

# SEI DEPARTMENT REPORT



**As part of the March 25, 2024 SEIC Meeting**



# DEPARTMENT INITIATIVES & 2024 PROJECTS

**USCG Grant Administration**

**L.L.Bean CFC Grant Administration**

**SEIC Monthly Newsletter**

**Scan If Found Sticker Program**



# USCG GRANTS ADMINISTRATION

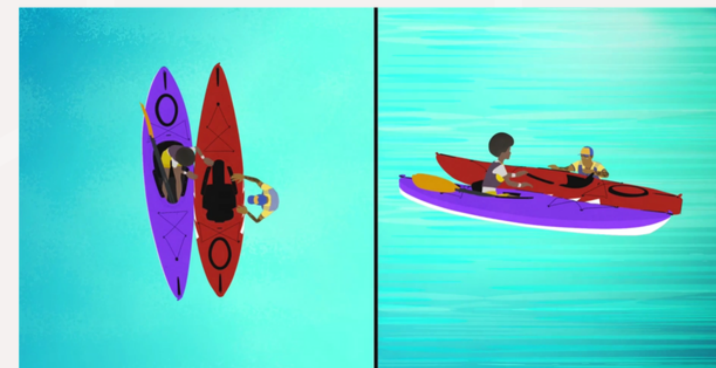
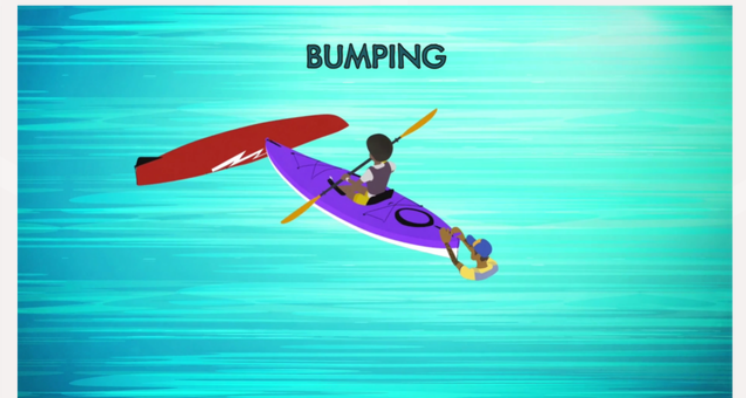
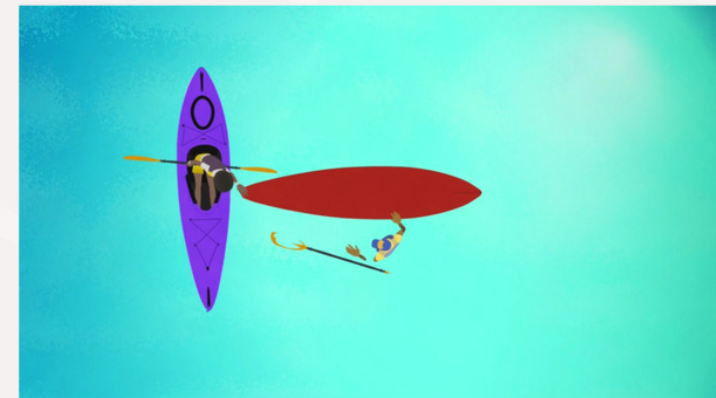
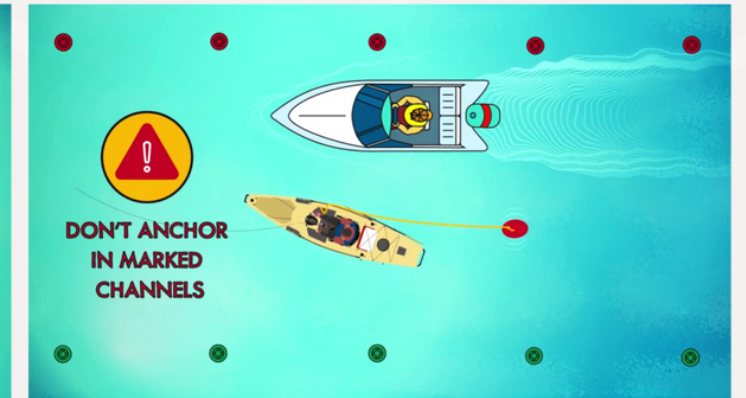
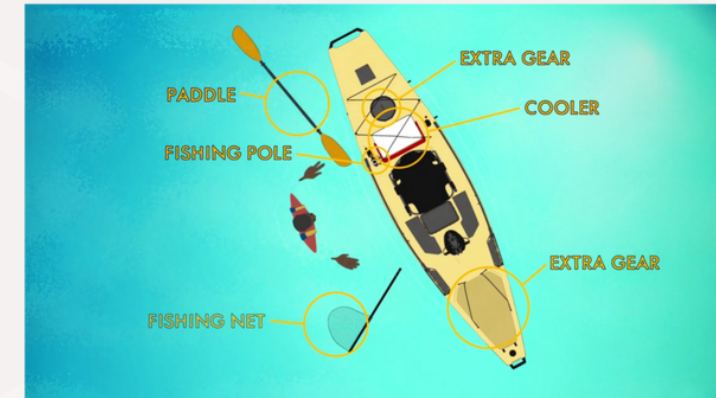
## USCG Grants Begun 10/1/2023

- Geofencing Phase 3 - FY 2022-2025 (3-Year)
- PSF Online Course Expansion (English & Spanish) - FY 2023-2024

- +Safety & Rescue Techniques
- +Paddlecraft Angling
- +Nautical Rules of the Road

## USCG Grant Applications Submitted for FY 2024-2025

- Scan If Found Sticker Program
- Influencer Marketing (Safety Campaign)
- Paddlesports Demographics, Economic Impact, and Resource Management Report
- Evidence-Based Education Curriculum Gap Analysis



# L.L. BEAN CFC GRANT

## 2024 Funded Organizations

- **NariNauka Women's Whitewater Guide Training**
- **Community Boating Center EcoAdventure**
- **Bridging the Outdoor Recreation Gap in Atlanta and Across Georgia**
- **La Raza Explorers**
- **'Ohana Wa'a Laulima - King Kamehameha Awesome Athletes Inclusive Canoe Race**
- **Pride Day on the River**
- **Team River Runner - LGBTQ+/BIPOC Affinity Paddling Clinic**
- **Nez Perce Natural History and Paddling Project**





# **SEIC MONTHLY NEWSLETTER**

**Average 60% open rate per email**

**Average 500 clicks, plus or minus depending on email title and content**

**3,772 Current INS and IT/ITE Members Receive**

**7,012 INS and IT/ITE Members (Some not current)**

**SEIC Newsletter Archive on the ACA website**

# SCAN IF FOUND PROGRAM



**ACA has partnered with HOST Hawaii and the USCG to create the “Scan If Found” sticker program. If a watercraft is found drifting, these stickers help first responders identify the owner of watercraft and verify that the owner is safe.**

**The stickers also help people return lost gear to one another through an anonymous messaging system, which helps owners ID their equipment. No account is needed to use this program, just scan a sticker and you’re connected.**

**Get three free stickers:  
[americancanoe.org/scan-if-found](http://americancanoe.org/scan-if-found)**

# QUESTIONS?

