SEIC MEETING MINUTES
26 May 2021

Meeting Details
Topic: SEIC Spring Meeting
Time: May 26, 2021 07:00 PM Eastern Time (US and Canada)
Venue: Zoom
[Meeting Recording](#)

Meeting Agenda
- Update on the DEI Initiative (30 minutes) – *Heather Davis Miller*
- Update on the Instructor Resources Project including next steps (15 minutes) – *John Browning*
- Recommended process for a more efficient consideration of SEIC motions (15 minutes) – *Lydia Wing / Trey Knight*
- Online course authoring and delivery tools (10 minutes) – *John Traendly*
- Update on USOPC Mandates (10 minutes) – *John Traendly*
- Update on IPC Module Development (15 minutes) – *Beth Wiegandt*
- General Q&A – *Members Present*

Attendees

John Traendly *SEIC Chair*	John Browning *SEIC Vice Chair*	Trey Knight *SEIC Past Chair*	Lydia Wing *SEIC Secretary*
Anna Levesque *SUP Chair*	Trey Rouss *RKC Chair*	Beth Weigandt *IPC Chair*	Greg Wolfe *RC Vice Chair*
Ashely Brown *CKC Chair*	Elisha McArthur *Rafting Chair*	Crystal Skahan *UP Chair*	Ge Wu *International Representative*
Jeff Atkins *At-Large Member*	Laura Zulliger* *CKC Member, Nominations Committee*	Heather Davis Miller* *Board of Directors Vice Chair*	Kelsey Bracewell* *SEI Manager*

*** indicates non-voting member**

Called to Order: 7:02p

Review of Rules:

- Mute mic
- Wait to be called on to speak
- Raise hand or "raise hand"

Roll Call - members present as noted above.

Chair Intro
- Follow agenda to cover important topics not attended to during February's SEIC meeting.
- Quorum is not necessary because there is nothing to be voted on, but quorum was noted (13/20).

MEETING MINUTES

00:03:15   Update on the DEI Initiative – *Heather Davis Miller*
- *Personal Intro*: 2-3yr member of ACA Board, current Vice Chair, Chair of DEI workgroup.
- Current DEI focus is two-fold: (1) building board-level DEI Committee & (2) creating DEI/JEDI steered programs
  - External initiative - ACA providing fiscal support for the Paddlesports Action Committee; focus is bringing awareness and access to black/brown / low income communities and also increasing representation of black/brown individuals in instructor cadre.
    - Leadership Academy - pilot program to occur late this summer / fall, most likely will occur in California and/or Kentucky, but location is TBD.
    - PAC goal is to develop sustainable programs for the ACA, directed and guided by PAC members. Once self-sustaining, these programs will become ACA programs. Fundraising over the next few years will be a primary focus to ensure staff capacity when the time comes to hand programming off to the ACA.
  - Board of Directors - governing body for PAC in charge of approving financing / funding requests. Eventual focus will be on increasing competencies around all ACA people (staff, committee members, members at large).
    - Still determining priorities but an action plan will be determined by the end of the summer.

00:07:50   **Questions / Comments**
  - **Q**: What is the Leadership Academy?
    - 4 day training program leadership development process to become ACA certified instructors for people who don't just want to teach here and there, but really want to transform communities through paddling; there will be a formal application process.

- IE: High school program / club needs a service project... we could train students to go through the instructor process to (a) become instructors and (b) work within their communities to build around paddling, sort of like a Boys and Girls Club where instructors are also mentors, community resources for youth.
  - **Q**: What will the "site criteria" look like to determine areas where the Leadership Academy will be hosted?
    - For pilot, looking at places where connections to outfitters, clubs already exist. In the future, interested in developing relationships / sponsorships so that needs can be filled in areas where there is a real absence to resources.
      - *Follow Up*: Trey Knight suggests Dave Lumian as a potential resource; he is involved with Boys and Girls Club in LA and won an award from ACA for similar type of work.
  - **Q**: What disciplines are being considered for the Leadership Academy? Individuals must be 18 years old to be an ACA instructor.
    - Discipline have not yet been determined, likely whitewater, coastal, and SUP but will depend on location.
    - Looking at young people who may want to make a career out of instruction, so potentially late highschool / early college age.
    - In a holding pattern until MOU (memorandum of understanding) is solidified.
  - **Q**: Please clarify PAC's relationship with ACA.
    - PAC is an autonomous entity but will be fundraising on behalf of the ACA. Gerry James will be hired as a consultant to steer this work with a goal that the PAC will "work itself out of a job" so that the ACA can step into this space after the groundwork has been laid. This setup offers freedom of movement, especially regarding the ACA's NGB status; decisions about the work will be made within the PAC but also with ACA Board Leadership. PAC decisions will have to be in line with ACA's priorities.
  - **Q**: In considering club / youth development, is there an opportunity for synergy with performance paddling to support youth development?
    - The opportunities are there and conversations are being had, but field testing needs to happen first. Leadership Academy is the first priority, then building on that program to expand access and opportunities for paddlesport competition will happen down the line.

00:20:25   **Final Thoughts**
  - Anna: Would like to stress the importance of creating instructors and leaders within the ACA. The Leadership Academy is focusing on this to develop black and brown leadership so that communities see themselves reflected in the leadership.

00:23:15   Update on the Instructor Resources Project including next steps – *John Browning*
This update was supplemented with a presentation that is available for review in the video recording of this meeting.

- Background on initial motion to revise the Instructor Manual (October 2020) and review of survey questions, responses that went out to ~2,700 members (287 responses).
  - Survey responses indicated this is a worthwhile project and directed what material should be included in future instructor resources. Overwhelming desire that instructor resources should be available online as PDFs and/or 'e-learning' resources.
- Current Update: notes that the IPC workgroup is hard at work; additional topics need to be assigned to project leads. All topics are planned to be submitted for final review by October in order to be presented at the fall meeting, with a goal to go live 31 Dec '21.
  - Special thanks to members of the Instructor Resources Workgroup: Greg Wolfe, Beth Wiegandt, Mike Aronoff, and Lynn Dominguez.

00:35:35   **Questions / Comments**
- **Q**: Have you come up with specific parameters / criteria for determining how these modules will come together and will engage the learner?
  - This question is more thoroughly answered during JohnT's update on online course authoring tools and resources, but it is reiterated that these resources are being created to engage the student and track their progress in the CMS.
- **Q**: How will this link back to each discipline? Will we have to develop materials for discipline-specific needs?
  - In the long run, yes; if there are modules specific to a class or level within a discipline that the discipline committee determines need to be created, this will happen outside the scope of this project. For now, this work is being done on information that applies generically to everyone.
- **Q**: Is there an initiative to gather photos / media that will show diversity of users?
  - Yes; this workgroup notes that the ACA needs to do a much better job of marketing as an organization of diverse membership, and this will be a priority when media is included in the modules.
    - *Follow Up*: Crystal offers that UP is working on generating and collecting updated photos of UP related activities and can share with whoever is coordinating this effort.

00:42:47   Update on IPC Module Development – *Beth Wiegandt*
- Looking at parameters, feel, flow, and use of modules as collaborative effort (several individuals volunteered to take on module authoring to share and then develop with other workgroup members).

- Next meeting (June) will include discussion on how to keep modules engaging and interactive for course participants.

00:46:30 **Questions / Comments**
- **Comment**: During UPC meeting, members expressed being on board with IPC efforts to work on EEC and developing verbiage.
- **Q**: Do we prefer using JEDI or DEI terminology?
  - We should be consistent in our language. JEDI was recommended by Gerry.
    - *Follow Up: Connect with Gerry and Heather to clarify language preferences; Anna will bring this up to DEI board.*
- **Q**: How many people actually talk about NOWS in their ICWs? *No members present raise their hand.*
  - **Comment**: Need to consider audience and impact for NOWS module.
  - **Comment**: There is room to develop material and resources to better understand performance based learning… NOWS introduces this, and is an area that does need support.
- **Q**: As we're creating content like outlines/content/quizzes, is there someone who is going to be ensuring (a) consistency and (b) capture?
  - Not yet. TBD as parameters, look and feel are being discussed; there is not funding for this right now, but implementation may be easier when all questions are answered, and details are determined.
    - *Tech function like creating quizzes, etc. will be answered in authoring tools presentation.*
- **Q**: If we don't have funding for this effort, how is it happening, how is it sustainable?
  - *Deferred to next presentation.*

00:56:15 CMS: Online Course Authoring and Delivery Tools – *John Traendly*
This update was supplemented with a presentation that is available for review in the video recording of this meeting.
- The application is to create web-hosted pre-course assignments and/or "classroom content." These tools can be used to create educational content for both ACA members and the general public.
- *Benefits* 00:59:23
- *Course Authoring: Who Develops These Courses?* 01:01:26
- *What Does an Online Course Look Like?* 01:04:27
  - **Action Item**: need to develop a style/content guide to promote consistency and cohesion.
- *Course Delivery* 01:10:54
- *Timeline* 01:14:00
  - In progress. Authoring tool will be available early July (must be available to build courses); delivery tool will be available in August. Student feedback option will be available in September.

01:14: 51   **Questions / Comments**
- **Q**: Is this tool proprietary or is it a third party tool?
  - This tool is being built specifically for the ACA. This *is* funded, at least through next year and likely further than that. Board proposal to ensure high production value, style guide, etc.
- **Q**: Are these all required courses or will there be stand alone courses? Will they be built in such a way that they can be assigned to be mandatory prior to an ICW?
  - Courses can be made pre-reqs for classes.
- **Q**: Will we consider using branded videos?
  - Probably not. More of an overall ACA policy as we don't want to appear favoring one vendor/brand over another. The ACA needs to own the content.
- **Q**: Is the "skip" button optional or is it always there in all modules?
  - The "skip" button is optional during the build of the module.
- **Q**: Will there be any kind of paywall / incentive for membership to access some or all of these resources?
  - When these courses are used as prerequisites for in-person courses, the ACA won't share in that revenue; online courses are no different than existing curriculum in that way. There may be some courses for nonmember classes that are monetized for participation.
  - As far as a nonmember v member, instructor v IT v ITE paywall / varying levels of access, this will probably happen. If it's okay for someone to be on a roster, it's okay for them to access an online module.
  - Members present generally favor considering some level of paywall to access valuable content that could generate revenue. This idea is contextualized with note that such paywall strategies have been discussed with previous SEICs and Board to help the organization become revenue-oriented, but concrete moves have not been prioritized because of more pressing governance / compliance issues.
- **Q**: Should this be discipline by discipline focused?
  - There will not be random one-off assignments that would allow one IT/E to assign a module as mandatory where another IT/E does not. Disciplines will be able to determine which modules- beyond the universal "general education" modules assigned to all ie: ICWs- will be required for which classes.
- **Q**: As language is being developed for these online courses, is there a plan in place for screening language / presentation to assess bias, inappropriate language?
  - Modules will need to go through Discipline Committees and the SEIC for approval. Additionally, the style and content guide will need more collaboration to ensure these issues are not present and/or that Discipline Committees do not bring forth modules to SEIC that aren't inclusive / sensitive, etc.

01:33:26   `Recommended process for a more efficient consideration of SEIC motions –`
                                                    `Lydia Wing/Trey Knight`

- Proposal for new motion procedures has been shared in Slack. Because of the nature of these new procedures, members are encouraged to hold discussion regarding the content and application of the proposal on Slack.
- New procedures center heavily around Slack and Google Docs/Forms; use of Slack will need to become more disciplined for all.   01:35:15
    - *Light training on how to use threads in Slack because this is how we'll use Slack moving forward.*
- Goals for new measures are to (1) reduce meeting discussion regarding motion particulars, (2) balance perspectives / objectives, (3) increase the amount of new business during meetings, and (4) reduce record keeping / typing.
- Proposal centers around use of Slack, Google Docs/Forms because this technology is already being used in the ACA.
    - There may be a need for some education and training for new / unfamiliar users.
    - Use of Google form for motion submission to standardize process / format.
- *The Way a Motion Submission / Review Would Work Under Proposed Changes…*
                                                    01:39:09
- Current proposal indicates "unresolved/undetermined" issues that will benefit from council member input.
    - **Action Item**: Use proposal (Google Doc) to engage and practice commenting/discussing.
- *Curriculum Document Standards preliminary proposal*   01:42:08
    - Brand standards / guidelines to create language, format, and template consistency for disciplines when creating new curriculum.
    - Streamlines work for Kelsey and also promotes consistency in presentation.
- *Review of proposed Motion Form*   01:43:26
- Discussion on particulars is encouraged to happen via Slack.

01:44:40   **Questions / Comments**
- **Q**: Troubleshooting for not receiving Slack notifications.
    - General phone settings supercede app settings; be sure mobile allows Slack to give notifications.

01:46:14   *Ge Wu joins the meeting.*

01:46:50   `Update on USOPC Mandates –` *John Traendly*
    - Background on USOPC updates / Ted Stevens Act to adjust representation of athletes on board because of the ACA's status as the National Governing Body (NGB) for performance paddlesport.

- ○ March 2021 ACA Board meeting indicated a general consensus that adjusting the board makeup to remain compliant was acceptable; as SEIC representative, JohnT did not feel this move was appropriate or fair to the instructor membership.
- ○ Alternative proposal expressing concerns was drafted and shared with Executive Committee and Robin Pope; it was received favorably.
- ○ May 2021 ACA Board meeting included a presentation from Rok Sribar (General Manager of High Performance Programs) that was a passionate plea to support elite athletes; content and asks of the ACA were viewed as aggressive and concerning to the abilities of the rest of the organization to achieve other objectives.
  - ■ JohnB (present at the May meeting) adds that Rok's proposal requests a lot of money and funding that could strangle the rest of the organization.
  - ■ During this Board meeting, no concrete answers could be given to answer the question of exactly how much money/funding would be required to achieve HP objectives.
- ● *How do we resolve this issue?*   01:59:01
  - ○ Two primary issues are (1) does the ACA continue being an NGB, and (2) how might our Board be restructured?
  - ○ Robin has formed two committees: developing short and long term plans both for (1) continuing NGB status, and (2) discontinuing NGB status but continuing to support performance paddlesports.
    - ■ Plans to be presented at June Board meeting; a decision will likely not be announced prior to the Olympics.
  - ○ Continuing NGB status or rescinding it will require a vote from the membership either way because bylaws will have to be amended to accommodate structural changes.

02:03:37   **Questions / Comments**
- ● **Comment**: Trey Knight praises JohnT for his work as an incredible advocate for our instructor membership; thank you! Membership does have representation on the board, but this issue is about sustainable representation. We will need better protection to ensure adequate dispersal of funds.
- ● **Q**: What's preventing the USOPC from raising the athlete representation quota again? Would these requirements then trickle down from Board to SEIC / discipline committees?
  - ○ *Additional context available in document shared to Slack*. In 2017, ACA was told that these requirements would not trickle down. Overall, there was an incomplete/inaccurate assessment of mandates and requirements during the decision to become an NGB, which was compounded by unclear communication. When the USOPC was asked the same question this time around, they have declined to commit to this guarantee in writing.
- ● **Q**: How much of our membership engaged in the initial vote to become an NGB?
  - ○ This vote had about 300 of 15,000 members voting on the issue, and membership was not transparently educated about what this would really mean or the financial impact, new constraints, etc of the change.

- ○ **Comment**: If SEIC determines this is a critical issue for us, we will need to determine a plan of action for educating, informing, and galvanizing our membership to engage in this decision making process.
- **Q**: When determining funding needs / budget / allocations, who is making those decisions? Can we be more sustainable? What is the plan for incorporating more diversity on the board?
  - ○ Laura is on the nominating committee to recruit new members; needs and concerns to balance board representation with more women, people of color are acknowledged and noted.
  - ○ The ACA does have funding, but committing so much of it to High Performance will detract from other programs and initiatives that could grow the ACA and answer the question of sustainability and revenue generation. There is a significant admin / compliance burden on the ACA Office because of NGB status that was not communicated on the front end. Moving on from NGB status would not just free up funds, but also staff time / energy / resources.
- **Q**: What do we do now?
  - ○ A little early for concrete action. As a leadership group, SEIC needs to be informed to be able to answer questions, but we are not quite at the moment to "stir up masses."
- **Action Item**: JohnT will share pro-ACA proposal document to Slack.

02:22:31 General Q&A – *Members Present*
- Trey Rouss - *reads personal statement*
  - ○ Two major problems at a practitioner level: "(1) glaring inconsistencies / contradictions in ACA criteria and delivery of that criteria, and (2) dogmatic, regimented, and disengaged delivery of courses by ITs."

02:25:40 **Questions / Comments**
- Support for Trey's call to action is expressed; members discuss mechanisms for accountability / grievance within the ACA. SEIC is reminded that updated code of conduct / disciplinary procedures are in the works.
- Additional discussion centers around source(s) of IT inconsistencies, potential courses of action. Note that the CMS is shining a greater light on quality control issues with program delivery, and Executive Committee will be submitting policy adjustments for consideration before the SEIC to address loopholes / inconsistencies / poor practices.

Meeting Adjourned: 9:48p