

Spring 2012 MAFWA Recruitment and Retention Meeting Agenda

March 13-15, 2012

Tues. March 13 - Travel day

5:00pm to 8:00pm Welcome Social and Dinner

KDFWR headquarters Salato Exhibit Hall

Catered by Johnny Carino's

Wed. March 14th - 7:00am – 8:00am Continental Breakfast Holiday Inn Express

8:15am Car Pool to KDFWR meeting room

8:30am – 9:00am Welcome remarks

Hank Patton Deputy Commissioner KDFWR

9:00am – 10:30am State updates on RR

10:30am – 10:45am Break/Snack

10:45am – 12:00pm Hunting Recruitment

Jennifer Mazur with the ATA

A Recruitment Pathway:

A detailed presentation of the new approach of the ATA. We are continuing to promote the Community Archery Strategy or approach for archery recruitment, but we are committing to a much more focused effort. We are working to bring all of the successful ongoing activities together to create a better coordinated "pathway" for recruitment that starts with the most basic archery introductory shooting programs and ends with a dedicated archery shooter or bowhunter. Where there are gaps in the pathway, the ATA is dedicated to working with the state wildlife agency, and the archery and recreational communities to fill those gaps.

12:00pm – 1:00pm Lunch (provided)

1:00pm – 2:00pm Leveraging Media to Non-traditional Audience

Zach Everson a Free Lance Writer from Louisville

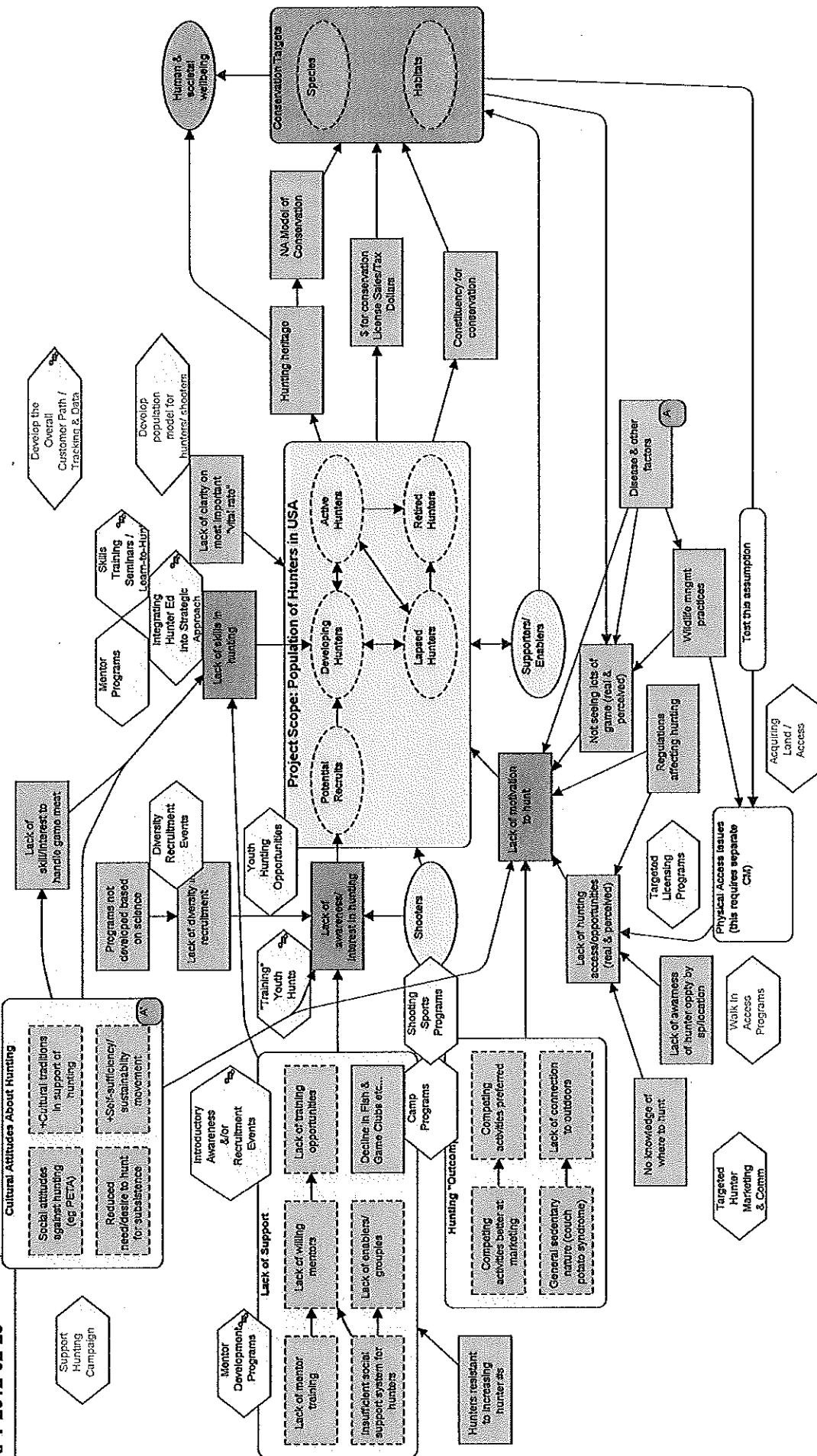
2:00pm – 3:30pm Logically Getting us all on the Same Page

Jason Kool- Hunt Safe Coordinator South Dakota

(: We will be looking at definitions and results chains to examine what we are trying to accomplish with hunter recruitment and retention and how we can measure success)

3:30pm – 3:45pm	Break/Snack
3:45pm – 4:45pm	Round Table Discussion on the days subject matter
4:45pm – 5:00pm	Return to Holiday Inn Express (Car Pool)
6:15pm	Depart for Dinner (Car Pool)
	Applebee's Frankfort
	<i>**We have reserved room and dinner is responsibility of attendees</i>

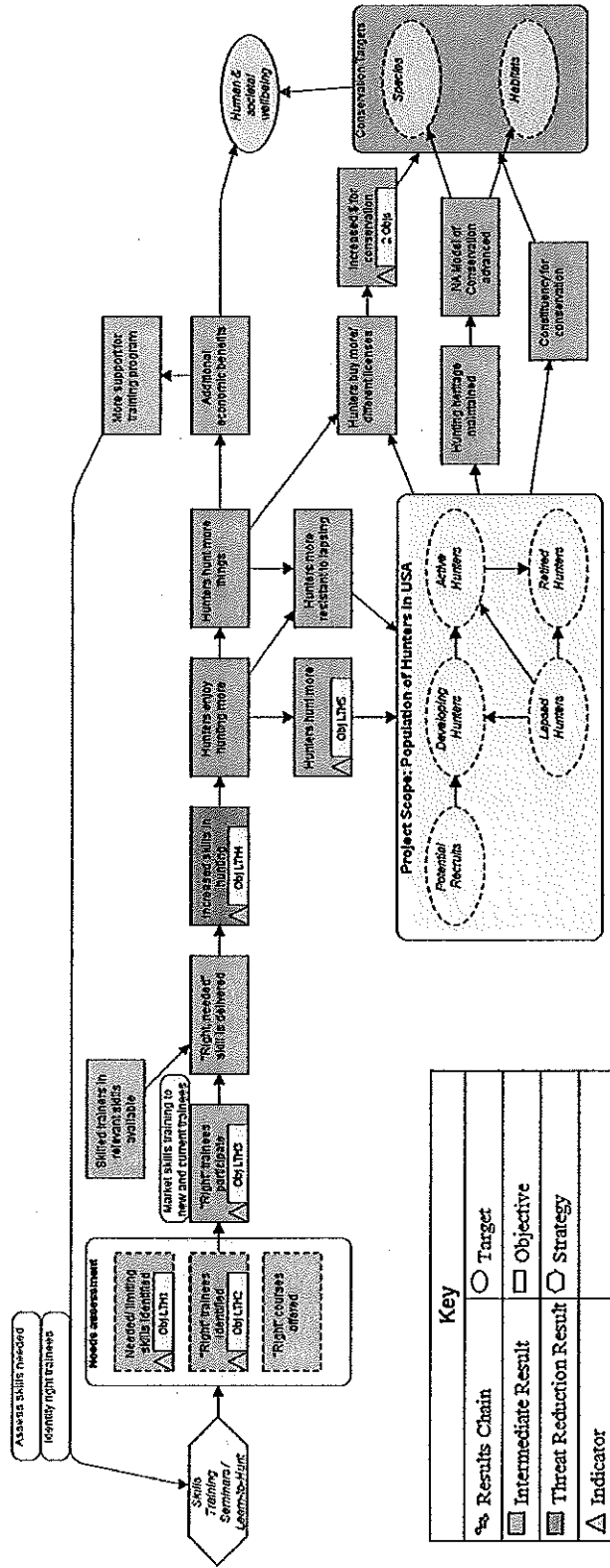
Thur. March 15 th -	7:00am – 8:00am	Continental Breakfast Holiday Inn Express
	8:15am	Car Pool to KDFWR meeting room
	8:30am – 10:30am	Connecting via Social and Mobile Communication platforms to promote Fishing, Hunting and Shooting Sports
		<i>Jason Say- Sportsman's Portal/Wired Outdoors Teleconference</i>
	10:30am – 10:45am	Break/Snack
	10:45am – 11:30am	Wrap-up
	11:30am – 12:00pm	Lunch (provided)
	1:00pm	Dismissal



Hunting Recruitment and Retention Draft Results Chains Products

Version: 2012-02-29 (from WMI Workshop in Dundee, IL

1. Skills Training Seminars / Learn-to-Hunt Programs DRAFT Version: 2012-02-29 (Workshop)



Definition: Species or equipment specific seminars designed to enhance the skills, knowledge and attitudes necessary to hunt a specific species or use specific hunting equipment. The goal of these programs is to advance participant skill levels more rapidly than what would be achieved on their own. Participants generally have some hunting experience but that experience may span the spectrum from novice to very experienced hunters. These may be indoor or outdoor events and/or may be part of a larger “event.”

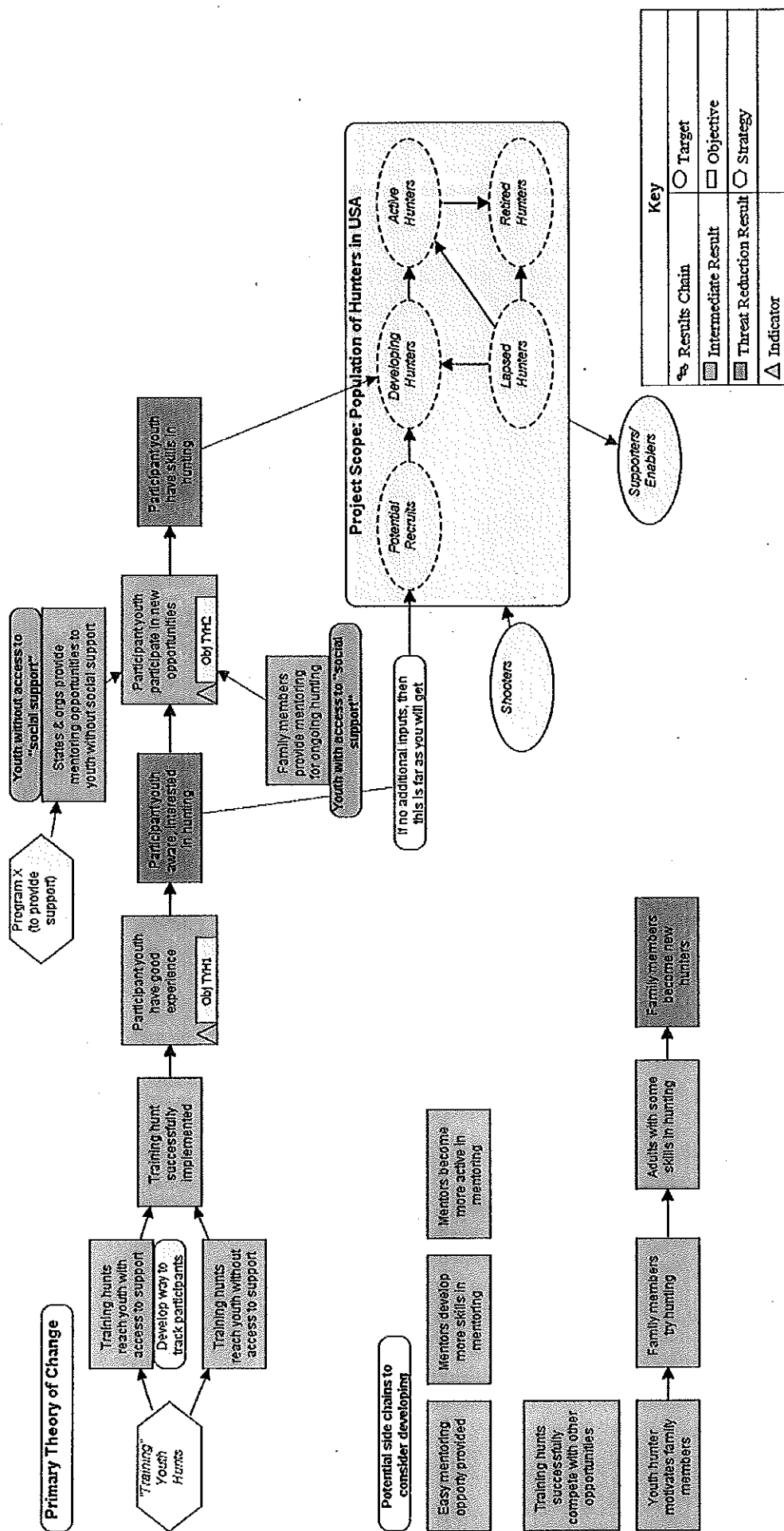
Objectives (□) & Indicators (△)	Details
1. Skills Training Seminars / Learn-to-Hunt Programs	
□ LTH1. Needed/ limiting skills identified	Prior to the start of the training, program organizers have identified actual needed or limiting skills

Hunting Recruitment and Retention Results Chains Products
DRAFT Version: 2012-02-29

Objectives (□) & Indicators (△)	Details
△ LTH1. Evidence of whether actual needed or limiting skills have been identified	
□ LTH2. "Right" potential trainees identified	Prior to the start of the training start, program organizers have identified prerequisites for trainees
△ LTH2. Evidence of whether prerequisites for trainees exists	
□ LTH3. "Right" trainees participate	At least X% of trainees come from the pool of identified trainees
△ LTH3. % of trainees that come from the pool of identified trainees	
□ LTH4. Increased skills in hunting	At the end of a course, at least X% of students demonstrate confidence in skills taught
△ LTH4. % of students that demonstrate confidence in skills taught by end of course	
□ LTH5. Hunters hunt more	Within the X seasons of end of training, average trainee participation days in hunting activities related to those skills increase by Y%
△ LTH5. trainee participation days in hunting activities related to those skills	measured per trainee
□ LTH6.1. Increased \$ for licenses	By XX, revenues raised from licenses at least cover costs of skills training
	By XX, money generated from relevant species increases by Y%
△ LTH6. Amount of \$ for licenses	
□ LTH6.2. Increased \$ for licenses	By 20XX, at least \$Y for licenses have been raised
△ LTH6. Amount of \$ for licenses	

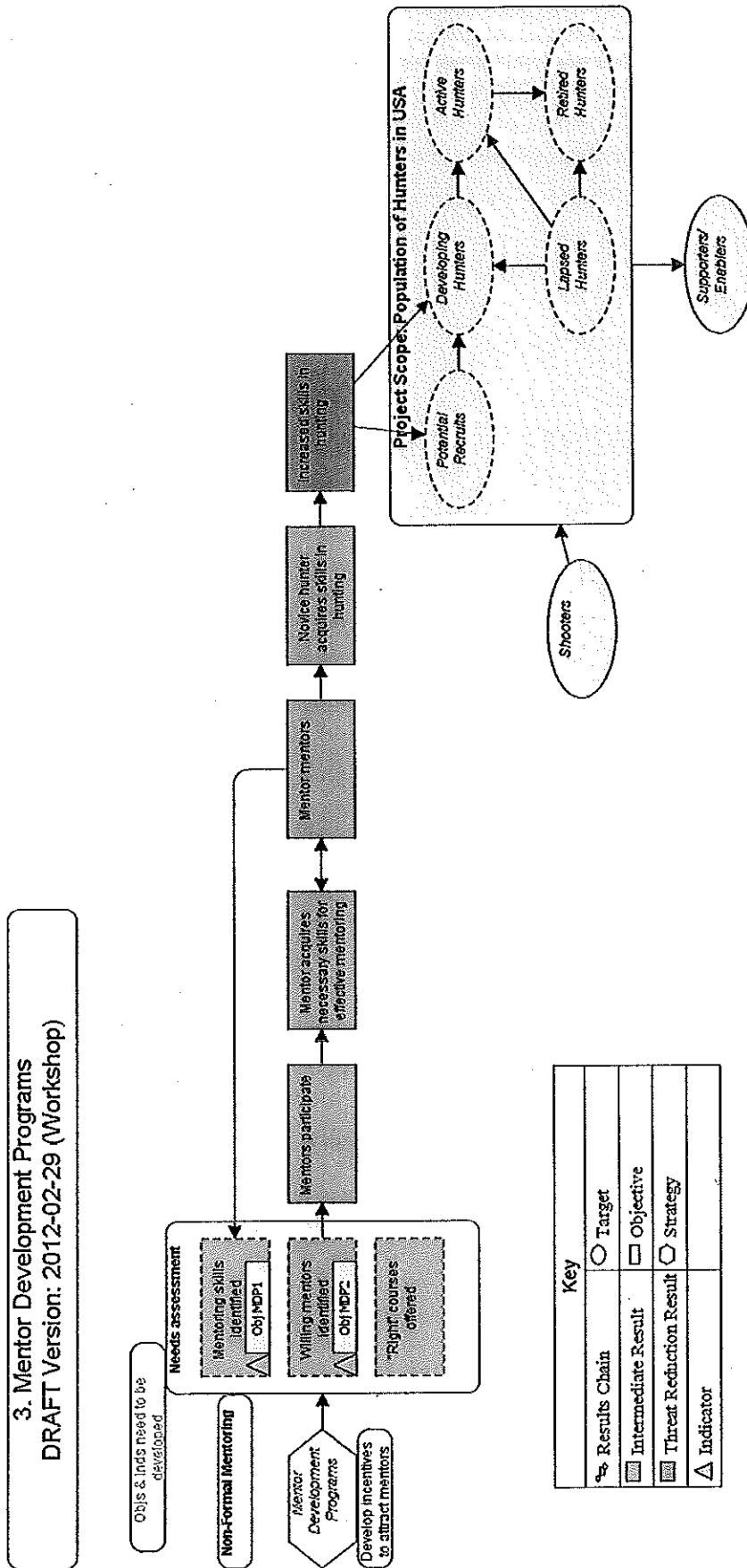
2. Training Youth Hunts

DRAFT Version: 2012-02-29 (Workshop)



Definition: One-time hunts designed to match new or novice hunters with experienced hunters to provide a new hunting experience. These hunts generally do not involve multiple interactions spaced over several weeks between the mentor and apprentice. These hunts may or may not be conducted during youth hunting opportunities.

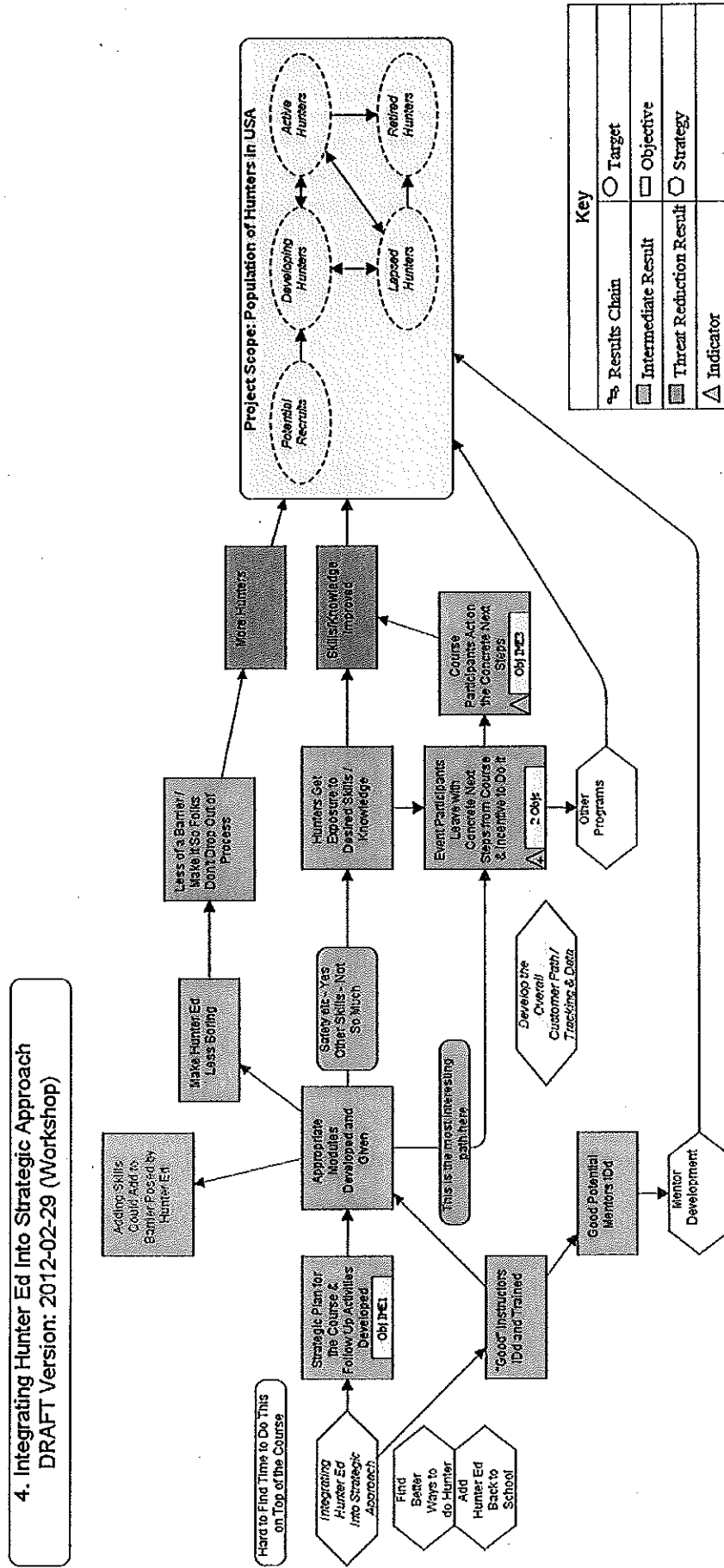
Objectives (□) & Indicators (△)	Details
2. Training (Youth) Hunts	
□ TYH1. Participant youth have good experience	At least X% of participant youth say that they had a good experience
△ TYH1. % of participant youth that say that they had a good experience	<p>Potential questions:</p> <ul style="list-style-type: none"> - Do you intend to hunt again? - Did we inspire you to want to seek out another opportunity? - Would you do this again? - Would you recommend this to a friend? - On a scale of 1 to 5, what's your overall impression? - Did you have an opportunity to shoot? - Were you successful?
□ TYH2. Participant youth participate in new opportunities	Within the next license year of participating in a training hunt, Y% of youth participate in at least one new hunt opportunity
△ TYH2. % of youth that participate in at least one new hunt opportunity within one license year	



Definition: (Informal) training, certification, of new or less-experienced mentors so that they have the skills needed to effectively mentor new or novice hunters.

Objectives (▢) & Indicators (△)	Details
☞ 3. Mentor Development Programs	
▢ MDP1. Needed/ limiting skills identified	Prior to the start of the training, program organizers have identified actual needed or limiting skills

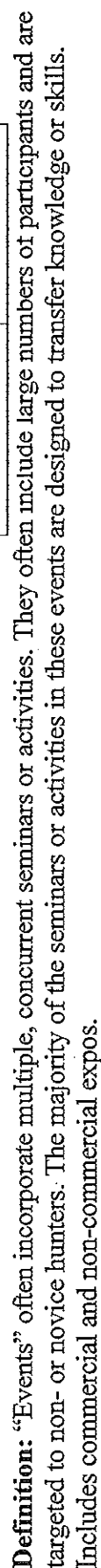
Objectives (□) & Indicators (△)	Details
△ MDP1. Evidence of whether actual needed or limiting skills have been identified	
□ MDP2. "Right" potential trainees identified	Prior to the start of the training start, program organizers have identified prerequisites for trainees
△ MDP2. Evidence of whether prerequisites for trainees exists	



Definition: State programs designed to create safe, responsible hunters modified to also focus on recruitment and retention. These programs are usually statutorily required for certain groups. Notes: Most programs are not currently designed to be "recruitment" programs per se – but they could be if “enhanced.” However, graduates of these programs are "likely hunters" that could be targeted for other efforts.

Objectives (□) & Indicators (Δ)	Details
4. Integrating Hunter Ed	
□ IHE1. Follow Up Activities Developed	By 2015, every hunter ed program has identified appropriate/concrete follow-up activities for their participants

Objectives (□) & Indicators (△)	Details
□ IHE2.1. Event Participants Leave with Concrete Next Steps from the Course & Incentive to Do It	Each participant leaves each course with clear next steps as to how they can further hunting involvement and/or build skills.
△ IHE2.1a. % of participants who clearly know what to do next	could be survey
△ IHE2.1b. % of stations that have best practice next step in their plan	
□ IHE2.2. Participants Leave with Customer ID #	Each participant is entered into appropriate data tracking system as a customer.
△ IHE2.2. % of participants entered into data tracking system as a customer.	
□ IHE3. Course participants act on concrete next steps	Within 3 months of the skills course, each participant participates in at least 1 high quality hunt / hands-on hunting experience
△ IHE3. Next steps that can be attributed to event	Easier where next event can be tracked through marketing codes, forms, coupons, questionnaires as they enter further next steps

19

Objectives (□) & Indicators (△)	Details
Additional Indicators (no objectives specified)	
△ IAR1. yes/no with some quality threshold	
△ IAR2. % of stated audiences vs actual	
△ IAR5. Next steps that can be attributed to event	Easier where next event can be tracked through marketing codes, forms, coupons, questionnaires as they enter further next steps
△ IAR6.1. % of event attendees who become "hunters"	
△ IAR6.2. % of hunters who cite "event" as important in their becoming a hunter	

Recruitment-Retention Draft Model (per Tuesday evening discussion)

