

# Hunting Heritage Action Plan

MAFWA

## Annual Directors Conference

Lexington, KY  
June 24, 2013

Matt Dunfee  
Wildlife Management Institute



# Hunting Heritage Action Plan

huntingheritage.org

Home Contact Us Organizations R&R Programs Access Programs Legal

## Hunting Heritage Action Plan

**Action Plan**

- [About](#)
- [Plan updates](#)
- [Resources for leaders](#)
- [Contact us](#)
- [Organizations](#)

**Recruitment And Retention**

- [Programs](#)
- [Plans and Evaluations](#)
- [Assessment Reports](#)
- [R&R Research Database](#)

**Hunter Access**

- [Programs](#)
- [Plans and Evaluations](#)
- [Assessment Reports](#)

SEARCH

### Share Your Program

- 1 [Log in](#) or [create an account](#)
- 2 Add information about your organization
- 3 Add details about your hunting/shooting/access program

### Take Action

Use [HuntingHeritage.org](#) to exchange information about your hunting recruitment, retention, outreach and public access efforts.

### Wildlife Conservation's Critical Link

A critical link exists between hunting and wildlife conservation. From all measures, the user-pays system of wildlife conservation in North America has more than fulfilled the dreams of its early founders. However, that system is showing signs of wear. Hunting license sales are generally in decline nationwide, which has consequences for long-term conservation efforts. Those consequences could potentially



# Hunting Heritage Action Plan

## Our Path

- ↓ February 2012 Workshop
- ↓ Identified R&R program types
- ↓ Developed conceptual model of R&R
- ↓ Developed results chains
- ↓ Created evaluation modules
- ↓ Framework for national-level tracking





# Hunting Heritage Action Plan

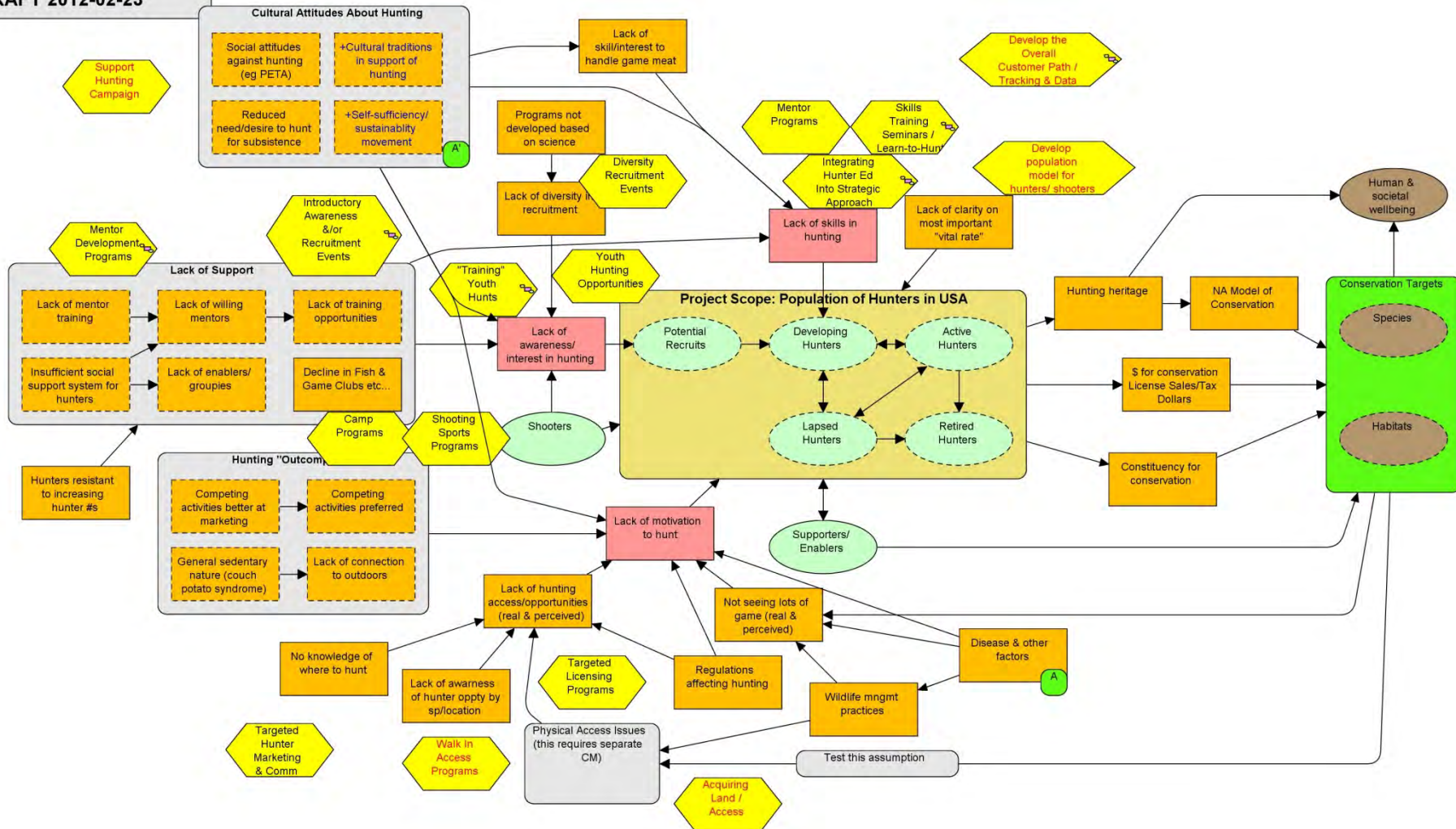
## 🔥 The Products: The Magnificent 11

Skills Training Seminars / Learn-to-Hunt Programs	Diversity Recruitment Events
Training Hunts	Targeted Licensing Programs
Mentor Development Programs	Camp Programs
Shooting Sports Programs	Targeted Hunter Marketing & Communications Programs
Introductory Awareness &/or Recruitment Events	Mentor Programs
Youth Hunting Opportunities	



# Hunting Heritage Action Plan

Hunter R&R Conceptual Model  
DRAFT 2012-02-23



# HUNTER ADOPTION MODEL

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What it Takes To Make A  
Hunter

(A comprehensive  
parts list)



# THE RESEARCH

# THE RESEARCH

**AWARENESS**

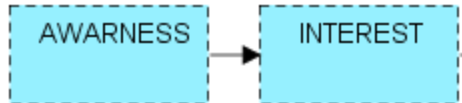


# THE RESEARCH

AWARNESS

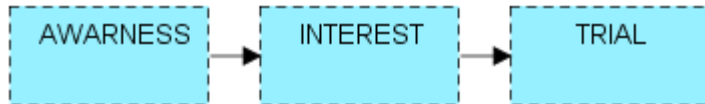
**INTEREST**

# THE RESEARCH



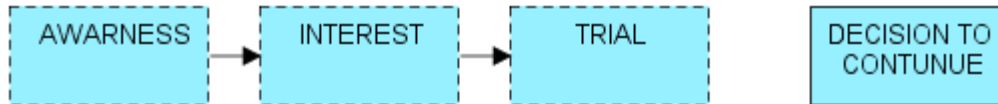
**TRIAL**

# THE RESEARCH



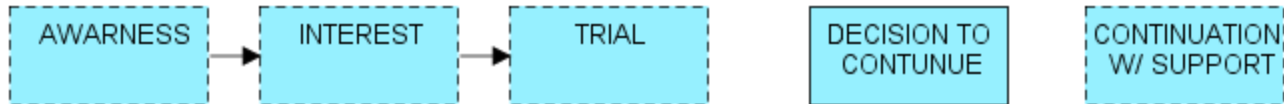
**DECISION TO  
CONTINUE**

# THE RESEARCH



**CONTINUATION  
WITH SUPPORT**

# THE RESEARCH



**CONTUNATION  
WITHOUT SUPPORT**

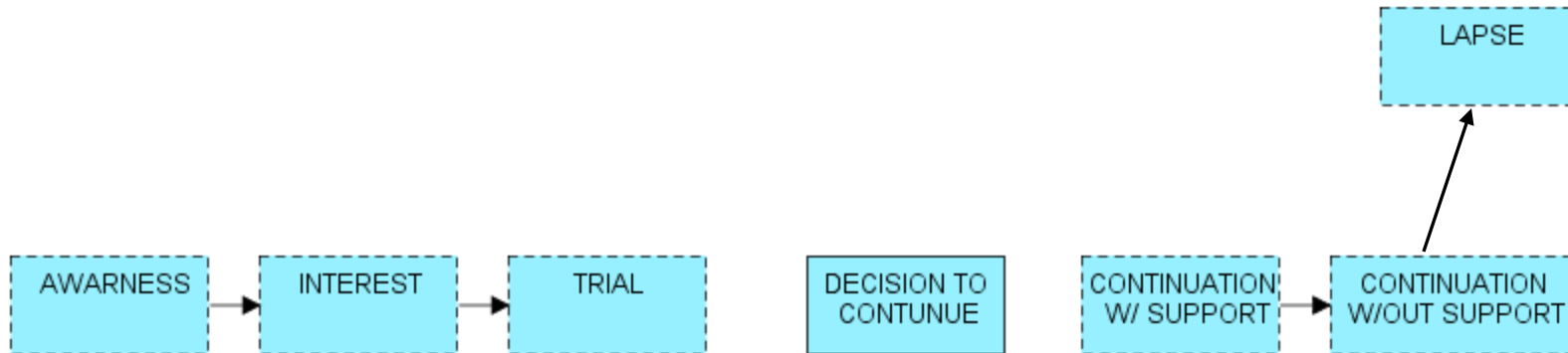


# THE RESEARCH



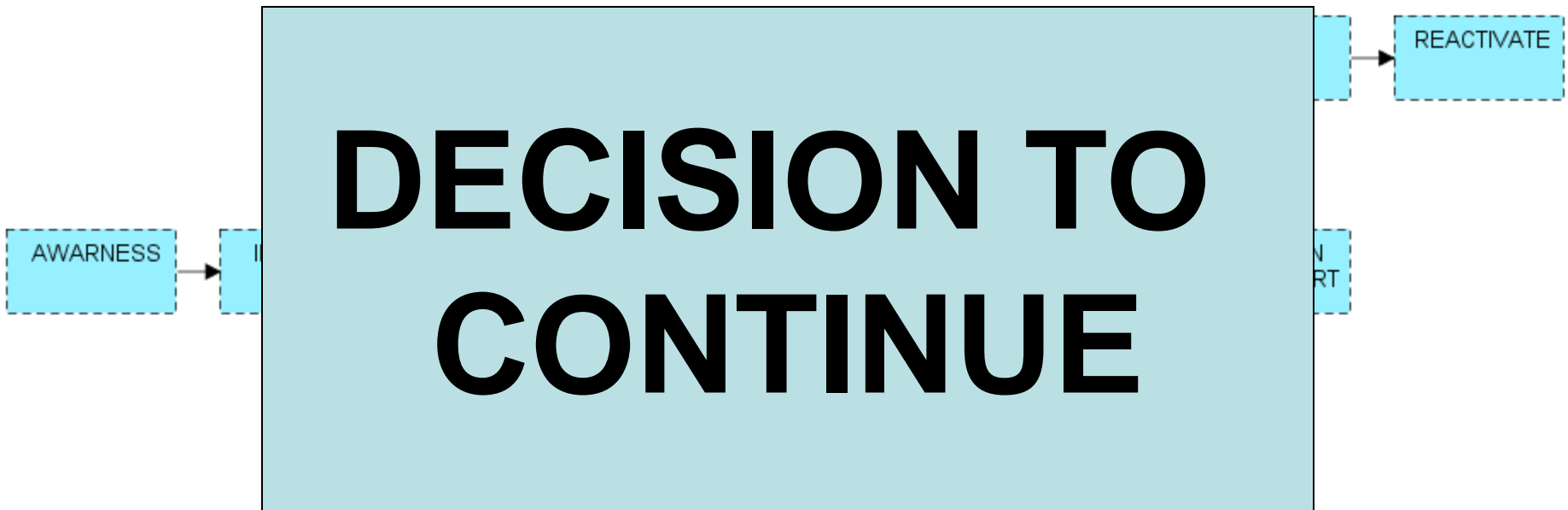
**LAPSE**

# THE RESEARCH

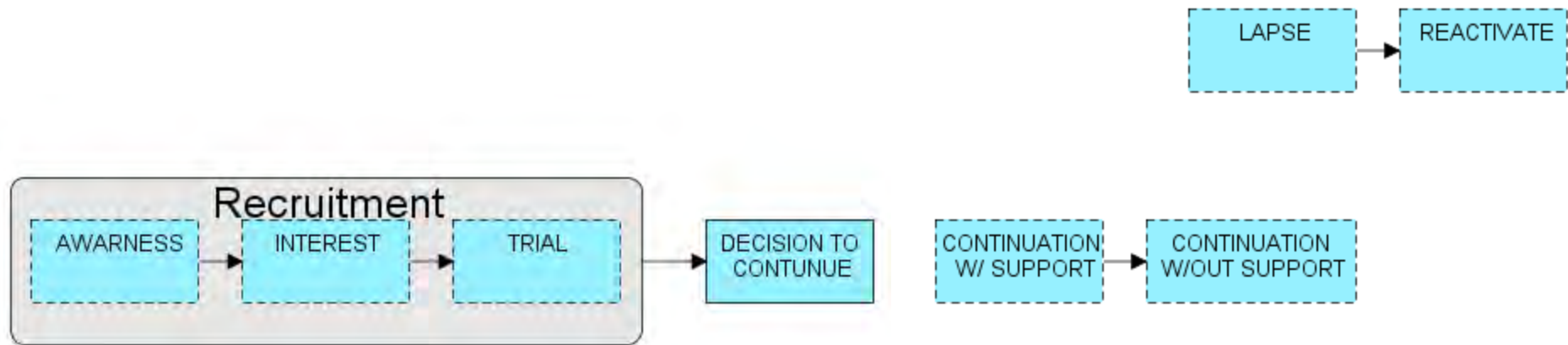


**REACTIVATE**

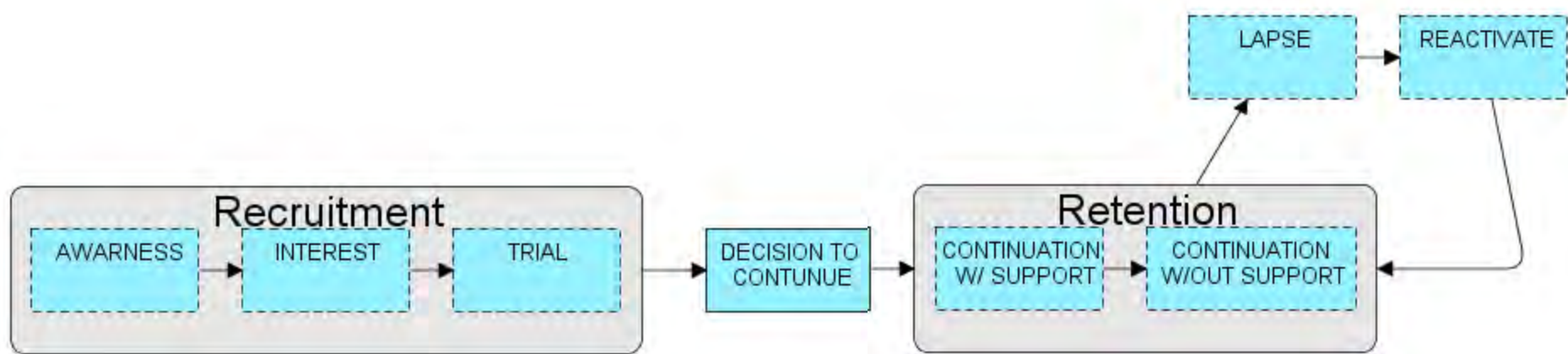
# THE RESEARCH



# THE RESEARCH

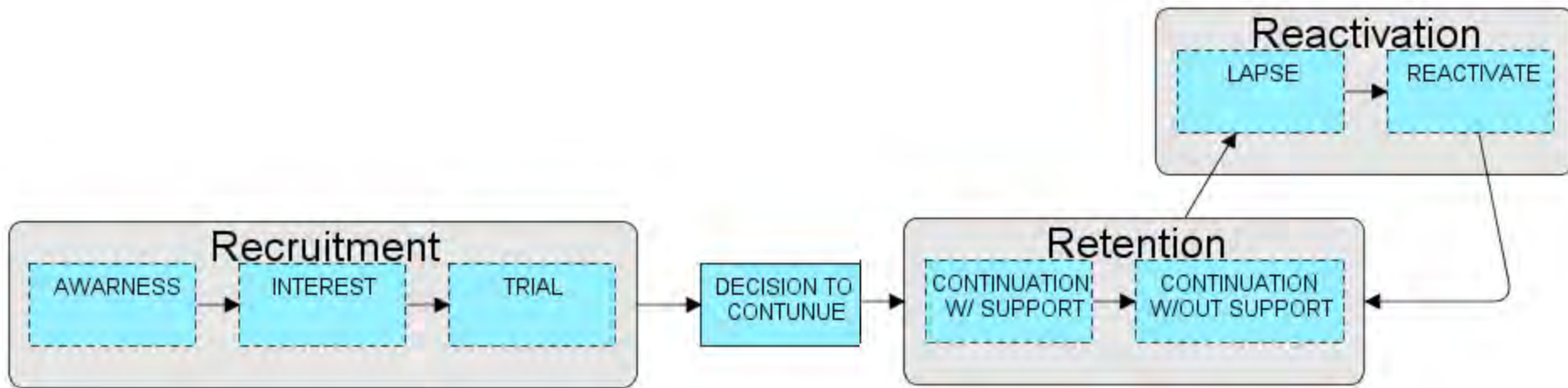


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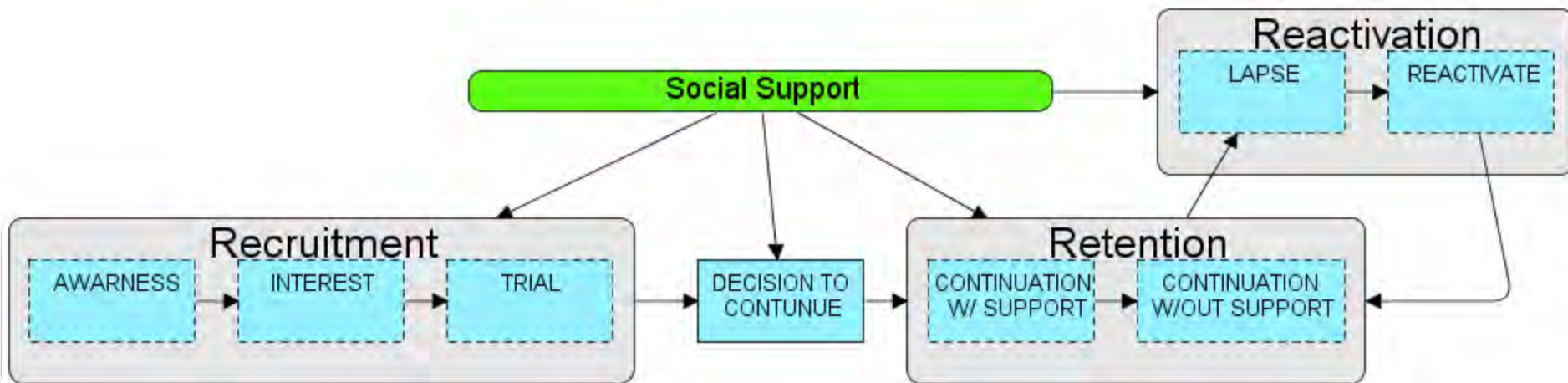




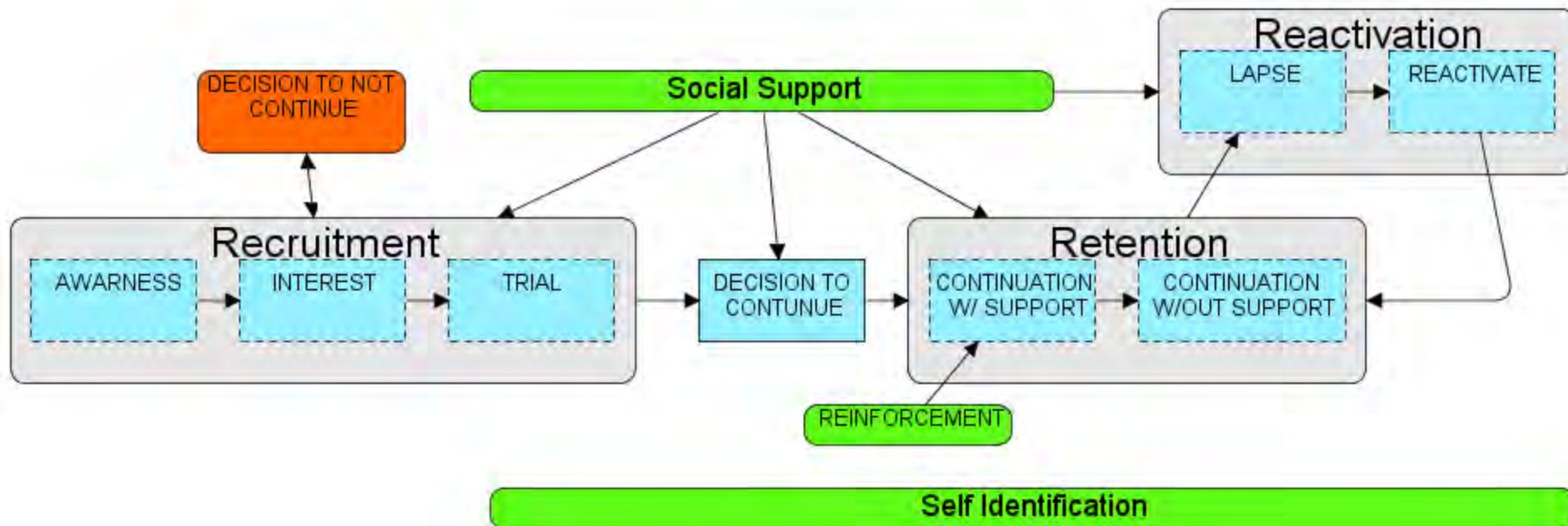
# THE RESEARCH



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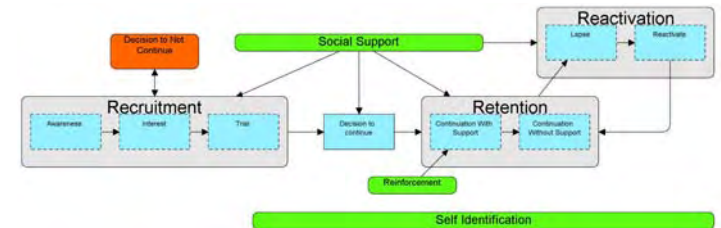


A collage of images featuring hunters and deer. The text "How To Torture Program Staff" is overlaid in the center in a large, white, sans-serif font. The background consists of several smaller images: a hunter in a red shirt aiming a bow, a large buck with prominent antlers, a hunter in a red shirt holding a rifle, and a hunter in a red shirt holding a bow. The overall color scheme is dominated by earthy tones like brown, tan, and red.

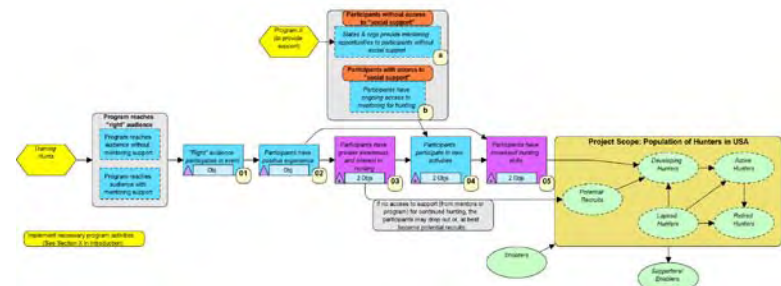
# How To Torture Program Staff

# Two levels of Program Evaluation

# 1. Macro or Department Level

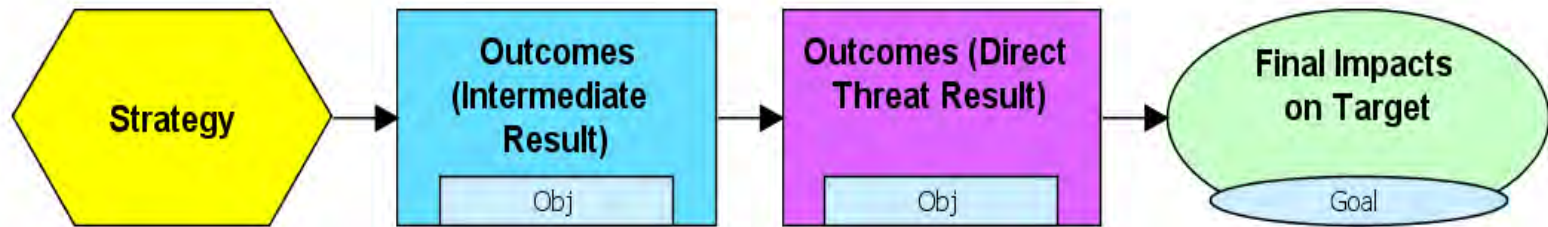


## 2. Program Proving and Improving Level



# How To Torture Program Staff

## Results Chains



Note: These are not implementation steps



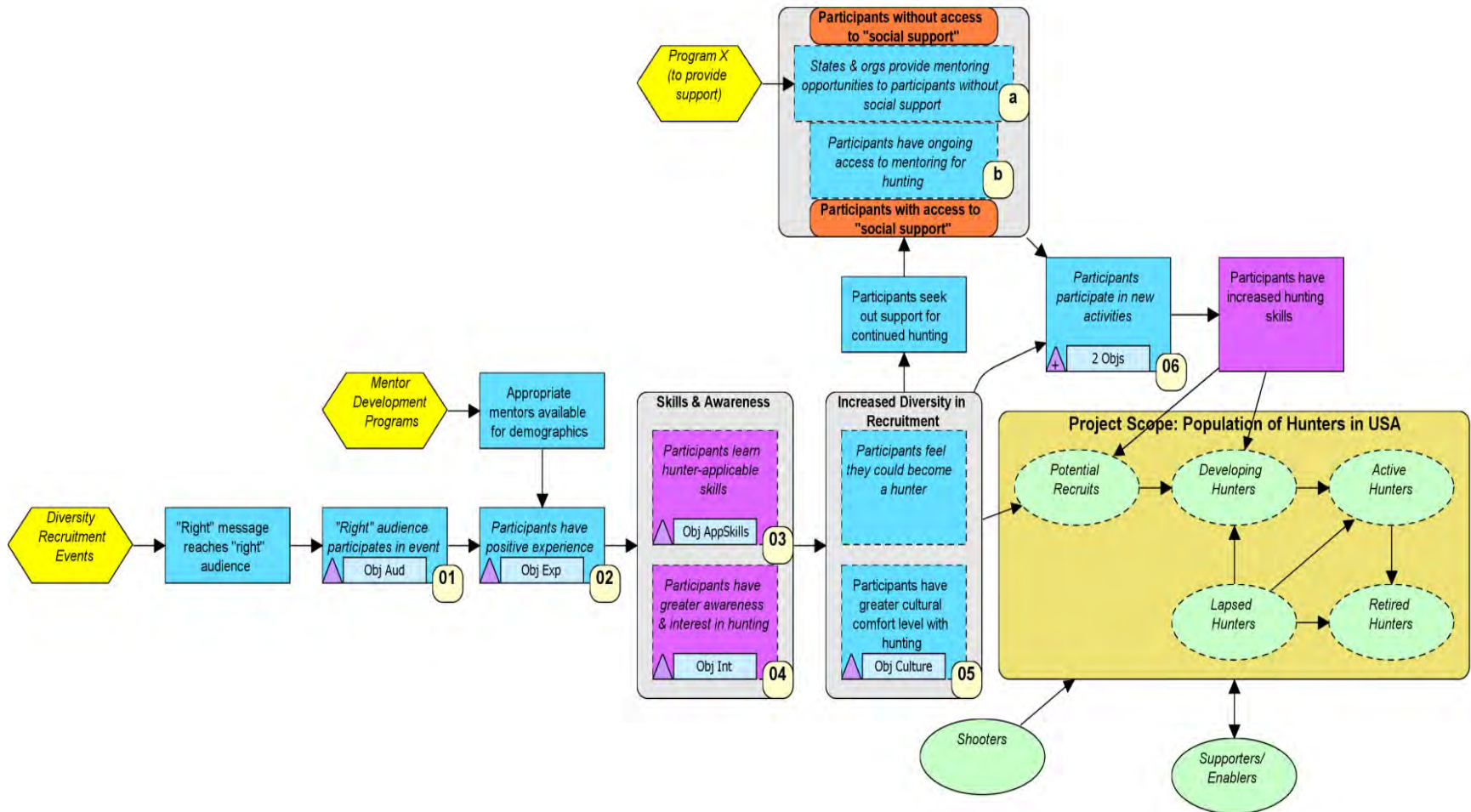


# How To Torture Program Staff

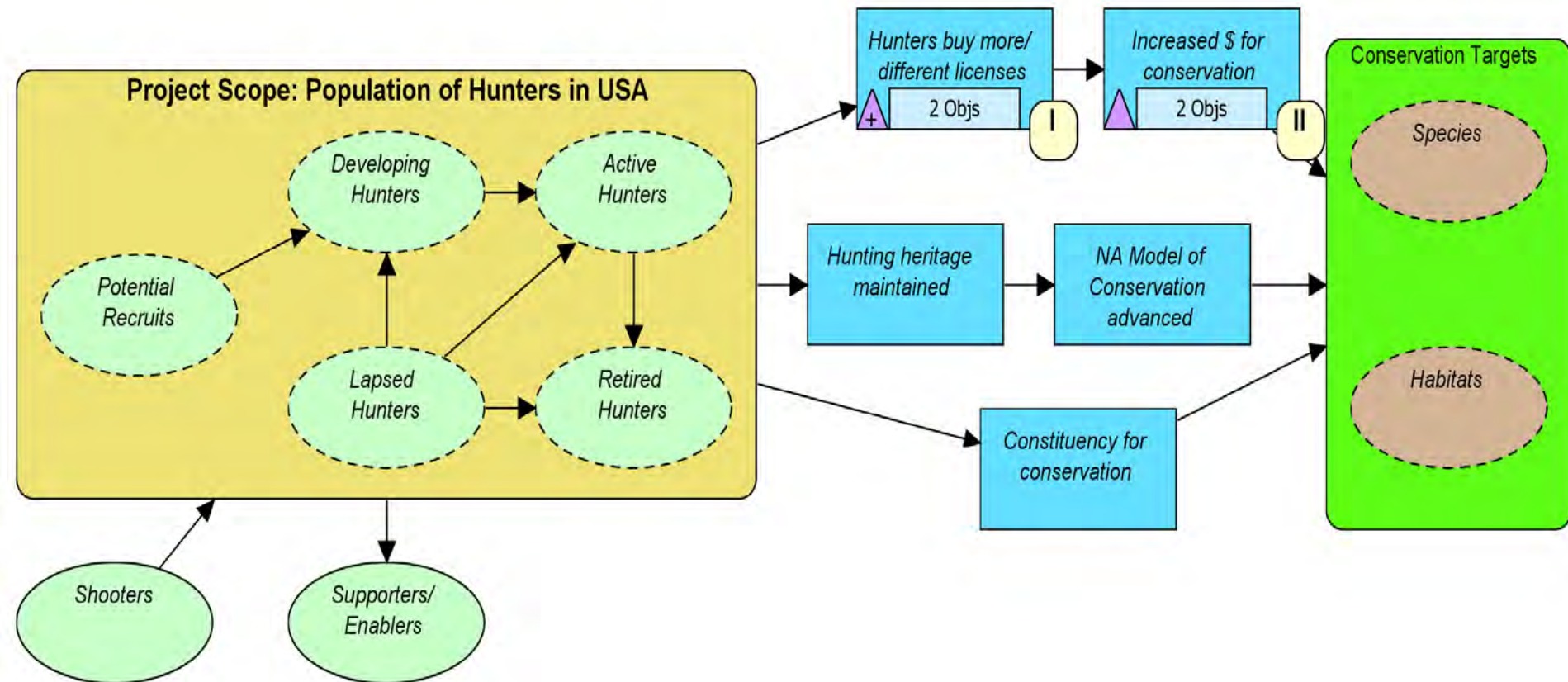
## 🔥 Results Chains

- 🔥 “If,.... then” statements of the changes you expect to see in the outside world.
- 🔥 Constructs the evaluation framework to prove and improve a program or effort.
- 🔥 Provides a roadmap to long-term or ultimate outcomes.

# How To Torture Program Staff

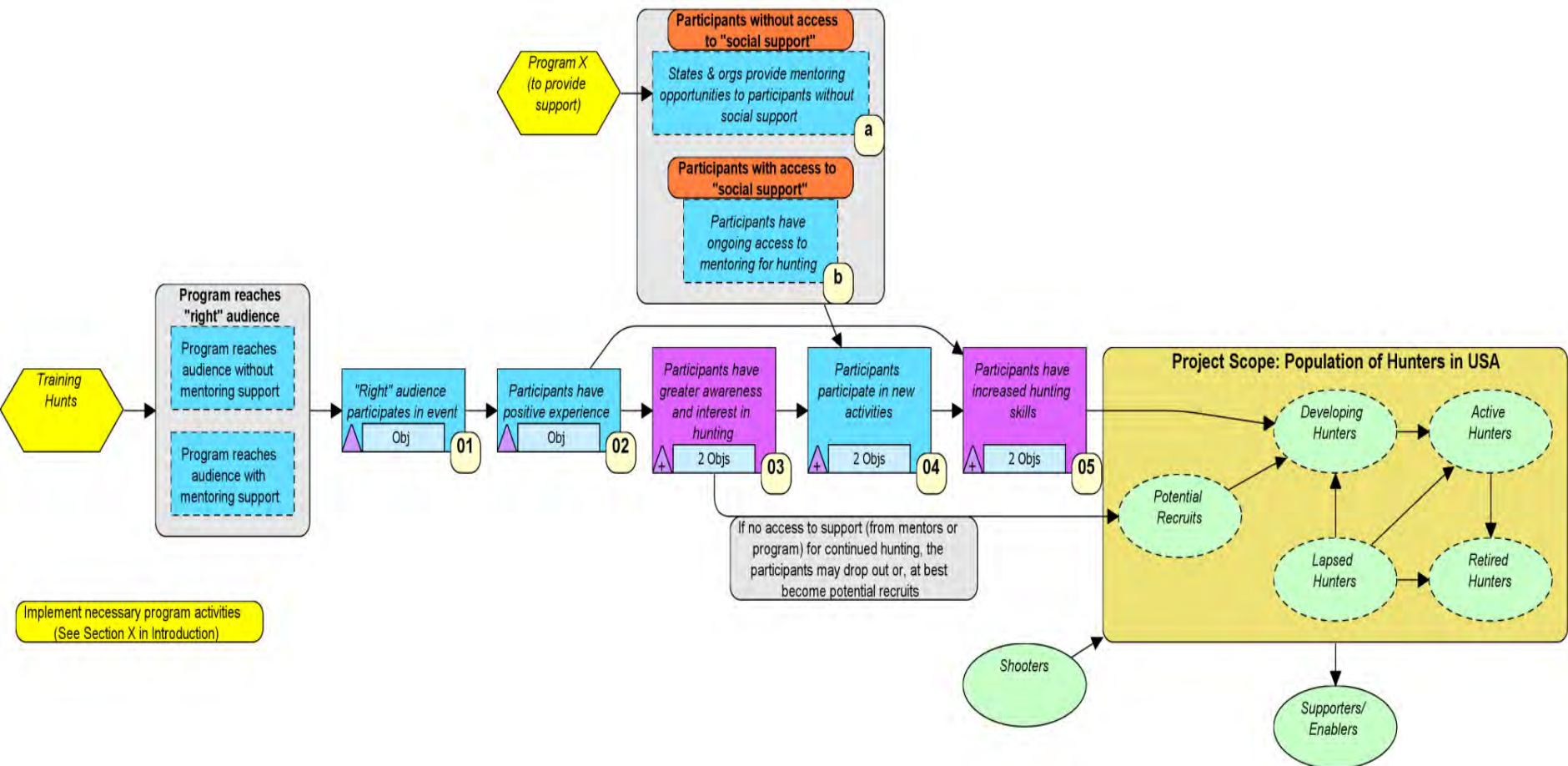


# Long-Term or Ultimate Outcomes





# Program Results Chain



# The Theory Boiled Down

↓ Program objectives and indicators of success

↓ Framework for evaluation questions

WMI Hunter R&R Evaluation Guide  
Draft Version: 2012-09-05

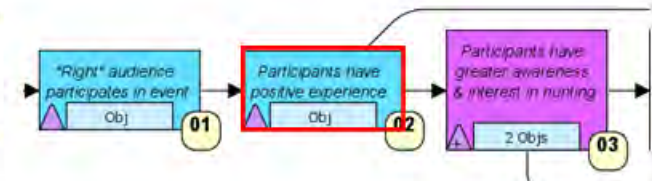
## Result 02: Participants have a positive experience

**Objective:** At least X% of participants indicate that they had a positive and safe experience.

**Indicator:** % of participants that indicate they had a positive and safe experience.

**Method:** Questionnaire/survey (other options – mail survey, follow-up phone call)

**When:** End of event



## Potential Questions

Question	Source of Data		Comments
	Agency	Participants	
1. What was your overall impression (4 point Likert) (facilities, instructor, quality of training, logistics & organization, timing, safety, other)		X	These questions address overall impressions – intended to determine factors affecting a “positive” experience
2. What was your impression of event mentor(s)? (4 point Likert)		X	
3. How likely is it that you would recommend this event to a friend (4 point Likert); Why/why not (text box)		X	
4. If it were possible, would you be interested in doing another event like this? (Y/N/Maybe); If not, why (text box)		X	Also important to track this for next result “Participants participate in new activities” – did they actually participate? If not, where was the break in the logic?



# THANK YOU !

- Tasha Sorensen, *WY Game and Fish Dept.*
- Joseph Neville, *PA Game Commission*
- Robert Abernethy, *National Wild Turkey Federation*
- Dale Humburg, *Ducks Unlimited*
- Tasha Sorensen, *WY Game and Fish Dept.*
- Doug Burt, *AZ Game and Fish Dept.*
- Jason Kool, *SD Game, Fish and Parks*
- Bill Creighton, *Council to Advance Hunting and the Shooting Sports*
- Mark Whitney, *GA DNR*
- Chris Willard, *OR Dept. of Fish and Wildlife*
- Eric Nuse, *Orion, The Hunter's Institute*
- Aaron Hershberger, *NE Game and Parks Commission*
- Jeff Rawlinson, *NE Game and Parks Commission*
- Bob Holsman, *University of Wisconsin – Stevens Point*
- Peggy Farrell, *Becoming an Outdoor's Woman*
- Ryan Bronson, *Federal Premium Ammunition*
- Richard Hargrave, *OR Dept. of Fish and Wildlife*

