Western Association of Fish and Wildlife Agencies

Hunter, Angler, Shooting Sports and Wildlife Recreation Participation Committee

March 1, 2010
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WAFWA Hunter and Angler Recruitment and Retention Workshop

Introduction

In 2009, the Western Association of Fish and Wildlife Agencies (WAFWA) formed the Hunter, Angler and Shooting Sports Participation Committee (HASSP Committee). During its first meeting (the 2009 annual WAFWA meeting in Newport Beach), the committee asked for a two to three day workshop to further discuss what individual western states are doing for recruitment and retention and to develop a comprehensive report for the committee to use as a foundation for establishing priorities.

The workshop, coordinated by the Wyoming Game and Fish Department, was held November 4–6, 2009 in Jackson, Wyoming.

The 14 attending states presented their goals, top five programs, unique programs and challenges or barriers for recruitment and retention in their state.

The workshop participants brainstormed issues and strategies for the HASSP committee and identified six main categories to focus on (presented in no particular order):

1. Evaluation
2. Funding
3. Inter-agency
4. Intra-agency
5. Marketing
6. Partnerships

The larger group broke into three small groups to further evaluate these six topics. The results of these small group discussions were addressed and refined by the larger group. The participants decided not to prioritize these items due to the variety and current status of each state’s recruitment and retention programs. Below are the six main categories along with a brief statement on the importance to WAFWA and recommended strategies.

1. Evaluation

Western states are conducting a variety of programs to recruit and retain hunters and anglers, but a consistent and coordinated method to evaluate these programs has not been developed. Understanding the effectiveness of these programs is important in planning future efforts and allocating resources. However, evaluation should not become a barrier to progress.
Strategies

- Collect, consolidate and post, in a common location, existing research from western states related to evaluating hunter, angler and shooting sports recruitment and retention programs
- Work with the WAFWA Human Dimensions Committee to develop standardized methods and metrics to evaluate existing and potential hunting and fishing recruitment and retention programs
- Distribute current inventory of recruitment and retention efforts in the western states (from Jackson workshop) and update it annually
- Provide guidance on how state agencies can better use information from the USFWS national survey and other research in efforts to recruit and retain hunters, anglers and shooting sports participants

2. Funding

Historically, hunters, anglers and shooters have funded fish and wildlife conservation efforts. Due to the financial loss resulting from decreased participation, states must reinvest through retention and recruitment programs to secure future funding for conservation needs.

Strategies

- Collect, consolidate and post, in a common location, information on grants or other dollars that are available to states
- Support and supplement proposed funding on a national level (example PR/DJ)
- Identify grants that are available to WAFWA
- Develop Multi-State Conservation Grant (MSCG) proposals that will benefit western state’s recruitment and retention programs. Examples include:
  - Provide dollars to states to host Community Conservation Club (CCC) summits
  - Create and fund a meeting of state retention and recruitment coordinators
  - Pass through money for CCCs
  - Regional Marketing (a systematic approach and not simply ‘branding’ or ‘advertising’) Campaign (move to #5. Marketing)
    - Fund state recruitment and retention programs
- Continue to support recruitment and retention NCNs
- Contact major industry to make requests for support/donations, equipment, etc.
- Lobby for federal dollars for state recruitment and retention programs
- Develop and fund local hunting, angling and shooting sports facilities
3. Inter-agency

Historically, there has been a lack of western state fish and wildlife agencies sharing programmatic information, successes and challenges. There is a need for regular communication and collaboration among the western states to ensure the most effective outreach possible without reinventing the wheel, or duplication of efforts that do not work.

Strategies

- Foster effective collaboration and communication among western states by obtaining a commitment from each state for representation on the HASSP committee
- Ask each state to provide an annual status and progress report that will include successes, failures, challenges, evaluation results, etc.
- Encourage states to hosts regional workshops to share information
- Use the WAFWA website to serve as a clearing house for information exchange on recruitment and retention and/or link to the Hunting Heritage website if it is sufficiently serving that purpose
- Facilitate NSSF “Best Practices” Training among the western states
- Provide marketing training to western states to help provide a clear understanding what marketing really is

4. Intra-Agency

There is a need for broad recognition among the western states and within individual states that recruitment and retention of hunters, anglers and shooting sports participants be a mission critical issue, affecting the future of wildlife conservation. Effectively addressing this issue within each state agency will likely require a shift in agency culture and complete buy-in from employees to be effective.

Strategies

- Charge each state to establish a recruitment and retention program that is well-coordinated, director-supported with agency-wide participation. Keeping in mind that recruitment and retention is not an education challenge but an agency challenge
- Create or provide reference to a manual to guide agencies in establishment of a recruitment and retention program. Manual should include:
  - Recruitment and retention coordinator
  - Appoint a leader to move the recruitment and retention initiative forward with committee members from various work units (research, information and education, license sales, fish, wildlife, nongame, director’s office, field officers, etc.)
  - Dedicated budget and associated plan
  - Apply “Best Practices” methods
  - Involves both an internal/external advisory group
• Charge western states to identify potential barriers, both internal and external, and eliminate them. Examples include but are not limited to:
  o Complex regulations
  o Lack of access and maps
  o Lack of facilities — shooting ranges, fishing or aquatic education centers
  o Lack of training/knowledge
  o Hunter education requirements
  o Lack of access to data
  o Information dissemination to hunters and anglers
  o Licensing requirements (stamps, permits, multiple licenses)

5. Marketing

The core constituency base for hunting and angling is declining and becoming more fractured across the West, thus increasing the number of people that are becoming distanced from conservation issues. As participation in hunting, fishing and shooting sports activities continues to decline, state fish and wildlife agencies are uniquely positioned and have a responsibility to engage a variety of publics in conservation and outdoor recreation.

Most state agencies have not used marketing techniques to any significant degree in the past. Using marketing strategies and tools can be a valuable way to keep both the engaged and distanced publics involved and to garner support on the positive side of conservation, hunting and angling issues.

Strategies

• Collect, consolidate and post in a common location existing research and information about the positive physical, emotional, economic, environmental and social benefits of hunting and angling
• Use human dimensions research, including the USFWS national survey, to understand audiences and determine messages
• Develop uniform, consistent and strategic key messages for WAFWA states to use in promoting the image of hunters, anglers and shooting sports participants and the role they play in conservation as well as the economic, social, emotional, environmental and physical benefits of hunting and angling
• Work with WAFWA Resource Information and Education Committee to develop marketing strategies and tools. For example, develop a comprehensive plan for national and regional hunting and fishing events (e.g., National Hunting and Fishing Day or Free Fishing Day)
• Evaluate and implement ways to effectively use social media as a way to market hunting, angling and shooting sports
6. Partnerships

In order for western fish and wildlife agencies to successfully recruit and retain hunters, anglers and shooters, they must develop and maintain strong partnerships with a variety of conservation organizations and partners.

Strategies

- Open dialogue with major regional and national partners from top down to build local relationships
- Assist states in supporting local conservation clubs to conduct shooting sports, mentored hunting and fishing clinics, etc.
- Encourage and assist states in development and enhancement of CCCs
- Encourage states to develop and annually update databases of local clubs
- Apply for a multi-state grant to assist states holding annual summits to strengthen relationships; encourage states to assign staff to serve as liaison with clubs and attend regularly meetings
- Coordinate with land management agencies to ensure hunting, shooting and angling are priorities in their planning process
- Collect, consolidate and post in a common location plans or manuals on how to develop support and maintain CCCs
- Maintain partnerships with industry including representing western states at meetings such as Task Force 20/20, Hunting Heritage Action Plan, etc.
Western Association of Fish and Wildlife Agencies
Hunter, Angler and Shooting Sports Participation Committee Workshop
November 4 – 6, 2009
Jackson, Wyoming

Hosted by the Wyoming Game and Fish Department

Schedule

Tuesday, November 3
3:00 to 8:00 p.m. Arrive; check-in; coordinate with WGFD
6:00 to 8:00 p.m. Welcome Social

Wednesday, November 4
8:00 to 9:00 a.m. Welcome and Introduction to Workshop Steve K. Ferrell
   Workshop Purposes and Outcomes
9:00 to Noon State Reports - Each state will report: Facilitator: Mark Gocke
   (state reports will run in reverse alphabetic order)
   - Goals
   - Most effective programs
   - Unique program ideas
   - Challenges

Noon to 1:30 p.m. Lunch (on your own)

1:30 to 4:00 p.m. Continue with State Reports Facilitator: Mark Gocke
   - Goals
   - Most effective programs
   - Unique program ideas
   - Challenges

4:00 to 5:00 p.m. WMI Presentation Steve Williams, WMI

6:00 p.m. Dinner and Social – At Snow King Resort
Wildlife Exposures – Multimedia Presentation Mark Gocke
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Thursday, November 5

8:00 to 9:00 a.m. Special Presentation – Del Benson – Sportsmen’s Organizations

9:00 to 10:00 a.m. Introduction of Breakout Groups  
Facilitator: Mark Gocke
- Purpose of the Breakout Groups
- Identify Breakout Group Assignments

10:00 to Noon Breakout Group Work

Noon to 1:30 p.m.  Lunch (on your own)

1:30 to 4:00 p.m. Breakout Group Work

5:00 to 8:00 p.m. Snake River Brewery Tour and Tasting

Friday, November 6

8:00 to 9:30 a.m. Breakout Group Presentations  
Facilitator: Mark Gocke  
(Informal Presentations)

9:30 to 10:30 a.m. WAFWA HASSP Committee Priorities  
John Kennedy

10:30 to 11:00 a.m. Closing Comments and Adjourn  
John Kennedy
Alaska Department of Fish and Game

This is a report of current Hunter and Shooting Sports programs currently being offered by the Alaska Department of Fish and Game (ADFG) to help recruit and retain hunters in Alaska.

Current Programs being offered:

- **Becoming an Outdoors Woman (BOW) programs** - Currently ADFG has programs offered in almost all regions of the state. This includes main BOW workshops, Beyond BOW events and Military BOW events (first ever for BOW program). ADFG averages around 300-400 participants statewide per year.

- **Youth Conservation Camps** - Currently ADFG offers 4 camps per year that average a week long in length that are attended by 120 student’s total. The camp is designed for youth between 10-16 years of age.

- **Youth Shotgun league** - ADFG is in the 10th year with the youth shotgun program (first of its kind in US). This program is for kid’s age 10-18 years old. On an average, there are anywhere between 80-110 kids participating in two 10 week sessions. This program model has been expanded to other local shooting facilities in South Central Alaska and as a result another 30 youth are enrolled in similar programs. ADFG also encourage the participants to participate in the Scholastic Clays Target Program (STCP) as well as National Sporting Clays Association (NSCA). Several youth have gone on to become USA All Star shooters for NSCA and some have even gone onto college with scholarships shooting at the collegiate level made possible by generous scholarships.

- **National Archery in the Schools Program (NASP)** - NASP was introduced to Alaska in 2006. The program is designed to get youth involved (grades 4 - 12) in International style target archery shooting. It is a national program that is taking off with great success across the United States and Alaska. Currently there are over 5,200 Alaskan students that have participated in the program.

- **Youth days** - Annual day at local gun club that introduces youth ages 8-17 to all disciplines of the shooting sports and hunting. This event attracts around 350 youth per year. Younger youth attend NRA Eddie Eagle and other safety programs. Youth 10-17 year old participate in a variety of safety briefings as well as live fire exercises.

- **Small Game Hunting Clinics** - During the months of November and December there are youth mentoring hunts each weekend for youths between the ages of 10 and 16. Youth are paired up with volunteer hunting mentors on a 2 on 2 basis. Participation numbers fluctuate depending on how many volunteers sign up to help. ADFG also conducts 2-3 upland bird hunts at a local hunting club to shoot Pheasants and Chucker. Usually there are two beyond BOW ladies hunts and 1-2 youth hunts. Participation is usually around 12 students per hunt.

- **Youth Hunter Education Challenge (YHEC)** - YHEC (an NRA based program) is hosted annually in the Fairbanks region by the ADFG and the NRA. On an average there are 24-30 students participating in this program. It is designed for hunter education graduates ages 10 to 17 years old to display their outdoor skills and shooting abilities in “team” and “individual” categories.
• **Young Person Hunting Week** - In 1999, the governor of Alaska declared that the second week in September as “Take a young person hunting week.” All ADFG operated gun ranges make a day available for youth to come to the range free of charge to shoot, enjoy a hot dog and get some range time to increase their shooting skills.

• **Big Game Youth Hunts** - Currently, there is only one designated youth hunt in Alaska for big game. This is a (youth ages 10-17) drawing hunt for Moose in the interior region of the state during the month of September. On average 200-250 people apply for the 10 permits awarded offering around a 4-5% chance at drawing the permit. It is a once in a lifetime permit.

• **General Season Big Game Youth Hunt Opportunities** - Current Alaska regulation states that an individual has to be 10 years of age to obtain their own harvest ticket for big game. However, youth under 10 are able to shoot a big game animal under the immediate controlled supervision of a licensed, permitted adult hunter over the age of 16. The harvest must go on the tag of the supervising adult.

• **Permit Big Game Hunts** - Hunters under the age 10 (no Hunter Ed. required) and youth ages 10-17 (basic hunter Ed. required) are allowed to hunt on behalf of an adult permit winner as long as they are under the immediate controlled supervision of that adult.

• **Mobile Shooting Sport Program** - In 1999 ADFG purchased a 42” gooseneck trailer and started the Mobile Shooting Sports Program. This trailer is has one permanent staff member that travels the entire road system of Alaska offering a wide variety of hunting related clinics to communities that otherwise may not be afforded the luxury of these clinics due to the location of their community. This program has had great success with private industry partnership, outfitting the trailer with all the necessary equipment and supplies to hold various clinics. Clinic topics offered include but are not limited to:
  - Basic, bowhunter and muzzleloader Hunter Education
  - Bear, sheep, deer and waterfowl hunting clinics
  - Gear clinics
  - Big Game meat care, field dressing, skinning and trophy care clinics
  - Reolading clinics
  - Map and Compass clinics
  - Intro to Archery and bowhunting
  - Archery tuning and arrow repair clinics
  - Steel Shot awareness clinics
  - Sighting in clinics
  - Bear safety and defense clinics
  - Rifle and Muzzleloading clinics

While the Mobile Shooting Sports trailer is limited to the road system the staff also is capable of delivering a variety of clinics in “bush” Alaska as well.

• **JAKES day/ WITO** - These NWTF programs are ran with cooperation between the National Wild Turkey Foundation (NWTF) and ADFG. Annually, 1 to 2 Women in the Outdoors (WITO) events and one JAKES day (Juniors Acquiring Knowledge, Ethics and
Sportsmanship) are conducted. This program serves, on average, 30 youth and 50 ladies annually. NWTF also assist with funding for the Youth Conservation Camps.

- **Basic Hunter Education, Archery Education and Muzzleloader Education**- Starting in spring of 2009, all three certification classes are offered in not only a traditional setting, they are also available on-line. There is a required field day all students must attend. The field day consist of lecture review, field course and a live fire proficiency shoot. A written exam test may be given at the instructors discretion. On average, there are around 3,500-4,000 students certified per year.

**Goals and Priorities of these clinics and offerings**
The main goal of these public outreach programs is simple, ADFG is looking to increase participation in fish and wildlife related activities. Recruiting new hunters and anglers is a priority for ADFG. Like many states, the sale of hunting and fishing licenses as well as permits, tags and stamps is a major source of funding. Relying on PR funding is also a major funding source for many programs. More hunters buy more equipment meaning more PR funds being generated.

Alaska’s resources belong to the people. ADFG wants people to be good stewards of the resource, respect it, enjoy it and lead a healthy lifestyle for them and their family as they consume it as well.

**Top five programs recruitment programs.**
1. **Becoming an Outdoors Woman (BOW)**- Started in 1998 the BOW program has spread throughout Alaska. Because of size of Alaska, there are now 10 BOW coordinators throughout the state (4 Interior region, 3 South Central region and 3 in the Southeast portion of the state) to help meet the need of this popular program. ADFG offers an average of three BOW weekend workshops and 10-15 Beyond Bow events per year. Due to the large military population here in Alaska, ADFG offers a “Military BOW” program for the wives and dependents of Alaska’s military. So far ADFG has had two events at two different military bases and one Coast Guard base. Last spring, the Mobile Shooting Sports Trailer offered “BOW on the Road”. The trailer was traveling throughout southeast Alaska and held various BOW events in a few of the stops along the way. Participation for the “ladies only” classes was very high compared to similar offering in the same communities. The huge popularity of this program is the direct result of the non-threatening, non-competitive start from the basics courses that are offered.

2. **Mobile Shooting Sports Trailer**- Started in 1999 this program has been widely popular to all who attend clinics and classes as a result of the class coming to them rather than them coming to a class. Because of the large mass of Alaska and the many small communities in outlying rural Alaska, it is not very popular for someone to travel 200 miles to Anchorage to attend a map and compass class. This program allows ADFG to make all classes and all topics available to everyone in the entire state and not just those that are located in the more populous areas of Anchorage, Fairbanks and Juneau. Together with program corporate sponsors from the hunting community that help to
“outfit” the trailer with excellent, quality equipment and material, this program continues to be a popular avenue for delivery of clinics.

3. **Youth Conservation Camps** - Although only started in 2006, this program has gained increasing interest in the Fairbanks and Anchorage areas. Students gain valuable introductions to various outdoor skills and topics. Some of the camps combine various class topics that build upon each other allowing for the student to put all the materials learned over the week together to obtain their Hunter Education card. This camp can grow as large as ADFG wants it to if the resources to expand were available.

4. **National Archery in the Schools Program (NASP)** - First introduced in 2006, the NASP program has continued to grow in all regions of the state. There are currently 34 schools statewide involved with the program. 40 Basic Archery Instructors (BAI) and 20 Basic Archery Instructor Trainers (BAIT) have been trained. Over 75K has been donated by various organizations statewide in support of this program. Over 5200 students have participated in NASP in Alaska.

5. **Youth Shotgun Leagues** - Since its start in 1999 this program has gained in popularity and as a result, been at maximum or near maximum capacity for youth participation with around 100 kids (boys and girls) ages 10-18 participating in two 10 week session every fall and spring. It is great program that anyone can excel at. You do not need to be the fastest or strongest kid to be the “star”. Shotgun shooting skills can be taught to most youth with great results. Many kids that are home schooled and this is an excellent way for them to get some interactive time with other kids their own age, be part of a team environment as well as build self esteem and self discipline.

**Challenges to recruitment and retention**

It is likely that Alaska shares some of the same challenges of recruiting and retaining new hunters and shooting sports participants as other states. Technology that keeps people indoors and entertained leads the way. Other factors also include:

- **Access to potential recruits** - Today’s youth have increasingly busy schedules, the earlier you introduce them to something, the more likely they are to keep up with it. If you wait until they are teenagers, you have about lost them. School boards and administrators that do not feel it is in the best interest of students to learn valuable outdoor life skills can really create major road blocks in getting kids exposed to these skills.

- **Volunteers** - Volunteers do a major part in helping out with all programs. Many programs would simply not be possible without their support. Keeping volunteers motivated and interested is a major problem. While ADFG may have impressive numbers on the books for volunteer instructors, on average about 10% do 90% of the volunteer work. As a result, you can burn thru a volunteer pretty quickly.

- **Staffing needs** - ADFG staff is running at full speed. Alaska now has mandatory hunter education in the major populous areas of the state as well as archery and muzzleloader education requirements. If more programs are to be created, staffing needs will increase as well.
• **Hunting season**- With the exception of Sheep hunting and a few other miscellanies hunts, Alaska’s hunting season starts in September. On average, this is about two weeks after school reopens from summer break. Unlike many areas in the lower 48, most hunts involve travel to remote regions of the state accessible only by plane, boat, or ORV. Once a hunter gets to their area, they tend to stay in that area for at least a week. There are not many choices for “simple weekend hunts” that would allow youth to participate in without missing large amounts of school or a new adult hunter to miss from work.

• **Cost**- The average cost associated even for a simple Alaska deer hunt can range into thousands of dollars for a do it yourself hunt. The fees associated to charter a floatplane or boat adds up very quickly not only for the time but for the amount of people/supplies to transport. If a father wanted to take his daughter or son that simple deer hunt can now be a two thousand dollar excursion just to get to the hunt area! There is also the associated fee to “outfit” the new hunter.

• **Liability**- This is a major hurdle ADFG faces with every activity conducted. Many programs are staffed by volunteers who are not covered by state insurance, volunteers may be a great instructor and excellent mentor may be hesitant instruct for fear of something happening that may cause legal repercussions. Many of the programs involve local conservation groups that may not be able to afford the proper protection for their members. There are insurance policies out there to combat this issue but the real problem lies with being able to financially afford the policy.
Arizona Game and Fish Department

2009 Recruitment and Retention Report
Hunting and Shooting Sports:

Information and Education Division Reorganization
- In 2009, Arizona Game and Fish Department (AZGFD) created two new branches in the Information & Education Division using existing positions primarily from the Education Branch.
- Shooting Range Branch oversees the Ben Avery Shooting Facility, Ben Avery Clay Target Center and Statewide Shooting Ranges Program. Responsibilities include range acquisition, development and operations that include providing public shooting opportunities ranging from introductory to Olympic competition.
- Wildlife Recreation Branch is charged with developing and implementing customer recruitment and retention strategies that address hunters, anglers and wildlife watchers. Branch includes the existing Hunter Recruitment and Retention, SCTP, Archery and Watchable Wildlife programs. Future expansion will include Angler Recruitment and Retention, marketing and grant writer positions.
- Both Branch Chiefs were hired in October 2009.

NSSF Senior Hunters Research Grant
- Hunting Heritage Partnership Grant
- Partnership with Responsive Management
- Objective: to identify and understand the role of senior hunters in recruitment and retention efforts and to identify how to engage senior hunters into HRR efforts
- $37,500 awarded

NSSF Mentored Camp Grants
- Hunting Heritage Partnership Grant
- Objective: to provide an outreach program promoting mentored hunting and shooting sports education through the game camp model in partnership with local sportsman’s organizations
- $45,000 awarded for 25 game camps
- Training Guide
- Key requirements: hunting with a firearm, mentored event, pre and post evaluations for participants and sportsman’s clubs participating in this grant opportunity

Best Practices Training
- NSSF Best Practices for Hunting and Shooting Recruitment and Retention
- AZGFD staff and grant recipients (required for grant participation)
- Currently implementing in the regions and range staff
First Shots Program
- NSSF program to promote responsible handgun ownership through introductory seminars that focus on local and state requirements coupled with a hands-on activity and delivered by and at NSSF partner ranges.
- Media- December 2009 (partnership with NSSF and Responsive Management)

Hunter Awareness and Appreciation – (CLfT)
- The objective of the HAA program “is to provide students with insights into why hunting is important for biological, social, cultural, economic and recreational standpoints and in its role in conservation”
- Conservation Leaders for Tomorrow (Wildlife Management Institute)
- 3- day intensive course
- Field exercises, demos and group discussions
- AZGFD staff
- University students

Ultimate Shooting Sports Program
- Partnership with parks and recreation departments
- AZGFD provides training and materials to parks and recreation staff
- Participating parks and recreation departments must implement a minimum of a 6 session program twice a year
- Program was developed to include one archery and one firearm component
- Provides additional opportunity in the local communities for continuation with support

Outdoor Expo
- Over 35,000 attendees in 2009 (Year 5)
- Education and Introduction Programs
- Fishing, hunting, OHV, Conservation, shooting, boating, etc.
- Youth Day-Friday prior to Expo (1,800 participants in 2009)
- March 27-28, 2010

Shooting Range Programs/Facilities
- Ben Avery Shooting Facility
- Ben Avery Clay Target Center
- Statewide Ranges (5 Commissioned owned, 7 in process)
- NSSF First Shots
- Family Archery Program
- Air-rifle program
- Annie Oakley (BASF) rifle and handgun
- Desert Rose’s (BASF) Shotgun
- Hunter Education
- NSSF Step Outside
- Leagues
• Shooting Range Grants
• Technical and Engineering Services

Scholastic Clay Target Program
• Team-based youth development
• Shotgun sports: trap, skeet and sporting clays
• Youth ages 9-graduation of High School
• 19 Clubs currently
• Season runs from October 1-May 1
• Fun Shoot opportunities regionally

National Archery in the Schools Program
• Currently 122 schools participating
• Provide training and equipment at no-cost to the schools
• 2 week in-school curriculum
• Fun Shoot opportunities in the Phoenix area
• 7 Parks and Recreation Department’s currently run after-school archery programs

Family Archery Program
• BASF pilot-new program developed through the NSSF Best Practices model
• Focuses on Family participation
• 3 sessions
• Target, Field and 3D archery
• Resource guide provided for each lesson

Shooting Sports Camp/Outdoor Skills Camp
• SCTP and NASP participants
• One week day camp at BASF
• Must submit an application with essay on how shooting sports has positively effecting the shooters life
• Provides the opportunity to strengthen skills in current shooting sport activity and learn a new activity

Outdoor University
• Advanced training that reaches the Continuation With Support and Without Focused Support stages
• Bow hunter skills workshop, fly-fishing workshops, advanced shot gun training, elk hunting workshop, etc.

Shooters Academy
• Intensive training designed for teachers/coaches to advance their knowledge
• Next step for AIS,USSP and SCTP Instructors
• Additional volunteer training
BOW
- Partnership with Arizona Wildlife Federation
- AZGFD provides the education component
- Becoming an Outdoors Family-implementing soon

Loaner Equipment
- Archery, rifle, shot gun and air-gun kits available for certified instructors
- Kits are designed for 5-10 participants on a shooting line depending on discipline

Conservation Workshop
- Provides opportunity for partners in conservation to meet with AZGFD staff
- Introductory education programs provided

Hunter Education
- Classroom and online available
- Youth Pheasant Hunt for 80 HE graduates
- Instructor/volunteer training and continuing educational opportunities

Bowhunter Education
- ATA funded Position for 3 years – hired in August 2009
- Online course available late 2009
- ATA partnership to implement Explore Bowhunting and crossbow program
- Partnering with several industry members in the development of a Bowfishing Program
- Developing a community outreach campaign

Arizona Archery Summit
- 1st state to implement this model in Dec. 08
- Quarterly meetings of AZ archery related businesses, clubs and organizations

Youth Hunter Education Challenge
- 1st Arizona event to be held on Saturday, February 13, 2010 at Ben Avery Shooting Facility
- Open to all hunter education graduates
- Shooting and responsibility events
- Pre-registration required

Hunting Heritage Work Group
- Objective: Promote awareness of the NA Model
  - Communications
  - Web
  - PSAs
  - Publications (brochures, regs)
  - Chat rooms
North American Model Radio Advertising Campaign
- Hire professional advertising firm to develop advertising campaign targeting non-hunters with a “North American Model” message. The messages were created with the goal of encouraging non-hunters to remain on the positive side of neutral with respect to hunting issues.
- NBA Hall of Fame Broadcaster Al McCoy voiced Radio Commercials.
- 2000 Radio Commercials played per month on radio stations chosen for listening audiences likely to include high percentage of non-hunters.
- Web-site was developed to accompany the radio advertising campaign.
- Over 1900 visitors investigated the web-site, tallying over 32,000 hits.
- Estimated that radio commercials reached two-million listeners.
- Funding provided by AZGFD grant and donations from sportsmen organizations.

Apprentice License
- Resident licensed hunters can obtain.
- Free and valid for two days when mentoring a new hunter.
- Try before you buy.
- Not valid on big game.

Over-the-Counter Turkey Tags
- Juniors-only non-permitted spring turkey tag.
- Archery-only non-permitted fall turkey tag.

Big Game Tag Transfers
- Allows parent or grandparent to transfer to big game tag to child or grand child.
- Original tag holder must be present on hunt.

Media Outreach
- E-news subscriptions over 130,000.
- 25% of Arizona residents have been to AZGFD’s Website.
- 10,000-12,000 hits per day, over 3.5 million per year.
- Hunting Highlights.
- Social networking (Twitter, Facebook).
- YouTube – over 1,000,000 visits to videos.
- Hunting and Fishing Blogs.
- Picture Submission.

Hunt Guidelines Process.
• Every 2 years the process is reviewed
• Public input sought
• Hunt Recommendation Process received the 2008 Showcase in Excellence Award
• Recommendations are presented to the Commission for approval
• Effort to increase opportunity where appropriate

**Sportsmen’s Grants**
• $50,000-$75,000 available to Sportsmen’s organizations
• Must be Arizona based
• Funding for hunter, shooter, angler or trapper recruitment and retention programs

**Wildlife Conservation Grants**
• $150,000-$300,000 available funding
• Non-profit and government agencies
• Projects to support wildlife conservation
• Hunting, shooting and angling recruitment and retention projects eligible

**Angler Recruitment and Retention Programs**

**Sportfish Education Clinics**
• Conducted annually throughout the state
• 150-200 clinics per year
• Average 15,000 participants annually
• Provide all equipment and needs

**Fishing Camps**
• Conducted at Arizona Lakes
• Family focused, overnight camps
• Provide basic outdoor skills training

**Fishing “Help Desk” Pilot Program**
• Fishing basics and question answering provided
• Staffed booth/Tent at lake side
• Major weekends

**Urban Fishing Program**
• Motto: “If people can’t get to the fish, AZGFD brings fish to the people”
• 21 city park lakes (from 3 to 25 acres)
• Partnership with local parks departments in 11 cities statewide
• Ready-to-catch fish stocked 22 times per lake over a 10-month period (Sept. to July)
• Rainbow trout, channel catfish, bluegill and bass are purchased from private suppliers
• More than 4 million of Arizona’s residents live within a 20 minute drive of an UFP water...
A user pay program, requiring purchase of an annual $18.50 Urban Fishing License

The UFP is financially self-sustaining with revenues from license sales and annual municipal partnership fees

In 2008, over 43,000 licenses were sold. Another 20,000 youth and seniors participated.

The UFP annually generates 750,000 angler days of recreation valued at $8 million in direct economic benefit.

License sales have increased 6-11% annually for each of the past 4 years

Other

Watchable Wildlife

AZGFD is developing a Watchable Wildlife Program that includes activities that could relate or support hunter or angler recruitment and retention such as Elk viewing outings, Bighorn sheep trips, etc.

Recruitment and Retention Program Goals

1. Attract new (adult and youth) hunters, anglers and shooters through promotion, introductory programs and curriculum based outreach.
2. Provide training and educational programs for a variety of ages and skill levels focusing on family involvement in hunting, angling and shooting sports.
3. Retain existing hunters, anglers and shooters through outreach and aggressive marketing.
4. Re-engage inactive hunters, anglers and shooters through programs and mentoring opportunities.
5. Create and develop safe, ethical, knowledgeable and skillful hunters, anglers and shooters.
6. Develop and improve partnerships with national, state and local organizations in relation to hunting, angling and shooting sports outreach and marketing efforts.
7. Educate the public on the role of hunting and angling as a viable management tool in Arizona.
8. Improve, enhance and maintain the public’s view of hunting, angling and shooting sports.

Challenges and Barriers to Recruitment and Retention

1. Funding for Programs
2. Competition for Leisure Time
3. Lack of Customer Data (Point of Sale)
4. Marketing Approach/Expertise needs
5. Urbanization
6. Lack of and declining access to resources
7. Not enough fishing locations
8. Need for “next step” program integration
9. Societal dynamics – families less connected to outdoors, lack of family mentors
10. Lack of Big Game opportunities
11. Need for developing partners and leaders to help in effort
   - Community Conservation Club Development
   - Meeting demand for programs
12. Facilities (shooting ranges, lakes, piers, restrooms, etc)
13. Managing sportfish and natives while providing opportunity – USFWS Section 7 Consultation

**Top 5 most effective Recruitment and Retention programs in Arizona**

1. **Game Camp Program** - Currently, AZGFD is working in partnership with the National Shooting Sports Foundation (NSSF) through the Hunting Heritage Partnership (HHP) on a research based study on the implementation of game camp opportunity through the leadership of Sportsmen’s organizations. As a result of this project AZGFD will be able to provide a manual on the implementation and coordination of game camps in the future. AZGFD is also providing both internal and external training of the NSSF Best Practices training. Through this grant program AZGFD has had the opportunity to strengthen relations with many of the constituent groups and work towards a common goal in recruitment and retention.

2. **Scholastic Clay Target Program (SCTP)** - is a team-based youth development program in the shot-gun sports. Currently, Arizona has 19 clubs and over 700 participants are expected in the 2009-2010 season. This program has been successful in not only recruitment of youth shooters but very dedicated volunteers and coaches. As a result opportunity is increasing SCTP participants in 2009 to experience other shooting venues.

3. **Arizona Archery in the Schools Program** - is a physical education curriculum that was implemented in 2003. Currently there are over 122 schools participating in this program. Over 250 teachers in Arizona have been certified as Basic Archery Instructors. In 2009, regional fun shoot opportunities will be implemented along with the partnerships with several Parks and Recreation Programs AZGFD will be providing a next step for these students within their communities.

4. **Shooting Ranges** – AZGFD is very active in the acquisition, development and operations of shooting ranges throughout the state. The Ben Avery complex alone receives approximately 220,000 user days per year providing the public a multitude of shooting venues and education/safety programs from beginners to Olympic competitors. In addition, the Commission owns four other ranges that are operated by non-profit organizations which provide similar amenities. Currently, AZGFD is in the process of acquiring seven more ranges and provides range grants to public facilities to promote safety and public access to shooting ranges.

5. **Urban Fishing Program (UFP)/Sportfish Education Clinics** – UFP provides convenient, affordable and quality recreation experience to thousands annually. Clinics are conducted throughout the state with a majority on UFP lakes. This program delivers on-the-water angling education and fishing opportunities to an average of 15,000 participants (mostly youth) per year. The program is funded through DJ and includes one full time full time employee, two contracted vendors and several volunteers. The program provides all necessary equipment, bait and fish (when needed) to conduct clinics. These clinics are effective in that they can be scheduled in advance and publicized.
California Department of Fish and Game

State report detailing current programs for hunter and angler recruitment

California Department of Fish and Game (CDFG) does not currently have a formal Hunter Recruitment Program. That said, CDFG does everything possible with the resources available to reach out to new hunters by staffing booths statewide at Sportsman Expos, waterfowl dinners, county fairs, sporting goods store grand openings and similar events. CDFG relies heavily on volunteer Hunter Education Instructor staff to assist with these booths. The only formal hunter recruitment efforts are the actions taken to recruit new Hunter Education Instructors. In the past two years, CDFG has increased active instructor numbers in the upwards of 20%. CDFG’s most successful recruitment tool in this area has been recruitment articles in CDFG publications (for example the hunting regulations booklet and Outdoor California magazine) and targeting recruitment through the media in communities that have the greatest need.

CDFG has recognized the importance of having an active and motivated instructor core in place ready to teach Hunter Education classes before any formal 'Hunter Recruitment' programs can be successful. It will not work to recruit new hunters if there is not a sufficient instructor core ready to teach them. Bottom line - more certified Hunter Education Instructors are needed, especially in more rural and outlining counties of California to meet this need.

Top Hunter and Angler Recruitment programs and explanation of why they are effective

One example of a Hunter Recruitment and Retention Program the CDFG is proud of is the Advanced Hunter Education Program. The goal is to hook new hunters by providing them the tools they need to be more successful. Each year advanced clinics are offer throughout California to expand a new hunter's skills in waterfowl, wild pig, bear, upland game, wilderness survival, land navigation and archery, just to name a few. The goal of this series of hunting clinics is to develop ethical, conservation minded, successful hunters through education...taking the hunter a step beyond the basic Hunter Education course. CDFG believes these hunters are more likely to stay with hunting and encourage others to join them. From the course feedback received it is working.

Advanced Hunter Education website:
http://www.dfg.ca.gov/huntered/advanced/index.aspx

Any challenges or barriers to recruitment and retention

As with all states California is facing several barriers. The two which come to the top of the list during most discussions is #1: Limited places to hunt or loss of hunter access to private lands. #2: Competition with other youth activities ranging from video games to after school sports.
Colorado Division of Wildlife

Hunter and Angler Recruitment Efforts Report – WAFWA 11-4-09

Angler Education – 2009

Goals
1. Increase angling license sales by encouraging family participation in angling clinics (Licenses only required for individuals over 16, this means moving away from kids only clinics)
2. Increase angling outreach by teaching Partner Organizations How-to teach fishing and host more clinics

Most Effective Programs
1. Year-long Angling Clinics
   a. Teens Teaching Teens
   b. Native American Tribe Outreach in Southern Colorado
2. Teaching Partnerships
   a. Colorado Sportsmen Wildlife Fund
   b. Environmental Learning for Kids
   c. Trout Unlimited
   d. Colorado Walleye Association
   e. Muskies Inc.
   f. Boy Scouts and Girl Scouts of America
   g. The Greenway Foundation
   h. Boys and Girls Club of Metro Denver
   i. Parks and Recreation Departments
   j. School Districts Statewide
   k. Southern Ute Mountain Indian Tribe
   l. Ute Mountain Ute Indian Tribe
   m. Colorado Sky Sox Baseball Team
3. Evaluation and Surveys- In 2009, adult participation was strongly encouraged for any group participating in a CDOW Angler Education Program. To introduce parents to fishing with their children will increase their interest in getting their children out to continue fishing. At the completion of clinics participating adults were asked to fill out a survey. Over 500 adults informed us that they intended to purchase a license after participating in the program. Colorado Division of Wildlife continues to collect data and will measure the license purchases from the program participants at year end.

Most Unique Program
1. Teens Teaching Teens - College and high school natural resource management students that participate in the ELK (Environmental Learning for Kids) program on a year round basis are recruited to work for the Angler Education Program during the summer months
teaching kids and their parents the finer points of fishing. The teens relate better to each other and career paths are shared.

Challenges
1. Staffing paid clinicians
2. Reliable volunteer clinicians
3. Program funding

**Lapsed Anglers Program - 2009**

**Goals**
To encourage past anglers to once again purchase a Colorado fishing license

**Most Effective/Unique Program**
RBFF grant for Lapsed Angler Direct Mail Postcard Campaign to 100,000 individuals

**Challenges**
- Program funding for the match portion of the grant
- Staffing to accommodate mailings and research the effectiveness

**Hunter Outreach Program**

**Goals**
To recruit and retain current and future generations of hunters in Colorado by developing programs which provide a linkage from interest level to active participation; enhancing hunter skills and opportunities throughout the state and cultivating an informed consent of hunting by the general public.

**Most Effective/Unique Programs**
1. **Youth Outreach Program** - The youth outreach program targets a recruitment and retention segment of hunters to sustain the hunter population base for future generations. This program is a directed educational and mentoring program designed to provide field experience for youth in a variety of hunting activities. The program uses trained volunteers (Huntmasters) to plan, coordinate and run events in the field. The program is firmly established in all four DOW Regional areas of the state. Hunting events include big game, upland bird, waterfowl and turkey.
2. **Women Afield** - The Women Afield Program targets the fastest growing segment of the recruitment base in the state. Nationally, women are seeking education and opportunity to participate in hunting and shooting sport activities. This program is modeled after the Youth Outreach Program using the same human and material resources provided for the youth program.
3. **Colorado Archery in the Schools** - The Colorado Archery in the Schools Program was developed to provide a positive partnership between the Colorado Department of Education, the public and private schools system and the Colorado Division of Wildlife.
The program was established at the direction of the Director but not funded as a separate line item in the budget. Program funding is provided through grant requests and the Hunter Outreach budget.

Challenges
1. Lack of personnel resources at the Regional and State level
   a. Regional offices need FTE for Outreach (Hunting and Angler)
   b. State needs FTE for program assistant to manage statewide effort
      i. Particularly archery in the schools effort
2. Lack of involvement by sportsman’s organizations to develop mentoring programs
3. Lack of trained volunteers who will run hunts
   a. Lots of helpers, few are leaders

Hunter Education
Goals
1. Increase accessibility of hunter education classes through embracing technology such as internet based classes, weekend classes and traditional courses to fit busy and erratic schedules of today’s students.
2. Capture student information electronically for future contacts about additional skills classes
3. Increase Advanced Hunter Education Opportunities to increase participation, satisfaction and retention.

Priorities
1. To make hunter education accessible to all that are interested and to use technology to reach potential students.
2. Increase the number of specialty courses such as Women’s Only, Youth Only, Spanish language, bowhunter education and advanced hunter education.
3. Use hunter education as an introduction and recruitment pathway to the recruitment and retention pipeline.
4. Increase the number of hunter education instructors in order to increase the number of hunter education courses available for students to choose from.
5. Increase the use of online delivery for the knowledge-based portion of the class to better allow students to fit hunter education into their schedules.
6. Increase the number and variety of hands on “Advanced Hunter Education” courses to increase hunter skills, participation and retention.

Effective Programs
1. Mountain Lion Hunter Education
2. Bowhunter Education
3. Online or Internet based hunter education courses (six hours of time credited for online work, students still required to attend at least 4 hours of training with an instructor, complete a live fire requirement and written exam.)
Challenges

1. Lack of electronic “capture” of data for tracking purposes to determine success of programs and future marketing efforts.
2. Developing Advanced Hunter Education courses and seminars due to limited staffing
3. Instructor recruitment in depressed economy

Welcome New Resident Hunter

Goals

Retain hunters who move to Colorado from other states by providing them with a social connection and information about hunting opportunities in Colorado specific to their interests and past experience.

Effective/Unique Programs

Hunting Heritage Partnership grant from NSSF was used to identify hunters from other states who had moved to Colorado. Coupons and discounts were solicited from retail partners to include in the welcome packet of information. A new DVD promoting the diversity of game species in Colorado was produced for the welcome packet. Volunteers to contact the new resident hunters personally were solicited from sportsmen’s groups. The volunteer greeters attended a formal training class about where and how-to find the latest DOW hunting information. The volunteers contacted and met with as many new hunters as possible. A control group was identified at the start of the program. Evaluation of the program will take place in February 2010.

Challenges

Staffing - The solicitation of coupons and volunteers was labor intensive.

Web Marketing

Goals

To inform and educate web visitors

To gauge internet interest in Colorado DOW

Effective/Unique Programs

1. Plan Your Hunt Web page (http://wildlife.state.co.us/Hunting/PlanYourHunt/)
   A step-by-step guide and checklist for hunters (primarily big game hunters at this time with emphasis on new and out-of-state hunters) detailing must-do’s for hunting in Colorado, recommended planning processes and tips for improving success rate. Ready access to the page is provided through links from the main hunting page and other
appropriate pages and through a ‘rotating’ banner ad that appears on the DOW’s main Web page and that links directly to the Plan Your Hunt page.

Web activity, 2009 year-to-date = Page has been viewed 132,755 times.

   A two-page recap of big game seasons, deadlines, hunting and fishing license fees and ‘how to apply’ information with sources for brochures, recorded information and over-the-counter licenses.

Web activity, 2009 year-to-date = Page has been downloaded 153,652 times.

3. Pages and a map of publicly-accessible **Colorado Shooting Ranges**, archery and rifle ([http://wildlife.state.co.us/Hunting/ShootingRanges/](http://wildlife.state.co.us/Hunting/ShootingRanges/) & [http://wildlife.state.co.us/Hunting/ShootingRanges/GoogleRanges.htm](http://wildlife.state.co.us/Hunting/ShootingRanges/GoogleRanges.htm))
   Directly linked from the main hunting page, as well as from many other pages, the map page provides a table-format list of ranges with location, brief descriptions and contact information. The map is an interactive, Google-enabled map that users can use to find ranges geographically and use to obtain directions from anywhere to the range of their choice.

Web activity for ‘table’ page, 2009 year-to-date = page has been viewed 32,848 times; Google map activity, April 1 (date created) to present = map has been used 8,278 times.

**Challenges**
To translate “hit” activity into valuable marketing data

**Out of State Marketing Efforts**

**Goals**
1. To introduce Colorado hunting opportunities to non-resident hunters
2. Increase sales of non-resident hunting licenses

**Effective/Unique Programs**
The Colorado Division of Wildlife attended 3 out-of-state International Sportsmen’s Expositions.

1. The expo in Sacramento, California (January 15 - 18, 2009) had 32,000 attendees. The Colorado Division of Wildlife displayed a booth and presented four seminars and received 334 names for our e-news database.

2. The expo in Phoenix, Arizona (February 27 - March 1, 2009) had 15,000 attendees. The Colorado Division of Wildlife displayed a booth and presented three seminars and received 298 names for our e-news database.
3. The expo in Salt Lake City, Utah (March 12 - 15, 2009) had 30,000 attendees. The Colorado Division of Wildlife presented three seminars and received 49 names for our e-news database.

In 2010, the Colorado Division of Wildlife will be attending the same three out-of-state expos as well as adding the Eastern Sports & Outdoor Show in Harrisburg, Pennsylvania (February 6-14, 2010).

Challenges

Budget Restraints on out-of-state travel

Determining Effectiveness - Only current means is by the number who sign up for DOW Insider, the e-news publication of the Colorado Division of Wildlife
Hawaii Department of Land and Natural Resources

Recruitment, Retention and Access
Hawaii currently has no formal program for hunter recruitment or retention, even though the Department of Land and Natural Resource (DLNR) does have priorities in that direction. The Division of Forestry and Wildlife has a number of agreements through private land for access to public hunting areas. Hawaii DLNR also leases private lands for public hunting and allocate considerable staff effort and resources for some of these hunts, such as the axis deer and mouflon sheep hunts on the island of Lanai (30,000 acres leased for public hunting).

Goals and Priorities
Goals and priorities center on determining how much land-locked public land is in Hawaii, how feasible it is to open lands for public access and hunting (cost/benefit ratios) and the creation of new public hunting areas where appropriate. Another priority is gaining greater information on hunters’ perceptions of access issues. Hopefully some of this will be met with the nearly-completed hunter access survey for Hawaii by Responsive Management.

Current Efforts
The Division is continuing efforts to gain funding for an access position. A draft Game Management Plan is expected shortly for Hawaii Island (the Big Island). Also, a Hawaii Public Shooting Range Working Group continues to explore the planning, funding and development of public shooting ranges. Public shooting ranges are in short supply in Hawaii, particularly on the Big Island, which has extensive areas of hunting and a relatively dedicated hunting community but only one public range, limited to trap and skeet.

Challenges, Barriers and Lessons Learned
Challenges and barriers include almost all of the mainland problems (ageing of the hunting population, decreased access and opportunity, increased costs and competition with other time demands, etc.), as well as an array of problems more unique to Hawaii. There are very large landscape problems, such as no native game mammals and the evolution of native plants with no defenses against browsers or grazers, with potentially large negative impacts of game mammals. This is compounded by fragile soils and steep topography, which further exacerbate watershed degradation from ungulates.

In a short term perspective, there are problems such as the suspension of youth hunts and special hunts (such as the one-day permitted golf course turkey hunt for youth and disabled hunters) by an appellate court ruling. The ruling has had the effect of permitting no annual flexibility in hunting regulations, by requiring what is a lengthy and complex formal rules change process for each detail.

Existing access agreements seem to be working, but new agreements have normally involved lengthy negotiations between private landowners, public program managers and stakeholders. In one case, it took five years to complete the MOA. Fortunately, an NSSF Hunting Heritage grant
provided some of the final components of that agreement. The lesson seems to be that a large numbers of potential problems need to be anticipated and dealt with in advance, in order to make the programs work. Problems center around curtailing vandalism and trespass, with solutions involving permitting systems, monitoring and extra enforcement.
Idaho Department of Fish and Game State Report

Current Programs

Generally speaking, Idaho Department of Fish and Game (IDFG) has no umbrella recruitment and retention program, per se. IDFG does it – and we do a lot of it – but it is not a coordinated program, there is no comprehensive plan for it and failed to rigorously evaluate the effectiveness of the various efforts. It is possible that the shotgun approach actually is an effective one, although it would be beneficial to be able to document that.

An underlying assumption is that educational efforts directed towards youth and adults, are recruitment and retention tools – that ultimately we are building hunters, anglers and wildlife enthusiasts through the educational efforts. Below are several efforts related to recruitment and retention, listed in no particular order.

- **Family Fishing Waters** - [http://fishandgame.idaho.gov/apps/ffw/](http://fishandgame.idaho.gov/apps/ffw/) - This is a set of simplified rules designed to be easy to use and are applied to waters within or near communities. These waters target families, kids and first-time anglers and have the following rules: year-round season; limit of six trout and six bass; no limit on other species; no length limits; standard fishing gear.

- **Community Fishing Ponds** - These ponds are closely tied with Family Fishing Waters. These are waters that are developed within communities and often in partnership with the city, county and/or non-profit groups. IDFG’s objective has been to develop five new fishing waters within five years – and IDFG is on target.

- **Clinics and Workshops** - The IDFG holds many hunting and fishing clinics and workshops for both youth and adults (see tables below). These are handled almost entirely by regional staff. See Appendix A as an example of the breadth of clinics offered in one region and how they were administered.

### Events Directed Towards Youth

<table>
<thead>
<tr>
<th>Free Fishing Day Clinics</th>
<th>Steelhead Fishing</th>
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</thead>
<tbody>
<tr>
<td>Fishing Tournaments (for youth)</td>
<td>Fly Fishing</td>
</tr>
<tr>
<td>Fish Day Camps</td>
<td>Ice Fishing</td>
</tr>
<tr>
<td>Youth Disabled Hunting/Fishing</td>
<td>Orienteering/GPS</td>
</tr>
</tbody>
</table>
### Survival Skills
- Outdoors Skills Days (may include any of the following: archery, shotgun, muzzleloader, rifle, blood trailing, fishing, turkey/duck calling, boating safety and orienteering)

### Events Directed Towards Adults

<table>
<thead>
<tr>
<th>Women’s Big Game Hunting</th>
<th>Pheasant Hunting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women’s Archery</td>
<td>Beginning Archery</td>
</tr>
<tr>
<td>Women’s Elk Hunting</td>
<td>Wild Game Cooking</td>
</tr>
<tr>
<td>Women’s Outdoor Skills</td>
<td>Dutch Oven Cooking</td>
</tr>
<tr>
<td>Women’s Fly Fishing</td>
<td>Backyard Habitats</td>
</tr>
<tr>
<td>Women’s Shotgun Skills</td>
<td>Birding Basics</td>
</tr>
<tr>
<td>Gun Dog Training</td>
<td>Fly Tying</td>
</tr>
<tr>
<td>Knife Sharpening</td>
<td>Fly Tying for Steelhead</td>
</tr>
<tr>
<td>From Field to Freezer</td>
<td>Backcountry Horsepacking</td>
</tr>
<tr>
<td>Turkey Calling</td>
<td>Spey Casting</td>
</tr>
<tr>
<td>Duck Calling</td>
<td>Basic GPS Skills</td>
</tr>
<tr>
<td>Survival Skills</td>
<td></td>
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</tbody>
</table>

- **Special Hunting Opportunities for Youth** - Special hunting opportunities for youngsters occur around the state for waterfowl, pheasant, turkey, deer and elk. These include controlled hunts for youth only, as well as special seasons for youth. In addition, there are mentored hunts with IDFG staff and volunteers for waterfowl, deer, elk, dove, turkey, pheasant, black bear and rabbit. Licenses and tags are cheaper for youth.

In 2003, the minimum age for hunting was reduced from 12 to 10 years of age with the intention of allowing more children to go through Hunter Education at an earlier age. These hunters were required to hunt with a mentor (another licensed adult). The sense is that it’s not been as successful as hoped – enrollment rates have not changed much since...
the age reduction. It is noteworthy that is used to give away “free” hunting licenses upon graduation from hunter education; however, those students steadily dropped out over time and the program was abandoned. See Appendix B for a summary of a survey conducted of Hunter Education graduates and their intentions of hunting.

One particularly notable event was a goose hunt held with the city limits of Lewiston, Idaho. The urban goose population was deemed excessive and so under “supervised hunting” youth were allowed to hunt the geese.

- **RBFF Lapsed Angler Programs** - IDFG has participated in RBFF’s direct mail campaign to bring back lapsed anglers for several years. In the past two years, IDFG took the opportunity to mail regional Family Fishing Water brochures with the intention of not just reminding them to go fishing, but also provide them with some useful information. Although the official report indicates response rates of around 11%, internal assessments have indicated there was no significant difference as a result of direct mailings. Regardless, IDFG has started to apply some of the principles of marketing to hunters, particularly non-residents.

- **Rod Loaner Program** - In the Southwest Region alone, there are 500 rods and there are times when all are checked out.

- **School Programs (all grades including pre-K)** - The items in the following table are educational programs that have been developed and used in various classrooms around the state. Which program is taught depends on the desire of the teacher.

<table>
<thead>
<tr>
<th>Fishing</th>
<th>Eagle Watch</th>
<th>Wildlife Identification</th>
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</thead>
<tbody>
<tr>
<td>Fishes of Idaho</td>
<td>Wildlife CSI</td>
<td>Raptors</td>
</tr>
<tr>
<td>Water Quality</td>
<td>Wildlife Forensics</td>
<td>Beavers</td>
</tr>
<tr>
<td>Macroinvertebrates</td>
<td>Reptiles and Amphibians</td>
<td>Predator/Prey Relationships</td>
</tr>
<tr>
<td>Freshwater Ecology</td>
<td>Hides and Horns</td>
<td>Wolves</td>
</tr>
<tr>
<td>Fish Anatomy and Dissection</td>
<td>Skulls and Teeth</td>
<td>Insects</td>
</tr>
<tr>
<td>Trout in the Classroom</td>
<td>Career Presentations</td>
<td>Birds</td>
</tr>
<tr>
<td>Water Awareness Week</td>
<td>CAP Trailer (Citizens Against Poaching)</td>
<td>Mammals</td>
</tr>
<tr>
<td>Water Festival</td>
<td>Bears and Bear Safety</td>
<td>Wildlife Mentoring Projects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(i.e., senior projects)</td>
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<td>----------------------</td>
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</tr>
<tr>
<td>Hatchery Tours</td>
<td>Animal Tracks and Sign</td>
<td>Job Shadowing for senior high students</td>
</tr>
<tr>
<td>Gyotaku</td>
<td>Environmental Science Days</td>
<td>Tours (Wildlife Management Areas, Outdoor Classrooms, MK Nature Center)</td>
</tr>
<tr>
<td>Anadromous Fishes</td>
<td>Habitat</td>
<td></td>
</tr>
</tbody>
</table>

- **Project WILD, etc.** - [http://fishandgame.idaho.gov/cms/education/project_wild/](http://fishandgame.idaho.gov/cms/education/project_wild/) - IDFG offers about nine teacher workshops. At workshops, teachers learn ways in which to easily incorporate wildlife and ecological concepts into the subject they are already teaching. Activities in the guides are correlated to the Idaho State Education Standards. The goal of Project WILD is to assist learners of any age in the development of awareness, knowledge, skills and responsible behavior and constructive action for wildlife and the environment. Hundreds of teachers are trained each year – 773 teachers were trained in 2008, reaching an estimated 19,000 school children. Current specialized WILD workshops include the following:

  o WILD About Early Learners
  o WILD About Raptors
  o WILD About Turkeys
  o WILD About Salmon
  o WILD About Zoo Boise
  o Fast Food in a WILD World (predator-prey)
  o River Ecology with WET, WILD and Project Learning Tree
  o Take Action with WET, WILD and Project Learning Tree
  o Focus on Literature with WET, WILD and Project Learning Tree

- **Education permits** - As long as it is an IDFG program and the lead instructor has a fishing license, all involved in the program can fish without a license.

- **Be Outside Campaign** - [http://www.visitidaho.org/children-in-nature/](http://www.visitidaho.org/children-in-nature/) - Idaho Fish and Game is a major player in Idaho’s Be Outside campaign, designed to raise awareness about nature deficit disorder and to get kids reconnected to nature and recreational opportunities including hunting, fishing, camping and hiking. IDFG helped organize and launch Be Outside along with other state, federal and private partners. The initiative is recognized as one of the top ten such efforts across the nation.
- **Trout in the Classroom** – Trout in the Classroom is a primary aquatic education program that is very popular with teachers and has built relationships between teachers and IDFG staff. Students and teachers are given the opportunity to raise trout from eggs to fry in a classroom aquarium. The program gives students and teachers the opportunity to learn about trout biology, fisheries management, riparian habitat, water quality, water quantity and stewardship. The IDFG provides the fish eggs, food and some equipment. Evaluations will be performed yearly on each classroom. This program is developed for fourth through twelfth grade students.

Teachers are trained at 15-hour, one credit workshops before participating in the program. During workshops, teachers learn the skills to raise trout in their classrooms and are provided lesson plans that correlate with Idaho State Education Standards.

In conjunction with our *Be Outside* program that encourages parents and families to enjoy the outdoors, the Trout in the Classroom program expanded by organizing and encouraging our participating schools to embark on fishing field trips. Biologists take classes fishing at the end of the program following their fish release. The IDFG provides support staff, fishing equipment and educational fishing permits to all classes.

Trout in the Classroom is an existing program in each of our seven regions. Approximately 90 to 100 classrooms are expected to participate in the 2009-2010 school year. In the Southwest, Clearwater and Southeast regions we receive financial and volunteer support from the non-profit organization, Trout Unlimited. IDFG will continue to foster this relationship.

- **Take Me Fishing Recruitment Trailers** [http://fishandgame.idaho.gov/cms/fish/misc/](http://fishandgame.idaho.gov/cms/fish/misc/) - The primary goal of these trailers is to recruit anglers – specifically kids and families. Stocked with equipment and information, the trailers travel to urban Family Fishing Waters. The trailer is “wrapped” with vibrant fish illustrations and is hard to miss – this encourages walk-up visitors to inquire about the trailer. Parents are encouraged to learn alongside their children. To attract novice anglers, fishing equipment and bait is provided free of charge, through the education permit system participants do not need a fishing license. A statewide media plan will be developed to promote and advertise the program.

This program was launched in the spring of 2009 and completed the 5<sup>th</sup> trailer – it is proving to be very popular. In this short time period, the program has improved staff efficiency, increased angler recruitment events and has sparked volunteer interest. The Aquatic Education Program fiscally (DJ funds) and programmatically supports this program through the seven administrative regions. IDFG hopes to hire seasonal staff or instructor mentor volunteers to expand the program and eventually develop an angler mentoring program; this will likely require partnerships with non-profit organizations.
**Information Efforts** - In general, a great deal of effort has gone into getting the word out better. In 2005, IDFG launched the Idaho Hunt Planner, an internet-based search engine providing one-stop shopping for sportsmen wanting information on regulations, travel, services, drawing odds, printable maps, hunt boundaries and more. Over 160,000 people visit this site per year.

In 2008, IDFG launched the fishing analog – the Idaho Fishing Planner, which includes fish species present by stream reach, stream flow links, facilities available and stocking history. It is not as popular as the Hunt Planner, with only about 10,000 visitors its first year.

In 2007, IDFG launched weekly fish reports compiled for each region. There are over 15,000 subscribers and the information is accessible off of the IDFG website.

In summer 2009, IDFG entered the Facebook and Twitter world with the intention of getting important information out quickly (such as salmon season closings) as well as reaching out to younger people who communicate primarily through social networks. The long-term goal is to use it for engaging the public, but right now it simply puts out our news releases.

**Access Yes!** - This program started in 2003 to create access to private lands for hunting and access *across* private lands to public lands for hunting. In 2008, 103 landowners were enrolled in the program and provided access to nearly 435,000 acres of private land. The hopes are that it will create access to pheasant and duck hunting areas close to the Boise area (see comments about access in the Challenges section).

**Goals and Priorities**

As previously mentioned, there is no recruitment and retention program per se, with its own plan. Recruitment and retention is addressed in various agency plans, although at this point there lacks a thread that ties them all together.

**The Compass** - [http://fishandgame.idaho.gov/cms/about/compass/](http://fishandgame.idaho.gov/cms/about/compass/) - The Department’s strategic plan, The Compass, frames the recruitment and retention issue in two slightly different ways: 1) as a funding issue and 2) as a public support issue.

In terms of **funding**, the strategy related to recruitment and retention is:

- Use research and marketing to enhance license sales

In terms of **public support**, the following strategies are aimed more at maintaining broad public support whether or not one hunts, fishes, or traps:

- Enforce hunting, fishing and trapping regulations
- Emphasize ethics, safety and fair chase in hunting, fishing, trapping and other wildlife education programs
- Expand opportunities to take mandatory hunter and bowhunter education classes
- Support mentoring programs for new hunters and anglers
- Provide information on proper wildlife-viewing techniques and behavior
- Restrict the use of technological advances in fish and wildlife recreation when they compromise fair chase and management objectives
- Promote hunting, fishing and trapping as legitimate uses of fish and wildlife and compatible with the conservation of all wildlife
- Publicize the social and economic benefits of hunting, fishing and other wildlife-based recreation
- Monitor public support for fish and wildlife recreation and management

**Direction 2009** - The annual *Direction* documents lay out priorities for a calendar year. Direction 2009 again included Participation in Wildlife-Based Recreation as a timely issue (page 4): “Participation in hunting, fishing and wildlife-viewing is shifting both nationally and in Idaho. Because half of Fish & Game’s revenue comes from license sales, we must understand the relationship between participation and license sales.” Priorities related to recruitment and retention that are listed explicitly for 2009 included the following:

- Develop four new community fishing ponds.
- Expand funding options for the Access Yes! program.
- Continue upgrades at Farragut, Lewiston, Jerome and Blacks Creek shooting ranges.
- Encourage youth to hunt and fish and develop a statewide protocol for evaluating these efforts.
- Evaluation the Hunter Education curriculum and other efforts aimed at encouraging youth to hunt and fish.
- Revise rules for youth participation in hunting to make hunting more easily accessible.
- Evaluate the pheasant-stocking program on Wildlife Management Areas for its cost and efficiency relative to its contribution to promoting hunting, especially for young hunters.
- Describe the economic impacts of community fishing programs by compiling angler use and demographics data.
- Maintain momentum generated by the Be Outside campaign by keeping the message fresh and sustainable.
- Expand Trout in the Classroom and WILD teacher workshops around the state.
- Promote wildlife-based recreation in Idaho as a relatively inexpensive alternative to other travel and recreation.
- Emphasize programs and events that get families and children interested in fish, wildlife, fishing and hunting. Develop a plan to create an apprentice hunting program – like 30 states already have – to remove some of the current barriers to hunting.
- Respond to the public’s interest in taking the Idaho Master Naturalist program and increase the number of cities in which it is offered.
- Emphasize programs and events that increase public awareness of nongame and watchable wildlife.
o Continue to develop new electronic means of communicating with the public.
o Increase hunting and fishing license sales by using market research, campaigns, education programs and mentoring programs.

- **Director’s Business Plan** - One of the Director’s long-term objectives in his Business Plan is to increase participation in hunting, angling and wildlife-based recreation 5% above 2007 levels in three years. Strategies listed to achieve the objective included advertising Take Me Fishing and similar marketing campaigns, increase hunting and fishing education programs, expand mentored hunting, fishing, wildlife watching and other outdoor education programs.

  
o Hunters constitute greater than 10% of Idaho’s population by 2017
o Increase participation by youth hunters 20% (over 2008 levels) by 2017

Strategies for achieving those objectives include the following actions:

- Promote participation in youth hunts
- Simplify regulations and remove impediments to hunter participation
- Implement biennial rules for big game species
- Continue to offer general, either-sex youth hunting opportunities
- Continue to provide controlled antlerless youth hunting opportunities
- Emphasize use of youth hunts to help achieve antlerless harvest objectives
- Consider new opportunities for first-time deer hunters
- Publicize available hunting opportunities suitable for participation by senior hunters or hunters with disabilities
- Increase communication directed at youth to reinforce the role of hunting in conservation
- Include Hunter Education in school curriculums as an elective
- Provide a section on the IDFG website that appeals to youth and provides links to web-based material including games, podcasts, downloadable mp3 clips and instructional videos.

**Challenges**

- **Monitoring and evaluation** – Recruitment and retention efforts are tracked inconsistently – just as they are implemented. Although Idaho has some tools to track efforts (such as an activity-based costing system) and have tracking listed as a priority in past direction documents, there is no “owner” of the program and so it simply hasn’t been done. Rigorous assessment and evaluation would be useful.
- **Access** to upland game and waterfowl hunting near urban areas. Nearly half of Idaho’s human population lives in the Treasure Valley – a 35-mile stretch of Ada and Canyon Counties along the Boise and Snake Rivers that is home to about 550,000 people. As recently as twenty years ago, the City of Boise was surrounded by farmland and pheasant hunting was something people could easily do after work or school. In fact, Ada County’s population has increased 85 percent and Canyon County’s has increased just over 100 percent since 1990. As a result, access to hunting areas – particularly pheasant and waterfowl – has become limited. The IDFG’s *Access Yes!* program is intended to open up more areas for pheasant and waterfowl hunting. Now there are private competitors with which IDFG cannot compete.

- **Cultural barriers** - People of Hispanic and Latino ethnicity now account for 9.5 percent of Idaho’s total population. 17 of Idaho’s 44 counties have >10 percent Hispanic/Latino population; eight counties have ≥20 percent. Lower participation rates among Hispanics are more likely the result of low recruitment rates rather than low retention rates. Hispanics were more likely to report not enough time, family, work and cost as reasons for not fishing. Hispanics were more likely than non-Hispanics to report not enough time and family or work and less likely to report health and disability for not going hunting.

  The IDFG has been slow to address this. Very few staff speaks Spanish, thus far rulebooks are only available in English. A simple rules brochure was translated to Spanish, but enforcement and fisheries officials were hesitant and so it was never printed.

- **Administrative issues** - As a result of IDFG providing diverse opportunities for hunting, fishing and trapping, there are 700 different licenses, permits and tags. Rules and regulations are considered numerous and complex. The trend seems to be to add more constraints to make more unique opportunities available, yet some staff feel it would be better to liberalize seasons and rules. In addition, very little money in the agency is discretionary and so there also are limits on what various monies can be spent on.

- **Research and Marketing** - We engage in more and more human dimensions research, but there tends to be more information available than staff time to interpret and apply it. Despite staff getting more training in human dimensions, IDFG has no official social science researcher on staff (a person with an advanced degree in human dimensions or related discipline). The ability to apply human dimensions information and principles to wildlife management decisions is coming along, but has not yet reached critical mass.

  It is just within the last few years that we have started to mine the license database for information on license buyers. There is a wealth of information to be had, yet we haven’t had staff dedicated to analyze it internally. On the flipside, Idaho Public Records Law is very restrictive in releasing the license database to any outside entity and has hampered research efforts as a result. We have started to use marketing principles a bit, yet we struggle with just how much marketing by a government entity is appropriate.
See Appendix C for an example of how information from the National Survey has been reviewed in terms of recruitment and retention.
Appendix A

Clearwater Region Hunting/Fishing Clinics

FY 2009

Kid's College, Lewiston, June-August, 2008 - IDFG and Lewis-Clark State College offer several week-long archery and fly-fishing workshops on campus for students entering grades 4-8. Registration begins in May and is through LCSC on a first-come-first-serve basis. Classes begin in June and end early August.
- Number of participants: 26
- Instructors: 2 Bow Ed instructors, 6 Kelly Creek Flycasters, 1 IDFG staff
- Location: LCSC
- Free

Women’s Outdoor’s Clinic, Grangeville, August, 2008 - Fly fishing, archery hunting, outdoor survival, map and compass reading, steelhead fishing, animal tracking and rifle, shotgun and muzzleloader shooting skills are some of the topics offered. IDFG is the lead, with the National Wild Turkey Federation (NWTF) providing assistance. Registration is first-come-first-serve.
- Number of participants: 20
- Instructors: 7 HE instructors, 4 IDFG staff
- Location: Camas Prairie Archery Range
- $40 fee, all proceeds to NWTF

Women's Fly Fishing Clinic, Lewiston, September, 2008 - Sponsored by IDFG, NWTF and Kelly Creek Flycasters, women learn basic information on casting techniques, equipment use, knot tying and fly selection. The clinic includes two evening presentations are an overnight campout and two days of fishing and instruction on the North Fork Clearwater River. Registration is first-come, first-serve.
- Number of participants: 14
- Instructors: 6 male instructors, 1 female & 1 male HE instructors, 1 staff
- Location: IDFG Regional Office, North Fork Clearwater
- $50 adults, $20 12-17 year olds, all proceeds to Kelly Creek Flycasters

Youth Steelhead Clinic, Lewiston, October, 2008 - Designed to introduce youth anglers, ages 10 to 17, to the thrill of steelhead fishing. During the two evening and one day event, IDFG demonstrates various angling techniques and assist anglers in catching their first steelhead. The clinic is free with IDFG providing lunch and a limited supply of salmon rods, reels and gear. Registration is first-come, first-serve.
- Number of participants: 12
- Instructors: 6 IDFG Staff
- Location: Clearwater and Snake Rivers
- Free
**Mentored Youth Deer Hunt**, Kamiah, October & November, 2008 - IDFG, the Flying B-Ranch in Kamiah and Land Owner Co-Op in Peck, sponsors an antlerless white-tailed deer hunt on private land on weekends throughout the general hunting season. All participants, including parents or adult mentors are required to attend a mandatory meeting to discuss safety, procedures, ethics, clothing and transportation. Registration is first-come, first-serve.

- Participants: 3
- Mentors: 3, IDFG Staff: 2
- Location: Flying B Ranch
- Free

**Youth Pheasant Clinic**, Lewiston, September 2008 - IDFG sponsors the one day event with assistance from Pheasant Forever, Snake River Gun Dog Sportsmen's Association and Lewiston Gun Club. The clinic was free and intended for first-time hunters 12 to 15 years of age. Besides an actual pheasant hunt, clinic topics include safe gun handling, hunter ethics, shotgun skills, pheasant ecology and successful hunting techniques. Registration is first-come, first-serve.

- Participants: 25
- Volunteers: 17, IDFG Staff: 6
- Location, Troy-Deary Gun Club, Private Land
- Free

**Ice Fishing Clinic**, Spring Valley Reservoir, January, 2009 - Sponsored by IDFG Volunteer and Reservist Program, a basic ice fishing clinic was held at Spring Valley Reservoir. Educational stations included: basic equipment, fishing methods, ice safety and preparation of catch. No registration required.

- Number of participants: 125 (100 adult, 25 youth)
- Instructors: 10 volunteers, 4 staff
- Free

**Pheasant Hunting Clinic**, Kamiah, March, 2009 - Sponsored by Flying B Ranch, IDFG Enforcement and local hunter education instructors, new hunter education graduates learn about pheasant biology, hunting techniques, gun safety and participated in a pheasant hunt. All facilities, trainers, birddogs and equipment donated by Flying B Ranch.

- Number of participants: 20
- Instructors: 8 male volunteers, 4 IDFG staff, 1 IDFG reservist
- Location: Flying B Ranch
- Free

**Mentored Turkey Hunt**, Region-wide, April & May, 2009 - IDFG staff sponsors a 1-2 day hunting experience for mentored youth.

- Number of participants: 10
- Number of Mentors: 17
- Free
Moscow Kiwanis Fish Clinic, Hordemann Pond, April 2009 - IDFG helps host this special fishing event to teach first time anglers the joys of fishing. IDFG volunteers provide assistance and fishing tackle. No registration is required.

- Number of participants: 100
- Instructors: 2 IDFG staff
- Free

Hook a Rainbow, Riggins, May 2009 - IDFG helps Idaho County and Salmon River School District host this special event to help teach special needs people fishing skills and outdoor ethics.

- Number of participants: 22 (6 adult, 16 youth)
- Instructors: 1 IDFG
- Location: Long Gulch
- Free

Water Awareness Days, (3 events), May, 2009 - IDFG and 3 local County Soil and Water Conservation Districts host 1-day events to educate school groups on Idaho’s aquatic resources and angling skills. Fish species, fishing techniques, water quality and habitat are covered. No registration required.

- Number of participants: 560
- Instructors: 5 IDFG staff
- Locations: Spring Valley Reservoir, Winchester Lake and Lewiston Levee Pond
- Free

Tommie Robinson Fish Derby - IDFG, Flying B Ranch and Kamiah Chamber host a 1 day event to educate local youth to angling skills.

- Number of participants: 80
- Instructors: 10
- Location: Robinson Pond, Kamiah
- Free

Free Fishing Day, 7 locations, June, 2009 - IDFG hosted seven special fishing events throughout the Clearwater Region to teach first time anglers the joys of fishing. Experienced anglers will be on hand to provide assistance and a limited number of rods and reels are available for loan. Single-parent families were encouraged to attend. No registration was required.

- Number of participants: 600+ (200 adult, 400 youth)
- Instructors: 25 IDFG staff
- Locations: Mann Lake, Spring Valley Reservoir, Fenn Pond, Wilkin’s Pond, Karolyn’s Pond, Box Canyon Pond, Deer Creek Reservoir.

Dworshak Fish Day, Orofino, June 2009 - IDFG assists USFW and Nez Perce Tribe host this fishing event to teach young anglers the joys of fishing. IDFG provides interactive displays, education materials, fishing equipment and assistance. No registration is required.
- Number of participants: 245
- Instructors: 2 IDFG
- Location: Tunnel Pond
- Free

**Clear Creek Fish Day**, Kooskia, June 2009 - IDFG assists the Nez Perce Tribe with this fishing event to teach young anglers the joys of fishing. IDFG provides education materials, fishing equipment and assistance
  - Number of participants: 215
  - Instructors: 2 IDFG
  - Location: Clear Creek Hatchery, Kooskia
  - Free
Appendix B

Recruiting Youth into Hunting

Interviews with Hunter Education Graduates and their Parents

Summer 2001

Hunter Recruits

Many Idaho hunters have become concerned about recruiting youth into hunting. One phenomenon that raised hunters concerns was that a significant percentage of Hunter Education graduates evidently did not buy hunting licenses and become hunters. To address this concern, the Idaho Department of Fish and Game (IDFG) compared the Hunter Education (HE) database with the license database. We discovered that only about 57% of HE graduates bought a hunting license their first year after graduating. Furthermore, the percentage of HE graduates buying licenses appeared to decline each year after receiving their certification, thereby raising concerns about retention as well as recruitment.

As a result of the initial investigation, the barriers to the 43% who did not buy licenses, assuming that they had been interested enough in hunting to go as far as taking HE. We also were interested in ideas on what IDFG could do to make the jump from HE to hunting more likely for youth (and their families).

Youth and Parent Questionnaires

Interviews were conducted of both the HE graduate (youth) who, according to our records, had not purchased a hunting license and one parent or legal guardian. Two questionnaires have been completed and interviewed the youth and parents by telephone or by having them mail in the completed questionnaires. Two hundred questionnaires were mailed and eighty-three (83) youth and eighty-two (82) parents completed the questionnaire/interview. Responses to open-ended questions (unaided responses) were categorized to facilitate interpretation.

Results provided explanations and insights into why some HE graduates do not buy hunting licenses and go hunting. Suggestions were received for overcoming some of those barriers. Because the sample size was small, the results of the questionnaires cannot be used to generalize to the broader population in terms of percentages.

What They Said

As expected, most youth said that they took hunter education so they could legally buy a hunting license and go hunting. However, several said they took hunter education primarily to learn something about weapons and safety. The majority of hunter education graduates took the class with the intention of buying a hunting license afterwards, while very few took it without any intention of getting a hunting license.
Both youth and parents gave a broad array of reasons for not getting a hunting license and going hunting. In addition, most respondents gave more than one reason. The two most common reasons given by youth for not getting their hunting license and going hunting were that they did not want to hunt and that they were busy with other activities. Parents most frequently cited that their child was not ready to hunt and that they themselves (the parents) did not hunt. Several parents and youth said that lack of opportunity and lack of time were reasons they did not go hunting.

<table>
<thead>
<tr>
<th>Youth</th>
<th>Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Didn’t want to hunt</td>
<td>• He/she not ready to hunt</td>
</tr>
<tr>
<td>• Busy with other activities</td>
<td>• We (parents) don’t hunt</td>
</tr>
<tr>
<td>• Lack of opportunity</td>
<td>• Lack of opportunity</td>
</tr>
<tr>
<td>• Lack of time</td>
<td>• Lack of time</td>
</tr>
<tr>
<td>• Not ready to hunt</td>
<td>• No one to take child</td>
</tr>
<tr>
<td>• My parents don’t hunt</td>
<td>• Child does not want to hunt</td>
</tr>
<tr>
<td>• My parent was ill/disabled/unable to go</td>
<td>• Took HE for gun safety</td>
</tr>
<tr>
<td>• I went to HE for gun safety</td>
<td>• Parent was ill/disabled/unable to go</td>
</tr>
<tr>
<td>• No one to take me</td>
<td>• Expensive</td>
</tr>
<tr>
<td>• No weapon</td>
<td>• I don’t want my child to hunt</td>
</tr>
<tr>
<td>• I’m not old enough yet</td>
<td>• He/she will be hunting this year</td>
</tr>
<tr>
<td>• My parent has not pursued it</td>
<td></td>
</tr>
<tr>
<td>• I lost my HE certificate</td>
<td></td>
</tr>
<tr>
<td>• It’s none of your business</td>
<td></td>
</tr>
</tbody>
</table>

When asked what IDFG could do to help make it easier or more likely to go hunting, by far the most common response – from both children and parents – was that there was nothing IDFG could do. Reducing costs was a distant second-most common suggestion by both HE graduates and their parents. Several youth and parents suggested specific modifications in season structures. There were several references to existing seasons and structures as being intimidating to children.

Why did you take Hunter Education?
Unaided responses, categorized, listed in rank order

Youth
• To legally buy a hunting license and go hunting
• To learn something about weapons and safety
• To learn to hunt safely
• My parents made me take it
• The possibility of hunting in the future
• To learn something about wildlife and hunting
• Something to do
• School credit or school requirement
Family Ties
Because most children are brought into hunting through social networks, usually by their father, how many hunter education participants had come from hunting families. All but a few hunter education participants indicated that somebody in their family hunts and a majority had themselves been on a hunting trip before (regardless of whether or not they carried a weapon). Of those who had been on a hunting trip, most had been taken by their fathers or brothers-in-law. Fewer had been taken on their first hunting trip by a grandparent, mother, friend, sibling, or uncle. A slight majority of the youth already consider themselves “hunters” whether or not they have had their own hunting license. Hunting appeared to be “on the radar screen” for most of the families that were contacted. When asked if they want to go hunting, only fourteen youngsters indicated that they did not want to go hunting. Slightly more, albeit the minority, of the parent respondents had no interest in hunting themselves. However, we did not ask for a “hunting parent” to respond to the survey, many non-hunting parents want their children to hunt and most of the HE graduates indicated that somebody in their family hunts. Therefore, we conclude that very few of the families involved in this survey have little to do with hunting.

Barriers to Recruitment
The main barriers to moving youth from hunter education to buying a license and going hunting appear to be personal issues. A few youngsters, mostly girls, said they did not want to “kill an animal.” Not being a good enough shot, not being big enough to hold the gun and just plain maturity were other reasons for not hunting given by both parents and the youth themselves. Many graduates said they were busy with other activities, which seems typical for teenagers whose social lives with other teens are high priority.
Lack of opportunity and no one to take the child hunting appear to be significant barriers. Lack of time was cited by both youth and parents and referred to both youth and parents (i.e., parents had no time to take the child hunting as well as the child having no time). Several youth mentioned they were too busy with school, jobs and other activities such as motor cross racing.

The costs of hunting failed to stand out as a common barrier to youth hunting although several parents mentioned that hunting and all its associated costs are too expensive for a large family. Although costs were infrequently given as reasons for not hunting, both parents and youth suggested that reduced costs might make it easier to go hunting.

Most respondents (youth and parents) gave more than one reason for not purchasing a hunting license and going hunting. This suggests that addressing more than one barrier (e.g., cost) may be necessary to improve recruitment.

**Future Inquiries into Recruitment and Retention**

Once a hunter, always a hunter? We don’t really know. Understanding the factors related to long-term retention of hunters requires that individuals be tracked through time. Although we know that the percentage of graduates buying a license declines each year after receiving certification, we don’t know if the same individuals re-enter the active hunting population later on. Children take hunter education at the beginning of their teen years and many other activities compete for their attention and time. After the teen years, many young adults go to college, move from Idaho, start new jobs, or start families – all of which may make hunting difficult regardless of the individual’s desire to hunt. It may be that those individuals re-enter the active hunting population after they “settle in.”
Appendix C

November 28, 2007

TO: Operations Team

FROM: Michele Beucler

SUBJECT: Fishing and Hunting Recruitment and Retention 1990-2005

The U.S. Fish and Wildlife Service released an addendum to the 2001 National Survey on Fishing and Hunting Recruitment and Retention in the U.S. from 1990 to 2005. The document may be found at http://library.fws.gov/nat_survey2001_recruitment.pdf. Because this is a department priority, I highly recommend reviewing it if you haven’t already done so. The report has a mind-numbing amount of information and here I have tried to compile the stand-out messages. Feel free to visit, call (287-2717), or email me if you have questions.

The $40,000 Threshold

A very striking threshold emerged from this data – both recruitment and retention for both hunting and fishing was down sharply from 1990 to 2005 for those individuals with household incomes of < $40,000. Fishing initiation rates declined twice as fast for children residing in households of < $40,000 than those in households with incomes of ≥ $100,000. Hunting initiation rates noticeably dropped in households of < $40,000 whereas there was virtually no decline at all for children in households with incomes of ≥$40,000 or more. Fishing retention rates decreased sharply for those with household incomes of $25,000-39,999 which was about twice as much as that of individuals with household incomes of ≥ $100,000. Hunting retention rates declined sharply among households with incomes < $40,000 and there was virtually no decline in retention among individuals from households with ≥ $100,000 or more. Probable anglers and hunters with household incomes < $40,000 cited cost at more than twice the rate and health/disability at more than 3 times the rate for not participating as did probable participants with incomes of ≥ $40,000.

Clearly, the cost of both hunting and fishing has an influence on participation. In 2006, a hunter in the U.S. spent an average of $1,814 on hunting – 3.2% of which ($59) was for licenses, tags and permits. An angler in the U.S. spent an average of $1,357 – 1.6% ($22) was for licenses, tags and permits. It is important to note that costs associated with participating not only are related to equipment, travel, fuel, etc – costs also include those associated with spending time in leisure and not working.

The median household income in Idaho is about $42,865 (the national is about $48,500). That means that close to half of the households in Idaho fall below the $40,000 threshold, for which the costs associated with fishing and hunting are a significant factor.
A Deeper Look into Parental Involvement

Parental involvement in fishing, hunting and/or wildlife watching greatly increases the chances of children’s participation in fishing and hunting. A boy whose male parent did not fish is 3 times less likely to fish and almost 3 times less likely to hunt than the national average (fishing 33%; hunting 8.2%). A girl whose male parent did not fish is 4 times less likely to fish and almost 7 times less likely to hunt than the national average (fishing 20%; hunting 2.0%). Participation of the female parent results in even higher participation rates. This implies that male parents are more likely to fish and hunt without their children. When female parents go, they are more likely to go with their children. Please note that participation rates of both sons and daughters are not statistically different between married households and divorced households.

Any fishing activity by the male parent – even just one day – is important to the participation of children. In contrast, participation rates of children in hunting increases as participation of the male parent increases. That is, the higher the number of days a male parent hunted, the higher the likelihood of having a child who hunted.

Men with children who hunt are much more likely to hunt small game (particularly rabbit and squirrel), turkey, grouse, dove and migratory birds than are men whose children don’t hunt or men who don’t have children. Quail actually had a negative impact on the likelihood of a father having children who hunt. Small game and migratory birds serve important roles as introductory species to initiate children into hunting. The small caliber weapons used for these species are probably a contributing factor because of lighter recoil, reduced risk of errant shots and increased opportunities to shoot. Interestingly, small game hunting has comprised the largest portion of the decline in all hunting. Turkey hunting, however, has increased and may counter the decline in small game hunting.

Don’t Focus Only on Children

Two-thirds of first-time anglers and first-time hunters were 20 years old and under. This underscores the importance of introducing pre-teens and teens into fishing and hunting. However, one-third of first-time anglers and first-time hunters were 21 and over. Therefore, recruitment can focus on adults as well. First-time anglers over 20 were more likely to be from urban areas, non-white and female.

Reasons for Quitting

Reasons that probable anglers cited for not fishing generally did not differ between those who were inactive for 3 or fewer years and those who were inactive for more than three years. By far, the most commonly cited reasons by probable anglers for not participating were not enough time and family or work. Those with household incomes of ≥ $40,000 were more likely to report not enough time and family or work, while those with < $40,000 were more likely to report cost and health/disability reasons. The higher percent reporting health/disability is undoubtedly related to the large number of elderly in this category. School is the primary
reason 16-24 year old probable anglers did not go fishing; health/disability was the primary reason for those ≥ 65 years old; and not enough time was the primary reason cited for 25-54 (child-rearing years).

Reasons that probable hunters cited for not hunting differed between those who were inactive for ≤ 3 years and those who were inactive for > 3 years. Those inactive ≤ 3 years cited family or work obligations more often; those inactive for > 3 years said health/disability more often. Probable hunters in the West were less likely to say not enough time and health/disability and more likely to cite cost and no one to hunt with as compared with probable hunters in other regions. Results by age and income for probable hunters are similar to those for probable anglers. Those with incomes under $40,000 cited cost at more than twice the rate and health-disability at more than three times the rate as those with incomes of $40,000 or more.

**Hispanic/Latino Patterns**

People of Hispanic/Latino ethnicity now account for 9.5% of Idaho’s total population (U.S. Census Bureau). Seventeen of Idaho’s 44 counties have >10% Hispanic/Latino population; eight counties have ≥20% (see table below).

<table>
<thead>
<tr>
<th>County</th>
<th>% Hispanic/Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bingham</td>
<td>14.4</td>
</tr>
<tr>
<td>Blaine</td>
<td>16.8</td>
</tr>
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<td>Teton</td>
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<tr>
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<table>
<thead>
<tr>
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<td>Clark</td>
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<td>Owyhee</td>
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<td>Power</td>
<td>25.6</td>
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</table>

Lower participation rates among Hispanics are more likely the result of low recruitment rates rather than low retention rates. Hispanics were more likely to report not enough time, family or work and cost as reasons for not fishing. Hispanics were more likely than non-Hispanics to report not enough time and family or work and less likely to report health/disability for not going hunting.

**The Urban-Rural and Public-Private Lands Influences**

A Metropolitan Statistical Areas (MSA) is an area with at least one urbanized center of ≥ 50,000 residents. Idaho has six MSAs – Boise-Nampa, Coeur d’Alene, Pocatello, Idaho Falls, Lewiston-Aotin and Logan (includes Franklin County). Idaho also has eight “micropolitan” areas (> 1 urbanized center of between 10,000 and 50,000 residents) – Twin Falls, Moscow, Blackfoot, Burley, Jackson, WY (includes Teton County), Mountain Home, Ontario, OR (includes Payette County) and Rexburg.

The influence of urban-rural childhood and residence is now well-established, but it is more complex than at first sight – at least in Idaho. Although the majority of Idaho residents live in an
MSA, these MSAs are distributed throughout the state and seem to have fairly easy access to fishing and hunting. Indeed, even in the Boise-Nampa MSA, there are fishing opportunities a few blocks from downtown and hunting opportunities only a few miles from downtown.

Those living in rural areas typically are initiated into hunting at a younger age than those living in urban areas. However, there is no statistical difference in the likelihood of having a child who hunts between residents of rural areas and residents of urban areas with < 1 million people. This would indicate that in Idaho, male parents who hunt have the same likelihood of having children who also hunt regardless of where they live.

The age of initiation into fishing is roughly the same for urban and rural residents. First-time anglers over 20 were more likely to be from urban areas. Fishing retention rates are lower and have declined more between 1990 and 2005, for those in urban areas than those in rural areas.

For both fishing and hunting the declines in retention rates were particularly sharp among residents of urban areas and central city residents of MSAs. This is particularly true for hunting and increased urbanization is likely to have more of an impact on hunting than on fishing.

Hunters who live in urban areas tend to rely more on public lands than hunters who live in rural areas. About 88% of Idaho hunters hunted on public lands in 2001; 40% hunted on private lands; 65% hunted on both public and private lands. Public-land hunters tend to spend more money than private-land hunters, although those who hunt both public and private lands tend to spend the most. Male parents who hunted on private land were significantly more likely to have children who hunted than those who only hunted on public land. In contrast, male parents who hunted on leased land were less likely to have children who hunted.
Kansas Wildlife and Parks

Hunter and Angler Recruitment Programs

Current Programs

Walk-In Hunting Access (WIHA) Program - Since Kansas is 97 percent privately owned, access is a critical portion of hunter recruitment and retention programs. The WIHA program leases more than one million acres of private land for hunting access each year. The majority of the acreage provides good to excellent upland game bird hunting. Some areas provide opportunities for deer, waterfowl and squirrel hunting as well. Landowners receive a modest payment in exchange for allowing public hunting access.

Pass it on Program - Awareness -- promoting the importance of passing on the hunting heritage, as well as the special opportunities. Outdoor Skills -- three seasonal positions and several staff provide equipment and instruction for youth outdoor skills events, teaching wingshooting, archery and pellet gun shooting reaching more than 2,000 youth each year. Special Hunts -- staff work with NGOs to conduct waterfowl, upland bird, deer and turkey hunts, reaching 2,000 youth annually. Assist with 25 4-H shooting sports programs by providing shells and targets. Partners with Big Brothers Big Sisters of Kansas and its Outdoor Mentor program, conducting outdoor skills events and youth hunts.

Direct Marketing – Kansas Division of Wildlife and Parks (KDWP) has conducted three direct mail marketing campaigns since the spring of 2008. Two campaigns targeted casual anglers (spring of 2008 and 2009) and one targeted casual turkey hunters (spring 2009). The casual angler campaigns were conducted in partnership with the Recreational Boating and Fishing Foundation (RBFF) and the turkey campaign was based upon what was learned from KDWP’s partnership with RBFF but was conducted exclusively with KDWP funding. Campaigns were conducted with a scientific approach and control groups were built into each analysis. All three campaigns showed positive results by producing more anglers or hunters than would have participated had the campaigns not been conducted. However, the only campaign to bring in more revenue (based upon increased permit sales above what the control deemed would have occurred) was the turkey campaign. Early indications of these campaigns are that they do work to increase participation but that further work must be conducted to refine the initial return on investment.

Law and Regulation Changes

1. Created an Apprentice License which allows people to try hunting one year under the supervision of a licensed hunter without needing hunter education certification.
2. Changed hunter education requirement to allow hunters less than 16 years of age to hunt under supervision without need of hunter education.
3. Created special deer, pheasant, quail and turkey youth seasons.
4. Special pricing on youth deer and turkey permits and trout permits.
Special Hunts - Special mentored waterfowl, upland bird, deer and turkey hunts on Wildlife Areas and other ground for novice hunters. Many special hunts organized in partnership with NGO’s. In addition, to address the need for more hunting land near urban areas the Special Hunts on Private Lands Program was developed. Under this program private land is leased for public hunting.

Intensive Dove Field Management - Dove fields on Wildlife Areas are intensively managed by planting wheat, sunflower or other food sources to attract doves for increased opportunities. Some fields are specifically designated for youth or youth/mentor only hunting. In addition, some dove fields are included in the special hunts program.

Land Acquisition - An active land acquisition program is aimed at acquiring additional public hunting and angling opportunities. Recently land acquisition has occurred around urban areas to provide additional recreational opportunities near these residents.

Angler Access (FISH and CFAP) - Under the F.I.S.H. Program (Fishing Impoundments and Stream Habitats) KDWP leases private waters from landowners for public fishing. Landowners participating in F.I.S.H. receive payments, which vary according to the number of water acres enrolled in impoundments or the length and quality of the streams. Under the CFAP program, the Department leases the fishing rights from over two hundred community lakes statewide. In conjunction with this program, more than 90% of the community lakes in the state provide free fishing access to anglers holding a Kansas State Fishing License.

Urban Fishing Programs - To improve fishing opportunities in urban areas where the demand for fish exceeds the supply, KDWP created an urban fish stocking program. 77 lakes currently are stocked with 3/4- to 1 1/2-pound channel catfish, hybrid sunfish and wipers as often as every two weeks from April through September. All metropolitan areas that have a human population over 40,000, with available public fishing waters, are served by this program.

Fishing Clinics - Reach about 5,000 kids annually

Shooting Range Grants - Average about eight grants per year to gun clubs, cities and municipalities annually. Recipients must provide access to public and KDWP sponsored programs.

Becoming an Outdoors Woman - Workshop for about 125 women per year. About half of these are first time participants.

Hunter Education - Certify about 8,000 students per year. Includes furharvester, bowhunter and advanced hunter education programs. HKDWP has great success with the new Hunter Education in Our Schools Program – now have 31 teachers certified and teaching hunter education during school hours.

Archery in the Schools - Have trained 121 teachers in the program and 125 schools are participating.
Goals and Priorities

- Recruit new and former hunters and anglers and sell more hunting and fishing licenses.
- Maintain current and develop new partnerships with local schools, conservation organizations, civic groups, friends groups, BBBS, etc.
- Increase exposure and awareness to hunting, fishing and outdoor skills as healthy, family oriented activities, important to the health of Kansas children, as well as traditions and resources.
- Develop programs that accomplish goals while promoting the KDWP’s mission.
- All programs must include an evaluation process, to include:
  - Getting all program participants into our database
  - Direct mail surveys to find out how programs are received and what constituents want from programs
  - Analysis of cost and effect

Top Five Programs

- Access Programs (WIHA, Angler Access programs)
- Pass it On Programs
- Hunter Education (including the Hunter Education in Our Schools program)
- Other Special events and programs, including fishing clinics and Archery in the Schools
- Land Acquisition

Challenges or Barriers

- Changing social values and increased alternative recreational opportunities
- Demographics – Increased urbanization, an aging baby boomer population bubble
- Time obligations – Both parents have to work, increased obligations, limited vacation time.
- Population – less than 3 million people
- Limited public lands – less than two percent of the state is open to public hunting or fishing.
Montana Fish, Wildlife and Parks

Hunter Participation, Recruitment and Retention

A report in support of the WAFWA Hunter, Angler and Shooting Sports Participation Committee Workshop

Montana does not have a hunter recruitment and retention strategy nor staff or resources specifically assigned to focus on this issue strategically and programmatically. However, many ongoing efforts and programs have a strong hunter recruitment and retention component.

Current Education & Training Programs

Similar to other states, Montana offers the following education programs:

<table>
<thead>
<tr>
<th>Program</th>
<th>Participants</th>
<th>Program Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Becoming an Outdoors Woman</td>
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<tr>
<td>Hunter Education</td>
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<tr>
<td>Trapper Education</td>
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<td>One Shot Hunter program</td>
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<td>300</td>
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<td>Bear Identification</td>
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<td>Hunter Education Shooting Clinics</td>
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<tr>
<td>Shooting Range Development Program</td>
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Hunter Participation Research & Marketing

Prior to developing a comprehensive hunter recruitment and retention strategy, Montana opted to establish baseline information on hunter participation. Little has been known about the hunting population other than that Montana ranks among the top three states as far as per-capita hunter participation. The advent of automated licensing systems (ALS) provided Montana with an important tool for establishing baseline information and evaluating the effectiveness of recruitment and retention strategies. Support by the National Shooting Sports Foundation (NSSF) through the Hunting Heritage Partnership Program (HHP) has been foundational to these efforts. The products from this multi-year systematic approach have been shared with other states and have helped refine and focus on-going efforts in Montana. The following is a brief overview of these efforts.


Montana Fish, Wildlife and Park set out to assess the effectiveness of a marketing campaign and for that purpose divided hunters into treatment and control groups. Treatments included an integrated media campaign in a region of the state and using the remainder of the state as a control group. The control group consisted of individuals who received no mailings and were not subjected to the integrated media campaign. In addition, nearly 7,000 lapsed hunters targeted by the campaign were invited to complete a web survey to give their opinions about the campaign and Montana hunting opportunities in general.

In 2008, NSSF provided funding to MFWP for three purposes: 1) assessing the dynamics of hunter participation and the long-term viability of the hunter-paid system of wildlife management in Montana (Understanding Hunter Participation), 2) identifying lapsed Montana big game hunters most likely to return to hunting (Recruiting Previous License Buyers) and 3) identifying current Montana hunters predisposed to lapsing out of hunting and reducing their rate of doing so in 2008 (Retaining Current License Buyers).

Because deer and elk license sales are the primary economic driver for MFWP’s business model, the ALS database was used to assess deer and elk hunter participation rates during the 2002-2007 period. Using a multi-state recapture model similar to that used to model wildlife populations, estimates were generated for:

- Hunter retention rates
- Hunter license buying probabilities
Transition probabilities between major hunter age classes

The hunter education database was used to estimate hunter recruitment rates. Using these parameters MFWP was able to essentially model “birth” and “death” dynamics for hunters over time, an application of a methodology referred to as “population viability analysis” not previously applied to a population of hunters.

Hunter license purchase is driven by two factors: the absolute number of hunters and the rate at which they purchase licenses. License purchase appears to be responsive to actual or perceived abundance of game species.

Key findings from hunter population modeling included:

- Retention estimates were higher for males than females and varied little by age class.
- License buying rates differed by gender, with males showing higher license buying probabilities than females.
- For both sexes, the minor age category (age 12-18) showed the highest rate of license buying, whereas the young adult category (age 19-30) showed the lowest rate.
- Transition rates for male hunters were significantly lower from the 19 – 30 years old category to the 31 – 42 years old category.
- Approximately 23% of females and 14% of males graduating from hunter education did not obtain a license and were lost before they could be “recruited” to the elk and deer hunting population.
- To achieve the highest net increase in hunter participation (and correspondingly yearly license revenues), the model suggests increasing license-buying rates in the adult categories.
- To achieve the highest change in hunter population growth (growing hunter numbers), the model suggests increasing hunter retention among all ages but specifically targeting the adult categories.

Previous work, funded by an HHP grant, documented the rate of churn among big game license buyers and the need to more accurately identify lapsed hunters. A predictive model was developed to project which hunters might be lapsing in the future with the explicit goal of using a marketing campaign to reduce this rate of churning.

As a result of this effort, MFWP was able to generate a list of 12,000 Montana deer and/or elk hunters who were predicted to lapse during the 2008 hunting season. The validity of that model and the percentage of hunters lapsing were tested using 2008 deer and elk license records.

Key findings from the lapsed hunter model included:

- The most important factor in identifying who is likely to lapse is the licensing purchasing pattern of prior years.
- The next most important factor is the rank of the license a person bought in the year prior to lapsing.
To further explore the utility of the predictive model, MFWP conducted three focus groups. While participation was low, the insights provided by the participants were quite valuable and reshaped project objectives significantly.

Key focus group findings included:
- The majority of participants who showed up viewed themselves as avid big game hunters even if they had not hunted for a considerable period of time.
- The majority of participants said they would likely hunt big game in 2008.
- Those individuals, who indicated they would likely quit hunting elk or deer due to physical limitations, also said they would to continue hunting upland birds or waterfowl.
- When the participants were provided materials from the 2007 Re-Connect message campaign, most did not readily embrace the strategy or the messages.

Based on focus group input and the realized need to better understand why a person hunts and continues to hunt, MFWP developed a Web-based survey to query a much larger sample of the projected 2008 lapsed big game hunter population. During February 2009, more than 10,000 hunters were invited to complete an online survey to learn more about their hunting behaviors and attitudes. Respondents numbered 2,187 (22%).

Key lapsed hunter survey findings included:
- Almost three-quarters (73%) of respondents had started hunting prior to 18 years of age.
- 81% of respondents identified deer or elk hunting as either their most important recreational activity or one of their most important recreational activities.
- Greater than half (55%) of respondents thought it somewhat or very appropriate for MFWP to encourage citizens to participate in hunting.

Respondents to the survey who bought licenses in 2008 were compared with respondents who had not purchased a license (all respondents were predicted to lapse according to the model). Demographically, these two groups did not differ in age or educational level.

Key differences between buyers and non-buyers included:
- Non-buyers did not feel that hunting was their most important activity or one of their most important recreational activities,
- Non-buyers did not feel they were much or very much a part of the hunting community
- Non-buyers were more often female than male

Actions which respondents felt needed to occur most frequently to make it more likely that they would hunt deer and/or elk in the next two years included (1) having enough time, (2) being invited to go hunting by someone and (3) obtaining access to hunting areas that are close to where they live.

Respondents were asked to indicate their interest in 14 types of hunting information and suggest other types of hunting information they would like to receive. The hunting information that was of most interest to respondents included (1) hunting regulations, (2) places to hunt and (3) local game forecasts.
To inform future marketing efforts, respondents were asked to indicate their preferences for ways to receive hunting information. Methods which received the greatest mean preference scores included (1) FWP Web site devoted to hunting in Montana, (2) sporting goods stores and places where hunting licenses are sold and (3) information packets sent through the U.S. mail.

**Important discussion points include:**

- Maintaining the tradition of hunting will require a commitment on the part of this agency and public constituencies to keep hunter participation, recruitment and retention as a top priority as MFWP moves forward. The collective work to date will serve as the foundation upon which to build these efforts.

- MFWP learned that a relatively high recruitment of young hunters and a high rate of participation as 12 – 18 year olds was followed by a low transition rate into the young adult category. This work supports and validates recent efforts to make it easier for college students and others who have left the state to come back for the opportunity to hunt with family members.

- Given the lower recruitment, transition and retention rates of female hunters, the future of hunter participation, if viewed strictly from a quantitative perspective, does not appear to rely on female participation. However, if MFWP examines the context that participation in a nontraditional manner, MFWP believes that women hunters who hunt infrequently yet consistently may provide strong cultural support for the future of hunting.

- Somewhat surprising was the finding that hunter education graduates alone are not sufficient to maintain participation levels and that the “population” requires recruitment of older age hunters into adult categories. Traditionally, recruitment efforts have focused on young hunters. This work supports a campaign aimed at increasing the recruitment of adults as well.

- MFWP suggests that the term “lapsed hunter” needs further examination and perhaps a new definition, if viewed in the context of license purchase. MFWP has come to the realization that “churn” is an integral element of the system and that some hunters simply participate more infrequently because hunting as an activity is less important to them. Tailoring marketing campaigns to various classes of participants based on their frequency of involvement is critical.

**Summary and Outlook**

Montana is well-positioned to develop a hunter recruitment and retention strategy based on the investments FWP has made to date in establishing baseline information on hunter participation; developing and testing state-of-the-art methodology to model, track and quantify program performance; and raising public awareness for the need to focus attention on hunter participation as an essential component to the viability of the North American Model. Discussions are ongoing about what the next steps are including marketing and branding. We’re currently focusing on building stronger customer relations through email and other social networking technology by adopting strategies developed by other branches of commerce. Even though MFWP was unable to attend the workshop in 2009, we’re interested in sharing and discussing ideas with others and perhaps participating in a multi-state strategy. MFWP will gladly share any reports, findings and methodologies we’ve developed to date.
Nebraska Game and Parks Commission
Youth Hunter/Angler Programs – 2009

National Archery in the Schools Program - In its fourth year in Nebraska, the NASP program reaches an estimated 20,000 kids annually in school through the two week archery curriculum. With roughly 140 schools currently teaching NASP, as well as a host of community recreation centers, archery clubs, etc. archery is growing in Nebraska. The state archery tournament, developed around NASP, has also grown to include 315 archers. The NASP continues to be an integral part of community archery programs in Nebraska.

Mentored Youth Hunting Programs - Partnerships through Pheasants Forever, National Wild Turkey Federation, Nebraska Bowhunters Association, Whitetails Unlimited and others result in over 1,200 participating in a mentored hunt annually. Some such as the mentored youth archery program result in kids having an entire archery season and 25-40 outings with their mentor. Others, such as the Pheasants Forever youth mentoring program result in youth from across the state taking the Hunter Education principles to the next level, learning about game care, game cleaning, shooting, landowner relations, hunting and much more! The Commission continues to expand partnerships for these programs.

Youth Outdoor Skills Camps - In 2009, the Commission added a third youth outdoor skills camp providing a week long education in hunting, fishing and shooting sports for nearly 200 kids. A partnership with Nebraska 4H, kids are housed in 4H Camp lodging and spend the days with Commission staff and volunteers enjoying hunting, fishing, shotgun, rifle, muzzleloader, archery, camping, canoeing and wildlife related hands-on programs.

Youth Shooting Camp - The Outdoor Education Team has added a new youth shooting sports camp in partnership with Nebraska 4H near Alma, Nebraska. The new camp allows youth a more in-depth hunting/shooting sports experience allotting more time to various disciplines including rifle, shotgun archery and muzzleloaders. The camp was open to 45 students in 2009.

Becoming an Outdoors-Woman Program - While the Commission continued support of this popular program, recruiting and or retaining 120 women in various outdoor pursuits including hunting, fishing, shooting sports, camping, boating, and many others, the Beyond BOW effort has really taken off in 2009. The Commission added several new programs to serve as the “next step” for BOW participants including mentored deer hunts, turkey hunts, shooting programs, boating and fishing workshops among others.

Outdoor Expos - In 2009, the Commission added two new scholastic outdoor Expos reaching nearly 5,000 kids through their schools as well as over 50,000 public attendees who are allowed to participate in a variety of outdoor activities in a fund and inviting atmosphere. The Expos are strategically located throughout the state to provide opportunities for any school that wishes to participate. The Ponca Expo, spearheaded by the Ponca State Park staff, continue to draw the largest public support annually.
Shooting Range Development - The Commission oversees a Shooting Range Grant Program that provides federal funding to local club style ranges in order to improve range safety, hunter safety and shooting sports access. The program provides $60,000 annually through a competitive grants program. The Commission is currently working with the Archery Trade Association, Easton Foundation and Lincoln City Parks and Recreation Department to develop a Shooting Park in Lincoln, Nebraska for the purpose of advancing Olympic Archery, target shooting, hunting, and much more. The Commission also completed the development of two new archery ranges with various partners in Kearney and McCook, Nebraska.

Organized Youth Shooting Events - The Commission provides support to a number of organized youth shooting programs culminating in state champion tournaments. These include:

- High School Trap program where several thousand participate nearly 1,800 compete in the state tournament.
- The Pressey Silhouette shoot is the culminating event for roughly 75 youth rifle shooters
- The State 3-D Archery Tournament supports the growth of bowhunting.

Sportspeople Assisting Nebraska’s Disabled Sportspeople (SANDS) - This program was started to help those with disabilities get back into the field or on the water by matching assistance from veteran hunter/anglers. The program has grown into many various offerings for youth and adults including a “Fishing For All” program in the Millard Public Schools and mentored hunts.

Conservation Leaders for Tomorrow (CLFT) - Nebraska supports 2-3 workshops annually to help college students in the Fish and Wildlife major who have never hunted to better understand our North American Conservation Model, outdoor skills and hunting. The program works in partnership with multiple state fish and wildlife agencies, universities and the Wildlife Management Institute. This unique program works with college students who are Fish and Wildlife majors and most likely to succeed in their field yet lack hunting and shooting experience and knowledge about our various management principles.

20 Year Hunter/Angler Recruitment, Development and Retention Plan - Nebraska completed the development of a 20 year plan in 2008, developed using research and experience with funding support to implement plans that will serve to bring more participants into the hunting, shooting and angling sports. Several of these are being implemented in 2009 – 2010 including:

- Hunting and Fishing Family Camps – programs designed to engage families and teach them how to participate in the outdoors through a series of two day camps. This effort is also resulting in the development of an Outdoor Heritage Park between Lincoln and Omaha providing educational archery, small bore and air rifle ranges, fishing access and a future sporting clays facility to support outdoor EXPOS, Hunter/Bowhunter Education and other outreach efforts.
• **Scholastic Outdoor Skills Program** – a new after school partnership with University of Nebraska – Lincoln and the Commission to provide equipment, curriculum and training for the development of after school outdoor clubs where kids learn outdoor skills including turkey and waterfowl hunting, camping, bird watching, boating and more.

• **Outdoor University** – The Commission is developing a new outreach effort that provides various benchmarks for outdoor participation, methods for enthusiasts to track their efforts, awards for achievement, educational workshops to help participants achieve outdoor success and more. Largely web-based, the program will focus on developing current hunters/anglers as well as lapsed participants.

• **STEP OUTSIDE for Staff** – a new effort within the Commission to help garner more hunting, shooting and angling participation by Commission staff. This new effort provides educational programs for new staff as well as social support and introductory through completion programs for new participants.

• **“Replace Yourself” Marketing Campaign** – a new incentive based program for mentors to focus not only on mentoring but supporting that new participant until they become a solid outdoor enthusiast.

• **Platte River State Park Outdoor Heritage Program** - The Commission, in partnership with the Game and Parks Foundation, recently began development of several new educational elements that will support family involvement in hunting, shooting sports and fishing. The current planning calls for development of a 50 yard small bore range, 50 yard archery range and indoor air rifle plinking range. Future developments will include fishing access and enhanced boating access for the public. The new developments will be part of a larger effort to garner more family participation in these activities as well as new opportunities for schools to enjoy these activities.
The Recreational Boating and Fishing Foundation (RBFF) partnered with the Nevada Department of Wildlife (NDOW) as part of a three-year national effort with thirty state fish and wildlife agencies to implement a new direct mail marketing program targeting resident lapsed anglers to increase fishing license sales. Results for 2008 are detailed below.

The program included two separate direct mailings with coinciding local radio and online advertising. On May 1, 2008, 47,546 lapsed anglers were sent a postcard with a message to encourage them to once again become active anglers. On June 10, a second postcard was sent to those anglers who had not yet purchased a license.

The size of the final reconciled mailing list was 36,943 after accounting for undeliverable addresses and anglers who bought a license prior to receiving the mailing. Of the 36,943 lapsed anglers, 2,065 purchased a fishing license during the evaluation period for an overall response rate of 5.6%. These 2,065 anglers purchased 3,643 licenses and permits.

The program respondents generated $63,544 in gross program revenue during the evaluation period. NDOW and RBFF invested $46,399 in the program, resulting in net program revenue of $17,145 and an ROI of 37%. Additionally, an estimated $15,467 may be generated from the Sport Fish Restoration Program as a result of this program.

The 2008 Lapsed Angler Direct Mail Marketing Program in Nevada was a successful first-year effort to encourage lapsed anglers to again buy a license. The results will be used to improve next year’s marketing efforts with a goal of increasing the overall return on investment and maximizing license sales.

NDOW conducts a multitude of free angler classes, clinics and workshops (nearly 150 statewide in FY2009) with the intent of educating existing anglers, perhaps more importantly, recruiting new, license buying anglers. Classes offered range from basic fishing techniques for beginning anglers and children to advanced fly-fishing, fly-tying and species and/or water specific courses. NDOW Angler Education staff also hosts or participates in numerous special events (Free Fishing Day, Tune into Kids Fair, various sportsman’s shows, county fairs, etc.) throughout the year.

Many of NDOW’s species and water specific classes are multi-day and begin with classroom instruction before culminating with a day(s) on the water. All participants over 12 years of age must purchase a short-term license or annual license to fish, with many opting for an annual license.
Participants are often new to fishing in general or new to the particular species, water or technique. As such, these participants frequently purchase a significant amount of fishing tackle and other gear in conjunction with the class. These purchases provide substantial incentive for NDOW’s industry partners (Sportsman’s Warehouse, Scheels, etc.) to host and/or support the program.

NDOW Angler Education staff and Marketing Coordinator are in the process of linking Angler Education course participant information with NDOW’s licensing database to determine if various educational courses are serving as recruitment or retention tools and if attendees become more committed anglers and bring others into the sport.

**Hunter Retention**

In 2008 Nevada conducted a database analysis and outreach program entitled *Encouraging Participation in Underutilized Hunts* under a grant from the NSSF’s Hunting Heritage partnership.

**Executive Summary**

Analysis of state Automated License System (ALS) data by Southwick Associates shows that in many states, less than 25 percent of hunters buy licenses in multiple consecutive years. Many hunters are *lapsing* for one or more years and then returning to hunting. Data mining within ALS databases can give state agencies and their partners insights about their hunting license buyers and can set the stage for scientifically based, integrated marketing campaigns to reduce this so-called “churn rate” and get more lapsed hunters back into the field more frequently.

In 2006, more than 52,000 people applied for big game tags in Nevada, competing for approximately 8,370 big game tags per year. Most of the unsuccessful Nevada residents still bought hunting licenses, in order to hunt other species or to maintain a higher priority (“bonus points”) in future tag draws, but thousands returned them for a refund. In addition, anecdotal evidence suggests that many of the unsuccessful big-game tag applicants who bought a license never actually hunted.

At the same time, Nevada has a variety of other hunting opportunities on highly accessible public lands that are underutilized, including Nevada grouse, quail, chukar and Hungarian partridge, mountain lions, waterfowl and Himalayan snowcock. The Nevada Department of Wildlife (NDOW) originally planned to target a campaign toward the unsuccessful big game tag applicants, but decided that this group of hunters was solely focused on obtaining a trophy big game animal and the likelihood that they could be converted to upland game or waterfowl hunting and enticed to travel to Nevada is low.

For the campaign, the priority shifted to lapsed Nevada hunters, with hunter education graduates who hadn’t purchased a license a secondary audience. The target audience included two groups of lapsed hunters in each of two Nevada regions and two groups of hunter
education graduates in the same two regions. The two regions included communities within a 30-mile radius of Reno (North NV region) and within a 30-mile radius of Las Vegas (South NV region).

Direct mail pieces, created by D.J. Case & Associates (DJ Case) were sent to these target audiences and NDOW staff conducted two seminars in the target areas in September 2008 to motivate them to purchase a license and go afield. Eighty people attended these workshops.

In addition, NDOW completed several other promotional efforts geared toward the target group of hunters for this campaign:

- Web site providing hunting and license-buying information to hunters
- Earned media opportunities, with articles published in several publications and online
- Partnerships with non-governmental organizations
- Cross-promotional opportunities with retailers

In late October, DJ Case created personalized, customized letters to all of the hunter education graduates in northern and southern Nevada. The letters invited hunters to visit the NDOW Web site and gave personal contact information for questions.

Big-game tag applicants were sent an inexpensive online survey to investigate their reasons for returning their licenses (when they were unsuccessful in the big game drawing) and their knowledge about the bonus-point system associated with big-game tag applications in Nevada.

- The vast majority (89.5%) of respondents were aware of the bonus points system in Nevada and about two-thirds (68.6%) were aware of the opportunity to buy a bonus point in years in which they did not plan to hunt but wanted bonus points to accrue.
- Individuals who were aware of the opportunity to purchase bonus points in years in which they did not plan to hunt returned licenses at a lower rate than individuals who were not aware (18% vs. 28%, respectively; p<0.01).
- Almost half (45.9%) of respondents had tried hunting something other than big game in Nevada. Individuals who were aware of the opportunity to purchase bonus points in years in which they did not plan to hunt had tried other types of hunting in Nevada at greater rates than individuals who were not aware of the opportunity to purchase bonus points (52% vs. 33% respectively; p<0.01).
- Sixty percent (n = 503) of respondents were interested in receiving additional information about one or more of eight listed hunting opportunities in Nevada (53% were interested in mountain lion hunting and 51% were interested in chukar hunting).

Point of sale license database analysis was conducted after the December 15, 2008, end date for the campaign, but was limited due to some ongoing data problems. In total, 3,049 lapsed hunters were identified as not purchasing a hunting license prior to receiving the mailing. Of those, 1.4% purchased a license in the period after receiving the mailing and before December
15. The response in the north region was 2.8% compared to 0.6% in the south region. The small numbers of respondents preclude any detailed Tapestry lifestyle analysis.

After the marketing campaign was completed, NDOW conducted a Web-based survey to learn more about what respondents remembered about the campaign and whether the campaign was instrumental in encouraging them to purchase a license. DJ Case designed two postcards that were sent to 4,526 hunters in February, inviting them to participate in the survey.

Although sample size was smaller than hoped, the pool of respondents was similar demographically to statewide estimates of Nevada hunters as contained in the 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation (2008). Key findings included:

- More than three-quarters of all respondents (80%) described themselves as “active hunters” while 16% described themselves as “inactive hunters”
- 87% of respondents recalled seeing/hearing at least one hunting campaign promotion
- 58% were moved to take some action as a result of the campaign
- Of those motivated to take some action as a result of the campaign, 54% bought a Nevada hunting license
- Of those motivated to buy a Nevada hunting license as a result of the campaign, 93% described themselves as “active hunters” and 3% as “inactive hunters”
- Of all those who indicated that they obtained some sort of a hunting license in 2008, 44% indicated it was due, at least in part, to the campaign

Hunter Recruitment:
- Planning outreach strategy for new legislation on apprentice license (2010)

Recommendations
- **Don't Give up on Marketing** - Although the campaign was plagued by data problems and only produced very small license sales increases this year, NDOW learned a lot about where the system needs work and where to apply effort in the future.
- **Work on the Database** - Because of scrutiny of the license database for this project, NDOW learned a lot about the types of problems inherent in the system. This is critically important information to help us address these problems to make NDOW’s system more functional and reliable for future efforts.
- **Use Electronic Communication** - NDOW had excellent response to electronic survey of hunters who were unsuccessful in drawing a big game tag. Electronic communication is easy, inexpensive and apparently well-received by license buyers. The only negative aspect is the high turnover rate of e-mail addresses.
- **Market Earlier in the Year** - The majority of Nevada hunting licenses are sold in March and April and less than 5% are sold from September through December. NDOW will try to shift marketing efforts to land earlier in the year to take advantage of this.
- **Continue Hunting Workshops** - NDOW had mixed response to the hunting workshops implemented in this campaign. However, responses have indications that there is room to build on what was learned through this project to generate much more interest and
attendance in future efforts. These have the added benefit of generating a lot of cooperation from local conservation organizations that share in recruitment and retention goals.

- **Market to Unsuccessful Applicants** - Results from the electronic survey of unsuccessful applicants suggest that providing them information about the bonus point system and information about other types of hunting could be successful at getting more of them to buy Nevada licenses. It appears that about half of them are not interested in anything other than big game (although some of them might still be encouraged to buy a license to obtain bonus points), but the other half might be open to marketing information regarding other Nevada hunting opportunities.

**Hunter Recruitment**

In 1998 Nevada became the first state to implement a statewide home study Hunter Education program. Initially all students were required to pick up a student manual and workbook and complete the workbook before attending class. An online option to complete pre-class work was added in 2007 eliminating the need for students to travel for books. The wholesale change to home study offered numerous advantages:

- Allowed NDOW to reduce class time to eight hours.
- Allows students to complete their pre-class work at their own pace via the written student manual and workbook or online course.
- Reduces strain on volunteer instructors.
- Puts all students, regardless of age or experience, on the same basic knowledge level.
- Affords instructors the ability to spend very little time reviewing materials and instead assess student judgment and maturity through hands on activities.
- NDOW can efficiently utilize class facilities by scheduling more classes within existing available dates.

2009 has been a watershed year of sorts for the creation of programs aimed at hunter recruitment in Nevada. The 2009 Nevada Legislature passed AB246 – Apprentice Hunting License, “Try Before You Buy” bill that allows anyone over the age of 12 who has not previously held a hunting license to temporarily bypass Hunter Education and hunt for one season. Apprentice hunters can hunt only upland game and waterfowl and must be accompanied by an adult (18+) licensed mentor hunter while in the field. The apprentice license is slated to be available for the 2010 license year.

Additionally, NDOW hired an Archery Education Coordinator in late August 2009. The new coordinator will be responsible for planning, coordinating and implementing the National Archery in the Schools Program, beginning archery, community archery, Explore Bow Hunting and bow hunter education programs. Initially he will concentrate on Clark County (Las Vegas metro, 80% of Nevada’s population) and will look to incorporate bow hunter recruitment as one of the ultimate goals/outcomes of all archery programs.
Nevada also has a number of youth-only hunts and mule deer tags, all created with the intent of recruiting more youth into hunting. Most of these efforts to recruit young hunters have been in place for multiple seasons. However, very little, if any, study has been undertaken to determine if these special hunts and tags do in fact recruit new hunters or simply provide more or better quality opportunities for young hunters who would enter hunting regardless. NDOW’s new Point of Sale automated licensing system should help in answering these questions in coming years by providing information that allows us track license sales and survey participants on potential barriers, attitudes and motivation.

Social Media
NDOW began using social media (Facebook and Twitter) in mid-2009. Currently the accounts are managed by the marketing coordinator and items posted are approved agency content and other news and blog content judged appropriate. The goals of this program are:

- Provision of information - Build trust and a reputation of expertise
- Gaining insight into customers
  - Product research/development
  - Monitor constituents, identify topics of interest
    - Proactive public relations on sensitive topics
  - Generate dialogue
  - Research/demographics of followers
- Building brand visibility and credibility
- Facilitate media relations/dissemination of information
- Influence and marketing/promotion
- Recruitment
  - New jobs/employees
  - Volunteers

Future goals include:
- Build community among customers
  - Involve more staff and bring personality to the social media presence
- Drive traffic to ndow.org for revenue
- Fundraising
- Customer Service
- Internal communications
  - Provide information
  - Enhance morale

Goals and priorities for your Hunter and Angler Recruitment programs
- Use “best practices,” always striving to define desired outcomes and quantify results.
- Cost effectiveness, target the “lowest hanging fruit” and use direct, cost-effective methods.
- Continue to explore social media and online outreach opportunities.
A list of NDOW top five Hunter and Angler Recruitment programs, along with some explanation of why they are effective

- Lapsed Angler Outreach (RBFF) is effective because it follows best practices and provides us the resources NDOW could never afford, including database analysis, targeted and tested creative and advertising support. As well, an annual meeting among participants is valuable in sharing ideas, successes and failures.

Any challenges or barriers to recruitment and retention that you are facing

- Lack of a complete, up-to-date database.
- Lack of direct access to database.
- Multiple records within the database, misidentifying sportsmen as lapsed and making longitudinal studies of purchase behavior impossible.
- Lack of budget for marketing and general recruitment and retention activities.
- Delayed implementation of new products and administrative constraints which defeat the intent of new low-cost products.
New Mexico Department of Fish and Game

2009 Recruitment and Retention Efforts

Current New Mexico Department of Game and Fish (NMDGF) programs for Hunter and Angler Recruitment and Retention

The listing below provides examples of some of the activities related to recruitment and retention.

- **Youth encouragement hunts** - These hunts are meant to provide a secondary opportunity for youth hunters who applied for big game hunts during the drawing, but did not draw. Youth hunters who were unsuccessful in any of the drawings for deer, elk, antelope, oryx, ibex or bighorn sheep are eligible to purchase licenses for Youth Encouragement Hunts. Available hunts for any legal sporting arm include 190 either-sex licenses and 1,605 cow elk licenses in Game Management Units statewide. 200 either-sex muzzleloader or archery licenses also are available. Eligible youth hunters must be younger than age 18 before the opening day of the hunt and have successfully completed an approved hunter education course before buying a license.

- **New Mexico Wildlife**, NMDGF’s weekly television show, devotes one segment to a "getting started" story. These stories are meant to provide some baseline information for aspiring hunters, anglers and shooters. The hope is that by providing this information, going out to hunt, fish or shoot will be a little less intimidating.

- The New Mexico Department of Game and Fish also has a quarterly tabloid-style publication named *New Mexico Wildlife*. The newspaper insert features a variety of stories and is meant to appeal to a variety of interests, while emphasizing hunting and fishing.

- **Social Media** - NMDGF is wading into the world of social media. Most efforts have been on an ad-hoc basis and several of those efforts have been related to specific events or programs. Some examples include; a Twitter feed, posting videos on MyOutdoorTV.com, pages on Facebook and events like Outdoor Expo and Aquatic Education. In the near future NMDFG will also begin to post video content on YouTube and make changes to the agency website to make it more interactive, using elements of social media.

Goals and priorities for your Hunter and Angler Recruitment programs

New Mexico has conducted activities in various areas and among several programs that relate to hunter and angler recruitment, but is only beginning to focus on gathering these efforts under the collective “recruitment and retention” umbrella. In doing this, NMDGF is considering several factors including that recruitment and retention should not be limited to the youth segment of the population and that the available supply of opportunities needs to be considered when developing programs.
In terms of the available supply portion of the equation, in New Mexico the demand for big game hunting opportunities far outstrips the supply of available hunts. That is why NMGFD is gearing recruitment and retention efforts on the hunting side to small game. Small game hunting does not require entering into a drawing for a license, you just need to buy a license from any vendor, find an open season and place to go.

NMDGF needs to go through some capacity building to be able to undertake recruitment and retention efforts, especially those related to retention. NMDGF has a considerable amount of electronic contact information (email addresses), but does not currently have the capability to utilize those addresses on a routine basis. Since one of the more effective retention tools has been contacting lapsed license buyers, NMDGF plans to undertake such an effort in the future, once the ability to distribute e-newsletters and other electronic communications has been developed.

Another priority area for the near to medium term is to develop shooting programs for youth. A first step is to create a pilot shotgun shooting program in southern New Mexico, an area historically given less attention than the Santa Fe/Albuquerque area. NMDGF plans to do this using a contract with a local gun club and shooting range. The department will pay to train instructors, the contract will include funding to purchase clay targets and other materials. Barriers include the time to perfect contracts, a shortage of trained instructors. The goal for this program is to develop more interest in small game hunting. New Mexico has a strong big game heritage, but licenses are limited. NMDGF can accommodate much more youth hunting for doves, turkey and grouse than for deer, elk and antelope.

**Top Six Recruitment and Retention Efforts**

- **Outdoor Expo** - 2000-plus in attendance August of 2009. NMDGF moved this event from spring to late summer and saw an increase in participation. Barriers include staff shortage due to other obligations (antelope hunt, sheep trap) and hiring freeze. Better promotion will increase participation and better volunteer appreciation/recognition efforts will help with staffing shortage.

- **Free Fishing Day** - events statewide, first Saturday in June, estimated 2000-plus participants in 2009 These enjoy community support in many areas of new Mexico (Grants, Questa, Santa Rosa, Roswell) Community leaders actually use their public access TV programs to gather support for these. Participation varies from 100 to 300 youth anglers at each of 12 clinics. Staff shortage may force effort reduction in 2010.

- **National Archery in the Schools** – 2,400 students in 2009, should double during 2010. NMDGF equipped 19 schools in the first year and trained and re-trained instructors. Staff turnover at the schools is one problem. NMDGF has a waiting list of another 20 schools that want training and equipment for the current school year. NMDGF has developed archery trailers that can be used at multiple schools during a year and also are used at organized events. To date the trailers have been used from Clayton to Fenton Lake.
Farmington schools/organizers are requesting equipment and will receive a trailer before the end of the month. The program is too big already for the one individual assigned to it.

- **Aquatic Resource Education** - contract (angling), 7,000 students participated during last school year teachers like the in-classroom presentations followed up by field trips. NMDGF contractor has the expertise and equipment to take over a class and make education enjoyable.

- **Television Show** - reaching >20,000 viewers each Saturday, the format includes a "Getting Started" segment that informs people about tying flies, a girl's first deer hunt, fishing clinics, etc. Barriers include budget to buy air time, budget to promote the program an increase viewership, time constraints to work with Public TV stations to get the show on in additional markets (Portales and Las Cruces).

- **Youth Hunts** - NMDGF offers youth hunting opportunities for pheasants, geese and most species of big game. About 1,500 youth participate through the draw. New this year, NMDGF is offering about 2,000 Youth Encouragement Hunts for elk to kids who did not get drawn for regularly scheduled hunts.

**Plans for the Future**

Increase shooting sports programs and partnerships with existing entities conducting similar efforts in New Mexico. The last budget cycle provided an expansion position for shooting sports program coordination, but a statewide hiring freeze has delayed filling the position. When the hiring freeze thaws, NMDGF will pursue filling the position allowing for more effort devoted to these goals.
North Dakota Game and Fish Department

Hunting Recruitment and Retention

Goal and Priorities for Shooting Sports, Angling and Hunting Recruitment

- Maintain Quality Habitats and Access to Land and Water
  - Places for all to hunt and fish are key to introducing and keeping people active in these activities.
    - Emphasize Landowner and Sportsmen Relationships
    - Develop Strategies to Curb Commercialization
    - Maintain and Increase Public Hunting Areas
- Increase Youth Involvement in Shooting Sports and Hunting
  - A variety of strategies will continue to be used to insure young people are introduced to hunting and shooting sports at a younger age. This is important in North Dakota since the pool of K-12 aged kids has decreased from around 200,000 in the 1970’s to a little less than 100,000 today.
    - Continue Providing Youth Hunting Seasons for a Variety of Species
    - Focus on Contacts with Established Youth Groups such as 4-H, Scouts
    - Create a Sustainable Mentor Program
    - Continue Providing Grant Dollars to Groups to Conduct Youth Shooting and Hunting Events
    - Continue Promotion of Development of Shooting Facilities
- Improve Access and Options for the Public to Receive Hunter Education
  - Explore the Option of Developing a Hunter Education class taught in all North Dakota Schools
  - Increase Number of Hunter Education Classes Taught in High Need Areas such as Bismarck and Fargo
- Continue to Utilize Programs Such as BOW to Introduce More Women to hunting and Shooting Sport
- Develop Strategy to Introduce Hunting and Shooting Sports to Young Families who may have not grown up with These Activities
- Continue to Expand the National Archery in the Schools Program
- Provide Increased Fishing opportunities in Urban Areas and Increased Access to the Shore.
- Continue Providing State and Federal Range Grants for Public Shooting.
- Determine Thresholds of What Determines a ‘Quality’ Outing While Hunting and Fishing. This relates to determining what number of hunters is socially tolerable in the state

Top Hunter and Angler Recruitment Programs

- Access to Hunting, Shooting and Angling Areas - North Dakota still has relatively good access for hunters and anglers. Fishing access to most water bodies that have fish populations is excellent. Hunter access is more challenging since North Dakota is predominately privately owned (approximately 90%). The department manages
approximately 200,000 acres of Wildlife Management Areas (WMA’s) for hunting and other outdoor activities. Contingent upon current funding available, the Private Land Open to Sportsmen (PLOTS) program provides roughly 1 million acres accessible to hunters. The US Forest Service manages about 1.2 million acres of land, open to public hunting. This property is found in the western fourth of North Dakota. These areas open to the public make up a relatively small portion of hunting lands available and the reason hunter and sportsmen relationships are absolutely necessary now and in the future, to provide hunting areas to support the hunting public.

- **Youth Hunting Seasons** – North Dakota has provided opportunities for youth to hunt a variety of species in North Dakota to include deer, pheasants and waterfowl. These seasons open prior to the standard seasons to allow low pressure hunts and better mentoring. The youth deer season has been in existence since 1994 and attracts approximately 2,000 youth each year.

- **Shooting Range Grants** - Federal and state grant dollars are provided annually to clubs, communities and groups statewide to construct and maintain both outdoor and indoor shooting facilities. The purpose behind this program is to provide an opportunity to shoot wherever a need exists as well as to further promote shooting sports and related activities. With increased urbanization, the availability of shooting for recreation, or in preparation, for hunting is significantly restricted. North Dakota has provided several large grants to build shooting facilities in the past 3 years within larger urban areas. (Bis-Man Rifle Pistol Club Indoor Range, $500,000; Minot Indoor Range, $300,000; Fargo Indoor Range, $500,000; Nishu Bowmen Indoor Archery Complex, $115,000). Rural communities and clubs receive small range grants from a pool of state dollars on a “request for funding” basis as the needs arise. Ranges provide healthy promotion of shooting sports and a place for hunters to hone skills preparing for hunting seasons.

- **North Dakota Hunting and Fishing License Structure and Regulations** - The NDGFD has attempted to keep the cost of hunting and angling opportunities at a cost that does not prevent its citizens from participating. License fees are considered reasonable with special consideration for youth opportunities. NDGFD works to keep fees low whenever the public or other pressures suggest increased license fees. Even for those coming from out of state, increased license fees would only prevent those “less well to do” hunters from enjoying North Dakota’s resource. Complicated rules and regulations can become a barrier for participation and NDGFD takes measures to keep rules and regulations standard simple. NDGFD also maintains long seasons to keep the opportunity level high. The limited 1% of North Dakota’s deer licenses issued to non-residents for gun season continues to keep the resident deer hunters in relatively high number and commercial operations for this resource at a small number. (A recently conducted survey in North Dakota by Responsive Management, deer topped the list of species hunted at 62%).

- **Liberal Age Restrictions** - Youth of any age may hunt upland game in North Dakota as long as they are under the direct supervision of an adult hunter. This opportunity likely has positive affect in creating new hunters. As of 2009, youth 12 years of age may hunt antlerless deer. Youth participating in this hunt numbered 1,579. This number compared to the traditional youth hunt (14, 15 year olds) number of slightly fewer than 2,000.
• **Urban and Expanded Fishing Opportunities** - Urban fisheries are a great place to get youth hooked on fishing. For most young anglers, it doesn’t matter if it’s a ½lb bullhead or a trophy walleye. The simple excitement of a bobber going under can be the hook. NDGFD has recently concentrated some effort on the construction and enhancement of urban fishing ponds and increased access to urban waters. On many North Dakota lakes, shoreline improvements have helped shore fishing access which is how many anglers are introduced to fishing. Expanded access and improvements to statewide waters has also increased boat fishing opportunities.

**Challenges and Barriers to Recruitment and Retaining**

• **Land Access** - Sportsmen in North Dakota have been experiencing a significant loss in areas open to hunting in the past 10-15 year due to a number of factors. (In a recent survey conducted by Responsive Management, 41% of active hunters said that, “not enough place to hunt strongly or moderately took away from their enjoyment of hunting or caused them to hunt less in the state”). North Dakota is predominantly private land much like Texas. History has demonstrated what can happen in a state with the majority of its land in private ownership. Access to hunting areas in many western states with a high percentage of public land may be less of an issue.

• North Dakota has historically been somewhat isolated in the past from commercial wildlife operations. With the advent of the internet, word of mouth and the realization that wildlife can be a source of income, the resource has been discovered and is being rapidly marketed. Is all marketing bad? No. Hunters fund the conservation system and bring revenue to continue wildlife programs. The challenge in the next 25-50 years is striking a balance which will allow the next generation of hunters that live here an opportunity to hunt as well as provide opportunities to nonresidents.

• One strategy developed in 2000 was the Private Land Open to Sportsmen, or PLOTS program. This program provides habitat open to public access. While the program has been successful in providing hunting opportunities, it is an expensive one and some worry that landowner and sportsmen relationships suffer. Lost relationships with landowners, in a state that is primarily privately owned, has obvious fallout for hunters if the program were to be discontinued in the future due to lack of funding, or other reasons.

• Land access for the general public can also be affected by a system of guaranteed deer licenses to land owners. This gratis system was originally developed with the intent to provide agricultural producers owning 160 acres or more with a small token of appreciation in the form of a “free of charge” deer license for dealing with deer on a year round basis. Today, as the number of agricultural producers decrease in number, the number of gratis tags are actually increasing. Both resident and non-residents purchase a quarter of land for the sole purpose of hunting, knowing they will receive this guaranteed tag. Land owners with a small acreage of land specifically purchased for their own hunting enjoyment tend to not provide this access at the same levels experienced in the past.

• **Time Commitment and Competing Activities** - “Not enough time” and “competing activities” were identified in a recent study conducted by Responsive Management as primary reasons people in ND did not hunt. Today’s social system trend toward
urbanization means that families are involved in more activities such as organized athletics and jobs. A wildlife agency must devise and employ tactics that create interest in more outdoor activities and provide facilities, activities and places such as urban fishing waters and shooting facilities that “hook” young kids and young adults. These strategies must be new, dynamic, entertaining and interesting such that people would pick an outdoor field activity over one that may be going on at home or in town. Again, the importance of places for these people to hunt and fish cannot be over-emphasized.

- **Technology and Gadgets** - For both hunting and fishing, the notion that it takes a lot of “special” equipment to participate in these activities is promoted extensively on hunting and fishing television shows and other venues. Promotion of the notion that a huge number of gadgets are “needed” to adequately enjoy these pursuits can be especially overwhelming for new hunters and anglers. Education to promote the relative simplicity for outdoor activities is needed to recruit and retain hunters and anglers.

- **Too Many Hunters in the Field** - In a recent hunting study conducted by Responsive Management, over one-fourth of active hunters participating in the survey stated that, “too many hunters in the field” was a barrier to hunting. The agency must take this into consideration when balancing the issue of revenue and politics vs. quality hunting for both residents and non-residents. Possibly defining “quality” as determined by hunters would be a starting point of making this right for those that pay the bills.
Oklahoma Department of Wildlife Conservation (ODWC)

Current hunter and angler recruitment programs

- Archery in the Schools
- Explore Bowhunting (pilot state next year)
- Hunter Education
- Apprentice designated hunting licenses for those lacking hunter education certification
- Youth seasons
- Youth controlled hunts (lottery hunts)
- Wildlife Expo
- Aquatic Resources Education
- Close To Home Fishing program
- Participation in grants from RBFF (state marketing campaigns) and NSSF
- Consolidation of licenses to reduce confusion, streamline
- Wildlife Expo
- Land acquisition for public hunting/fishing
- Senior citizen direct mail campaign
- Twitter account
- Email distribution
- Website
- Typical outreach to core constituents (TV show, magazine, regulations, etc)

Goals and priorities for hunter and angler recruitment programs

- ODWC does not have a documented plan outlining overall agency goals (general strategic plan was from the mid 90’s and has not been updated)
- Have a marketing committee with cross divisional representation to offer some guidance

Top five hunter and angler recruitment programs and why are they effective

- Lacking a written plan, ODWC also lack measurable objectives. Some efforts routinely include an evaluation component (direct mail marketing) but ongoing programs typically do not. Top Five is in the eye of the beholder, since programs often do not have proof.

Any challenges or barriers to recruitment and retention

- Money
- Personnel
- Lack of certainty over what truly works
- Other priorities
How Expo Events Function as a Gateway to Traditional Outdoor Recreation Activities and Attendees’ Conservation Attitudes/Awareness

August, 2009

By: Dr. Joseph Walker, University of Northern Texas; Dave Lockman, Weatherby Foundation International; Andrea Crews, Oklahoma Department of Wildlife; Rhonda Hurst, Oklahoma Department of Wildlife; Greg Duffy, Oklahoma Department of Wildlife; and Ernie Gammage, Texas Parks and Wildlife Department.

Executive Summary

This study determined that Expo events function as a gateway to traditional outdoor recreation activities and attendees demonstrate a strong conservation attitude as well as a strong belief that sport hunting is a positive contributor to wildlife conservation and land conservation. These results were determined through the analysis of an exit interview survey developed under the guidance of the Weatherby Expo Program technical team. It is recommended that all Expo events use this survey to determine attendance demographic profiles, how the individual event is functioning as a gateway to traditional outdoor activities and the general attitude of the attendee on the role of ethical sport hunting on wildlife and land conservation.

Table 1 - Participation in Expo Shooting Activities by State

<table>
<thead>
<tr>
<th>Topic</th>
<th>Oklahoma</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did shoot while at Expo</td>
<td>43% 16,411</td>
<td>30% 11,170</td>
</tr>
<tr>
<td>First time to shoot</td>
<td>13% 4,961</td>
<td>12% 4,468</td>
</tr>
</tbody>
</table>

The number of attendees that participated in shooting activities is an estimation derived by extrapolating survey results to the estimated attendance

Responses reported in Table 1 signify that both Expo events hosted in Texas and Oklahoma provided a large percentage of attendees an opportunity to participate in hands-on shooting activities. The 2008 Expo program provided thousands of individuals a venue to shoot for the first time. See table above.

In addition to exposure to actual shooting activities, both events provided the participants opportunities to meet other individuals with similar interests. Attendees are able to interact with community organizations/associations which foster their interest in the traditional outdoor activities. In turn, these organizations can recruit Expo attendees as future members. Expo events also provide opportunities for volunteer recruitment by USFS, BLM, USFWS and wildlife agency conservation programs.

Expos can be an excellent venue to get individuals interested in hunting, fishing, shooting sports and outdoor recreation like camping, hiking and mountain biking, etc. The diversity and arrangement of activities, presentations and demonstrations help to get the attendees
“psyched up” and interested enough to take their first steps into the outdoors or expand their current level of participation. Expos also provides a great venue to help build the wildlife community culture by pulling people together as a community of hunters, anglers, wildlife watchers, nature lovers and conservationists toward a common purpose: conservation of natural and wildlife resources.

Prior environmental education and outdoor recreation survey items examining environmental awareness, conservation, stewardship and behavior were the basis for the new questions developed for the 2008 Expo pilot instrument. The modified questions demonstrated acceptable levels of reliability and concurrent validity. Analysis determined that individuals who attended these Expo events understand that hunting has a role in conservation efforts and that attendees have a strong positive conservation attitude. The general attendee had a moderate interest in shooting sports and strong intentions to have their child/children involved in outdoor recreation and hunting. (See table 2 below). The open ended responses provide insight into how Expo events; (1) enhance awareness and knowledge of conservation; (2) provide hands-on opportunities to learn and experience more diverse forms of outdoor recreation, fishing and shooting sports.

Table 2 - Attendees’ Attitudes on Conservation and Youth Outdoor Recreation/Hunting

<table>
<thead>
<tr>
<th>Topic</th>
<th>South Carolina</th>
<th>Oklahoma</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in shooting sports</td>
<td>3.4</td>
<td>3.9</td>
<td>3.4</td>
</tr>
<tr>
<td>Importance of Child Involved in Hunting/Fishing</td>
<td>4.1</td>
<td>4.5</td>
<td>4.2</td>
</tr>
<tr>
<td>Sport Hunting Supports Wildlife Conservation</td>
<td>3.9</td>
<td>4.6</td>
<td>4.1</td>
</tr>
<tr>
<td>Sport Hunting Supports Land Conservation</td>
<td>4.0</td>
<td>4.6</td>
<td>4.1</td>
</tr>
<tr>
<td>Importance of Child Involved in Outdoor Activities</td>
<td>4.5</td>
<td>4.9</td>
<td>4.9</td>
</tr>
</tbody>
</table>

All items included in this table were measured on a five point scale where 1 = low and 5 = high. The items presented in this table are generalized to the concept measured. The actual question wording differed by state as insight from one location was used to improve wording for the next location.

This project was successful in developing a series of reliable and valid psychometric items. These items will be used to measure and track future Expo participants’ attitudes on conservation and the importance/interest in developing youth involvement in outdoor recreation and hunting. The findings demonstrate how Expo events function as: (1) a gateway for future participation; (2) a venue for increasing conservation awareness and (3) as an outlet for improving the publics’ understanding of the role of ethical sport hunting in wildlife conservation.
How Expo Events Function as a Gateway to Traditional Outdoor Recreation Activities and Attendees’ Conservation Attitudes/Awareness

Weatherby Foundation International provides financial support and planning assistance to state wildlife agencies or cooperative partners for the production of annual, large outdoor Expo events that provide hands-on learning opportunities in the areas of: (1) wildlife and habitat conservation; (2) the role of hunting and the hunter in wildlife conservation; (3) shooting sports, fishing, camping, water sports and many other skills necessary to responsibly enjoy the great outdoors.

Each Weatherby-supported Expo event is required to conduct a survey of participants. Survey data is to be used to provide a summary report to the Weatherby Foundation that provides either an actual count of visitors or an estimation of the total number of participants and general demographic information (gender, ethnicity, estimated youth and adult visitors).

In 2008 the Expo program technical team supported a decision to test a survey that could function as a template to be used by all agencies operating an Expo. This was done to allow for reliable comparisons of the impact of education strategies. This survey template would include a section dedicated to investigating the impact of Expo education activities, conservation attitudes, conservation awareness and the role of Expo as a gateway to traditional outdoor activities and outdoor recreation.

The following sections of this report will explain the development of the 2008 survey instrument, the scope of the survey questions, the prior research and literature supporting the selection of attitudinal survey items and the reliability and validity of the psychometric items. Response percentages and averages of the primary questions from each pilot-test location are presented.

The 2008 Expo Survey Strategy Project Goal

The initial goal for this project (determined at 2008 Weatherby Expo technical team meeting) was to create an instrument that would be used as a base exit evaluation survey instrument for future Weatherby-sponsored Expos. The survey would use prior survey questions gathering information on demographics, marketing impacts and purchase behavior. A new section to the survey would incorporate items to assist Expo managers in measuring Expo attendees’ (1) intention to participate in traditional outdoor activities, (2) expressed importance of passing on these traditions to youth, (3) conservation attitude and awareness and (4) belief of the positive role of ethical sport hunting in wildlife conservation.

The items, if proven effective, would become part of the future recommended Weatherby evaluation grant requirement so that comparisons of Expo events could be completed and documented. The Expo technical team members discussed how this type of insight could be used to guide the development of specific Expo programs, as well as the alteration and delivery
of existing strategies to increase conservation attitudes/awareness and possibly conservation behavior among attendees.

Increasing the knowledge of wildlife and habitat conservation is a primary goal of the Expo program. This strategy would allow those efforts to be benchmarked and tracked. Furthermore, if the Expo events could demonstrate the delivery of effective strategies and prove an increase in participants' knowledge of wildlife and habitat conservation, the results could be used as a basis for securing future foundation, corporate and individual partnerships that would assist in funding the current and possibly expanded Expo program.

The Development of the Survey Instrument

Prior to developing new items, the environmental education and outdoor recreation research literature/surveys developed to measure conservation attitudes, stewardship, wildlife conservation and habitat knowledge and awareness were examined. A series of reliable and valid psychometric surveys were identified from this literature. A group of specialists reviewed the items/scales and selected appropriate items to be tested for inclusion in the Expo survey. These items were adapted for use in an exit interview survey instrument and pilot tested for readability by the survey staff to determine respondent cognitive comprehension.

In July an initial set of items was reviewed by the technical team. Based on e-mail correspondence that followed, the scope of the attitudinal section of the Expo instrument was re-investigated. An Expo operation impacts survey was sent to Expo Coordinators to determine which items were most important. The results of that Expo coordinator survey determined that the following six items listed in Figure 1 were of significant importance.

Top Six Areas Identified by Expo Operators for Future Analysis

1. Increase participation in outdoor recreation (hiking, birding, camping)
2. Increase awareness of the ethical role of sport hunting on wildlife conservation
3. Increase awareness of how to be a responsible outdoor citizen
4. Increase participation & sales of hunting/fishing licenses
5. Increase awareness of fun in the outdoors
6. Increase awareness of how all people can become environmental stewards

Two additional items were requested for inclusion into the Expo survey: (1) strategies to examine how Expos functioned as a gateway to traditional outdoor activities (hunting and fishing) and (2) a measure of parents’ intention to encourage their child/children to be active in outdoor recreation and traditional outdoor activities. Thus, additional investigation into the related literature was completed and new items were presented for consideration.

Due to the limitation of successfully administering a festival or event exit survey, the overall scope of the Weatherby Expo survey had to be limited to a one page instrument that could be read by a survey administrator while walking with an exiting Expo participant on the way to his/her vehicle (friends, family, or children in tow). The items had to be in a large font size so
the staff member could read the items while walking. The wording of the specific items had to be simple enough for the respondent to understand the scope of the questions in order to provide an accurate response.

Prior Expo survey strategies indicated that 25-30 questions was the appropriate number to be included in an Expo event exit survey. Furthermore, the sequence of items needed to maintain a flow or rhythm that the respondent could follow so that issues, themes and questions of a psychometric nature would not be confused or misinterpreted. A base of 20 questions examining participant demographics, purchase history and intention and response to marketing strategies had been used for multiple years by many Expo coordinators. Thus, these provided the base of the survey. A series of pilot tests were completed to guide the selection of the psychometric items from the literature. The range of the measurement scales for some items were adjusted and simplified after the first site survey was completed. Insight from administrators and responses from attendees guided changes to the wording of some psychometric items prior to use at remaining Expo test sites.

The Reliability and Validity of the Psychometric Items

The individual psychometric items measuring conservation attitude/awareness were tested for reliability using a randomly selected split-half comparison test for each item within each sample; and Pearson’s correlations were reviewed to ensure that multicollinearitiy (interpretation by respondents that an item measures the same thing) did not exist between questions. Concurrent validity was determined by examining the response patterns of individual questions to other items within the scale. This process compares the response patterns to one item to the response patterns to another similar item or related concepts.

Example: Individuals indicating a high importance of introducing of their child to hunting and fishing should generally demonstrate a high interest in shooting sports. For this analysis a significant moderate Pearson’s correlation should exist between these items.

Data Collection Procedures and Selecting a Valid Random Sample

Each Expo survey process followed a similar strategy for selecting and administering the survey. Each surveyor was provided a clipboard, a pen and copies of the survey on the clipboard. Surveyors were positioned on the road where most people were exiting the event. The introductory script was: “Hello, my name is <xxxx> and I am conducting a survey to find out about what you thought about Expo so we can continue to improve it. Would you mind answering a few questions as you walk?” (The interviewer was instructed to walk with the attended, to avoid slowing them down) Respondent Selection Instructions:

Random selection of each participant was extremely important for the validity of the survey. Clearly, random selection of individuals exiting a festival or event like Expo is difficult but necessary. The following procedure used to collect data had been implements in past years. It is
based on selecting the first adult (person who appears to be over 17 years old) seen after a “break” from observing the crowd. The break is accomplished one of two ways:

1. Look at the ground and count to 10 slowly while mentally choosing a color of shirt. At the end of the break, look up and select the first person you see wearing that color of shirt.
2. Turn your back to the flow of the crowd and count to 10 slowly. Turn around (1/4 turn or 1/2 turn) and select the first person you see.

Evaluation staff must try not to interview more than one person in a party. Unfortunately it is sometimes impossible to prevent other group members from responding to some questions. For example, parents will often solicit information from the children in the group regarding specific items (e.g., favorite activity). Staff was trained to explain the importance of the responses representing the individual that was selected to participate in the survey.

Staff was further instructed to be careful not to “pre-select” someone when finishing an interview. The evaluation staff was also trained to avoid being concerned if their sample did not seem to have an even demographic distribution so that they did not attempt to “fix” their sample by selecting a specific type of person to even it up.

Finally, the evaluation staff was trained to expect refusals (and to document each refusal) and to say “Thank you” at the conclusion all refusals and then complete the interviewer name, time, gender of person refusing and the day (Sat or Sun).

2008 Data Collection Sites

These sites were selected due to their proximity to the surveying entity, the willingness of the Expo coordinators to assist in this project, the differences in the event’s histories and the diversity of host organizations.

Oklahoma Wildlife Expo: Operated by the State of Oklahoma: Oklahoma Department of Wildlife Conservation. 2008 was the fourth year of this event. It was a three day event with multiple booths dedicated to conservation and wildlife education and hands-on outdoor skill activities. This event historically had a large attendance and has grown from 25,000 to 40,000 over 4 years.

The Oklahoma Department of Wildlife Conservation’s mission is to manage Oklahoma’s wildlife resources and habitat to provide scientific, educational, aesthetic, economic and recreational benefits for present and future generations of hunters, anglers and others who appreciate wildlife. This includes supporting and promoting traditional uses of wildlife through regulated fishing, hunting and trapping consistent with sound management principles.

Texas Expo: Operated by the State of Texas: Texas Parks and Wildlife Department. 2008 was the seventeenth year of this event. It was a two day event with multiple booths dedicated to conservation and wildlife education and hands-on outdoor skill activities. This event has
historically had a large attendance, consistently averaging almost 40,000+ attendees for the past 5 years.

The Texas Parks and Wildlife Department mission is to manage and conserve the natural and cultural resources of Texas and to provide hunting, fishing and outdoor recreation opportunities for the use and enjoyment of present and future generations. The Texas Parks and Wildlife Department provides outdoor recreational opportunities by managing and protecting wildlife and wildlife habitat and acquiring and managing parklands and historic areas.

**South Carolina Expo:** Operated by Upstate Forever: a non-profit agency dedicated to the promotion of sensible growth and the protection of special places in the Upstate region of South Carolina. This Expo event was in the second year of operation. South Carolina Wildlife Federation hosted a larger event near the capital city, Columbia and this second event was hosted in a rural area of the up-state near Clemson.

**The 2008 Weatherby Expo Survey Template**

The 2008 survey was developed to collect a variety of data. The initial sections were developed to gain information on the survey administrators, the time of data collection, the day of data collection and general demographics of the randomly selected respondents. Questions included group size and group composition in order to estimate the percentage of youth attending the event. Additional questions examining the profile of the attendee focused on past attendance and marketing preferences for learning of the event.

The second part of the instrument examined the respondents’ hunting license purchase behavior and intention. The third section of the instrument examined the respondents’ favorite activity, level of conservation education and perception of the overall quality of the event. The fourth section of the instrument requests self-reported participation in shooting activities. The remaining section of the survey includes the psychometric questions that ask participants to rank or rate the importance of each conservation statement and involvement statement.

**Testing the Customizability of the 2008 Weatherby Expo Survey Template**

Components of the 2008 survey were selected and developed to be interchangeable and adjustable. This allows the independent Expo operators to use the survey template as a skeleton for the development of their exit evaluation. Independent organizations hosting Expos have different missions, target goals and agendas driving the funding and operation of the event. Some questions may not be appropriate for their event or important to their primary sponsor agency. All operators are encouraged to use the methodology for random selection of participants outlined in the planning guide as well as use as many of the survey questions with exact wording as recommended by the technical team.
In some cases, maintaining exact wording and exact question order may not be possible. Understanding that these types of management decisions may be made, this project adjusted specific questions for different events, reordered questions and adapted the scope of each instrument. For each of the three different surveys, the individual items were examined for reliability. Comparisons of response patterns to similar questions (themes) are presented.

All of the questions and variations of questions were determined to be reliable and valid. The reliability of all the questions that were adjusted demonstrates the pliability of the specific themes and that Expo attendees understand the overall cognitive concept being investigated when asked psychometric questions investigating conservation attitude, importance of youth involvement and future participation intention while exiting the event.

Data Reports
This section demonstrates how the data can be analyzed to examine trends or execute event comparisons. The survey collects information used to determine the percentage of participation based on specific demographic and grouping categories. To use the survey data to estimate the participation numbers reported here the agencies develop a strategy to project a reliable attendance number. Staff at the Texas Expo events was assigned to count the attendees as they entered through a single entrance to determine overall attendance. The staff at the Oklahoma Expo utilized a car count and the average group size determined by exit data to estimate overall attendance. The staff at the South Carolina Expo estimated a general attendance number based on crowd density and parking density.

Table 1: Expo Visitor Counts 2008 (As reported by Organization Agency)

<table>
<thead>
<tr>
<th>Expo Event 2008</th>
<th>Total Visitors</th>
<th>Exit Interview Sample</th>
<th>Response Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>1000</td>
<td>200</td>
<td>98%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>38,165</td>
<td>402</td>
<td>95%</td>
</tr>
<tr>
<td>Texas</td>
<td>37,234</td>
<td>391</td>
<td>91%</td>
</tr>
</tbody>
</table>

Table 2: Expo Visitor Counts, Estimation of Adults and Youth 2008

<table>
<thead>
<tr>
<th>State</th>
<th>Adult Visitors</th>
<th>Youth Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Texas</td>
<td>53%</td>
<td>47%</td>
</tr>
</tbody>
</table>

This estimation is determined by the respondents’ indication of overall group size and the number of youth within each group.
The estimated youth and adult attendance is combined with the visitor count to provide estimations of the actual number of adult and youth participants.

Group size can be very useful in determining the overall percentage of youth and estimate youth attendance as well as inform Expo operators of potential traffic flow patterns (Table 4).

**Table 3: Expo Visitor Estimations Adults & Youth 2008**

<table>
<thead>
<tr>
<th>State</th>
<th>Total Visitors</th>
<th>Adult Visitors</th>
<th>Youth Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>1000</td>
<td>600</td>
<td>400</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>38,165</td>
<td>19,845</td>
<td>18,319</td>
</tr>
<tr>
<td>Texas 2008</td>
<td>37,234</td>
<td>19,770</td>
<td>17,464</td>
</tr>
</tbody>
</table>

**Table 4: Survey Estimation of Adults and Youth Participation**

<table>
<thead>
<tr>
<th>State</th>
<th>Average Group Size</th>
<th>Adult Visitors</th>
<th>Average Number of Youth</th>
<th>Youth Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>3.4</td>
<td>60%</td>
<td>2.0</td>
<td>40%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>3.4</td>
<td>52%</td>
<td>2.1</td>
<td>48%</td>
</tr>
<tr>
<td>Texas</td>
<td>3.4</td>
<td>53%</td>
<td>2.1</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Table 5: Gender of Expo Exit Survey Participants 2008**

<table>
<thead>
<tr>
<th>State</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>64%</td>
<td>36%</td>
</tr>
<tr>
<td>Texas</td>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Table 6: Ethnicity of Expo Exit Survey Participants 2008**

<table>
<thead>
<tr>
<th>State</th>
<th>Anglo</th>
<th>Hispanic</th>
<th>Black</th>
<th>Asian</th>
<th>Native American</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>93%</td>
<td>2%</td>
<td>2%</td>
<td>1.5%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>88%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Texas</td>
<td>76%</td>
<td>15%</td>
<td>5%</td>
<td>2%</td>
<td>.25</td>
<td>3%</td>
</tr>
</tbody>
</table>
Table 7: Urban vs. Rural Residents 2008

<table>
<thead>
<tr>
<th>State</th>
<th>Urban Resident</th>
<th>Rural Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>32%</td>
<td>68%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Texas</td>
<td>69%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Table 8: Repeat vs. New Visitors at Expo 2008

<table>
<thead>
<tr>
<th>State</th>
<th>Repeat visitors</th>
<th>New Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Carolina</td>
<td>23%</td>
<td>77%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>35%</td>
<td>65%</td>
</tr>
<tr>
<td>Texas</td>
<td>55%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Table 9: Comparing How Visitors Learned out About Each Expo 2008

<table>
<thead>
<tr>
<th>Marketing Strategy</th>
<th>South Carolina Visitors</th>
<th>Oklahoma Visitors</th>
<th>Texas Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>14%</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>TV</td>
<td>0%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Club (e.g. Scouts)</td>
<td>20%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Radio</td>
<td>3%</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Newspaper/Magazine</td>
<td>21%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Internet</td>
<td>6%</td>
<td>9%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Bold indicates a statistical difference between values presented by category (Z test for comparing independent proportions, p<.10)

Examining the impact of specific marketing strategies helps operators understand which advertising methods are cost effective. Using other variables it is possible to examine how specific demographic groupings respond to different media formats.

Table 10: How First Time Visitors Learned about Each Expo 2008

<table>
<thead>
<tr>
<th>Marketing Strategy</th>
<th>South Carolina First Time Visitor</th>
<th>Oklahoma First Time Visitor</th>
<th>Texas First Time Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>15%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>TV</td>
<td>0%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Club (e.g. Scouts)</td>
<td>24%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Radio</td>
<td>2%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Newspaper/Magazines</td>
<td>22%</td>
<td>23%</td>
<td>4%</td>
</tr>
<tr>
<td>Internet</td>
<td>4%</td>
<td>7%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Bold indicates a statistical difference (Z test for comparing independent proportions, p<.10)

Table 11: Hunting, Fishing and Combo License Purchases by Expo Visitors, by Gender

<table>
<thead>
<tr>
<th>Purchase Behavior</th>
<th>Oklahoma Male</th>
<th>Oklahoma Female</th>
<th>Texas Male</th>
<th>Texas Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Fishing, Hunting and Combo: Last 12 months + Lifetime</td>
<td>76%*</td>
<td>41%*</td>
<td>53%</td>
<td>24%</td>
</tr>
<tr>
<td>Total Fishing, Hunting and Combo: Next 12 Months</td>
<td>79%*</td>
<td>43%*</td>
<td>70%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Bold indicates a statistical difference between gender within state groupings (Z test for comparing independent proportions, p<.10)

*Indicates a statistical difference between same gender groupings (Z test for comparing independent proportions, p<.10). This data was not collected at the South Carolina event.
Table 12: Participation in Expo Shooting Activities 2008

<table>
<thead>
<tr>
<th>Topic</th>
<th>Oklahoma</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did shoot while attending Expo</td>
<td>43% 16,411</td>
<td>30% 11,170</td>
</tr>
<tr>
<td>First time to shoot</td>
<td>13% 5,330</td>
<td>12% 4,468</td>
</tr>
</tbody>
</table>

Bold indicates a statistical difference between values presented by category (Z test for comparing independent proportions, p<.10) This data was not collected at the South Carolina event.

Table 13: Participants’ Favorite Activity 2008

<table>
<thead>
<tr>
<th>Activity</th>
<th>Oklahoma</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shooting Activities</td>
<td>21%</td>
<td>32%</td>
</tr>
<tr>
<td>Fishing Activities</td>
<td>7%</td>
<td>31%</td>
</tr>
<tr>
<td>Birds of Prey</td>
<td>NA</td>
<td>15%</td>
</tr>
<tr>
<td>Kayaking</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Food Taste</td>
<td>6%</td>
<td>NA</td>
</tr>
</tbody>
</table>

This data was not collected at the South Carolina event.

Table 14: Participants’ Overall Satisfaction with Expo 2008

<table>
<thead>
<tr>
<th>Topic</th>
<th>Oklahoma</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Satisfaction</td>
<td>4.6</td>
<td>4.7</td>
</tr>
</tbody>
</table>

This data was not collected at the South Carolina event.

Examining Intention, Importance and Awareness of Expo Related Activities

In 2008, a series of psychometric questions were added to the survey to measure attitudes and awareness of participants. These included attendees’ attitudes on the role of sport hunting in conservation and overall interest in shooting sports and outdoor related activities presented at Expo. The individual questions were asked at the end of the survey and respondents rated overall interest to each question on a 5 point scale where 1= low and 5 = high.

This data will help operators understand how Expos function as a gateway event that introduces individuals to new activities, reminds and reinforces the interest of former participants and strengthens the resolve to remain active for those individuals that attend multiple times. The responses were compared across states and demographic groups to determine if any one group demonstrated a stronger attitude on any particular item.

The individual items included in this section were not worded exactly as they appeared on the individual even surveys. Based on feedback from the evaluation staff the items used in Oklahoma were adjusted to improve the flow of the questions. The Oklahoma attendees were asked to “ rate how they agree or disagree with the statements” where 1 is low “I do not agree” and 5 is high “I strongly agree” and then the statement “ Sport hunting helps conserve wildlife
“populations” was read to the individual. For the Texas and South Carolina event (which occurred one week later) the questions were altered and the attendee was asked to “Rate how important sport hunting is for the conservation of wildlife populations” where 1 is low and 5 is high. Though the underlying concept and scale score (1=low, 5 = high) of the psychometric items were the same; the wording and anchor terminology for Oklahoma was not identical to South Carolina and Texas. This is a limitation when comparing averages of items across states.

Table 15: Comparison of Attitudes on Outdoor Involvement

<table>
<thead>
<tr>
<th>Topic</th>
<th>South Carolina</th>
<th>Oklahoma</th>
<th>Texas</th>
<th>Kappa (Agreement)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in shooting sports</td>
<td>3.4</td>
<td>3.9</td>
<td>3.4</td>
<td>.400</td>
</tr>
<tr>
<td>Importance of Child Involved in Hunting/Fishing</td>
<td>4.1</td>
<td>4.5</td>
<td>4.2</td>
<td>.683</td>
</tr>
<tr>
<td>Sport Hunting Supports Wildlife Conservation</td>
<td>3.9</td>
<td>4.6</td>
<td>4.1</td>
<td>.750</td>
</tr>
<tr>
<td>Sport Hunting Supports Land Conservation</td>
<td>4.0</td>
<td>4.6</td>
<td>4.1</td>
<td>.610</td>
</tr>
<tr>
<td>Importance of Child Involved in Outdoor Activities</td>
<td>4.5</td>
<td>4.9</td>
<td>4.9</td>
<td>.640</td>
</tr>
</tbody>
</table>

Table 15 presents the general base question concept or topic that was asked at each Expo event and the average of the respondents’ replies at each event as well as the agreement score for those response patterns when the responses are compared across events.

All items are measured on a five point scale. The items asked respondents to rate the items where 1= low and 5 = high for South Carolina and Texas surveys while the Oklahoma survey respondents were read the statement and were asked to respond to the item where 1 = strongly disagree and 5 = strongly agree. Bold indicates a statistical difference between the groupings (ANOVA, Tukey’s post hoc test, p<.05).

Kappa is a test of inter rater agreement or responses similarity. Scores ranging between .4 and .6 are considered to indicate moderate agreement and between .6 and .8 are considered to indicate strong agreement within the responses patterns.

Due to the difference in the exact wording of the questions, this comparative analysis of means could be considered limited; however, the difference and correlation of the responses is consistent with participants higher level of purchase behavior in both Oklahoma and Texas.

The Kappa scores indicate that the items are consistent or reliable across the different state samples even though the exact wording and scale anchors differ. Table 15 demonstrates Expo attendees perceive sport hunting contributes to wildlife conservation and land conservation.
Overall interest in sport hunting and shooting sports is moderate while interest in introducing children to hunting and fishing is strong. The strongest overall attitude is toward having children involved in other outdoor Expo related activities, such as hiking, canoeing and camping. This demonstrates that these respondents believe that it is very important to have their children involved in non-consumptive sports like hiking, mountain biking, canoeing and camping activities.

Table 16: Inter-item Correlations (Examining Validity and Multi-colliniarity)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in Shooting Sports</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child Involved in Hunting &amp; Fishing</td>
<td>.48/.46/.50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Hunting Supports Wildlife Conservation</td>
<td>.58/.31/.52</td>
<td>.42/.48/.51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sport Hunting Supports Land Conservation</td>
<td>.44/.34/.53</td>
<td>.51/.55/.59</td>
<td>.73/.65/.70</td>
<td></td>
</tr>
</tbody>
</table>

The correlations demonstrate that the psychometric items have moderate to strong correlations between items within the individual state sample. Furthermore the general strength of correlation between items is similar for almost every item correlation. The strength of the correlations also indicates that none of the items demonstrate excessively high correlations (above .90). This is important for excessively high correlations could indicate that the respondents interpret what two questions to basically measure the same concept or that the question is redundant. The responses for hunting importance for wildlife conservation and hunting importance for land conservation demonstrate a strong correlation. This is important for it is expected that individuals that have a strong ranking for one would have a strong ranking for the other, but the correlation is not so strong that the respondents’ considered these questions or concepts to be identical.

The same correlation matrix values indicate that the concepts that are similar and should have similar response patterns are strongly correlated. When this interpretation is applied, concurrent validity is established. Concurrent validity indicates that a specific item has an expected significant positive or negative relationship with another variable. Two cases are provided in Table 17. Both items indicate the importance of hunting to wildlife populations and land conservation has a significant, positive correlation. Meanwhile, the correlation between respondents’ interest in child involvement in shooting sports and child involvement in outdoor recreation has a weak, positive relationship. It is expected that individuals that want their children involved in shooting sports would also support involvement in outdoor recreation;
however, individuals that have a high interest in their child being involved in outdoor recreation 
do not have the same level of interest for their children’s involvement in shooting sports.

**Table 17: Table 17: Comparison Male and Female Interest in Shooting Sports and Attitudes on 
the Role of Sport Hunting’s Contribution to Wildlife and Land Conservation**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Oklahoma Male n=238</th>
<th>Oklahoma Female n=115</th>
<th>Texas Male n=225</th>
<th>Texas Female n=137</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in shooting sports</td>
<td>4.2</td>
<td>3.0</td>
<td>3.7</td>
<td>2.8</td>
</tr>
<tr>
<td>Sport Hunting Supports Wildlife Conservation</td>
<td>4.8</td>
<td>4.4</td>
<td>4.1</td>
<td>3.8</td>
</tr>
<tr>
<td>Sport Hunting Supports Land Conservation</td>
<td>4.8</td>
<td>4.5</td>
<td>4.2</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Bold indicates a statistical difference between gender groups (male/ female) within the state (independent sample t-test, p <.05. This analysis for South Carolina was not possible as a specific variable measuring the sex of the respondent was not included in the survey. All items are measured on a five point scale. The items asked respondents to rate the items where 1= low and 5 = high for Texas surveys while the Oklahoma survey respondents were read the statement and were asked to respond to the item where 1 = strongly disagree and 5 = strongly agree.

When average scores representing respondents’ interest in shooting sports and ratings of the importance of sport hunting to wildlife conservation and land conservation are compared across gender (male/female) within each state, males rated these items significantly higher.

**Table 18: Comparison of Rural and Urban Resident Attitudes on the Role of Sport Hunting and Conservation**

<table>
<thead>
<tr>
<th>Topic</th>
<th>S. Carolina Urban</th>
<th>S. Carolina Rural</th>
<th>Oklahoma Urban</th>
<th>Oklahoma Rural</th>
<th>Texas Urban</th>
<th>Texas Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest in shooting sports</td>
<td>3.4</td>
<td>3.5</td>
<td>3.6</td>
<td>4.1</td>
<td>3.3</td>
<td>3.7</td>
</tr>
<tr>
<td>Child Involved in Hunting/Fishing</td>
<td>3.8</td>
<td><strong>4.2</strong></td>
<td>4.3</td>
<td>4.6</td>
<td>4.1</td>
<td><strong>4.4</strong></td>
</tr>
<tr>
<td>Hunting Supports Wildlife Conservation</td>
<td>3.8</td>
<td>4.0</td>
<td>4.6</td>
<td><strong>4.8</strong></td>
<td>4.0</td>
<td>4.2</td>
</tr>
<tr>
<td>Sport Hunting Supports Land Conservation</td>
<td>3.9</td>
<td>4.1</td>
<td>4.6</td>
<td><strong>4.8</strong></td>
<td>4.0</td>
<td><strong>4.3</strong></td>
</tr>
<tr>
<td>Importance of Child Involved in Outdoor Activities</td>
<td>4.4</td>
<td>4.5</td>
<td>4.8</td>
<td>4.8</td>
<td>4.8</td>
<td>4.8</td>
</tr>
</tbody>
</table>

Bold indicates a statistical difference between gender groups (male female) within the state (independent sample t-test, p<.05 All items are measured on a five point scale. The items asked respondents to rate the items where 1= low and 5 = high for Texas surveys while the Oklahoma survey respondents were read the statement and were asked to respond to the item where 1 = strongly disagree and 5 = strongly agree.

When average scores representing respondents’ interest in shooting sports and rating the importance of sport hunting to wildlife conservation and land conservation are compared between urban residents and rural residents the urban residents rated multiple items significantly higher.

Comparison of First Time and Prior Attendee Ratings of the Importance of Sport Hunting for the Conservation of Wildlife Populations
When comparing Texas first time Expo attendees and prior Expo attendees’ ratings of the importance of sport hunting for the conservation of wildlife populations, there were no significant differences between the averages of the responses. First time Expo visitors’ average was 3.75 wildlife conservation and prior visitors averaged 4.2. For the Oklahoma first time Expo attendees’, the ratings of the importance of sport hunting for the conservation of wildlife populations had significant differences between the groups. First time Expo visitors’ average score was 4.5 and was significantly different from visitors of 1-2 events (4.7) and 3 visits (4.8).

**Expo as a Gateway Event for Future Outdoor Participation**

Responses determined that the Expo events operated in South Carolina, Oklahoma and Texas provided a large percentage of individuals an opportunity to participate in hands-on shooting activities and a variety of other outdoor recreation activities. For thousands of individuals, the Expo program provided them the venue to shoot for the first time. In addition to exposure to actual shooting activities, the events also provide the participant opportunities to meet other individuals with similar interests as well as interact with community organizations and associations that can help foster their interest in the traditional outdoor activities. At the shooting ranges and at hands-on exhibits, these organizations can recruit family participants as future members. Based on this information, it can be concluded that these Expo programs functions as a gateway for future outdoor recreation and traditional outdoor activities (hunting/fishing).

Furthermore, other groups that are highly involved in the Expo use it for recruiting. It is also a great place to recruit volunteers into USFS, BLM, USFWS and other nongovernmental organization and wildlife agency volunteer conservation programs. The Expo can be an excellent venue to get members of families casually interested in hunting, fishing, shooting sports and outdoor recreation like camping, etc. The diversity and arrangement of activities, lectures and demonstrations help to get the attendees “psyched up” and interested enough to take their first steps into the outdoors or expand their current level of participation. It is also provides a great venue to help build the wildlife community culture by pulling people together as a community of hunters, anglers, wildlife watchers, nature lovers and conservationists toward a common purpose: the future through conservation and outdoor skills learning.

**Future assessment topics**

Future assessment should investigate the level of experience of first time visitors to determine what percentage of the visiting population has little to no experience in outdoor Expo related programs. The impact of the Expo on future involvement in outdoor activities should be examined. The cycle of transition from introduction to engagement should be investigated. Though many individuals were exposed to a variety of new outdoor activities, most individuals need support in developing their initial interest into long term participation as well as time to learn how to access resources, how to gain the skill required to become proficient participants to become future stewards of the outdoors.
Oregon Department of Fish and Wildlife

Recruitment and Retention Efforts Report

The promotion of hunting, fish and outdoor skills development is a priority of the Oregon Department of Fish and Wildlife (ODFW). The agency has sought to retain hunters and anglers by improving their outdoor experiences through access and enhancement programs. Hunter and angler recruitment has revolved around the agency’s education programs.

ODFW recruitment and retention efforts are improving as the agency develops a better understanding of its customers and their needs. Although this undertaking is relatively new to the agency, ODFW gives staff the latitude to experiment with new programs and projects. The creation of a new statewide marketing position within the Information and Education Division has contributed towards a more businesslike approach towards Recruitment and Retention efforts. ODFW’s efforts will improve greatly as this approach spreads throughout the agency.

Current Hunter R&R Efforts

- **Hunter Education**- certifies approximately 5,000 students annually in safe firearms handling and practice, hunter ethics and responsibilities and conservation. In order to help facilitate participation in the program ODFW implemented home study and internet study course options. These options allow students to complete the classroom portion of the course at home. They then attend a one day field day where they complete the hands-on portion of the course and take the final certification exam. Emphasis ensures youth leave hunter education with additional information on resources and opportunities. A new hunter education registration system is currently being developed that will allow students to register for hunter education classes and outdoors skills workshops online or at a point of sale license agent. This new system will make courses and workshops more accessible for students and greatly enhance marketing capabilities by linking hunter education database directly to licensing database.

- **Mentored Youth Hunting Program (MYHP)**- allows youth ages 9 through 13 to hunt without first passing a hunter education class. It gives unlicensed youngsters the opportunity to receive one-on-one field training on the ethics, safety, responsibility and enjoyment of hunting while being closely supervised by a licensed adult. Any hunter over the age of 21 with all appropriate licenses, tags and validations can serve as a mentor to any youth age 9 through 13 years old. Non-residents can also participate as youth or supervising hunters. The program has several safety precautions built into it:
  - A supervising hunter can only hunt with one youth at a time.
  - Only one legal weapon between the supervisor and youth is allowed while hunting.
  - The supervising hunter must remain in immediate control of the youth, meaning the two must stay in close proximity at all times while the youth is in possession of a legal hunting weapon.
  - It is strongly recommended that the supervising hunter and mentored youth wear blaze orange during hunting or related activities.
No additional license or fee is required; however youth are required to register for the program. As an added incentive to participate, youth receive one preference point (which they can apply towards controlled deer, elk, bear or pronghorn controlled hunts) each year that they register for the program.

Since its inception in 2007, more than 5,000 youth have registered for the MYHP. Participants receive a packet at the end of each year thanking them for their participation and encouraging them to take a hunter education class.

The number of students certified in Hunter Education has dropped since this program began, although ODFW expects numbers to gradually increase as participants become too old to participate in the MYHP.

- **Youth Waterfowl and Pheasant Hunts**- provides youth-only hunting opportunities on Oregon Wildlife Areas. Many hunts include experienced dog handlers who volunteer their time and dogs to ensure that youth have a good experience. Youth must have passed hunter education and be accompanied by an adult. Shooting skills clinics held in conjunction with youth pheasant hunts and provide safety and skill instruction while shooting clay pigeons. Shells and clays are provided free of charge.

- **Hunting License Analysis**- better understanding purchasing trends, demographics and distribution of hunters. This was funded by the National Sport Shooting Foundation.

- **Oregon Hunting Access Map**- an interactive Google based map of hunting areas throughout the state. The map shows the locations of national wildlife refuges, state wildlife areas, Access and Habitat program properties, Travel Management Areas and Willamette Greenway properties that all allow hunting. A description for each area provides information about the principal species hunted, size of the area, access and special regulations. In addition, many of these areas have links to further information – PDF maps, harvest reports and regional hunting reports. Because the map is based within Google maps, users can generate driving directions to the hunting area, switch between street map, terrain and satellite views, zoom in and out of areas and customize the map. Nearly 900,000 users have visited the map since it was created in August of 2008.

**Current Angler R&R Efforts**

- **25 Year Angling Plan**- adopted by the Oregon Fish and Wildlife Commission in 2009, it is the agency’s plan for increasing recreational angling over the next 25 years. The goal is to increase angling participation through enhanced access, opportunities and education. The plan involves collaboration with the Fish Division’s recreational fisheries program and the Information and Education Division. The Inland Sport Fish Advisory group, who is composed of a cross section of citizens of diverse angling interests from across the state, oversees the dissemination of this plan.

- **Angler and Aquatic Education Classes**- are delivered through school, community and summer camp programs, by over 250 certified volunteer instructors. These classes develop angling skills, angler ethics and responsibilities, water safety skills and introduce youth to aquatic ecosystems. These classes reach over 5,000 youth annually.
Youth Angling Enhancement Program (YAEP) - The YAEP is a collaborative effort between the Angler Education program and Fish Division’s biological education program, the Salmon Trout Enhancement Program (STEP). Together they provide opportunities for youth and families to experience angling, by hosting one-day fishing events throughout the state. The locations of these events are in easy to access, well-stocked locations with equipment and instruction provided. There are 30-40 YAEP events annually that reach approximately 3,000 youth and 2,000 adults.

Learn To Take a Child Fishing- is a pilot started in 2009, coordinated by the Angler Education program, that provides instruction to adults on the basic angling skills and safety considerations needed to feel comfortable taking children fishing.

Free Fishing Weekend- while supported and marketed by the Angler Education program, these are community volunteer events that take place in over 40 venues across the state, including many of ODFW’s hatcheries. This one weekend provides recruitment to thousands of youth and adults.

“Go Fishing” Direct Mail Marketing- sends roughly 50,000 lapsed anglers reminder postcards to purchase a license. This program is in the third year of a three year trial period. To date, the effectiveness of the program is uncertain. (This project is supported by the Recreational Boating and Fishing Foundation.)

Lapsed Boater Campaign- in partnership with the Oregon State Marine Board, lapsed boat registrants were contacted via direct mail to renew their boater registration. The general message was the year’s great fishing opportunities. Preliminary analysis indicates the message and medium increased the rate of renewal over the control group.

“Fifty place to fish in 60 minutes”- is a flyer promoting 50 fishing spots within 60 minutes of downtown Portland. Collateral material included a Google map, “how-to” materials and regulations. The kick-off to the product was at Portland’s public square.

Weekly Angling Recreation Report- is a Web based product that updates local fishing, hunting and viewing conditions. This product is distributed via email to roughly 8,000 unique individuals weekly and is reprinted in local newspapers.

Combined Hunter and Angler Recruitment and Retention Efforts

Outdoor Skills Program- focuses on hunting and angling related activities. The activities are designed for beginners or those that need a refresher course. Instructors teach the basic skills required to perform outdoor activities safely and responsibly. Participants are provided with the necessary equipment and are taught how to use it before going out into the field.

Reduced Fees for Youth Hunters and Anglers- beginning in 2010 ODFW reduced the cost for kids under 17 to get out hunting and fishing. The agency will offer a Juvenile Sports Pac, a $50 total package of hunting and fishing licenses, tags and validations. Also new for 2010 is a juvenile hunting license ($14.50) and a juvenile turkey tag ($10.50). This allows kids to hunt on an age specific license, rather than having to purchase adult licenses.

Website- is in process of being redesigned to ensure that customers can easily access information, with particular emphasis to be placed on opportunities.
- **Publications and brochures**: ODFW has a myriad of collateral materials supporting its hunting and angling R&R efforts. These materials include instructional “how-to” pamphlets, where to fish and hunt, how to live with wildlife, etc. They are distributed through workshops, classes, agency offices, partners, tradeshows, etc.
- **Social media**: ODFW has recently began to use Facebook (900 fans) and Twitter (400 followers) to promote timely hunting and fishing opportunities throughout the state.
- **Outdoor GPS Comcast Cable Television Program**: ODFW staff are interviewed weekly to discuss current hunting and fishing opportunities. ODFW is given the latitude to select the opportunities that they would like to promote and select the appropriate staff to be interviewed.

**Challenges to ODFW’s R&R Efforts**

- **Coordinated Effort**: The Department is doing a lot of programs, but coordination of these efforts could be improved.
- **Evaluation**: No baseline assessment of how these programs affect the participants’ behavior over time.
- **Diversification of Partners**: Working with organization, who have similar goals and audiences to expand the ODFW mission.
- **Lack of Funding**: Funding programs is always a challenge and developing partnerships requires significant staff resources.
- **Changing Demographics**: Oregon is experiencing a surge of new residents. Trying to reach and educate those new residents of Oregon’s outdoor opportunities is difficult.
- **Volunteers**: As the volunteer base increases in age, recruiting younger volunteers becomes increasing difficult with changing societal values.
- **Agency culture**: Although R&R efforts are an agency priority, it can be difficult getting buy-in from all staff.
South Dakota Game, Fish and Parks

Current South Dakota Game, Fish and Parks (SDGFP) programs

- Hunter safety courses throughout the state
- Archery in the Schools program expanding into school system
- Resident Mentored Youth Hunt program for those ages 10-16 with no hunter safety requirement.
- Reduced price youth licenses for small game and big game
- Goal to keep all hunting license fees as low as possible; fees last adjusted over 5 years ago
- Youth hunting seasons set aside for big game, pheasants and waterfowl
- S.D. has an outdoor learning center, “The Outdoor Campus,” in South Dakota’s largest city and are building a second in the second largest city. This has been an extremely successful outreach bringing in many youth (and adults) who might not otherwise take time to discover the outdoors. Other education programs (Project WILD) promote outdoor experience and have indirect recruitment/retention benefits
- Annual BOW workshop weekend for approximately 100 women
- Introduce STEP OUTSIDE to communities hoping local interests will do events each year
- Outdoor Expo in July to introduce families to outdoor recreation
- Kid’s edition of “Conservation Digest” SDGFP magazine sent to schools as well as subscription holders
- Programs for public hunting opportunities a high priority: 1.15 million acres of private land leased for public hunting as “Walk-in Areas;” 1.29 million acres of state-owned and managed lands; 2.54 million acres of federal land, including the Black Hills National Forest. TOTAL public and private land in South Dakota open to public hunting = 5.33 million acres
- Lengthy hunting seasons
- Marketing campaign through media and e-mail message system to encourage hunter participation and ethics

Goals and Priorities

- Gather pertinent staff for an internal “summit” meeting on agency goals and strategies for recruitment and retention
- Develop a full-time Recruitment and Retention coordinator position
- Expand information available on Web site to make it easier for hunters and anglers to participate in their sport
- Increase SDGFP efforts through education programming to introduce hunters and anglers to the sport and provide advanced skills training
- Increase marketing and outreach efforts, particularly in urban areas
- Increase public hunting opportunities in more urban areas
Top Five Programs

- **Hunter safety courses & Archery in Schools (AIS)** outreach to students - With due respect to arguments that hunter safety courses are a barrier, SDGFP has also found a great deal of excitement among youth who look forward to the classes as a “right of passage” and view the course as an open door to the world of hunting. SDGFP - AIS program has been well-received by the school systems where it has been introduced. Success are monitored with hopes that this might lead to opportunities such as hunter safety (one smaller school does this now) and angling in schools.

- **Youth seasons and low cost licenses** - SDGFP introduced a series of greatly reduced prices for youth a number of years ago to take away cost barriers. Those 12-15 may pheasant hunt for $5 (nonresident youth for $25). A youth deer license is $5. Separate seasons are set aside for youth pheasant, waterfowl and deer before the regular seasons begin.

- **Mentored youth hunting** - The mentored hunt program was introduced in 2008 and included a push to get adults directly involved in young people’s lives by taking them hunting. An adult mentor may purchase a mentored hunt license for deer, antelope or turkey. They may also take a mentored hunter age 10-15 small game or waterfowl hunting on the adult mentor’s license. There is no hunter safety requirement for the youth.

- **Education programs** - SDGFP have conducted follow up surveys to Becoming an Outdoor Woman (BOW) workshops with attendees that indicate the workshops have moved non-participants to participate in outdoor activities including hunting and fishing. Similar survey information has been found through education programs at The Outdoor Campus.

- **Access to public hunting opportunities** - Research throughout the United States points at access being one of the prime barriers to participation in hunting and fishing. SDGFP has developed a progressive hunting access program and over 5 million acres of public hunting opportunity. SDGFP is developing regional shorefishing guides to help pinpoint opportunity for anglers.

**Barriers to Recruitment and Retention**

- Public involvement in the scope of this process – human resources are needed to make it happen
- Urbanization
- Aging population
Texas Parks and Wildlife Department

The Texas Youth Hunting Program

Texas Parks and Wildlife Department/Texas Wildlife Association Partnership

The Texas Youth Hunting Program (TYHP) is a proven method for producing safe, educated and ethical hunters for the future of sport. For those interested in the future of hunting, it may serve as a model for agencies, organizations or enterprises considering programs to get youth involved with hunting. For others, it may be a program which you may choose to support with resources or volunteer time. The program described herein is based on approximately 1400 successful youth hunts and over 50 volunteer training workshops.

Realizing the importance of the future of hunting, Texas Parks and Wildlife Department (TPWD) and Texas Wildlife Association (TWA), along with other supporters, joined forces in 1995 to offer youth introductory hunts that are safe, educational and very affordable. His educational partnership between a state agency and a non-profit organization provided a management tool for enhancing and introducing the hunting experience. The founders of the program understood that measures needed to be implemented to get youth into hunting by providing affordable access to the sport. In 2002, Texas surveyed a cross-section of the population on their views of hunting for the "Future of Hunting in Texas". Survey results indicated that TPWD and TWA were on track in developing the youth hunting program. A 2005 survey of TYHP conducted by Texas A & M University revealed that the program was doing an excellent job of accomplishing its mission and objectives cited below.

TYHP was established with the mission of increasing the number of youth participating in wildlife and hunting activities and preserving the hunting heritage in Texas. Its goal is to provide a positive total outdoor experience, which will develop future generations of safe, educated and ethical hunters. Imbedded in this goal is the use of these experiences to produce future voters who will have a positive effect on legislation which deals with hunting, wildlife, outdoor recreation and responsible gun ownership. To accomplish these goals, the program conducts approximately 200 family oriented youth hunts annually.

The primary objectives of the Texas Youth Hunting Program are:

- To preserve the hunting heritage in Texas for present and future generations.
- To instill in youth a basic understanding of practical conservation measures.
- To encourage wildlife habitat access, enhancement and management.
- To teach the basic skills, values, techniques and responsibilities of hunting.
- Promote the highest ethical standards in hunting.
- To give youth an initial, positive, safe, educational, mentored hunting experience.

The youth hunting program is based on three critical components: youth hunters and parents, places to hunt and volunteers to run the program.
TYHP’s major activity is providing safe, educational youth hunts for youth between 9 and 17 years of age. Since safety is paramount, each participant must have completed a hunter education course and be accompanied by a parent or guardian before being allowed to attend a TYHP youth hunt. Additionally, each youth hunter must possess a current Texas hunting license and appropriate tags or stamps when required. It further requires youth to develop marksmanship proficiency. The TYHP hunting process begins with a concentration on education, safety and mentoring. In addition to teaching and reinforcing firearm safety, which is mandatory, the young hunters are taught how to evaluate their situation, both in the field and on the firing range and whether or not they have an effective and safe shot. Once the young hunters have completed safety training and realize that hunting is a process of education, skill, ethical judgment, emotion and heritage, then the actual pursuit of game can begin.

Once game suitable for consumption is harvested, the youth are taught and are required to process their game into meat. On the youth hunt, youth learn wildlife management and conservation, respect for firearms and stewardship of the land and its resources. They are also taught to respect laws, adults, private landowners and their peers. Each participant is required to do chores and to write thank you notes. TYHP youth hunts are, in many ways, a celebration of the good things hunters do for wildlife and habitat.

Importantly, these youth hunts also educate parents/guardians and other participants as well. Youth hunts are designed to afford the best quality family time possible. The program directly and actively involves all participants, including adults and volunteers, not just the youth.

TYHP has an open membership without fees so that thousands of children throughout the state of Texas from all income levels are eligible to participate in the program. A major program goal is to offer a youth hunt to each and every youth who wants to go hunting (bringing their parent/guardian). It encourages participation from youth all across Texas regardless of gender, race, family or financial background. TYHP makes a concerted effort to recruit families that live in urban areas. A high percentage of participants come from families that are financially burdened and/or single-parent households. The urbanization of Texas, the decrease in hunting license sales, competition for discretionary time and the rising costs of hunting make it absolutely necessary to reach more youth and provide them with safe, mentored and affordable hunting opportunities. TYHP serves this end. Additionally, the program makes a special effort to provide opportunities for female and physically challenged youth. TYHP provides several youth hunts on ranches which can accommodate the special needs of physically challenged kids.

A TYHP Friday through Sunday youth hunt includes food, lodging, insurance, educational material, other incidentals and if needed firearms. For those who are willing and can afford it, a contribution of $110.00 per family is accepted to offset a portion of these basic costs. The program is based on the principle that costs should not hinder anyone, youth or volunteer, from participation in the program.
The second component of the program is the volunteers who provide places to hunt. With 95 percent of Texas being privately owned, the program must have the support of private landowners to provide various hunting opportunities to groom new hunters and most of the youth hunts are conducted on the lands of cooperating private landowners. The program has also been successful in gaining access to privately owned forestland. Youth hunts are also conducted on state and city lands. For a program to be most successful, it should capitalize on all available sources of hunting opportunities. TYHP, through TWA, provides liability insurance and the program has a good reputation for conducting safe, mentored, educational youth hunts. Additionally, the program offers landowners assistance in implementing population control measures outlined in their wildlife management plans by reducing does, hogs, exotics and other species. Making the program appealing to landowners is a critical component as we seek to expand opportunities for youth.

Only through the work and resources of volunteers can TYHP provide thousands of safe, educational and memorable hunting experiences. It is the volunteers who plan and run over a hundred youth hunts annually. Obviously, it takes thousands of volunteer hours each year to make the program successful. Each youth hunt requires volunteers to plan, coordinate, manage and lead the youth hunt (he/she is the designated Huntmaster). The Huntmaster and volunteers supervise the hunts, provide firearms instruction, supervise ranges, conduct hunter education activities, serve as guides, provide basic medical expertise, cook and prepare meals and perform various other duties. It is these essential and dedicated volunteers who provide an outdoor experience of a lifetime for the participants.

While it is only necessary to have one trained Huntmaster on each youth hunt to insure that the event is conducted in accordance with TYHP requirements, the program desires that all volunteers complete a Huntmaster training workshop. The program has found it invaluable for each volunteer to be trained on all aspects of the program, even if they just want to cook. Having teams of volunteers who fully understand policies and procedures and their relationship to the program objectives definitely enhances the program and provides volunteer depth.

Those interested in the future of hunting can help by taking kids hunting, locating places to hunt for youth programs, volunteering with youth organizations, identifying groups or organizations that might be interested in developing their own youth hunting program and developing a program for difference agencies, organizations, or corporations. The goal of TYHP is to identify, assist and train other organizations in developing their own youth hunting programs. This will allow hunting to expand exponentially. Success will result in numerous organizations facilitating thousands of youth and adults getting involved with hunting. TPWD has a stated policy of taking no credit for the materials, but passing these on willingly and encouraging others to individualize and put their own names in the materials.

TYHP knows how to help and is willing to assist others in developing their own youth hunting programs. TYHP will provide copies of Huntmaster manuals, administrative records and training procedures to those interested in expanding youth hunting across the nation. Many
organizations, such as Hunter Education, Extension and several other conservation groups, assist extensively in developing these materials. Furthermore, TYHP will to provide Huntmaster training workshops to train members to conduct youth hunts in order to complement the administrative portion of establishing a new program. For new programs in Texas, TYHP assists in finding places to host youth hunts. For programs in other states, TPWD would be glad to discuss ideas about exporting our experience. TYHP has assisted Colorado, Florida, Oklahoma and the Republic of Mexico in establishing their programs based on the TYHP Model.

Long-term success of TYHP and other youth programs will be measured as participants continue to purchase hunting licenses, equipment and continue to promote the sport. More importantly, TPWD will be tracking all youth hunting participants in the years to come to analyze their views of conservation, wildlife and management as well as how they may vote on wildlife, hunting, outdoor recreation and responsible gun ownership.

For more information on TYHP, or youth hunting programs in general, please contact Jerry Warden, Executive Director, at (800) 460-5494 or j_warden@texas-wildlife.org. Information is also available through our website at www.tyhp.org.

SHOOTING SPORTS – SPORTING CLAYS MOBILE RANGE

Description of Program/Activity/Project

Shooting Sports introduces young people and adults to the shotgun sports primarily through youth group activities, camps, TPWD wildlife management area Youth Outdoor Days, Becoming an Outdoors-Woman workshops, outdoor events and at sanctioned events at shooting ranges throughout Texas. Shooting Sports Coordinator, hunter education staff and regional specialists conduct trap, skeet and/or sporting clay events, training workshops, meet with partners, recognize students and instructors, promote and publicize the program statewide, ensure standards and consistency in training with the National Rifle Association, publish firearm safety-related materials, maintain an active web site and maintain a schedule of events and activities. Over 8,000 people annually shoot shotguns under the watchful eye of the coordinator who sets up, takes down and conducts events using heavy equipment, trap machines, stands, ATVs, firearms and shooting/trap accessories. Coordinator works primarily with the 4-H Shooting Sports program in Texas by sponsoring regional “Whiz Bang” shoots that culminate at Texas Wildlife Expo, an annual event that provides between 14,000-17,000 individual shooting opportunities in a weekend event. A new pilot in 2008 entitled Youth Clay Sports aims to get schools and target ranges more involved in the shooting sports, beginning with the Agriculture Science “Wildlife Management and Recreation” curriculum, a course that certifies thousands of high school students in hunter education.

Program Goals

- Reduce hunting and firearm-related injuries and fatalities
- Provide accessible, convenient and quality training in the shotgun sports
- Provide safe shotgun shooting opportunities, especially for youth and women
Significant Partnerships

- National Rifle Association (National Org.)
- National Shooting Sports Foundation (National Org.)
- National Skeet Shooting and Sporting Clays Associations (National Org.)
- Texas Agriculture Science Program (Texas Education Agency and Org.)
- Texas 4-H Shooting Sports Program (AgriLIFE Extension Cooperative)
- Texas Sporting Clays, Skeet and Trap Associations (State Org.)
- Texas Target Ranges (Public and Private Shooting Range Partners)
- National, state and local shooting clubs and organizations
- Shooting Sports Industries/Retailers (SHOT national trade show)

ARCHERY IN SCHOOLS

Description of Program/Activity/Project

Archery in the Schools is a program that introduces young people to the shooting sports primarily within physical education, Ag Science and Outdoor Education classes in schools, but also through after-school organizations, youth group activities, camps and outdoor events. Trained teachers and youth group leaders annually train around 18,000 students in over 100 active schools and 30 active youth groups. TPWD staff annually trains and certifies 240 new “Basic Archery Instructors” and 70 “Basic Archery Instructor Trainers.” Archery coordinator, hunter education staff and regional specialists conduct training workshops, meet with partners, recognize students and instructors, promote and publicize the program statewide, ensure standards and consistency in training with the National Archery in the Schools Program, publish archery-related materials and curricula, maintain an active web site and maintain records of all activity for future use and reference. TPWD loans out archery equipment on a regular basis and assists schools with equipment grants based on sponsor donations. Staff reaches an additional 15,000 people annually with archery activities at outdoor events, shows and festivals. Archery coordinator and hunter education staff assists Texas Field Archery Association with an annual statewide tournament where Texas students who are recognized are able to compete at the national tournament.

Program Goals

- Introduce youngsters to the outdoors via a popular, safe and fun sport
- Build a youngster’s confidence and self esteem through an outdoor activity
- Provide accessible, consistent and quality training to teachers and youth leaders
- Assist schools in obtaining the needed and standardized archery equipment

Significant Partnerships

- School teachers and youth group leaders (Basic Archery Instructors)
- Individual Volunteers (Basic Archery Instructor Trainers and Specialists)
- National Archery in the Schools Program (Professional Org.)
COMMUNITY OUTDOOR OUTREACH GRANT PROGRAM

Description of Program/Activity/Project
CO-OP provides grants to tax-exempt organizations ranging from $5,000 to $50,000. This is a reimbursement grant program. Recipients must purchase eligible items and submit proper documentation before being reimbursed. Eligible organizations can apply to use these funds for programming expenses such as equipment, transportation, staff, liability insurance, food, program materials, etc. Grant recipients are eligible to apply two years after being awarded a grant. Eligible groups include city and county governments, schools, churches, State Park Friends' groups and non-profit organizations. Programs and activities conducted by grantees include, but are not limited to the following: camping, fishing, environmental education, Buffalo Soldiers, hunting, hiking, canoeing and kayaking, etc.

The program began in 1996, after Representative Yvonne Davis set aside in a rider $250,000 for TPWD to reach underserved populations. After meeting with a focus group of constituent groups around the state, the criteria for the CO-OP program was established. The purpose of the program is to partner with tax-exempt organizations and provide funding for TPWD outdoor recreation and environmental education programs. Initially, CO-OP’s funding cycles were annually and became bi-annually in 1999. CO-OP became a permanent program in 1999. Grant amounts totaled $1.25-million starting with the 2000-2001 biennium. Currently, there is $470,000 to assist outreach organizations. To date, more than 525 grants have been awarded.

Program Goal
To provide funding to non-traditional groups and organizations who are meeting the TPWD mission in providing outdoor recreational opportunities as well as environmental and conservation programs. Major focus: Target new and diverse audiences to involve more people in TPWD’s mission, especially those from urban areas.

Significant Partnerships
- School teachers, youth group leaders, community groups
- Non-profit grant applicants
- Conservation groups
- Local, city, county and state agencies
- Volunteer groups
• Parks and recreation centers

AQUATIC EDUCATION

Description of Program/Activity/Project
Aquatic education is comprised primarily of angler education activities that “hook” people on the use and enjoyment of aquatic environments so that they will ultimately understand and conserve wildlife, fish and the environment for future generations. Fishing is a way to recruit non-traditional audiences to the outdoors; it’s often the gateway activity to Texas Parks and Wildlife and its mission.

Staff trains several hundred adult volunteers and partners with over 25 community groups to bring angler education to youth and their families, primarily in the major urban areas of Texas. The aquatic education staff provides volunteer newsletters, event coordination, training workshops, annual meetings and student and instructor recognition to create a strong volunteer network. Promotions, national standards, record keeping, access to supplies and equipment help ensure implementation of the program statewide. Aquatic education staff partner with the agency’s parks, inland and coastal fisheries divisions, visitor centers (e.g. TFFC and Sea Center TX) and external partners to accomplish its goals to teach people how and where to fish in Texas and how to do so safely and responsibly. Major initiatives of Aquatic Education include free family fishing clinics and events at 14 state parks (over 60 events planned for FY ’08), a Tackle Loaner program, a Take Me Fishing interpretive trailer and assistance to inland’s Neighborhood Fishing program. The program is funded significantly through Federal Aid (Sportfish Restoration).

Program Goals
To promote the sport of fishing to targeted audiences, ensure that anglers fish safely, legally and ethically and that they get tips on how to practice aquatic resource stewardship and conservation. A secondary goal is to introduce young people at the most basic level (ages 6-16) to fishing through fun, hands-on activities and events.

Significant Partnerships
• Junior Hunters and Angler of America
• State Parks Division
• RISE Adventures, Inc.
• Turning POINT
• Multiple Schools and School Districts
• Inland Fisheries Division

LIFE’S BETTER OUTSIDE®

Description of Program/Activity/Project
A recommendation of the Commission’s Outreach, Education and Interpretation Advisory Committee was for Texas Parks and Wildlife to increase participation in the outdoors, especially...
by urban families. GSD&M, the Austin-based advertising firm that created the “Don’t Mess With Texas” campaign and served as one of the Advisory Committee members, offered to work pro bono with TPWD to create an awareness building campaign to accomplish this goal. The Life’s Better Outside (LBO) campaign launched in 2004 with print and with radio and billboard PSAs. Letters and posters were also mailed to elementary schools in the major metro areas. The campaign encourages parents to lure their children away from their video games, computers, electronics and the TV to spend time outdoors so that they can connect with each other and with nature. The headline is “Do Whatever It Takes to Get Your Kids Outside” and the tagline “Life’s better outside” is broad enough to speak to core (engaged) as well as non- (non-engaged) users. This tagline arguably represents a compelling message for the Texas Parks and Wildlife mission as a whole. The call to action for these ads is to visit a state park and/or to visit the web site, www.lifesbetteroutside.org to learn more about enjoying the outdoors. An outdoor recreation directory will be added to this website in fall ’08.

The national Children in Nature (CIN) movement, dovetails with this LBO initiative by providing a wealth of support points as to why parents should make the effort to get their kids outdoors and into nature. These support points will be integrated into the LBO campaign.

Program Goals
To raise awareness of the importance of children spending time in the outdoors and encourage parents to make the commitment to do this for their children and their family’s well-being.

Significant Partnerships
- GSD&M advertising agency
- Toyota
**Long-Term Strategic Plan**

**TPWD Outreach, Education & Interpretation Programs**

**Executive Summary**

Conservation and stewardship are not spectator sports. It takes the commitment and involvement of all who care about Texas to pass on values that sustain and conserve this state’s great natural, cultural and outdoor recreation resources. This does not occur in a vacuum. There must be meaningful first experiences, a chance to explore and grow, caring mentors and opportunities to practice and demonstrate new knowledge and skills. There must ultimately be the opportunity to, in some way, *Take Care of Texas*.

Texas Parks and Wildlife Department’s (TPWD) outreach, education and interpretation (OEI) programs provide hunting, fishing and/or outdoor recreation opportunities for Texans to experience, learn and take an active role in conserving Texas’ natural and cultural resources -- as reflected in TPWD’s mission:

“To manage and conserve the natural and cultural resources of Texas and to provide hunting, fishing and outdoor recreation opportunities for the use and enjoyment of present and future generations.”

In 2003, a team, with significant input from the Outreach and Education Advisory Committee, examined the current structure and programming of the agency’s OEI efforts and, as a result, developed this strategic plan. Two key strategic plans, the *Land and Water Resources Conservation and Recreation Plan* and *Preserving Texas’ Hunting Heritage – Future of Hunting Plan* served as guides in the development of OEI messages, goals and objectives – effectively melding conservation strategies with OEI efforts.

This plan identifies six critical goals:

1. Promote public awareness and responsible participation in outdoor recreation, especially hunting, fishing and nature tourism and to foster an appreciation of natural, cultural and historical resources.
2. Provide conservation education and interpretive opportunities that are consistent with TPWD’s mission and that enhance the state’s economic vitality, sustain its natural resources, connect Texans to the outdoors and increase individual and community well-being.
3. Increase public awareness and understanding of the benefits of conservation, especially the importance of active management of Texas’ private and public lands, water, wildlife and historical resources.
4. Target new and diverse audiences to involve more people in TPWD’s mission, especially those from urban areas.
5. Encourage cost-effective partnerships with other state agencies, universities, local, state and national conservation organizations, private landowners and citizens to coordinate and leverage outreach, education and interpretation efforts.

6. Regularly evaluate outreach, education and interpretation programs.

TPWD needs a dynamic, robust OEI effort to deliver key messages; however, the department does not have the fiscal resources and staff to achieve this effort alone. Implementation of this plan depends on building key alliances with the broadest array of interests and partners. Working collectively to achieve these goals, more people will be able to enjoy, understand and conserve this state’s natural and cultural resources.

**Strategic Plan – Introduction - Where We Are**

At present, TPWD sites, programs and program partners directly reach over four million people, approximately one-fifth of all Texans. Outreach, education and interpretation are methods used to get the public involved in hunting, fishing, outdoor recreation and conservation and to help them understand their responsibilities when using of Texas natural and cultural resources.

Outreach provides that first introduction by bringing people and the resource together. Special events and coordination with specific, underserved audiences can serve as a recruitment tool for new experiences, activities or sites. Targeted informational and marketing campaigns using multiple media can reach thousands, building awareness and excitement for resources.

Conservation education programs build knowledge and skills that support long-term participation in and understanding of activities and stewardship of resources. Through greater understanding and competency with concepts and skills, people are more likely to embrace and care for Texas natural and cultural resources.

Interpretation reveals greater meaning and appreciation in an activity, place or concept. By helping people discover "What does it mean to me?" TPWD forms a firm foundation for future involvement.

Each method—outreach, education and interpretation -- coordinated and implemented effectively, are vital to the achievement TPWD’s strategic goals.

TPWD strategically invests and will continue to invest, in programs and activities that are based on established models (Appendix 1) to effectively encourage participation, compliance with the law and foster stewardship. TPWD relies on partnerships with other conservation education interests and organizations to enhance and expand existing OEI programs and to provide diverse programming, funding and support for its efforts.

**Needs and Challenges**

Texas needs an involved and educated citizenry, willing to demonstrate their commitment to conserving and managing the “natural and cultural resources of Texas.” Nature must be
meaningful (have value) for it to be conserved. Humans are essential to the conservation and management of a better Texas. Texas needs more than simple consensual conservation. The development of a “culture of conservation” will result in each Texan bearing personal responsibility for the management and conservation of the natural and cultural resources of the state.

TPWD cannot do this alone. Yet TPWD, through outreach, education, interpretation and recreation, can lead Texans to a better understanding of the responsibilities of stewardship, resource management and conservation. TPWD must evaluate and carefully allocate its OEI resources to best serve the needs of the public and mission of the department.

Additionally, demographic and urban trends reported in Texas Outdoors – A Vision for the Future (Texas A&M 1998) indicate that TPWD must enhance and refocus its OEI efforts to ensure continued support for conservation, resource management and outdoor recreation in Texas. In addition, TPWD’s Sunset Bill (S.B. 305, 77th Legislature) required that the department improve internal management of outreach and education.

The Sunset Report

In 2001, TPWD underwent the sunset process that culminated in the passage of Senate Bill 305 (Appendix 2). The bill specifically required TPWD to evaluate all of its outreach and education activities to ensure that they:

- Are consistent with the department’s mission and goals,
- Do not duplicate other efforts by the department or other entities,
- Provide a cost-effective method for reaching participants and
- Can be effectively measured

Where We Want to Be

VISION

TPWD envisions a Texas whose citizens:

- Understand the value of natural and cultural resources;
- Understand, accept and/or participate in hunting, fishing, outdoor recreation and cultural activities;
- Appreciate that conservation and management of terrestrial and water resources are essential to wildlife, the outdoor landscape and quality of life in Texas; and
- Embrace and/or understand the importance of an active stewardship role of Texas’ natural and cultural resources.

Theme - Take care of Texas!

The central theme “Take Care of Texas!” brings TPWD efforts into focus. Originally in “Taking Care of Texas: A Report from the Governor’s Task Force on Conservation” (October 20, 2000)
and identified by the Outreach and Education Advisory Committee, this theme speaks to the goal of developing a conservation, management and stewardship ethic among all Texans.

Effective OEI efforts elicit the need for a set of clear, concise and riveting messages that maintain “thematic integrity” across myriad different venues (from kiosks to classrooms to the sporting clay ranges). TPWD employees, partners and volunteers must consistently deliver these messages so that they are relevant and easily understood by the diverse audiences targeted by TPWD OEI programming efforts. “Key Messages” used in outreach, education and interpretation programs will communicate TPWD’s vision and theme with clarity and consistency. All TPWD OEI efforts shall incorporate one or more of the following messages under the umbrella theme of “Take Care of Texas.” In other words, these messages shall serve as the “litmus test” by which TPWD OEI programs are conducted.

Key Messages

Conservation and Stewardship are not spectator sports - TPWD wants to provide Texans with hunting, fishing, outdoor recreation and conservation education opportunities that encourage responsible use and appreciation of Texas’ natural and cultural resources. Active recreational and educational pursuits result in a citizenry who values the resource. TPWD must help Texans understand that conservation of the land and cultural and historical sites involves active management based on scientific principles. It is impossible to conserve the state’s resources by putting a fence around them and walking away (i.e. preservation). Active management -- such as sensible grazing, prescribed burning, water conservation and sustainable harvest practices -- ensures healthy land and water habitats (i.e. conservation). Healthy habitats result in healthy wildlife, water for the future and enjoyable places to recreate!

Taking care of Texas is everyone’s business - Human actions impact the resources of this great state. Therefore, every Texan should take active responsibility in or understand the need for managing and conserving the state's cultural and natural resources for his/her own enjoyment and the enjoyment of future generations. Each person should understand and support TPWD and its public and private land partners in actively managing wildlife, water and habitats for everyone’s benefit. Conservation involves balancing people’s social well-being and a vigorous economy with the need to sustain abundant and healthy natural and cultural resources.

Everyone should contribute, in some way, to conservation and outdoor opportunities - Everything in nature is interconnected and people are an integral part of the natural world. Private landowners, individual citizens, public agencies and corporations must all work together to safeguard Texas’ resources and foster a conservation ethic among all Texans. Hunters, anglers, boaters and park users have traditionally paid for fish and wildlife management efforts and for access to parks and wildlife areas. Additionally, private landowners have borne the primary burden of managing and conserving the state’s habitat, since most wildlife habitat is found on the 95% of Texas that is privately owned. However, TPWD is all in this together.
Everyone should help pay for conservation and natural resource management, especially as urbanization, fragmentation of land and water usage increase in Texas.

Key messages are useful only if there is an effective delivery mechanism in place for those messages. Thus, well-trained and informed messengers and appropriate venues are critical to TPWD’s OEI program effectiveness.

Messengers

Anyone in the employ of TPWD, partners, volunteers and professional educators are messengers. TPWD personnel are responsible for delivering the conservation message to the public with who they are in contact. Training and static displays are necessary for interpretive staff and volunteers at state parks, WMAs and state natural areas to highlight key themes and messages.

TPWD must work with public agencies and private institutions such as zoos, museums, nature centers, ranches, farms and parks to disseminate its message. TPWD will set attainable and measurable goals for placing messengers and messages in their venues. TPWD will strive to diversify the ethnic and cultural complexion of TPWD messengers.

Venues

The following are TPWD-owned and managed venues where the message will be communicated:

- State Parks
- TPWD Wildlife Management Areas (WMAs)
- State Natural Areas
- State Historic Sites
- All other TPWD-owned sites, including field offices and interpretive sites

The existing state venues as well as nature centers, zoos, parks, ranches, farms, museums, etc., should be maximized for their outreach and recreation potential. The outdoor experience must be orchestrated if the agency is to ever reach the uninitiated populations in Texas.

Goals and Objectives

The following goals and objectives will guide the OEI strategic efforts for the next five years or more. They are based on the need to tie resource management strategies with strategies that are geared to the public. Both are necessary to achieve conservation and stewardship -- wise use of the natural and cultural resources.

1. **Goal**: Promote public awareness and responsible participation in outdoor recreation, especially hunting, fishing and nature tourism and to foster an appreciation of natural, cultural and historical resources.
Awareness of hunting, fishing and outdoor recreation opportunities and cultural resources on TPWD sites, private lands, city and national parks and other sites within the conservation community, is critical to sound use and involvement. Engaging new audiences begins with awareness of opportunities and the sites and facilities that provide them.

1. **Objectives**

- Promote public use of TPWD sites, particularly those in or near urban areas.
- Conduct hunter, boater, angler and outdoor education programs to improve responsibility by reducing accidents and promoting legal and ethical behaviors.
- Support and implement the strategies recommended in the *Preserving Texas’ Hunting Heritage Plan*.
- Integrate the *Take Care of Texas* theme and messages into all outreach events, including *Texas Parks and Wildlife Expo* and community events as a way to raise awareness and participation.
- Encourage landowners to continue to provide and expand public access, recreational and cultural opportunities on private lands (e.g. youth hunting trips; bird watching, access to historical interests).
- Develop and effectively use an overall OEI marketing plan to publicize and promote these opportunities to all Texans.

2. **Goal:** Provide conservation education and interpretive opportunities that are consistent with TPWD’s Mission and that enhance the state’s economic vitality, sustain its natural resources, connect Texans to the outdoors and increase individual and community well-being.

2. **Objectives** - See common objectives for Goal III below.

3. **Goal:** Increase public awareness and understanding of the benefits of conservation, especially the importance of active management of Texas’ private and public land, water, wildlife and historical resources.

Goals II and III are interrelated and as such, have common objectives. Outreach, education and interpretation play significant roles in conservation and management of natural and cultural resources. OEI programs provide individuals and organizations in Texas with the awareness, appreciation, knowledge and experiences to be effective stewards of land, water, wildlife and cultural resources. The goals of OEI programs are to ultimately encourage individuals to act responsibly while in the outdoors and to conserve land, water, wildlife and cultural resources.

3. **Objectives**

- Deliver consistent, science-based, conservation education to the public focusing on the public’s role in and responsibility for conserving and managing habitat, water, wildlife and cultural amenities.
• Ensure that site-based interpretation is consistent with this plan and contained within TPWD operational plans.
• Emphasize TPWD’s key messages and the Land and Water Resource Conservation and Recreation Plan initiatives at TPWD sites and within the OEI programs.
• Enhance partnerships with landowners and organizations to encourage participation in conservation programs.
• Utilize the Interpretive Master Plan (IMP) Process as a principal tool to convey TPWD’s key conservation messages for site- and resource-based programs.
• Increase awareness of private land conservation and the importance of private/public relationships by integrating management successes into urban-based and formal education programs.
• Encourage participation in TPWD and their partners’ landowner assistance programs and nature tourism opportunities.
• Increase Texans’ understanding of the importance of hunting and angling to conservation and active management.

4. **Goal**: Target new and diverse audiences to involve more people in TPWD’s mission, especially those from urban areas.

Targeting more diverse, urban audiences is essential in developing conservation literacy and a stewardship mindset among all Texans. Getting people from metropolitan areas involved in outdoor recreation, including hunting, fishing and nature tourism, takes an increased focus and effort -- a targeted approach. Helping urban residents understand their impacts on natural and cultural resources is a matter of connecting with them where they live.

4. **Objectives**
   • Increase natural resource management and conservation awareness by providing, shooting, fishing, hunting and outdoor recreational opportunities to partners within or near urban areas.
   • Provide technical guidance to city governments, schools, communities and homeowners and increase public awareness for sound natural resource management in urban areas and the importance of active management elsewhere.
   • Diversify the ethnic and cultural complexion of TPWD messengers, including volunteers.
   • Develop an effective OEI marketing campaign to promote conservation, management and recreation activities in and near urban areas.
   • Increase conservation education efforts within the K-12 and higher education institutions in Texas to increase program curricula and educational usage of TPWD sites.
   • Create opportunities for increased participation, appreciation and/or understanding of outdoor recreation, especially hunting and angling.
   • Increase interdivisional planning and cooperation for efforts in urban centers.
5. **Goal**: Encourage cost-effective partnerships with other state agencies, universities, local, state and national conservation organizations, private landowners and citizens to coordinate and leverage outreach, education and interpretation efforts.

Partnerships play a key role in reaching the greatest amount of people with finite staff resources and funding. The Sunset Commission identified partnerships as a way to more effectively deliver OEI strategies, especially those involving private landowners, other state agencies, schools and volunteers. As partners are involved in hunting, fishing, outdoor recreation, state parks and the conservation of natural and cultural resources, so to do they tend to become more involved as advocates for TPWD’s mission.

5. **Objectives**
   - With the help of the Outreach and Education Advisory Committee, form the **Texas Stewardship Council** to include TPWD’s Conservation Education partners.
   - Maximize the outreach, education and recreation potential of existing TPWD lands by developing strategic alliances with a broad array of partners as well as enhancing recreation potential of all publicly accessible land in Texas.
   - Encourage programs that facilitate access to private lands for outreach, education and recreation. TPWD does not need to own the land, but the agency has a key role in insuring that all publicly accessible land in Texas is maximized for furthering the goal of conservation through recreation.
   - Maximize the outreach, education and recreation potential of TPWD grant-making programs through partnerships.
   - Include partnership programs and partners in the overall OEI marketing plan and in TPWD’s OEI program inventory.

6. **Goal**: Regularly evaluate outreach, education and interpretation programs

The Sunset Commission recommended that TPWD evaluate its OEI activities to ensure consistency with the department’s mission and goals, avoid duplication with other efforts, provide a cost-effective method for reaching participants and establish a means for effective evaluation. In response to these recommendations, TPWD will improve its coordination and documentation of OEI activities through the following objectives.

6. **Objectives**
   - Increase internal oversight and evaluation of outreach, education and interpretation activities and programs.
   - Implement a project management process for outreach, education and interpretation programs including annual program approval and accomplishments.
   - Regularly evaluate partnership efforts for program impact, message and delivery effectiveness, intrinsic quality and cost-effectiveness.
   - Ensure individual program charters include thorough program evaluation protocols. (Also see section on Review and Assessment, p. 15).
Implementation

The following actions are necessary to achieve the goals and objectives of the strategic plan.

- The Outreach and Education Advisory Committee (and any appropriate sub-committees) will convene regularly to advise TPWD on how OEI goals can best be achieved statewide. The group will also assist in delivering key messages and developing partnerships.
- The interdivisional Outreach, Education and Interpretation Task Force will evaluate programs and ensure programs are consistent with the plan. The Task Force will identify TPWD Outreach, Education and Interpretation Programs that fall within the scope of the implementation of this plan (Appendix 3) and provide key baseline data to be used to assess the efforts as a whole.
- The OEI Project Manager of the Communications Division will oversee:
  - Development of Policies and Procedures – Policies and procedures for TPWD staff to follow in the implementation of outreach, education and interpretation programs (Appendix 4);
  - Individual Program Charters - Individual program purpose/needs, goals and objectives, assessment and effectiveness (Appendix 4 A);
  - Annual Review and Accomplishments - Annual review of each program including recommendations for improvement (Appendix 4 B); and
  - Management of Program database – centralized, Internet-based tool to schedule and report all outreach, education and interpretation events and activities.

Implementation strategies include:

- Adoption and implementation of the OEI Policies and Procedures beginning September 1, 2003 (FY04).
- Annual chartering of all OEI activities current and proposed beginning September 1, 2003.
- Annual review of partnerships to be handled within program(s) chartering and review processes.
- Comparison of all current and proposed activities, programs and related non-departmental programs, with objectives in the approved strategic plan. This analysis is intended to identify gaps for which there appear to be no current or proposed activities or where there are duplicate activities.
- Annual review, evaluation and comparison of all TPWD OEI efforts will be accomplished to ensure consistency with this strategic plan.
- Outreach, Education and Interpretation Task Force will work cooperatively with the Outreach and Education Advisory Committee to host an interagency and organizational forum of partners that meets at least biannually to facilitate coordination and partnership opportunities.
- The interagency forum of partners or specific members from the partnerships, depending on the issues being addressed (e.g., urban focus) may, upon invitation, be invited to
participate in aspects of the outreach, education and interpretation project management process by specific program managers.

- Outreach, Education and Interpretation Task Force will identify objectives that need additional activities and begin to identify possible ways to support those additional activities (e.g., shifting resources from other activities, applying for outside resources such as grants, drafting interagency contracts or memorandums of understandings, recruiting existing or new partners to fill gaps).
- Outreach, Education and Interpretation Task Force will prioritize goals and objectives within the strategic plan and ensure that implementation addresses top priorities first.
- TPWD program managers shall incorporate outreach, education and interpretation activities into annual performance goals.
- Strategies in effective outreach, education and interpretation will be included in all new employee orientation and will be offered on a regular basis to all employees to help them build knowledge and skill towards a more effective agency-wide workforce.

**Review and Assessment**

- Through the chartering and review process, OEI Project Manager will collect and maintain data and report annually to executive management on outreach, education and interpretation program accomplishments and recommendations.
- An annual assessment of various data will serve as basis for evaluating the status of each goal and objective within this plan.
- OEI Project Manager will present a briefing to the TPWD Commission’s Outreach and Education Committee and to the Outreach and Education Advisory Committee as needed.

**Definitions**

For the purposes of this plan, the following definitions are used:

**Activities** – Subset of an outreach, education and/or interpretation program. Activities support the mission of a program, are limited in scope, include a specific task, are typically conducted with limited resources and are usually the frontline interaction with the public.

**Best Practices** – Program that has been defined and refined through repeated delivery, supported by research and generally determined to be an effective method by which to reach out, educate or interpret to new audiences.
Appendices

1. Conservation Program Models

TPWD Program Design Models: Tools for Creating Program Activities and Materials

Becoming Responsible Stewards
- teaching new skills — developing responsibility
- Stewardship
- Critical Thinking / Action / Service
- Awareness / Appreciation

Becoming Committed to Outdoor Activities
- breaking down barriers — recruit, train & retain

Compliance with Laws and Regulations
- obey the law — being safe & responsible

Strategies:
- understand family, community, culture
- role in developing ethical behavior
- mutual respect
- guide, not lecture
- responsible action opportunities

Motivated by Personal Ethics
Accept Individual Responsibility
Allegiance & Responsibility to Group
Fear of Punishment

What Makes Us Follow the Law: Stages for Moral / Ethical Behavior
2. **Sunset Requirements**

   Outreach & Education

   Texas Parks and Wildlife Department

   Sunset Bill

   Senate Bill 305, 77\textsuperscript{th} Legislature

   SECTION 16. Section 11.0181, Parks and Wildlife Code, is amended by adding Subsection (c) to read as follows:

   (c) The department shall manage the outreach and education activities performed under this section to ensure that the activities:

   (1) are consistent with the department's mission and goals;
   (2) do not duplicate other efforts by the department or other entities;
   (3) provide a cost-effective method for reaching participants; and
   (4) can be effectively measured.
3. TPWD Outreach, education and interpretation programs

TPWD Outreach, Education and Interpretation Programs

Baseline DATA

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<th>PROGRAM CHARTER</th>
<th>Awareness/Information</th>
<th>Recruitment/Outreach</th>
<th>Retention/Education</th>
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<th>Staff Hours</th>
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WAFWA HASSP Committee Report - 2009

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Utah Division of Wildlife Resources

General

The Utah Division of Wildlife Resources (UDWR) offers a myriad of general programs and activities geared toward hunting, angling and shooting sports participation. Responsibility for administering these programs is scattered in various sections within the agency, including: Administration, Aquatic, Conservation Outreach, Law Enforcement and Wildlife with support from Administrative Services.

General programs and activities that expose participants to hunting, angling and shooting sports include:

1. Career Fairs
2. Conservation Education
   a. Classroom Conservation Education Presentations
   b. Great Salt Lake Nature Center - Farmington Bay Waterfowl Management Area
      i. Located at the Farmington Bay Waterfowl Management Area (WMA), the Great Salt Lake Nature Center is a place for education, discovery and enjoyment of the Great Salt Lake Ecosystem.
      ii. Offers on-site educational field trips and programs designed to meet the State of Utah's 4th-grade science wetlands core curriculum with fun, hands-on activities. Programs and activities cater to students of all ages, families, scout groups and adults.
      iii. 10,000-15,000 students are accommodated annually.
   c. Mountain Wilds to Wetland Wonders Conservation Education Program – Hardware Ranch and Bear River National Migratory Bird Refuge
      i. Every 4th grader in Box Elder County participates in this program designed to teach about watersheds and wildlife.
   d. Project WILD
3. Watchable Wildlife Program
   a. 20 annual watchable wildlife day events
      i. 6 Festivals:
         1. Snow Goose
         2. Great Salt Lake Bird
         3. Strawberry Valley Wildlife
         4. Hardware Ranch Elk
         5. Bighorn Sheep
         6. St. George Winter Bird
      ii. Other Events/Expos:
         1. Western Hunting and Conservation Expo (20,000 attendees)
         2. Utah Boat Show and Watersports Expo
         3. International Sportsmen’s Expo (30,000 attendees)
         4. Utah Outdoor Adventure Expo (expect 10,000 attendees)
         5. State Fair (300,000 attendees)
Conservation Leaders for Tomorrow - Teaching employees to hunt and fish. The Conservation Leaders for Tomorrow (CLFT) program is a three-day workshop for wildlife and natural resources professionals and upperclass and graduate students who have never held a hunting license. At a CLFT workshop, participants experience a blend of classroom and field instruction designed to give them an understanding of the biological basis and traditions of hunting and teach shooting skills and hunting safety. They also have the opportunity to experience the hunt for themselves, alongside responsible, safe hunting guides and mentors.

Conservation Organization Youth Program Participation - UDWR cosponsors and participates in youth program field days with various conservation organizations such as: Ducks Unlimited [Greenwings], National Wild Turkey Federation [JAKES, Extreme JAKES], etc.

International Sportsmen’s Exposition – DNR Youth Outdoor Sports Fair - UDWR sponsors an annual Youth Outdoor Sports Fair at the International Sportsmen’s Expo (ISE) held in Sandy, Utah over four days in March. More than 20 activities were offered to kids at the 2009 ISE. Activities included: catching trout in a fishing pond; shooting arrows at targets; making a survival kit and a petroglyph; tying fishing flies; seeing how big they are compared to a deer, an elk or a moose; learning how to stay safe in black bear country; learning about dinosaurs; learning how to conserve energy; learning how to boat safely; learning how to conserve water and learning about careers in natural resources. Approximately 6,000-8,000 kids participate in the Outdoor Sports Fair each year.

Regulation Simplification - The division has attempted to simplify all hunting and angling regulations over the last five years and has adopted a guidebook approach to regulations written in an easier to understand format.

<table>
<thead>
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<th>Other Youth-Friendly Related Regulations</th>
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<tr>
<td>Duck stamp not required</td>
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<tr>
<td>Adult supervision while hunting</td>
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<tr>
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<td>13 or younger when purchased</td>
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<tr>
<td>Age to hunt big game</td>
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<td>Age to hunt cougar and bear</td>
<td>12 by Dec 31st or older</td>
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<td>$5 fishing license</td>
<td>12 or 13 when purchased</td>
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<tr>
<td>Free fishing</td>
<td>11 or under</td>
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<tr>
<td>Free fishing – children in state custody</td>
<td>18 or younger when license obtained</td>
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Scouting Programs - Including Eagle Scout Projects - Countless conservation education presentations are provided to scout groups throughout the state each year. Numerous Eagle Scout projects are completed in conjunction with UDWR staff each year.

State Fair (youth fishing pond, shooting sports, educational exhibits) - Annually at the Utah State Fair, UDWR provides a youth fishing pond in which participants, age 13 and under, participate in a portion of the Pathway to Fishing Clinic before being allowed to fish. A shooting sports trailer is available in which people can shoot air rifles at silhouette targets after completing education stations on firearms safety, wildlife identification and dominant-eye exercise. UDWR has its own building at the state fair in which game fish are exhibited along with other wildlife and a number of educational exhibits/displays about fish and wildlife in Utah. Over 300,000 people attend the State Fair each year.

Walk-in Access Program - In 2008, the Utah Legislature asked UDWR to earmark $450,000 of license-restructuring revenue and use it to enhance the Division’s Walk-in Access (WIA) program. The agency expanded the program, adding two full-time employees to its central and northeastern regions. These individuals have contacted many landowners and expanded the program. The following highlights illustrate its growing success:

- More than 71,000 acres of private lands are now enrolled in the program.
- Eighty-three properties are contracted with the Division as WIA properties.
- More than 3,123 anglers used WIA properties for fishing in 2008.
- More than eight miles of streams were available to anglers in 2008.
- Thirteen acres of private ponds — as well as private access to Utah Lake and Scofield Reservoir — were available to anglers in 2008.
- The Division’s WIA Web site had more than 156,000 viewers between April 1, 2008 and April 1, 2009.

Angler Recruitment and Retention Programs

Community Fisheries Program and Fishing Clubs

- **Community Fishing Program** - The Aquatic Section has developed 40 community fishing ponds to provide places for mostly urban new anglers to experience fishing. These ponds combined with an education and equipment lending program provide opportunity for thousands of first time anglers.

- **Fishing Clubs** - The Community Fisheries Program co-sponsored youth fishing clubs in 21 communities statewide last year. These youth fishing clubs lasted six weeks and taught an estimated 1,500 participating youth everything needed to become a successful angler. Each club meeting consisted of a short lesson teaching youth about safety, casting, knots, fish identification, water quality and angler ethics. Programs end with over an hour of fishing time. These clubs could not have succeeded without the help and dedication of
300 volunteer youth fishing instructors that were recruited and trained by the UDWR and participating communities.

- **Free Fishing Day** - Occurs annually on the first Saturday in June. Free fishing at all Utah waters open to fishing statewide. No license required on this day, but all other regulations apply.

- **Lapsed Angler Campaign - Recreational Boating and Fishing Foundation** - Utah is one of 32 states participating in the direct-mail marketing program coordinated by the Recreational Boating and Fishing Foundation. Now in its second year, the program is designed to increase fishing license sales and to promote awareness of local conservation efforts funded by those sales. In 2008, the direct mail program resulted in the sales of 7,119 fishing licenses in Utah (a response of 10.4 percent). These sales generated more than $185,000 in funding for fish and wildlife management efforts in Utah. The Division anticipates even greater returns for the 2009 campaign, due to a special promotional offer with the Salt Lake Bees, Utah’s minor league baseball team.

- **Youth with Disabilities Fishing Day at Salem Pond (Central Region)** - This event hosts roughly 1,000 kids with disabilities annually and is in its 21st year. Fish are stocked by UDWR. The event is cosponsored by many partners including conservation organizations, U.S. Forest Service, Salem City, Home Depot and Albertsons as well as others.

- **Youth Fishing Day at Gigliotti Pond (Southeastern Region)** - UDWR sponsors an annual Kids’ Fishing Day at Gigliotti Pond in Helper. Fish are stocked by UDWR and the event is free. A fishing license is not required for anglers under 14 years old. Fishing opens at 9 a.m. and continues until 2 p.m.

- **Youth Fishing Essay Contest** - The Utah Conservation Officers Association, Sportsman's Warehouse, Utah Bass Federation and UDWR sponsor a Fishing Essay Contest each year. Six Utah youth win a guided fishing trip—including food and accommodations—at Jordanelle Reservoir in June. Winners are selected from each grade 7 through 12.

**Hunter Recruitment and Retention Programs**

**General**

UDWR has formed a team that is developing a strategic plan for hunter recruitment and retention. The planning process is nearly complete and the team will soon present its plan to Division leadership for implementation.

- **Bowhunter Education – Traditional** - Utah offers the National Bowhunter Education Foundation (NBEF) course as an optional advanced education course for interested archers. The current course is a traditional classroom format with a field exercise. UDWR is in the process of modifying the program to also include an Internet-based delivery option with a field day exercise.

- **Explore Bowhunting** - Pending program launch from Archery Trade Association - 2010

- **Furharvester Education** - Utah law requires residents born after December 31, 1984 to complete a furharvester education course prior to purchasing a furbearer license. This is a small program in Utah with approximately 125 students completing the course annually.
- **Hunter Education – Traditional** - Utah law requires anyone born after December 31, 1965 to complete a division-approved hunter education course prior to obtaining a hunting license. The program graduates approximately 10,000 students annually. Current course options include a traditional classroom-based delivery as well as an Internet-based option with a field day exercise. Live fire exercise with a proficiency test is mandatory.

- **Continuing Education** – Advanced clinics directed at an already captured audience. Notice is sent out to recent graduates of hunter education inviting them to participate in more detailed training on specific hunting opportunities such as turkey hunting, upland game hunting and waterfowl hunting.

- **Youth Hunter Education Challenge** – This National Rifle Association program provides an opportunity for young hunter education graduates to demonstrate their hunter education skills in a competitive format. The UDWR has been supporting this program at the state and national level since its beginning 24 years ago.

- **Youth Hunter Education Graduation Hunting License** – Students receive a valid hunting license free upon graduation.

- **Hunting Age Requirement** - In 2008, Utah’s Legislature removed the minimum age requirement for hunting small game and reduced the minimum age for big game hunting from 14 to 12 years of age. Hunter education requirements are still in place.

- **Youth Big Game Hunts and Special Opportunities**

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<td>Youth antlerless – 20% deer, elk, pronghorn reserved</td>
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<tr>
<td>Youth elk – separate draw hunt</td>
<td>18 or younger on opening of hunt</td>
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- **Youth Chukar Partridge Hunts** - UDWR conducts five youth (age 15 and under) chukar partridge hunts on state wildlife management areas and one walk-in access area the second Saturday in September annually. Two hunts are held on the same area on Saturday. Pen-reared birds are release prior to each hunt. Youth applicants must write a hunting essay as part of the application process. Before being allowed afield, youth are provided with firearms safety lectures and discuss the role of hunting in conservation and life history of chukar partridge. Participants are allowed to harvest a limit of birds and are given field dressing and game care instruction when finished.

- **Youth Pheasant Hunts** - UDWR conducts five youth (age 15 and under) pheasant hunts on state wildlife management areas the second Saturday in November annually. Two hunts are held on the same area on Saturday. Pen-reared birds are release prior to each hunt. Youth applicants must write a hunting essay as part of the application process. Before being allowed afield, youth are provided with firearms safety lectures and discuss the role of hunting in conservation and life history of the pheasant. Participants...
are allowed to harvest a limit of birds and are given field dressing and game care instruction when finished.

- **Youth Turkey Hunts and Special Opportunities** - 15% of limited entry permits available to youth 15 years of age and younger. Youth only season April 30-May 2, 2010 and can hunt general season too.
- **Youth Waterfowl Hunt** - Held on September 19, 2009. Two weeks before the general waterfowl season. Open to hunters who will be 15 years of age or younger on September 19, 2009. To qualify, must complete the state’s hunter education course, have a current hunting license and Harvest Information Program (HIP) number and be accompanied by an adult.

**Shooting Sports Programs**

- **National Archery in the Schools Program (NASP)** – Utah currently has seven schools enrolled in this program and is developing support among NGOs to assist in paying for equipment for more schools in the future. UDWR has two employees that have received NASP training certifications and training opportunities are scheduled for additional schools interested in joining the program.
- **Scholastic Clay Target Program (SCTP)** – Private club teams compete at state and national competitions for scholarship money. This is supported at UDWR shooting ranges but no UDWR staff is specifically committed to it.
- **Portable Ranges** - Currently 50,000 people a year are provided an opportunity to shoot at portable archery and firearm ranges throughout the state at public functions.
- **Shooting Ranges** - UDWR currently owns and operates two shooting centers, one in Salt Lake and one in Cache County. Both provide shooting opportunities for archery, rifle and shotgun in areas of heavy urbanization.
  The Division has entered into agreements with a multitude of private shooting ranges to allow for public use to include the hunter education program and the Division in turn puts money toward the operation and/or maintenance of the facility.

**Goals and Priorities**

1. From the Utah Division of Wildlife Resources Strategic Plan 2007-2011
   a. Constituency Goal
      i. Achieve broad-based support for programs and budgets by demonstrating the value of wildlife to all citizens of Utah.
      1. Objective C3
         a. Expand programs to recruit and retain hunters, anglers and wildlife watchers

**Top Five Recruitment Programs**

**Angling**

**Lapsed Angler Campaign - Recreational Boating and Fishing Foundation** - Effective: In 2008, the direct mail program resulted in the sales of 7,119 fishing licenses in Utah (a response of
10.4 percent). These sales generated more than $185,000 in funding for fish and wildlife management efforts in Utah.

Community Fisheries Program and Fishing Clubs - Effective: Provides angling opportunity in back yards. 40 community fishing ponds and more anticipated in the future as other cities/towns are interested. Fishing clubs in 21 communities with 1,500 participating youth. 300 volunteer youth fishing instructors.

Hunting

Hunter Education – Traditional - Effective: 10,000 students annually.

Shooting Ranges - Effective: Two shooting centers and agreements with a multitude of private shooting ranges to allow for public use to include the hunter education program.

Shooting Sports Programs - Effective: 50,000 people a year are provided an opportunity to shoot at portable archery and firearm ranges throughout the state at public functions.

Challenges and Barriers to Recruitment and Retention

1. No comprehensive plan(s) within the agency driving recruitment and retention specific to hunting, angling or shooting sports participation.
2. From the Utah Division of Wildlife Resources Strategic Plan 2007-2011 - Constituency Goal: Achieve broad-based support for Division programs and budgets by demonstrating the value of wildlife to all citizens of Utah.
   a. Objective C3
      i. Expand programs to recruit and retain hunters, anglers and wildlife watchers
         1. Barrier 1 - Lack of attaining a positive wildlife recreation experience
            a. Strategy 1 - Provide family and/or group oriented programming
            b. Strategy 2 - Increase effectiveness of telling and showing the public where and how to participate
            c. Strategy 3 - Market the entire wildlife recreation experience, not just the harvest
         2. Barrier 2 - Lack of wildlife recreation opportunity
            a. Strategy 1 - Raise more fish and grow more wildlife
            b. Strategy 2 - Increase limits and permits where populations and opportunities will allow
            c. Strategy 3 - Provide youth oriented programming
         3. Barrier 3 - Cost of participation, lack of time or competition with other activities
            a. Strategy 1 - Create opportunities closer to urban areas
            b. Strategy 2 - Promote fishing and hunting as vacation opportunities
            c. Strategy 3 - Market wildlife recreation experiences as a part of a lifestyle indicative of a highly valued quality of life environment
Washington Department of Fish and Wildlife

Current Programs Addressing Hunter and Angler Recruitment and Retention

The Washington Department of Fish and Wildlife does not currently have a formal recruitment and retention program, nor is there staff dedicated to developing and implementing a recruitment and retention plan. Alternatively, individual divisions have developed a variety of programs that address many of the needs expressed by Washington’s hunters and anglers.

Hunter Education Programs

- **Hunter Education** - Hunter education training is required in Washington State for all hunters born after January 1, 1972. The Department of Fish and Wildlife offers four distinct types of hunter education training opportunities, including:
  - **Traditional Class** - One or more instructors typically offer detailed classroom instruction, practical exercises and live-firing activities to prepare successful students.
  - **Paradigm Shift (PS)** - A compressed class which places the entire burden for learning on the student. A live-firing activity is still required. This hunter education activity is only recommended for adult students.
  - **Student Jamborees (SJ)** - An intensive, three-day class (Fri-Sun), the Student Jamboree keeps both students and instructors busy in a camp-like atmosphere.
  - **Online Hunter Education Program (Home Study)** – No instructional support is offered for students enrolled in this module. A live-firing activity is still required. This hunter education activity is only recommended for mature students.

In 2009, over 12,000 students successfully completed a hunter education course and received their hunter education certificate.

- **Master Hunter Program** - The Master Hunter Permit Program is designed to promote responsible hunting. The program offers an opportunity for conscientious, committed hunters who care about the future of hunting to assume a leadership role among their peers. Through their knowledge and conduct in the field, Master Hunters play a key role in improving relationships with landowners, thus ensuring continued hunter access to private lands. In 2009, there were over 1,900 hunters in the program.

- **Hunter Education Deferral** – In 2007, the Washington State Legislature approved a measure that now allows a one-year, once-in-a-lifetime deferral of hunter education training. The deferral option is available to individuals who are accompanied by an experienced hunter who has held a Washington hunting license for the previous three years. Approximately 780, 830 and 950 hunting licenses were sold under the program in 2007, 2008 and 2009 respectively. Approximately 30% of these hunters completed hunter education and purchased a license in subsequent years.
Special Hunting and Fishing Opportunities

- **Youth and senior licensing fee structure** - In general, youth age 14 or under fish at no cost and youth 15 and under can purchase Washington hunting licenses for half the regular price. In some cases (their first turkey tag and their state migratory bird “stamp”) there is no fee for a youth hunter beyond their discounted small game license. In 2008, over 14,000 big game licenses and over 8,000 small game licenses were sold to hunters under 16 years old. In 2008, over 45,000 fishing license were sold to anglers over 70.

- **Youth Upland Game, Turkey, and Waterfowl Hunts**: Washington has a special weekend set aside in late September for youth hunters to pursue upland game birds and waterfowl. In addition, Washington has a youth only spring turkey season held the first weekend in April each year.
  - **Youth Mentor Hunting** – Several conservation organizations partner with the Department to take youth hunters afield, mainly during youth seasons, but also at other times of the year.

- **Youth and Senior Big Game Hunts** - The Department conducts drawings for youth and senior (age 65+) hunting permits for deer, elk, moose and bighorn sheep. In 2009, 2,976 youth and 1,773 senior hunters applied for these special hunting opportunities. In addition, youth and senior hunters can harvest antlerless white-tailed deer during the general deer season in some areas. Washington is apparently successfully retaining hunters in older age categories as the number of senior hunters has increased significantly since the addition of these opportunities and the proportion of “senior” hunters is greater than the proportion of “seniors” in the general population.

- **Youth Fishing Opportunities** - Studies have demonstrated that most people who become lifelong anglers were exposed to fishing at an early age, so it is a high priority for the Department to maintain a quality youth recreational fishing program.

The Department’s Youth Fishing Program has six overarching objectives:
1. Increase youth participation in fishing
2. Involve a minimum of 9,100 children in at least 13 Fishing Kids events annually
3. Promote fishing as an alternative leisure activity
4. Offer fishing related educational activities and learning opportunities
5. Help children develop a suite of skills that could provide a lifelong hobby
6. Create community ownership of Fishing Kids events.

WDFW executes a personal services contract with a non-governmental organization to implement this program. The contractor conducts 12 - 15 “Fishing Kids” events each year.

- **Free Fishing Day** - Every year in early June the public can go fishing for one weekend day without purchasing a fishing license.

- **Quality Hunting Opportunities** - Through surveys conducted in Washington, as well as throughout the U.S., hunters have identified quality hunting opportunities (those with less hunter competition and a good chance of successfully harvesting game) as an important factor in hunting satisfaction. For many years, the Department has provided quality big game hunting through special permit drawings. In recent years, quality opportunities have
been developed for snow goose and waterfowl hunting and there are plans for developing quality pheasant hunting areas.

**Access to Public Hunting and Shooting Opportunities**

- **Private Lands Access Program** - Surveys of hunters in Washington and across the U.S. have shown that access to private lands for hunting is very important to hunting opportunity and hunter satisfaction. The Department of Fish and Wildlife currently has agreements with over 600 private landowners to allow public recreational access on their property. All of these lands are open to hunting, while handfuls are also open to fishing. Landowners are allowed to choose from four access programs, Feel Free to Hunt, Register to Hunt, Hunt by Written Permission and the Landowner Hunting Permit program. In all, private landowners have allowed access to over 1 million acres throughout the state.

- **GoHunt Interactive Mapping Program** - Access to places to hunt and fish are critical. In 2003, the Department received a Hunting Heritage Partnership grant from the National Shooting Sports Foundation to develop a web-based, interactive mapping program. GoHunt allows the user to create their own maps including color orthophotos, USGS topographic maps and locations of public and private land access areas. The program is accessed about 1 million times per year and generates over 4 million maps per year.

- **Shooting Range Grants** - The Department of Fish and Wildlife has limited federal aid monies available to assist nonprofit shooting ranges that are open to the general public on a regular basis. Available federal funds for the statewide shooting range development will vary between $50,000 to $100,000 per year. The shooting range program is a competitive grant and it requires at least 25% local matching money.

**Outreach and Education:**

- **Youth Outdoor Expo** - In 2007, the Department began sponsoring a Youth Outdoor Expo where each year over 5,000 children and families participate in a variety of outdoor activities in a fair-like setting. Fishing and shooting sports are always among the highlights at these events.

- **Recreational Boating and Fishing Foundation Lapsed Angler Programs** - The Department of Fish and Wildlife partnered with the Recreational Boating & Fishing Foundation (RBFF) in 2009 as part of a national effort with thirty-two state fish and wildlife agencies to implement a direct mail marketing program targeting resident lapsed anglers to increase fishing license sales.

The program included two separate direct mailings with coinciding local radio advertising and national print and online advertising. On April 13, 2009, 108,050 lapsed anglers were sent a postcard with a message encouraging them to once again become active anglers. On June 8, 2009, a second postcard was sent to those anglers who had not yet purchased a license.
The size of the final reconciled mailing list was 103,963, after accounting for anglers who bought a license prior to receiving the mailing. Of the 103,963 lapsed anglers, 24,141 purchased a fishing license during the evaluation period. Compared to the Control group there was little difference in this first year impacts of the direct mail effort.

Washington is developing the strategy for year two of the direct mail effort. Reengaging anglers and increased sales are desirable outcomes although a significant value to Washington is the experience of using customer data to understand our business and develop target market areas.

**Challenges or barriers to recruitment and retention:**

Washington faces many of the same challenges as other states. Those that come to the top of the list in most discussions are:

- Limited places to hunt or fish
- Competition with other youth activities
- Amount of time available to go hunting and fishing
- An aging population
- Gauging the effectiveness of recruitment and retention activities
Wyoming Game and Fish Department

Current Wyoming Game & Fish Department Hunting and Shooting Education Programs

The Wyoming Game & Fish Department (WGFD) offers and participates in a number of programs to introduce and encourage youth and adults to participate in hunting and shooting.

- **Outdoor Recreation Education Opportunities (O.R.E.O.)** - In the early 1990s, WGFD initiated the O.R.E.O. program for Wyoming teachers and youth leaders. Based on the premise of “teaching the teachers,” this outdoor skills-based program meets Wyoming education curriculum standards and therefore can be incorporated into school curricula. The program provides the framework for teaching introductory outdoor skills areas, including hunter education, hunting skills, shooting, archery, as well as the ethical behavior for using those skills. The program also incorporates elements of the national Project WILD curriculum, which teaches kids about wildlife, their habitat and principles of conservation. A summer camp is held annually for educators and youth leaders to become certified to use the O.R.E.O. curriculum and integrate it into their classroom or youth programs. To date, 272 teachers and volunteers have been certified to teach O.R.E.O. programs in their schools and programs, reaching thousands of Wyoming youth.

- **WILD about O.R.E.O. Youth Conservation Camp** - Each year WGFD conducts the youth conservation camp for 40 young people ages between 14 and 17. At this camp, young people are introduced to natural resource management and careers as well as a variety of outdoor activities including safety instruction and the opportunity to shoot shotgun, .22 rifle, black-powder rifles and archery.

- **Wyoming National Archery in the Schools Program (WY-NASP)** – WY-NASP currently has 206 certified instructors, 132 of which were certified in 2009. WY-NASP has approximately 100 schools and 14 after-school or community programs including Parks and Recreation, YMCA, Boy Scouts, archery clubs, archery shops and 4-H groups. Archery equipment is offered to WGFD at a discount that in turn is donated to the schools as long as the program is implemented during school hours. In 2009, WY held its first statewide tournament and had its first students participate in the International NASP competition in Louisville, Kentucky.

- **Community Archery** - WGFD is developing an after-school and community archery program for youth and organizations that want to continue to shoot international style target archery as well as integrating other hunting and shooting activities. Through a $28,000 grant from the Easton Sports Development Foundation, WGFD will put a full set of archery equipment in every regional office and headquarters for certified instructors to check-out and use to enhance and expand archery programs. WGFD covers all costs of the training except travel.

- **Becoming an Outdoor Woman (BOW)** - WGFD hosts an annual BOW workshop for 50 women to attend for three days and two nights. During the weekend, women can be certified in Hunter Education, learn about dutch-oven cooking, survival, photography, fishing, map & compass, shotgunning, archery, big-game hunting preparation and other outdoor skills.
- **Advanced BOW** - WGFD offers a Women’s only shotgun clinic the Sunday following the Expo in Casper. This clinic is designed to encourage ladies to participate in shooting sports and increase their comfort and performance when handling a firearm. Approximately 10-20 women participate in this clinic each year.

- **Wyoming Hunting & Fishing Heritage Expo (Expo)** - For the past 12 years, WGFD has hosted the Expo at the Casper Events Center and nearby shooting ranges in Casper. Attendance at the Expo averages around 13,000 people, including around 8,000 youth from across Wyoming. At the ranges, young people receive safety instruction and coaching in shooting shotgun, air rifle, .22 rifles, black-powder and archery. Also at Expo, young people 10 - 18 years of age participate in the Youth Shooting Pentathlon Challenge. This requires them to shoot in five disciplines—rifle, air rifle, shotgun, muzzleloader and archery. Upon completion they receive a patch, certificate and an outdoor prize. Names of youth completing the Pentathlon are shared with shooting facilities and organizations to help grow interest and participation in shooting and hunting skills.

- **4-H** - WGFD provides manpower and assistance to the 4-H Shooting Sports Program. Personnel assist each year in organizing and conducting the State 4-H Shoot, where an average of 500 youth participate in shotgun, .22 pistol, .22 rifle, black-powder and archery. Generally more than 200 of these kids elect to participate in an exam on wildlife identification, ethics and responsibility, survival and first aid. Participants also get to try their hand at map and compass and distance estimation.

- **Shotgun Clinics** - WGFD offers shotgun shooting clinics free of charge to high schools across Wyoming that incorporates outdoor skills into their curriculum.

- **Cooperative North American Shotgunning Education Program (CONSEP)** - CONSEP teaches shooters and hunters about shotgun patterning, technique and accuracy to reduce wounding mortality in the field. Each year WGFD offers 2-3 CONSEP workshops around the state.

- **Youth Hunter Education Challenge (YHEC)** - Wyoming Friends of the National Rifle Association conduct the annual Wyoming YHEC. WGFD supports and administers the registration and promotion and maintains events at the WY statewide YHEC event for youth in two age brackets: 10-14 and 15-18. This event has youth that have completed hunter education, compete in a variety of shooting skills, shoot/don’t-shoot scenarios and outdoor ethics quiz for prizes and a chance compete at the National YHEC competition. In 2009, the first-ever WY youth qualified to participate in the International YHEC competition in Raton, New Mexico.

- **Volunteer Organizations** - WGFD provides manpower, equipment and assistance to a variety of youth events and mentored hunts for various NGOs across the state such as: Pheasants Forever, Ducks Unlimited, National Wild Turkey Federation, etc.

- **Hunter Education** - Prior to hunting any game in Wyoming, all youth must complete a Hunter Education class administered by the Wyoming Game and Fish Department. There are generally 230-240 Hunter Education classes offered statewide in a typical year, taught by volunteers certified as Hunter Education Instructors. Four to five thousand students are certified each year. Hunter Education has also been offered through an Internet course for the past 2½ years. Though the Internet course includes a field day, it is not recommended
for young people, who benefit from the hands-on instruction and handling of firearms encountered in the traditional classes. Hunter Education is taught in 15 to 25 schools in Wyoming.

- **Bowhunter Education** - Although Bowhunter Education is not required to archery hunt in WY; the WGFD administers the Bowhunter Education program and supports all efforts to provide classes to archery hunters across the state.

- **Hunter Mentor Programs** - In 2008, WGFD started offering a hunter mentor program that allows anyone the chance to try hunting before taking a Hunter Education course. Under this program, the new hunter must be accompanied at all times by an adult, licensed hunter who has completed hunter safety. The new hunter can participate in this program for a one-year period. To hunt after this one-year period, the new hunter must complete a Hunter Education course. In 2008, there were 567 people who signed up for the program, in 2009, there were 1,020.

**Current Wyoming’s Special Hunting Seasons, Licenses and Access**

- In Wyoming, a hunting license is not required for resident youth under 14 to hunt small game and birds. Non-resident youth under 14 may hunt birds and small game without a license, but must be accompanied by a licensed adult and their bag limit must be applied to the adult licensed hunter accompanying them. Twelve- and thirteen-year-olds may hunt big game but must have a license and must be accompanied by an adult.

- WGFD offers discounted prices for big game licenses for youths 14 through 17. When a youth reaches his/her 18th birthday he/she must purchase an adult license. These discounted licenses are available through the draw or over the counter for leftover licenses.

- WGFD offers two youth-only hunting days for pheasants on the Springer Wildlife Habitat Management Area. One hundred and ten licenses are available per day. Youth must apply and licenses are issued through a draw system. If licenses are left over after the draw they are then available on a first come-first serve basis at the Springer Check Station.

- The Glendo State Park Pheasant Hunt is open to youth only on all Sundays in November. Sixty permits are available to youth each day. It is not necessary to apply for a permit in advance. Permits are available on a first come-first serve basis.

- Wyoming offers a Special Youth Waterfowl Hunting Day in the Pacific and Central Flyway portions of the state. On that day, only persons fifteen years of age and younger may take ducks, mergansers, coots and geese. All youth hunters must be accompanied by an adult, no more than four youths can be supervised by any one adult and the adult shall not take ducks, coots, mergansers, or geese, but may participate in other open seasons.

- As of July 1, 2005, WGFD has set aside licenses for youth under 18 years of age with a life-threatening illness. 10 antelope, 10 deer, 5 elk and 10 turkey licenses are available. Non-profit organizations must apply on behalf of the youth. Should the number of applications exceed the number of licenses available, a draw will be conducted.

- The Wyoming Outfitters and Guides’ Association provides two youth big game hunts to be awarded to outstanding youth at the Hunting & Fishing Heritage Expo each year. Nominations for the two Youth Hunter Skills and Stewardship Awards are based on
demonstrated excellence in citizenship, wildlife stewardship and ethical behavior while participating in hunting, shooting and outdoor-related activities.

- Access to private lands is a privilege; it is also crucial to the future of hunting, angling and wildlife management. WGFD’s Private Lands Public Wildlife-Access Yes program works with money donated from hunters and anglers to assist landowners. During 2008, Access Yes donations provided access to over 1.6 million private acres and 93 stream miles for hunting, 129 pond acres and 157 lake acres for fishing.

Current Wyoming Game & Fish Department Youth Fishing/Aquatic Education Programs

- **Aquatic Education** - WGFD’s aquatic education program strives to provide opportunities for both youth and adults to learn, practice and develop angling skills, while promoting ethics and stewardship. Last year 5,000 youth and adults learned about Wyoming’s aquatic resource and were introduced to fishing and other aquatic activities through WGFD’s Aquatic Education Program. WGFD personnel works with schools to integrate aquatic education into curriculum.

- **Fishing Equipment Loner Program** - In the past year, WGFD provided fishing equipment and assistance to over 25-30 kid and family fishing days across the state. WGFD loans equipment for spinner making, fly-tying and fishing to educators, youth leaders and community groups 75-100 times a year.

- **Online Fish Identification** - WGFD is developing an online Fish Identification section where people can learn about different fish species that are found in Wyoming. They will learn different physical and habitual traits of the different species, where to find them and how to fish them. After working through the program people can test their knowledge of Wyoming fish by taking a short quiz.

- **Stream Trailers** - WGFD has developed “Stream Trailers,” which demonstrate the functions of healthy and unhealthy streams and riparian zones. These trailers are available in each region to loan to educators to teach watershed, riparian and stream function concepts.

- **Fish Passages Obstacle Course** - at the Hunting & Fishing Heritage Expo this course takes participants through obstacles that teach about fish species, habitat requirements, management techniques, aquatic nuisance species and how to correctly clean your boat to prevent transporting these nuisance species. Participants also track the changes of fisheries management techniques and equipment through time in the "History of Wyoming's Fishery Management" exhibit.

- **Angling Skills at Expo** - At the Hunting & Fishing Heritage Expo youth can practice their hand at fly-fishing, fly-tying and spin casting then they can learn about boat safety and canoeing.

- **Fishing Skills and Ethics Awards** - A Youth Fishing Skills and Conservation Ethics Award is presented to a youth at the annual Hunting & Fishing Heritage Expo. Youth between the ages of 14-19 are eligible for the award provided they possess a valid current year fishing license and have participated in at least two fishing seasons. Nominations are based on demonstration of ethics, stewardship and good citizenship in school and their community.
• **Free Fishing Day** - The WGFD offers one “Free Fishing Day” every year in early June, which coincides with the beginning of the National Fishing and Boating week. Residents and nonresidents may fish Wyoming waters (excluding Wind River Indian Reservation and Yellowstone National Park, which are not regulated by the State of Wyoming) without a fishing license or conservation stamp. Many communities and groups offer fun public activities on this day. As specific activities are scheduled, WGFD lists them on its website and in its publications.

**Current Wyoming’s Special Youth Fishing Waters/Licenses**

- Wyoming resident youth under 14 do not need a license to fish and their creel limit is the same as it is for adult license holders. Non-resident youth under 14 do not need a license as long as they are accompanied by a licensed adult, but the youth’s creel limit must be applied to and limited by the adult’s license.
- WGFD’s fisheries program emphasizes community fisheries to provide opportunities to all community members, rather than more narrowly focused youth or other specific fisheries. This inclusive approach offers opportunities to all groups of anglers. WGFD manages community fisheries on most suitable water bodies in or near municipalities.
- In addition to managing fisheries, WGFD has funded numerous projects that provide community and youth fishing opportunities.

**Proposed Wyoming Game & Fish Department Hunting and Shooting Education Programs**

- **Pilot project to market hunting and/or fishing opportunities** – Lapsed hunters or anglers in Wyoming. The purpose of this initiative will be to understand how WGFD might market hunting and angling opportunities to Wyoming’s public. This pilot project will help understand what kind of data WGFD currently has, how that data might be mined for different marketing opportunities and what kind of additional data might need to be collecting now for future marketing efforts. Doing a small regional pilot project from beginning to end, including tracking responses will help us better prepare for other larger projects in the future.
- **Outdoor Family Workshops** – activities around the state to get families interested in hunting and fishing opportunities and to provide them with basic instruction in consumptive hunting and fishing skills. These workshops would focus on providing families with the knowledge and skills they need to enjoy hunting and fishing and other outdoor skills together. WGFD would hold five or six workshops in different parts of the state. A key component of this initiative would be following up with the participants to gauge their level of participation in hunting and fishing after going through the workshop.
- **WGFD and NGO Summit on Hunter and Angler Recruitment** – This project would involve a working meeting with NGO’s and potentially other agencies to determine how to work together to recruit more hunters and anglers in Wyoming. For example, one key to recruitment and retention could be a mentoring program. For a variety of reasons, WGFD has not been able to take this on in the past, but NGO partners might be better positioned to do this kind of work. An outcome of the meeting could be a coordinated plan on how to move forward with recruiting hunter sand anglers in Wyoming.
- Spanish Language Hunting Guide and Community Meetings – Translating, printing and distributing the Wyoming Hunting Guide in Spanish would help us reach this growing population. Once this is done, WGFD would hold a series of meetings in communities where there are Spanish speaking populations. Meetings would focus on hunting and angling opportunities, regulations and how to get started, etc.

- Social Media – Many other state fish and wildlife agencies are using social media (Facebook, Twitter, etc.) to reach young people and other audiences that tend to not use traditional media.

- Increased promotion of existing youth hunting and fishing opportunities – Advertising

- Kids Hunting and fishing TV Show – This weekly half-hour show would highlight hunting and fishing opportunities throughout the state and would also offer tips and tactics for kids and their families that are just getting started in hunting and fishing.

- Family Conservation Camp - WGFD has proposed a WILD about O.R.E.O. Family Conservation Camp, allowing for parents and children to attend a multiple day workshop to learn about outdoor activities they can do together. A list of proposed activities includes but is not limited to hunter education, hunting skills, shooting, archery, geocaching and map and compass.

- Beyond BOW - WGFD is working on developing opportunities to increase Beyond BOW workshops. Currently WGFD offers one Becoming an Outdoors Woman (BOW) workshop a year. Women who attend this fun filled weekend will then have the opportunity to attend a Beyond BOW event where they will gain more experience on activities like shotgun shooting, big game hunt plan primer or backpacking.

- Youth Pheasant Hunting - WGFD will start implementing Hunter Retention events near Cody, WY at the Yellowtail Hunter Management area for youth to hunt with their mentors on Department property in safe and ethical manners.

- Hunting and Fishing 101 - WGFD is working on Developing a Hunting and Fishing 101 program that will include a series of webinars and “how-to” guides on topics such as how to bait a hook, tie a knot for fishing, select a shotgun and contact landowners for permission to hunt.

- Clinics and Seminars - WGFD is developing a plan to conduct mini – clinics/seminars on how to get started hunting and fishing. Topics may include setting up a basic walleye rig, how to a basic spin and fly cast, dutch-oven cooking, preparing and cooking wild game.

- Web-Based Tools - WGFD is reviewing and will be implementing web-based tools to help hunters and anglers to find access locations, hunt structure information and fishing information easily.

Proposed Wyoming’s Special Youth Hunting Seasons/Licenses

- Hunt Structures - WGFD is establishing working groups that work on modifications to the current Wyoming hunt structure, allowing certain hunts to be limited to youth hunters. Adding hunts that only youth can draw will create opportunities to recruit and retain hunters without them having to compete with seasoned hunters for opportunities.

Proposed Wyoming Game and Fish Department Youth Fishing/Aquatic Education Programs
• **Community Fishing Program** - WGFD is researching opportunities for school groups and youth groups such as parks and recreation, boy/girl scouts and YMCA’s to gain exemptions or to receive fishing licenses for group activities. Currently, these groups must have each kid purchase a licenses and stamps where applicable; some cannot afford or choose not to do this forcing those children to watch while others participate in fishing activities.

• **Community Fish Stocking** - WGFD is working on increased fishing opportunities at urban lakes through additional stockings. Through renovations to Dan Speas Rearing Station, near Casper, WGFD will be increasing the number of fish that can be stocked; choosing to use this increased fish stocking in urban areas will grow the number of opportunities for new and old anglers to catch fish at a low cost.

• **Promote Community Fisheries** - WGFD is developing a campaign to promote community fisheries that will be ready to launch March 2010 to inform the public about the increased urban fish stocking. This campaign will also include information such as where are they, what kind of fish is stocked, how to fish these areas, what equipment/tools you might need, what resources are available (i.e. bathrooms, picnic tables or water fountains).

• **Online Fish Hatchery Tour** - WGFD is developing an online tour of statewide fish hatcheries that can be used for schools, groups or individuals to learn about fish spawning, rearing and day-to-day activities of a working fish hatchery. This can either be a standalone program or can accompany groups who tour different hatcheries in the learning process.

• **Fishing Guide** - WGFD is working to update the statewide fishing guide with accurate and new information, such as better directions, locations and facilities.

• **Casting for Recovery** - WGFD is working to bring the Casting for Recovery program to Wyoming. This program allows breast cancer survivors the opportunity to get away for a weekend and enjoy a scenic fishing trip lead by experienced mentors.

**Top 5 most effective programs**

1. **Camps/Workshops** –
   - Teach current outdoor enthusiasts ages 14-18 new skills, enhance current skills and provide an opportunity for them to learn about ethical and responsible outdoor recreation.
   - “Teach the Teachers” – Educators workshop teaching kids how to include outdoor activities into their classrooms

2. **Enhancements to and expanding current programs for new audiences** –
   - Community archery programs
   - Hunter education in schools
   - OREO lesson plans
   - Fish education online tools

3. **Community fisheries**
   - Enhancing community fishing program through stocking and advertising

4. **Youth hunting regulations**
   - Reviewing hunting regulations for feasibility of creating youth only hunting seasons.

5. **Building Partnerships**
• Partner with various non-profit organizations to promote hunting opportunities (i.e. Pheasants Forever Youth Day or Fishing pentathlon sponsored by the North Platte Walleyes)

Challenges

1. Difficulty finding ‘quality’ volunteers
   • Professionalism – Providing a consistent message
   • Follow through in programs and multiple programs
   • Aging demographics

2. Marketing / advertising
   • Portraying a positive message to the general public.
   • Take family member, friend, neighbor hunting or fishing. Correcting the image that everyone in Wyoming hunts and fishes
   • Need for public mentors

3. Selecting a target audience
   • Many national, state wide and internal campaigns focus on getting kids involved. 27% of the WGFD’s hunter mentor participants are in their late teens and early 20’s.
   • Funding for youth related programs comes easier. However, current program information shows programs may be focused on the wrong target audience

4. Evaluations
   • Maintaining a database for all participants
   • What is considered a successful program (if one person interested is a success or increase sales of hunting and fishing licenses by 20% in the next 20 years).
   • WGFD has a hard time finding people a few months after the activity; it would be extremely difficult to find people five or more years down the road.