John B. - We don't have that answer. Suggesting that the SEIC Executive Committee would follow up with the Vice Chair taking the lead.
- Trey - What should the goals be? What should the outcomes be for the individuals using it? Need to take a step back and determine what tools instructors need. The answer may not be similar to the existing instructor manual. Might emphasize pictures, videos and diagrams of teaching examples. Suggest a work group of 7 - 9 members with different applicable skills. Needs someone like John B. to take the lead.
- Mike - Have a high number of components. Already doing some virtual components for current courses during COVID-19. Looking for a tool like this.
- Dale - The task would be defined differently if we were looking for a manual telling us how to teach versus a library of possibilities from which we can choose. If we take the latter approach, we can add many things that are missing now. It would be an accessible body of knowledge. Would not require a great deal of funding.
- Trey - Would we just be curating references or distilling those references into useful nuggets. Agree generally on the approach, making existing approaches useful.
- Dale - Valid approaches would not come just from academia, but also from many of our current ITs and ITEs. Should take advantage of the ACA's inhouse assets.
- Crystal - Have we asked the general membership what they need?
- Trey - We have not. Participants in ICWs often feel that they come unprepared, due to a lack of references on best practices.
- Crystal - UPC has had a similar complaint. The current book is out of date. Funding is being sought to have a similar resource.
- Matt - Having a reference to be used after instructor certification for putting theories into practice would be helpful.
- John B. - First having this discussion is good. We do need to decide what we need for an end product. Tap in-house talent. Generic enough for much of the content to apply across disciplines with discipline specific content included.
- Anna - Reinforced Crystals suggestion to survey the instructor community.
- Trey - Three volunteers to work with John B. - Mike, John B., Dale, Beth and Lynne. Create survey to be reviewed by the SEIC Executive Committee and Kelsey.

- Robin - Does not need Board involvement to approve survey.
- Trey - Need to get out before the holidays, month to six weeks. Coordinate timing with Kelsey. Does not require a motion to form a work group. Ok John B. to withdraw the motion and proceed with the work group?
- John B. - Agree. Just interested in getting the process started.

Amendments, if any:

n/a.

Vote: Withdrawn

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### **Motion 2020-10-16-K**

Proposal name: Amendment to L2: Essentials of River Kayak Instructor Criteria

Submitted by: River Kayak Committee

Exact wording of motion:

The River Kayak Committee moves to amend existing Instructor Criteria for L2: Essentials of River Kayaking with additional language in order to be consistent with the “General Requirements” set forth in all River Kayak Instructor Criteria.

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

Discussion/comments:

- Lydia - Introduced the motion.
- Dale - Highlighted wording regarding focusing on core principles “over” “rather than” specific technique.
- Lydia - Using the same language from other RK curricula.
- Dale - Can we improve over the existing wording?
- Lydia - If we do change the wording, it will have domino effect across all other curricula.
- John B. - Suggest adding “assess” to curriculum.
- Lydia - Do not disagree. Came up in the committee meeting yesterday. Intend to cover with the RK committee after this meeting.
- Crystal - What is the difference between model and demonstrate?
- Lydia - Model is to slowly and specifically show the elements of a skill. Demonstrate is a looser interpretation of putting a skill into practice in a lay situation.
- Anna - As others have been saying, maybe we need to look at the templates and language we are using so that we are consistent between committees.
- Trey - This would fall within the purview of the Curriculum Committee to be led by Lydia.

- Elisha - Great if we could come up with universal language used between the disciplines. It would be very helpful for Rafting to resolve discrepancies between levels and disciplines.
- Sandra - For those whose first language is not English, standardization would be very helpful.
- Lydia - To focus on the motion being considered, the issue is that the language, while maybe not perfect, is missing. For now, want to be consistent with other curricula for accountability.
- John B. - Suggest that at a later point, RK consider the inclusion of the work “assess”.
- Trey - Suggest that anyone on a committee who wants to work on this process, email Trey, John T. and Lydia. (Action item)
- Lydia - Lynn Andrus and Mary Pedrick are working on an endorsement template/templat with drop down menus to standardize curricula wording.

Amendments, if any:

None.

Vote: 17 in favor, 0 opposed, 0 abstain. Motion passed. Motion was also passed by the Board on October 24<sup>th</sup>. See Appendix A for details.

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**Motion 2020-10-16-L**

Proposal name: Surfski Committee

Submitted by: Levels 2 - 4: Surfski Curriculum Revision

Exact wording of motion:

Motion to adopt the attached revisions to the ACA Level 2: Essentials of Surfski, Level 3: Fundamentals of Open Water Surfski Paddling, and Level 4: Downwind Surfski Paddling course curricula, to include sample skills course outlines, assessment course outlines, and instructor criteria for each.

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

Discussion/comments:

- Matt - Introduced the motion and supporting materials.
- Dale - Could you in a few words describe the difference between L3 and L4?
- Matt - The biggest difference is the downwind conditions. L3 is meant to be near shore. L4 is further from shore and requires additional safety preparation. Also, in L4 the environment is higher.
- John B. - What is further offshore?
- Matt - Not specifically defined, but requires additional safety preparations.
- Dale - What is the environmental change.
- Matt - See table at the end of the motion.
- Dale - At L5, showing 35 mph. Is that a requirement?

- Matt - It is 35 km/hr.
- John B. - Have these documents been vetted with other members of the discipline.
- Matt - Provided to other members of the discipline and they have declined to comment. Feedback is based on a meeting the other day.
- Steve - Not requesting approval of L5 at this time?
- Matt - Drafted only to provide future direction. Not requesting approval of 35 km/hr. now.
- Dale - It looks like it follows coastal in terms of difficulty and environment. Did you use coastal as a template?
- Matt - Started with coastal as a template, but did not follow strictly.
- Dale - Concerned that only one person is writing the documents.
- Matt - Shared his other background experience relevant to this effort.
- Tom - Hopefully, not recommending going out in gale force winds.
- Matt - For L4, proposing 15 - 20 mph. Beneath the gale force threshold.
- Tom - USCG is requiring individuals who are not fully qualified professional mariners to return to shore in sea state 4. The proposal is to go out in these conditions.
- Matt - Will review sea states before proposing L5.
- Mike - Different districts set different criteria for small craft advisories. Need to be careful on how high we get above advisories.
- Dale - Similar to the coastal parameters we have been using. Looks good as is.
- Elisha - In rivers, the ACA does not certify on class 5 whitewater.
- Dale - A lot more conditions are considered in coastal.
- Josh - Feels the proposed criteria fits within what we have been doing.

Amendments, if any:

- Formatting, grammatical and abbreviation corrections.
- Clarification on use of winged vs. euro paddles.
- Units of measure - use knots, km/hr. and mph to accommodate different countries.
- Duration of the L4 course. Listed as three days. Would like to extend to four days. It is a downwind course which takes more time and effort.

Vote: 15 in favor, 0 opposed, 1 abstain. Motion passed. Motion was also passed by the Board on October 24<sup>th</sup>. See Appendix A for details.

**Motion 2020-10-16-M**

Proposal name: Housekeeping changes to prone paddling curriculum

Submitted by: Prone Paddling Committee

Exact wording of motion:

Update the prone paddling curriculum to address lessons learned since the program's initial implementation.

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

Discussion/comments:

- Robin - Introduced the motion. Primarily a housekeeping motion. In terms of the L1 curricula, will coordinate with the IPC to ensure they are well aligned.
- Crystal - Are the requirements to move from prone, to seated, to kneeling being removed?
- Robin - In L2, moving from required to optional. In L3, moving prone to kneeling from required to optional.
- Crystal - Like that for persons with mobility issues.
- Robin - In L3 students are going to fall off the boat, so emphasized remounting.
- Beth - Recommend that we not implement the L1 prone that was passed and coordinate changes with Prone Paddling. Can return in February with an updated version.
- Robin - Happy to remove the L1 here and waive the prior L1 approval.
- Beth - The lead for follow up will belong to the PPC.

Amendments, if any:

Remove L1 from consideration now. Reconsider in February, 2012

Vote: 16 in favor, 0 opposed, 1 abstain. Motion passed. Motion was also passed by the Board on October 24<sup>th</sup>. See Appendix A for details.

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**New Business**

Big Canoe Proposal - Matthew Douthitt

- Reviewed his background and the opportunity (see pre-meeting packet).
- Included a rough draft in the pre-meeting packet.
- Elisha - Had a Rafting committee member say that the ACA should cover large (voyager) canoes. Travis Reed of Oregon Rescue has been working with some of the native tribes. Might be someone to connect with.
- Mike - Taking intercity kids on the water is a wonderful objective. The Canadian's big canoe content is mostly on lakes. We are looking at moving water like the Ohio river, which is different and more hazardous. It is not a fit for River Canoe. It has issues for the ACA.

- Dale - Could you explain how the risks would be managed?
- Matt - Planning to build a satellite operation in Louisville with access only to the Ohio River. Establish when it is an appropriate time to go out. Plan to build a canoeing pond, when the time is not appropriate to go on the Ohio River. Have been using the Ohio River since 2012. Have brought in Wilderness Inquiry out of Minnesota. Over a weekend, will have taken out 400 - 500 intercity kids. Agree that there should be guidelines on when is an appropriate time to go out.
- Trey - Solo and Tandem Instructors taking out voyager canoes would be found to be well outside of their certifications. Voyager canoes - good idea and starting point. Need to have more discussions on next steps starting with a small working group from RC and CT to advise Nathan and Matt.
- Mike - It's problematic, does not fit the current CT and RC curriculums. Does not know where it fits. But, willing to help if asked.
- Trey - Talk to Mike and Lynn regarding who would be willing to work on the initiative. Reach out to the USCG and NASBLA.
- Josh - Are there any licensing requirements?
- Tom - In the grey area. Clearly a passenger for hire. If it had a motor it would be a passenger vessel. You would want a captain's license. If you took a backup motor, you would clearly be a passenger vessel.
- Jeff - Use in South Florida in Ten Thousand Islands. NC State Parks have added them. Would be glad to help.
- Anna - From the DEI perspective, the reference to voyager and indigenous populations might be an issue. Just need to be aware.
- Kelsey - ACA's insurance might need some input on this program before it is released.
- Trey - Several folks have volunteered to help. Need to follow up with them and route issues to the appropriate persons for resolution. (Action item)

#### Kayak Fishing Safety Protocol

- Kelsey has had discussions with Chad Hoover and requested a proposal which has not been provided. Will continue to follow up with Chad and will reach out to others when there is something to work with.

#### Inactive Disciplines and Endorsements - Beth Wiegandt

- Is there a process for dealing with the courses and disciplines we are not actively offering?
- Trey - If a committee is inactive, but instructors are teaching the courses, they can be left on the web site. If 12 months goes by and committees are not meeting and courses are not being offered, could remove from the ACA web site until there is a request to restore.
- Mike - Some will fade naturally if there are not enough instructors, ITs and ITEs to sustain the curriculum. Cleaning it up makes sense, if not active.
- John T. - Sean Morley has stepped down as lead of the Surf Kayak committee. Explained the current policy.

---

### Definition and Consistent use of Qualified Assistants

- Beth - When doing the L1 rewrite, the ratio guideline indicated an additional instructor. All other curricula specify a qualified assistant. Do not have a problem with qualified assistants for skills courses and assessments, but the assistant should be a certified instructor in that discipline.
  - Dale - Would you need an instructor to cover ratio? Should be able to use instructors certified by other organizations.
  - Mike - As long as you have an instructor from a qualified organization. For example, a BCU coach. Same for Canadians, Australians, etc. Should probably be an ACA instructor for ICWs and ICEs who understands the ACA's requirements.
  - Lydia - Might lose more than we gain by legislating a definition of a qualified assistant.
  - Trey - Should include on the agenda for the next meeting under Old Business. (Action item)
- 

### **Upcoming SEIC Meetings** Trey Knight

- Spring 2021 SEIC Meeting – TBD, likely late February or early March.
  - Location – Virtual
  - Motions & Reports Due – TBD

Kelsey - Congratulations to all those assuming new roles. Thank you to Trey. Thank you to Josh. Thank you to Steve.

---

### **Plus/Delta for Meeting**

- Carrie - Great to see everyone. Some Zoom fatigue. Appreciate the work being done by all.
- Elisha - Thanks to all for the work being done. The video meeting was fabulous, particularly being able to see faces vs a conference call.
- Lydia - Felt very productive. Great to work with people who are so passionate about the sport. Like to have in person interactions and hope that some of these will return in the future.
- Matt M. - Appreciate the support for growing Surf Ski. Want everything to happen today, but realize it will take time.
- Matt D. - First SEIC meeting. Cool to see the process. Appreciate the opportunity to share thoughts. Wish could have had more time.
- Anna - First SEIC meeting as chair. Got a lot done. No one was speaking over others which is very helpful in meetings.
- John T. - Big thank you to Trey, Josh and Steve for their years of service to the ACA. Great how everyone adapted to the new technology. Very productive. Liked the participation by some who could not otherwise take the time and incur the expense of an in person meeting. Missed the social interaction that is a part of in person meetings.
- Sam - Appreciated the process for submitting votes (feedback via Kelsey).
- Mike - Have had a lot of virtual meetings lately. Outgoing crew has been great. Have a great slate of incoming people. Missed the hugs from staff.

- Steve - The meeting and CMS are bringing lots of efficiencies. Glad that online meetings are now a reality. Missed seeing everyone in person.
- John B. - Seeing everyone is always great. Happy to see Sandra join us. Big plus on the money savings on the meeting. Appreciate the work done by Trey, Steve and Josh. Looking forward to working with John T., Lydia and Trey.
- Jeff - A positive is the improved financial condition. The group interaction was a positive. Thanks to the outgoing officers for the work they have done. Great to see all of the progress made. Would like to see the addition of large canoes. Also, missed the in person interactions.
- Crystal - First year as a chair. Good use of technology to improve processes and meetings. This meeting was very well managed. Liked the creative voting strategies. Looking forward to coming out of the dormant phase of the committee.
- Beth - Not much new to add. Invigorating to see the passion everyone has. Looking forward to great new projects from the new leadership. Missed the in between conversations. Great facilitating of this meeting.
- Josh - Thanks to Trey and Steve for their leadership. Looking forward to the leadership of John T., John B. and Lydia. Looking forward to going back to being an instructor.
- Dale - Don't see a single downside to this new format. This has been fantastic.
- Robin - Thanks to everyone who made this format so successful. Very productive meeting. Thanks to Trey, Steve and Josh.
- Tom - Thank you for allowing him to participate. The level of decorum was great. This is the best virtual meeting he has seen yet.
- Sandra - Thank you to everyone for doing this well. Still getting used to all of the acronyms. Excited to continue working with the group.
- Kelsey - Great to see the energy. Thank you for supporting the staff.
- Trey - Thanks to all for your patience with the new format. Thanks to Kelsey and Carrie for all you do. You are an amazing resource. Echo sentiments to Robin, Steve and Josh who have been mentors for many years. Look forward to continuing involvement.

Need a motion to adjourn. The motion was received and seconded. Meeting adjourned at 5:40 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	Present	Y	Y	Y	Y	Y	Y
Vice Chair	Josh Hall	Present	Y	Y	Y	Y	Y	Y
Secretary	John Traendly	Present	Y	Y	Y	Y	Y	Y
Past Chair	Steve Hutton	Present	Y	Y	Y	Y	Y	Y
Introduction to Paddling Chair	Beth Wiegandt	Present	Y	Y	Y	Y	Y	Y
Universal Paddling Chair	Crystal Skahan	Present	Y	Y	Y	Y	Y	Y
Canoe Touring Chair	Lynn Dominguez	Present*						
Coastal Kayaking Chair	John Browning	Present	Y	Y	Y	Y	Y	Y
Prone Paddling Chair	Adam Masters	Present	Y	Y	Y	Y	Y	Y
Rafting Chair	Elisha Lynn McArthur	Present	Y	Y	Y	Y	Y	Y
River Canoeing Chair	Mike Aronoff	Present	Y	Y	Y	Y	Y	Y
River Kayaking Chair	Lydia Wing	Present	Y	Y	Y	Y	Y	Y
Safety & Rescue Chair	Sam Fowlkes	Present	Y	Y	Y	Y	Y	Y
Stand Up Paddleboard Chair	Anna Levesque	Present	Y	Y	Y	Y	Y	Y
Surfski Chair	Matthew Murphy	Present	Y	Y	Y	Y	Y	Y
Surf Kayaking Chair	Vacant	n/a						
Board of Directors Appointment	Vacant	n/a						
SEIC Chair Appointment	Vacant	n/a						
International Representative	Ge Wu	Not Present						
International Representative	Sandra De Ugarte	Present	Y	Y	Y	Y	Y	Y
At-Large Member	Jeff Atkins	Present	Y	Y	Y	Y	Y	Y
At-Large Member	Dale Williams	Present	Y	Y	Y	Y	O	Y
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						

\*Present for part of the meeting

For (Y) &gt;&gt;&gt;

Opposed (O) &gt;&gt;&gt;

Abstaining (A) &gt;&gt;&gt;

Result &gt;&gt;&gt;

17	17	17	17	16	17
0	0	0	0	1	0
0	0	0	0	0	0
Pass	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: Athlete Representative 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 = 17

Quorum = 8

n/a = position not filled

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

SEIC Board - Voting Members	Name	Attending/Alternate?	Motion G	Motion H	Motion I	Motion J	Motion K	Motion L	Motion M
Chair	Trey Knight	Present	Y	Y			Y	Y	Y
Vice Chair	Josh Hall	Present	Y	Y			Y	A	A
Secretary	John Traendly	Present	Y	Y			Y	Y	Y
Past Chair	Steve Hutton	Present	Y	Y			Y	Y	Y
Introduction to Paddling Chair	Beth Wiegandt	Present	Y	Y			Y	Y	Y
Universal Paddling Chair	Crystal Skahan	Present	Y	Y			Y	Y	Y
Canoe Touring Chair	Lynn Dominguez	Present*							
Coastal Kayaking Chair	John Browning	Present	Y	Y			Y	Y	Y
Prone Paddling Chair	Adam Masters	Present	Y	Y			Y		Y
Rafting Chair	Elisha Lynn McArthur	Present	Y	Y			Y	Y	Y
River Canoeing Chair	Mike Aronoff	Present	Y	Y			Y	Y	Y
River Kayaking Chair	Lydia Wing	Present	Y	Y			Y	Y	Y
Safety & Rescue Chair	Sam Fowlkes	Present	Y	Y			Y	Y	Y
Stand Up Paddleboard Chair	Anna Levesque	Present	Y	Y			Y	Y	Y
Surfski Chair	Matthew Murphy	Present	Y	Y			Y	Y	Y
Surf Kayaking Chair	Vacant	n/a							
Board of Directors Appointment	Vacant	n/a							
SEIC Chair Appointment	Vacant	n/a							
International Representative	Ge Wu	Not Present							
International Representative	Sandra De Ugarte	Present	Y	Y			Y	Y	Y
At-Large Member	Jeff Atkins	Present	Y	Y			Y	Y	Y
At-Large Member	Dale Williams	Present	Y	Y			Y	Y	Y
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							

\*Present for part of the meeting

For (Y) &gt;&gt;&gt;

Opposed (O) &gt;&gt;&gt;

Abstaining (A) &gt;&gt;&gt;

Result &gt;&gt;&gt;

17	17	n/a	n/a	17	15	16
0	0	n/a	n/a	0	0	0
0	0	n/a	n/a	0	1	1
Pass	Pass	Withdrawn	Withdrawn	Pass	Pass	Pass

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

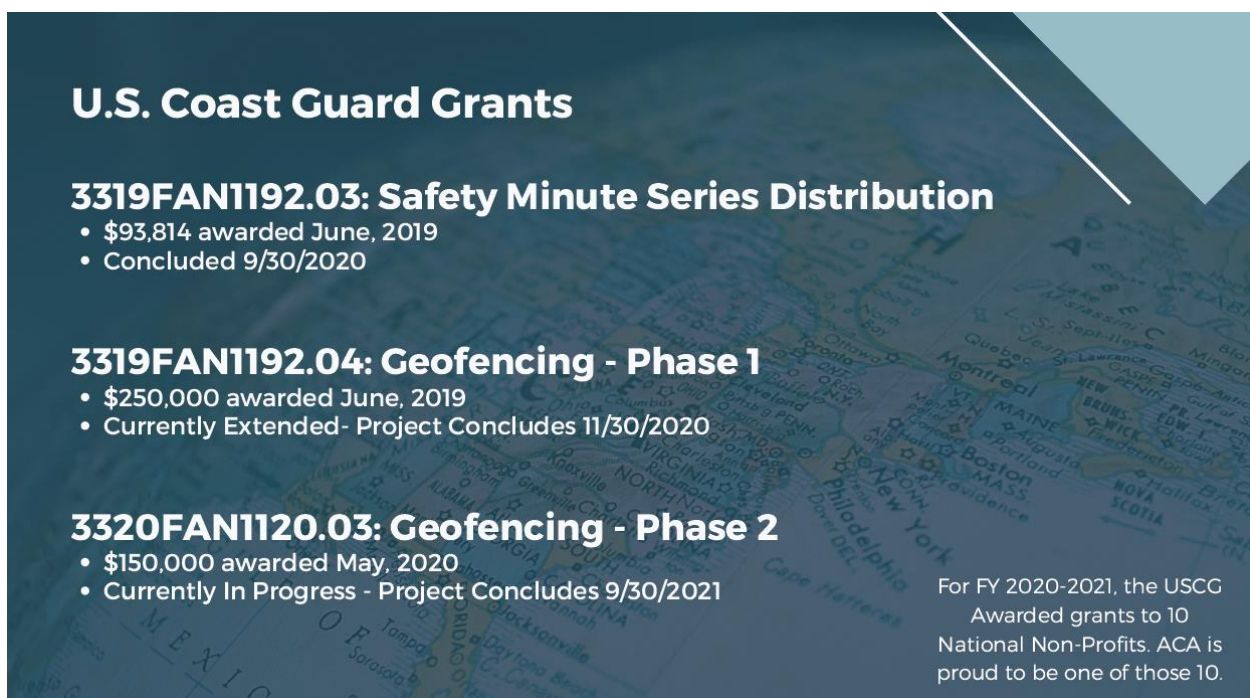
**Meet the SEI Team**

SLIDE 4	ACA HQ UPDATE
SLIDE 5	REVIEW OF 2020 SO FAR
SLIDE 6	USCG GRANTS
SLIDE 7	2020 PROJECTS IN PROGRESS
SLIDE 8	CMS INFO & CERT STATISTICS
SLIDE 16	DEPARTMENT GOALS FOR 2021
SLIDE 17	SEI CONTACT INFO

## Contents of this Report

### **ACA Office Updates:**

- Revised Strategic Plan: Mission, Vision, Values (to be showcased at Upcoming Virtual Conference)
- Operational Cost Savings & Changes:
  - CMS: no paper reports = fewer printing, scanning, filing, and storage costs
  - Less paper-based inventory (books, pamphlets)
  - Online waivers = fewer printing, scanning, filing, and storage costs
  - Revisions to existing vendor contracts and rates, etc.
  - Membership communications:
    - Updated content, links, and imagery
    - Fewer mailed reminders
    - More frequent email communications to lapsed members
    - Purposeful measurement and reflection upon renewal email efforts' impact and effectiveness
  - Fewer barriers to online membership renewal (if expired/suspended)
  - Member Communication Consistency: monthly newsletter, quarterly Paddle eMagazine schedule





### MEMBER COMMUNICATIONS

The SEI Department manages ACA's social media platforms, monthly newsletter, Paddle eMagazine, email campaigns, 'What's New' portion of the ACA website, and assists with ACA member renewal and retention efforts spearheaded by the Membership Department

### CMS FEEDBACK & ASSISTANCE

We work with the CMS programmers and designers to ensure that it is optimized for both end users/instructors and ACA office administrators

### EDUCATION PROGRAM - GENERAL MANAGEMENT

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



## CMS

### Launched 2/1/2020

- Online course registration, insurance requests, reporting, fee calculation
- Past reporting records imported
- Current membership, first aid & CPR policy enforcement
- Digital Credentials
- Student access to candidate evals
- Certification renewal progression
- Real time alerts & notifications
- Instructor listing
- Lots more details - read the user guides

## COURSE STATS FROM THE CMS AS OF 9/10/20

- Courses Registered within the CMS (and end date has passed)

- Total: 1,258
- US: 862
- International: 396

- 252 Requested ACA Insurance via the CMS
- 48 Were associated with a PAC (self select button)

Current (Dues) Instructors: 3,812  
PAC Affiliated: 776 (20%)  
affiliated with 146 PACs

Total instructors: 8,182  
PAC Affiliated: 1,319 (16%)  
affiliated with 213 PACs



- Courses That Have Concluded (end date has passed)

- 767 submitted properly
  - 25 PAC sponsored courses have been submitted
- 221 open
- 33 cancelled
- 32 saved (but not submitted)
- 205 are considered "late"

## 2020 EDUCATION & INSTRUCTION RELATED INSURANCE INFO 2/1 THRU 9/10

ACA Insurance products have 'Event Type' designation, which is selected by the purchaser:

- Club/Social: 70
- Competition: 33
- Education/Instruction: 416
- Stewardship: 2
- Other: 11

2020 "Education/Instruction" designated insurance purchases:

- 225 Sanctioning Fees Purchased
- 57 Rush Fees Purchased
- 23 Late Fees Paid
- 740 Event Memberships Purchased
- 76 Additional Insureds Purchased



\*PAC sponsored courses and events don't  
pay independent sanctioning fees

## 2019 COMPARISON: EDUCATION / INSTRUCTION RELATED INSURANCE INFO 2/1/19 THRU 9/10/19

2019 "Education/Instuction" designated insurance purchases:

- 392 Santioning Fees Purchased
- 73 Rush Fees Purchased
- 5 Late Fees Paid
- 1,573 Event Memberships Purchased
- 144 Additional Insureds Purchased



\*PAC sponsored courses and events don't pay independent sanctioning fees

## "ALERTS" DATA FROM THE CMS AS OF 9/10/20



### Most Common Member Alerts

- Award Pending Course Eval: 233
- Award Pending CPR: 265
- Award Pending FA: 264
- Course Evaluation Due: 1,606

### Most Common Course Alerts

- Insurance requested: 245
- Missing Liability Waivers: 230
- Post Course to Calendar: 228
- Course Date Change: 39
- Course Cancelled: 31



## COURSE STATS FROM THE CMS

### ALL CMS REPORTED COURSES AS OF 9/10/20

- **Most Common Course Types**

- Skills Course - 789
- Assessment - 320
- ICW - 106
- Instructor Update - 21
- ICE -12
- IDW -10

- **Most common disciplines (in order):**

- CK
- IPC: Kayak, SUP, Canoe
- RK
- SUP
- S & R
- RC

- **Most common levels (in order):**

- Level 2
- Level 1
- Level 4
- Level 3
- Level 0 (Courses with no level)
- Level 5



## 2018-2020

### CERTIFICATION COMPARISON

#### AS OF 9/10/20

#### 2018 Stats

- Certs Expiring 12/31/2018: 2,423
- Standard 2018 Renewals: 555
  - 330 Extensions Requested
- Instructor Updates Reported in 2018: 592
- New Certifications:
  - 1,972 Certs
  - 1,732 Individual People

#### 2019 Stats

- Certs Expiring 12/31/2019: 2,360
- Standard 2019 Renewals: 530
  - 304 Extensions Requested
- Instructor Updates Reported in 2019: 746
- New Certifications:
  - 2,078 Certs
  - 1,767 Individual People

#### 2020 Stats

- Certs Expiring 12/31/2020: 2,693
- Standard 2020 Renewals: 50
  - 93 Extensions Requested So Far
- Instructor Updates Reported in 2020: 56
- New Certifications:
  - 271 Certs
  - 138 Individual People

# Certification Data & Trends: ACA Membership Status

## COMPARISON: 2017-2020

OCT 2017	OCT 2018	OCT 2019	SEPT 10, 2020
<ul style="list-style-type: none"> <li>• Total Instructors: 8,788</li> <li>• Paid Instructors: 4,961</li> <li>• Total ITs/ITEs: 236 (188/48)</li> <li>• Paid ITs/ITEs: 209 (164/45)</li> </ul>	<ul style="list-style-type: none"> <li>• Total Instructors: 8,817</li> <li>• Paid Instructors: 4,608</li> <li>• Total ITs/ITEs: 235 (192/43)</li> <li>• Paid ITs/ITEs: 212 (172/40)</li> </ul>	<ul style="list-style-type: none"> <li>• Total Instructors: 8,832</li> <li>• Paid Instructors: 4,573</li> <li>• Total ITs/ITEs: 235 (196/39)</li> <li>• Paid ITs/ITEs: 212 (174/38)</li> </ul>	<ul style="list-style-type: none"> <li>• Total Instructors: 8,168</li> <li>• Paid Instructors: 3,821</li> <li>• Total ITs/ITEs: 223 (186/37)</li> <li>• Paid ITs/ITEs: 192 (158/32)</li> </ul>

## Goals for 2021

### 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)

### INDUSTRY PARTNERS

Be aware of our industry partners' initiatives, campaigns, notable presentations and training opportunities, and contribute to collective projects whenever possible

### GRASSROOTS GRANTS

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

## Get in Touch

### MAILING ADDRESS

503 Sophia Street, Suite 100  
Fredericksburg, VA 22401  
Don't mail us anything except snacks

### EMAIL ADDRESS

[sei@americancanoe.org](mailto:sei@americancanoe.org)  
Your best bet except on weekends: we'll be on the river

### PHONE NUMBER

540-907-4460  
Read the CMS User Guides first

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

## Course Management System (CMS) Update

SEIC Meeting  
(Virtual)

October 16, 2020



### Implementation

#### Course Management System Update

The following functions have been implemented to date:

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



## Dashboards

Course Management System Update

### Links to all alerts, awards and credentials

Your Certifications, Endorsements and Assessments								
Show Expired/Superseded: <input type="checkbox"/>								
Type	Description	Discipline	Level	Date Granted	Expiration	Status	Credential	
Elected-Assigned Position	Discipline Chair - Coastal Kayaking	CK	P5	n/a	12/31/2021	Active	n/a	
Instructor Trainer Educator Certification	Coastal Kayaking	CK	L3	n/a	12/31/2023	Active	View	
Instructor Trainer Certification	Open Water Coastal Kayaking	CK	L4	n/a	12/31/2021	Active	View	
Instructor Certification	Essentials of River Canoeing - Tandem	RC	L2	n/a	12/31/2020	Active	View	
Instructor Certification	Essentials of River Kayaking	RK	L2	n/a	12/31/2020	Active	View	
Endorsed Instructor	Adaptive Paddling Workshop	UP	00	n/a	12/31/2023	Active	View	

Your Dues and Credentials				
Type	Expiration	Status	Link	
CPR Credential	01/31/2022	Active	Member Documents	
First Aid Credential	03/31/2021	Extended	Member Documents	
SafeSport Training	06/13/2021	Active	Member Documents	
Membership Dues	10/09/2021	Active	ACA Membership	

### Highlights

- Status links
- Credential links
- Assessments included
- Expired hidden
- Superseded hidden
- SafeSport tracking



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## Instructor Candidate in Process

Course Management System Update

Your Certifications, Endorsements and Assessments								
Show Expired/Superseded: <input type="checkbox"/>								
Instructor Certification	Whitewater Kayaking	RK	L4	n/a	n/a	Pending	n/a	

<b>Course:</b>	
Discipline	River Kayaking
Course Abbreviation	WWK
Course Type	Instructor Certification Workshop
Start Date	07/31/2020
Lead Instructor	10760630
Roster Submitted	08/19/2020
Course Name	Whitewater Kayaking
Level	Level 4
End Date	08/05/2020
Lead Name	Elliot Jacobs

<b>Certification Credential:</b>	
Credential Description	WWK - Whitewater Kayaking
Participant Role	Candidate
Credential Level	Level 4
Evaluation Completion	08/05/2020
Evaluation Result	Passed: Congratulations ✓

<b>Basic Requirements:</b>	
Course Evaluation	n/a
First Aid Credential	n/a
CPR Credential	n/a
Membership Dues	07/31/2021
Date of Birth	05/16/1991
Requirements Met:	No
Not Submitted:	Action Required ✗
Expired:	Action Required ✗
Expired:	Action Required ✗
Current:	OK ✓
Valid:	OK ✓

Production Example



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## Instructor Renewal Status

### Course Management System Update

**Your Current Certification:**

Discipline	River Kayaking	Status: Active	✓
Description	ERK - Essentials of River Kayaking		
Grade	Instructor	Level	Level 2
Date Granted	N/A	Expiration	12/31/2020

Note: A complete description of renewal requirements can be found in the SEIC Policy Manual, Section 2.D.

**Basic Renewal Requirements:**

First Aid Credential	03/31/2021	Requirements Met: No	✓
CPR Credential	01/31/2022	Current - OK	✓
Membership Dues	10/05/2021	Current - OK	✓
Date of Birth	06/04/1949	Valid - OK	✓

**Course Update Renewal Requirement (one at level):**

Type	End Date	Level	Course Lead	Link
Completed update course	n/a	n/a	n/a	n/a
Taken or co-taught ICW, ICE or ICW	n/a	n/a	n/a	n/a
Co-Taught a skills course	n/a	n/a	n/a	n/a

**Teaching Renewal Requirements (two required, one at level):**

Course Name	Type	End Date	Level	Role	Link
Introduction to Kayaking	SKL	06/26/2018	L1	Lead Instructor	Course Registration
Introduction to Kayaking	SKL	06/06/2018	L1	Lead Instructor	Course Registration
Introduction to Kayaking	SKL	07/30/2018	L1	Lead Instructor	Course Registration
Introduction to Kayaking	ICW	06/22/2017	L1	Lead Instructor	Course Registration
Introduction to Kayaking	ICW	06/22/2017	L1	Lead Instructor	Course Registration
Introduction to Kayaking	SKL	06/13/2017	L1	Lead Instructor	Course Registration
Introduction to Kayaking	ICW	05/25/2017	L1	Lead Instructor	Course Registration

Production  
Example



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## Endorsement Renewal Status

### Course Management System Update

**Your Current Endorsement:**

Discipline	Universal Paddling	Status: Active	✓
Description	APW - Adaptive Paddling Workshop		
Grade	Endorsed Instructor	Level	No Proficiency Assigned
Date Granted	n/a	Expiration	12/31/2023

Note: A complete description of renewal requirements can be found in the endorsement course curricula.

**Basic Renewal Requirements:**

Course Evaluation	n/a	Requirements Met: No	—
First Aid Credential	03/31/2021	Expires before renewal	Action Required ✗
CPR Credential	01/31/2022	Expires before renewal	Action Required ✗
Membership Dues	10/05/2021	Expires before renewal	Action Required ✗
Date of Birth	06/04/1949	Valid - OK	✓

**Underlying Certification(s):**

Course Name	Type	End Date	Role	Count	Link
CK - Coastal Kayaking	ITE	L3	12/31/2023	Active	n/a
CK - Open Water Coastal Kayaking	IT	L4	12/31/2021	Active	n/a
RC - Essentials of River Canoeing - Tandem	IMS	L2	12/31/2020	Active	n/a
RC - Essentials of River Kayaking	IMS	L2	12/31/2020	Active	n/a

**Teaching Renewal Requirements:**

Course Name	Type	End Date	Role	Count	Link
-------------	------	----------	------	-------	------

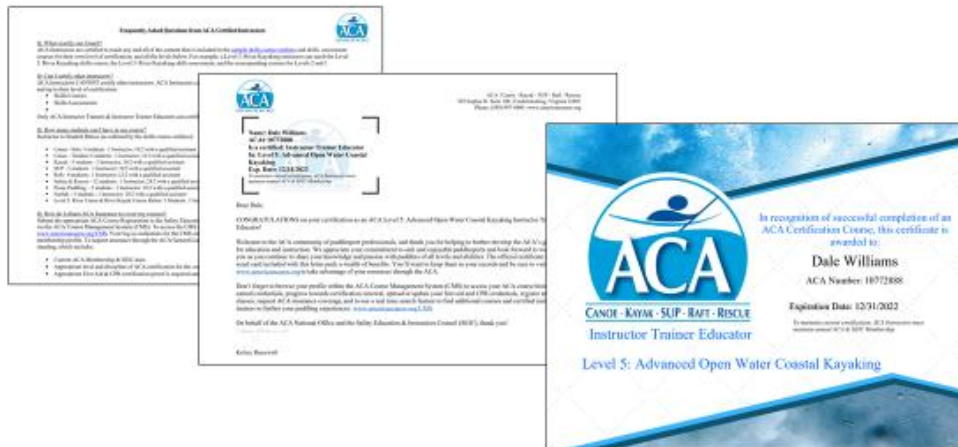
Production  
Example



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## Credentials

### Course Management System Update



### Highlights

- Certifications
- Endorsements
- Assessments
- Certificate
- Letter and wallet sized cut out
- Frequently asked questions



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## New Alerts and Queries (next release)

### Course Management System Update

Member Notification Alerts								
Type	Description	Abbreviation	Course		Lead Instructor	Start Date	End Date	Deactivate
			Discipline	Level				
ITEC - Registration	River Canoeing - Course	RC	River Canoeing	L3				<button>Deactivate</button>
ITC - Registration	Coastal Kayaking	CK	Coastal Kayak	L3		06/21/2020		<button>Deactivate</button>

Overview

Instructor Listing

Instructor Trainer Candidate Query

Instructor Trainer Educator Candidate Query

### Highlights for next release:

- ITC and ITEC application status screens
- IT and ITE renewal status screens
- ITC and ITEC queries for monitoring the leadership pipeline

Preliminary  
Development  
Example



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## Instructor Trainer Candidate Status (next release)

### Course Management System Update

Review the following history. Note: these records cannot be altered.

Date Entered	Discipline	Level	Type	Abbreviation	Name	Member Number	Entry Type
08/21/2020	OK	L2	n/a	OK	John Tandy	108716	ITC Registration
08/21/2020	OK	L2	ICE	OK	OK Instructor Trainer CMS Test	8089467	ITC Co-Teach Completed
08/21/2020	OK	L2	ICW	OK	OK Instructor Trainer CMS Test	8089467	ITC Lead Teach Completed
08/21/2020	OK	L2	n/a	OK	n/a	n/a	ITC Approved

**Basic Requirements:**

First Aid Credential	06/06/2024	Requirements Met: Yes	✓
CPR Credential	03/01/2021	Current - OK	✓
Membership Dues	12/31/2021	Current - OK	✓
Date of Birth	10/16/1988	Valid - OK	✓
Initial Certification	02/01/2017	Valid - OK	✓

**Skills Course(s) (two at level):**

Requirements Met: No

Course	Course Lead						
Roster Submitted	Discipline	Level	Type	Abbreviation	Name	Member Number	Actions
No courses found							

**Co-Teach Course(s):**

Requirements Met: Yes

Course	Course Lead						
Roster Submitted	Discipline	Level	Type	Abbreviation	Name	Member Number	Actions
08/21/2020	OK	L2	ICE	OK	OK Instructor Trainer CMS Test	8089467	

**Lead Teach Course(s):**

Requirements Met: Yes

Course	Course Lead						
Roster Submitted	Discipline	Level	Type	Abbreviation	Name	Member Number	Actions
08/21/2020	OK	L2	ICW	OK	OK Instructor Trainer CMS Test	8089467	

**Course History (4 Years):**

Show 10 entries

End Date	Discipline	Level	Type	Abbreviation	Role	Result	Name	Member Number	Actions
08/04/2020	OK	Level 2	ICE	OK	Co-Teach Instructor (CDI)	Lead	OK Instructor Trainer CMS Test	8089467	
08/21/2020	OK	Level 2	ICW	OK	Lead Teach Instructor (CDI)	Lead	OK Instructor Trainer CMS Test	8089467	

**Legend**

- Course Roster
- ITC Evaluation
- All Candidate Evaluations
- Course Evaluations
- No Course Evaluations Available
- Continuations
- No Continuations Available

Preliminary  
Development  
Example



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## Instructor Trainer Renewal Status (next release)

### Course Management System Update

**Your Current Certification:**

Discipline	Canoe Touring	Status: Active	✓
Description	ECT - Essentials of Canoe Touring		
Grade	Instructor Trainer	Level	Level 2
Date Granted	n/a	Expiration	12/31/2020

Note: A complete description of renewal requirements can be found in the SEIC Policy Manual, Section 3.D.

**Basic Renewal Requirements:**

First Aid Credential	02/25/2022	Requirements Met: Yes	✓
CPR Credential	02/25/2022	Current - OK	✓
Membership Dues	06/25/2021	Current - OK	✓
Date of Birth	12/25/1972	Valid - OK	✓

**Course Update Renewal Requirement (one required):**

Requirements Met: Yes

Type	End Date	Level	Course Lead	Link
Participation in an Instructor Trainer Update	IUD 10/05/2019	L2	Safety Education and Instruction Council	Course Registration
Co-teaching of an IDW and ICE with another IT	n/a	n/a	n/a	n/a
Assist teaching of an ITDW in lieu of an IT Update	n/a	n/a	n/a	n/a

**Teaching Renewal Requirements:**

Requirements Met: No

Course Name	Type	End Date	Level	Role	Link
Update course	Essentials of Canoe Touring - Course	IUD 09/10/2019	L2	Lead Instructor	Course Registration
IDW/ICE at the highest level	n/a	n/a	n/a	n/a	n/a
Skills or assessment course	Essentials of Canoe Touring	ASS 03/14/2018	L2	Lead Instructor	Course Registration
Other teaching course	Introduction to Canoeing - Tandem	ICW 05/20/2018	L1	Lead Instructor	Course Registration

Preliminary  
Development  
Example



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## Alerts – Member Notification Example

### Course Management System Update

**Filters**

Member Number:

Discipline:

Date From:

Date To:

Status: ☐ All Alerts ☒ Active Only

Adopt Download: ☐ Hide ☒ Show

**Select Alert Types**

☐ Select All

☐ Completed Assessment

☐ Downgrade Request

☐ Expired Instructor Certification

☐ Instructor Certification Renewal

☐ ITC - Lead/Teach Completed

☐ New Instructor Training Certification

☐ Continuation Invitation

☐ Expired Continuation

☐ Expired IT Certification

☐ Instructor Update Completed

☐ New Statement

☐ New Instructor Training Educative Certification

☐ Continuation Removal

☐ Expired Environment

☐ Expired ITE Certification

☐ ITC - Go Teach Completed

☒ New Instructor Certification

Show: 10 entries

Member	Course	Alert	Date	Status	Action			
Number	Name	Discipline	Abbreviation	Level	Description	Date	Status	Action
10759461	WILLIAM BURTON	Coastal Kayak (CK)	CK	L3	New Instructor Certification	05/04/2020	Active	Details
10759400	Jennifer Sato	Coastal Kayak (CK)	CKT	L2	New Instructor Certification	05/18/2020	Active	Details
10809304	Pablo Behrens	Coastal Kayak (CK)	CK	L3	New Instructor Certification	05/15/2020	Active	Details
15204366	Susan Lander	Coastal Kayak (CK)	CKT	L3	New Instructor Certification	07/17/2020	Inactive	Details
20332057	Kyle Mollard	Coastal Kayak (CK)	CK	L3	New Instructor Certification	05/01/2020	Inactive	Details
30523936	Linda Horton	Coastal Kayak (CK)	CKT	L2	New Instructor Certification	05/21/2020	Inactive	Details
35438406	Daniel Alshuler	Coastal Kayak (CK)	CKT	L2	New Instructor Certification	05/21/2020	Active	Details
35573880	Joni Halquist	Coastal Kayak (CK)	CK	L3	New Instructor Certification	05/04/2020	Active	Details
35570740	Elin Hollenbeck	Coastal Kayak (CK)	CK	L3	New Instructor Certification	05/04/2020	Active	Details
35689322	Deven Byers	Coastal Kayak (CK)	CK	L3	New Instructor Certification	05/04/2020	Active	Details

Showing 1 to 10 of 63 entries

Previous 1 2 3 4 5 6 7 Next

Production  
Example



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## Additional Points

### Course Management System Update

- Teaching and update credits can now be awarded in the same course – add second roster entry for instructor update
- Teaching credits based on discipline, level and certification
- Mentoring ITE will be included in the transaction that registers an ITC – screen access includes all participating course leads, the mentoring ITE and the Standards Committee
- ITE components – video of modeling and teaching still needed? (Kelsey)
- Proof of first aid and CPR now in the CMS (Kelsey)
- Should we eliminate the state requirement on instructor searches?



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## COVID-19 Exceptions

### Course Management System Update

The following policy exceptions were approved in response to COVID-19 and have been or will be implemented in the CMS:

- First Aid and CPR credentials expiring on or after January 1, 2020 and before March 31, 2021 have been extended to March 31, 2021
  - *Credentials must be uploaded in the CMS and consistent with current policy*
- Certifications expiring on 12/31/2020
  - *Will renew normally, if eligible*
  - *Otherwise, will be extended to 12/31/2021 in December 2020*
- Endorsements with maintenance requirements (AP, AC and SUP Yoga) expiring on 12/31/2020
  - *Will renew normally, if eligible*
  - *Otherwise, will be extended to 12/31/2021 in December 2020*
- PSF Certificates expiring in 2020 have been extended one year and are non-renewable
- Dues requirements have not been extended



## Information Technology Strategy

### Course Management System Update

#### Mission Critical Applications

- Course Management System – IT/ITE Support, Email and Analytics
- Web Site – next priority
- Competition
- Membership Management

#### Support Applications

- |                        |                                       |
|------------------------|---------------------------------------|
| • Insurance Processing | • Accounting and Financial Management |
| • Calendar             | • Collaborative Software              |
| • eStore               | • Personal Productivity Tools         |
| • Instructor Resources | • Headquarters Support                |
| • Payment Processing   |                                       |

