



AMERICAN CANOE ASSOCIATION, INC.  
**Safety, Education and Instruction**  
FY08 First Quarter Staff Report

### **Overview**

- SEI Council (3100)
- Onsite Instruction (3200)
- SEI Programs / Administration (3300)
- Federal Grants (3400)
- Non-Federal Grants (3500)
- Non-Federal Grants – Ohio DNR (3510)
- SEI Outreach (3700)
- Strategic Alliances (3700)
- SEI Program Management (3800)
- Program Development (3810)

#### **SEI Council (3100)**

- SEI Department staff has been working directly with the SEIC Council and Standards Committee to ensure timely processing of paperwork and response to requests. Established processing timeframes for Course Registration and Reporting are as follows:
  - Skills Courses within 5 business days of receipt
  - Assessment Courses within 10 business days of receipt
  - Certification Courses within 10 business days of receipt
- In calendar year 2007, the SEI Department processed 250+ Certification / Update course reports.

#### **Onsite Instruction (3200)**

- SEI staff conducted on-site instruction at the 2007 Association of Outdoor Recreation Educators (AORE) National Conference in Asheville, NC.

#### **SEI Programs / Administration (3300)**

- SEI staff continues to achieve the agreed upon time frames for processing of all course reports submitted to the National Office.
- To increase customer service to our instructor cadre, the following policies have been put into effect:
  - Upon certification as an ACA Instructor Trainer or Instructor Trainer Educator, individuals receive a certificate along with the appropriate instructor level patch.
  - Upon certification as an ACA Instructor, in addition to the certification card, individuals receive a printed certificate.

### **Federal Grants (3400)**

- SEI Director, Jeremy Oyen has taken the responsibilities as the Project Director for all current USCG grants.
  - American Paddler Course Connection
  - Advanced Instruction Database
  - Paddle Safe, Paddle Smart – Phase 3
  - Point of Purchase Education Program (iPaddleOnLine)
  - Canoeing & Kayaking for Persons with Disabilities
  - Signage
  - Partnering & Targeted Kayak Outreach
- Five grant applications were submitted for USCG review (Fiscal Year 2008-2009) totaling \$544,000+.
  - Paddlesport Partnering and Targeted Boating Safety Outreach (Know Your Limits): \$105,000
  - Advanced Instruction Database – Phase 2: \$101,500
  - Paddlesports Education and Safety Awareness Campaign: \$57,000
  - American Paddler Course Connection – Phase 2: \$137,000
  - The Drowning Trap – Wear Your Lifejacket video (remake of *Uncalculated Risk*): \$144,054

### **Non-Federal Grant – Ohio DNR (3510)**

- Work continues on the Ohio DNR Boating Safety Education Grant.

### **SEI Outreach (3600)**

- *SEI Focus* was distributed monthly to all of SEIC whose e-mail addresses are on file. Backdated copies of the *SEI Focus* are available on the website.
- SEI Staff and members of SEIC presented educational sessions following programs/conferences:
  - PaddlePro – Paddlesports Industry Association National Conference (November, 2007)
- Work (on-going) is being completed to increase the ease and efficiency of the Instruction pages on the ACA website to benefit Instructors, Trainers, Educators and most importantly the general public.

### **Strategic Alliances (3700)**

- Paddle Safe, Paddle Smart (PS2) work continues with AAPAR (American Association for Physical and Recreation leadership). The PS2 curriculum should be ready for distribution and sales by April 1, 2008.

### **SEI Program Management (3800)**

- Current SEI Staffing:
    - Jeremy Oyen Director, SEI Full-time
    - Chris Stec Asst. Director, SEI Full-Time
    - Sarah Mason Asst. Director, SEI 16 hours / week\*
- \* maximum of 16 hours per week as per long-term disability conditions

**Program Development (3810)**

- Work continues on the HK Publications, Inc. project with the ACA for the Canoeing and Kayaking texts. Jeremy Oyen has taken the lead on the final editing process. Canoeing text is to the Print layout Editing stage, Kayak text is to follow.
- SEI Curriculum is in process of being reviewed to ensure appropriate instructional levels and risk management throughout the disciplines and courses.