



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

Association of Fish and Wildlife Agencies

Recruitment and Retention Survey Report

Analyze surveys, identify commonalities, and prepare
recommendations

April 2006

Prepared by:

Cortney Lamprecht
Phil Seng
D.J. Case & Associates
317 E. Jefferson Blvd.
Mishawaka, IN 46545
574-258-0100
Cortney@djcase.com
Phil@djcase.com
www.djcase.com

Funded by:

A Multistate Conservation Grant
from the U.S. Fish and Wildlife Service



Table of Contents

	<u>Page</u>
Introduction	3
Methods	3
Results.....	4
Hunter and Shooter Recruitment and Retention.....	4
Angler and Boater Recruitment and Retention	8
Unique Programs and Other Findings	11
Considerations for Interpreting Results.....	13
Benefits of Survey Results.....	15
Conclusions and Recommendations	15
Appendices	18

Introduction

In 2005, the Association of Fish and Wildlife Agencies (Association) received a Multistate Conservation Grant to assess and inventory the best recruitment and retention programs currently used by state fish and wildlife agencies and their partners. The purpose was to identify:

- commonalities among successful programs;
- common needs shared by states and their partners;
- areas where resources/results could be shared; and
- innovative programs or techniques.

The Association's intent is to use these results to help guide state agencies and their partners as they select and implement the next generation of recruitment and retention programs.

The Recruitment and Retention Survey asked respondents to offer their agency or organization's top five best programs or activities for recruiting or retaining hunters and shooters and then again for anglers and boaters.

Methods

Association staff developed a survey questionnaire and sent it to all 50 state fish and wildlife agencies. The Association decided to keep the questionnaire extremely short and simple in an effort to increase response rate and to make recommendations based on that analysis. The survey asked respondents to answer two open-ended questions regarding their agency's top five best programs for recruitment and retention of (1) hunters and shooters and (2) anglers and boaters. Respondents also were asked to indicate if reports or evaluations for program effectiveness are available. (See Appendix for survey questionnaire.)

The survey was sent by Association President John Cooper on November 8, 2005. Recipients were asked to complete the survey and return it to the Association by November 23, 2005. No follow-up contact was made with recipients. After responses were received, the Association contracted with D.J. Case & Associates (DJ Case) to compile and analyze the results received and to make recommendations based on that analysis.

Results

Thirty-one states submitted completed surveys to the Association by the deadline (all survey responses and agency contact information can be found in the Appendices). Three non-governmental organizations (NGOs) heard about the survey and submitted responses as well. Because the questions were open-ended, responses ranged from three- and four-word answers for each of five questions to three typed pages of response to the overall survey. Because of this variation in responses, it is assumed that while some agencies listed only their most successful programs, others listed *all* of their programs. Also, because the survey asked about the availability of reports *and* evaluations, some respondents indicated the availability of a report without further explanation, while others failed to address that portion of the question. It is likely that many of the programs listed do have reports available, even though few were identified. In this section, survey responses have been sorted into general categories for comparison.

Hunter & Shooter Recruitment and Retention

Hunter and shooter recruitment and retention was broken into four categories:

1. Recruitment activities
2. Hunter education and outreach
3. Hunting accessibility
4. Evaluation of hunter and shooter R&R

Recruitment Activities

Twenty-six of the 34 agencies and organizations (hereafter *agencies*) indicated some type of specific recruitment activity. Three agencies listed general recruitment activities for hunters including family-oriented programs and staff dedicated to recruitment (Table 1). More specific recruitment efforts include youth, women, disabled, and urban hunters.

Table 1. Hunter and Shooter Recruitment and Retention Efforts by Number of Agencies and Percent of Total Respondents

	No. of Agencies	Percent of Respondents
General R&R	3	9%
Youth Hunter & Shooter Focused R&R	26	76%
Women Hunter & Shooter Focused R&R	11	32%
Disabled Hunter & Shooter Focused R&R	3	9%
Urban Hunter & Shooter Focused R&R	2	6%
Hunter & Shooter Education and Outreach	19	56%
Hunting & Shooter Accessibility to Public	17	50%

The type of R&R effort most frequently mentioned was for children under the age of 18 (76% of respondents). Focusing on youth hunters, the most common programs were youth-only hunts, *Archery in the Schools* program, and youth hunting clinics (Figure 1). Programs as conservation/summer camps, youth shooting leagues and competitions, and youth mentoring programs were less common.

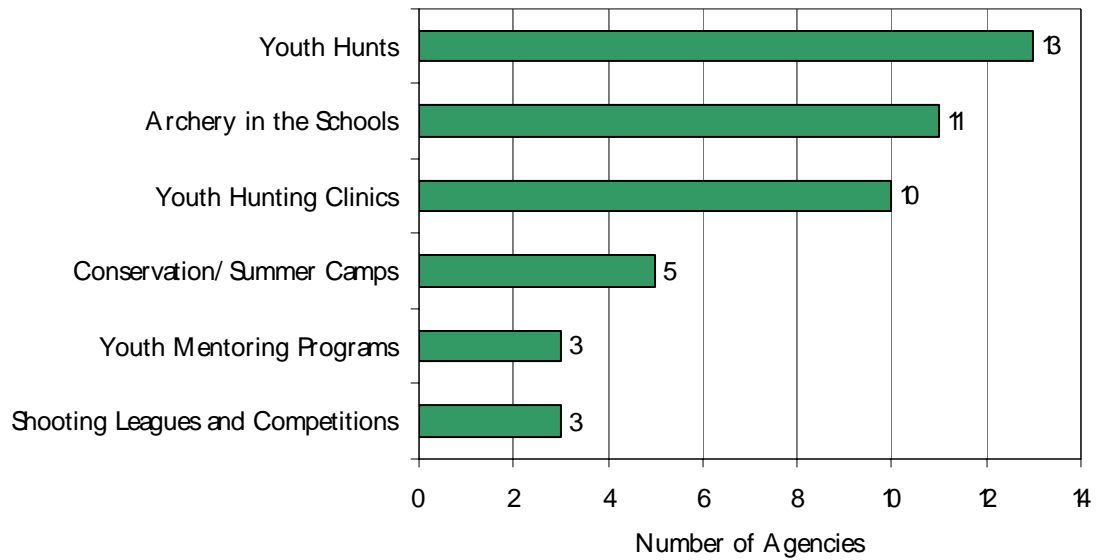


Figure 1. Youth hunter and shooter focused recruitment and retention events and programs.

Eleven agencies focused recruitment and retention efforts on women. These efforts include outdoor women programs, women hunting clinics, and women-only hunts (Figure 2).

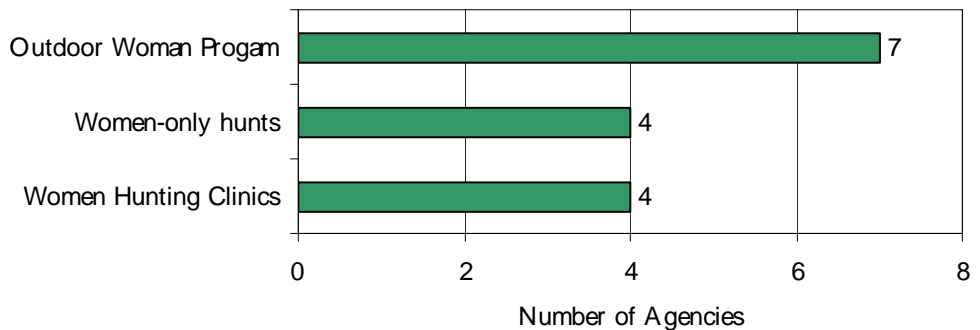


Figure 2. Women hunter and shooter focused recruitment and retention programs.

Three agencies indicated a program that targeted disabled hunters. Only two agencies indicated an effort in recruiting hunters from urban areas.

Hunter Education and Outreach

Fifty-six percent of respondents listed some type of hunter education or outreach. Nine agencies indicated a general hunter education program, while two indicated that they offered an Internet-based hunter

education program (Figure 3). Two agencies indicated that they give free hunting licenses to graduates of their hunter education program.

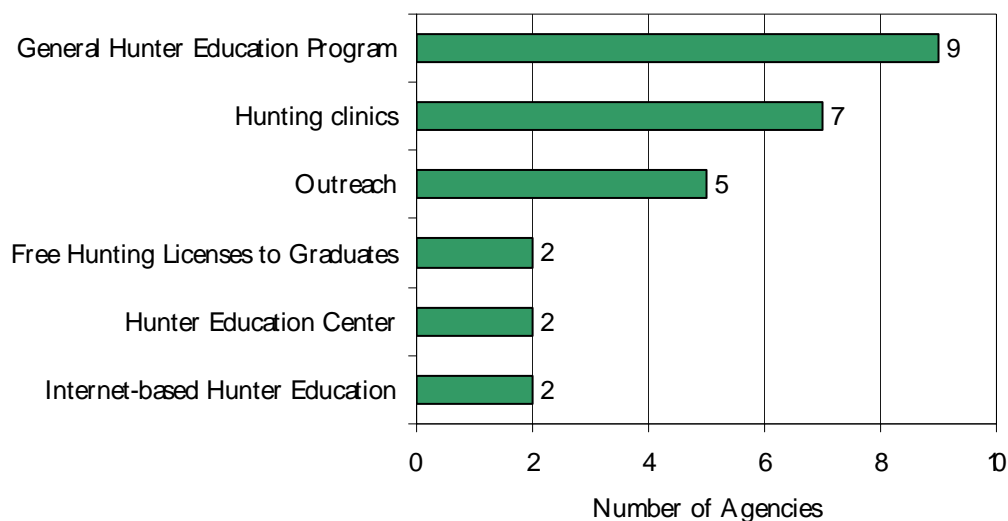


Figure 3. Hunter and shooter education and outreach programs

Hunting Accessibility

The reality or perception of the accessibility of hunting to hunters was addressed by 50% of responding agencies. Nine agencies made public lands accessible for the public to hunt. Six agencies created or funded the creation of shooting ranges that are accessible to the public. Other ways that agencies made hunting and shooting available to the public ranged from having public feral animal removal programs to simplifying hunting regulations to reasonably pricing hunting licenses.

Evaluation of Hunter & Shooter Recruitment and Retention

Many agencies noted that reports and evaluations were available for their programs. However, because respondents were not specifically asked to report findings, very little evaluation information was available from the survey. Four agencies responded with data that evaluated their programs beyond simple participation numbers.

The Nevada Department of Wildlife conducted a hunter survey. Results suggested that an adult hunter is more likely to hunt if he/she has young people that ask him/her to go hunting. The survey also

found three basic reasons why people go hunting: (1) to be with family and friends, (2) the tradition of hunting, and (3) the solitude of the experience of hunting. Nevada has created programs that focus on these qualities to aid in future recruitment and retention of hunters.

The Alabama Division of Wildlife and Freshwater Fisheries offered youth hunts for dove, turkey, and squirrel. Of the youth that participated in these hunts, Alabama reports one-third of them were first-time hunters. Encouraged by this success, Alabama is moving forward with other youth-focused hunts for deer and waterfowl.

The New Mexico Department of Game and Fish surveyed those who purchased hunting licenses in their state. The results indicate that 67% of those buying hunting licenses were aware of “New Mexico Wildlife Magazine,” a publication produced by the state agency. This survey effort confirmed that the publication reached the intended target audience.

The Arizona Game and Fish Department initiated a Scholastic Clay Target program in 2004 to target young shooter recruitment. After the first year, this program has become the second-largest scholastic clay shooting program in the country.

Angler & Boater Recruitment and Retention

Responses for anglers and boaters were divided into four categories:

1. Recruitment activities
2. Angler education and outreach
3. Fishing accessibility
4. Evaluation of angler and boater R&R activities

Recruitment Activities

Eighty-two percent of the 34 responding agencies indicated that they are using some type of recruitment activity. General recruitment

activities were utilized by 19 agencies (Table 2). These general recruitment activities did not focus on any one group of people (activities include a state fair exhibit, fishing equipment loaner program, and family-focused programs). Special fishing events also were included in general recruitment activities. Eleven agencies had a designated fishing day or week in their states.

Table 2. Angler and Boater Recruitment and Retention Efforts by Number of Agencies and Percent of Total Respondents

	No. of Agencies	Percent of Respondents
General R&R	19	56%
Youth Angler & Boater Focused R&R	19	56%
Women Angler & Boater Focused R&R	7	21%
Urban Angler & Boater Focused R&R	1	3%
Disabled Angler & Boater Focused R&R	1	3%
Lapsed Angler & Boater Focused R&R	3	9%
Angler & Boater Education and Outreach	27	79%
Hunting & Boating Accessibility to Public	11	32%

Specific recruitment activities focused on youth, women, urban, disabled and lapsed anglers. Fifty-six percent of the responding agencies focused effort on the youth population. Fishing programs such as *Teach Kids to Fish*, *Hooked on Fishing – Not on Drugs*, and other youth-oriented programs comprised the majority of this effort at 68%. Other approaches to recruit youth were youth fishing clinics, youth fishing derbies, youth-only fishing, and free youth licenses (Figure 4).

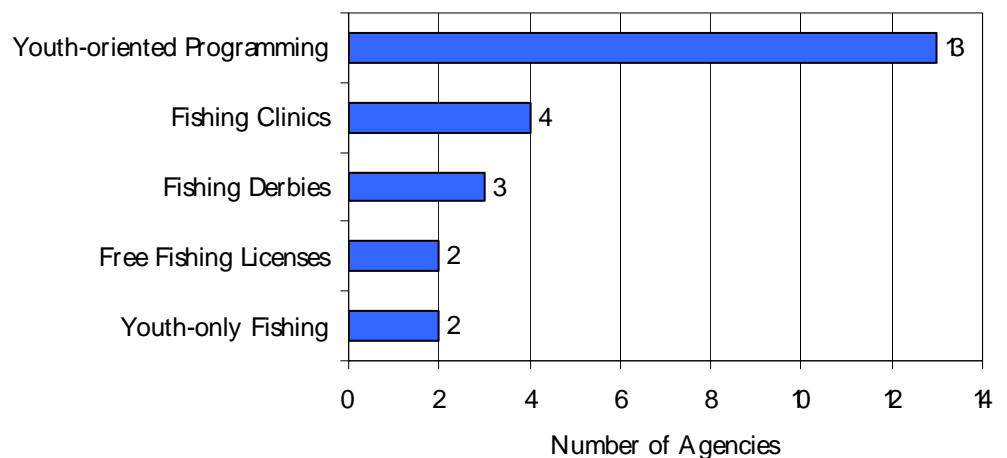


Figure 4. Youth angler and boater focused recruitment and retention programs and events.

Respondents were less specific about efforts to recruit and retain women anglers. Seven agencies indicated that they had a women's outdoor program, including but not limited to *Becoming an Outdoors Woman* (BOW), but no woman-focused angler programs were presented.

Five agencies indicated that they had an urban-focused program for recruiting and retaining anglers. One of these agencies constructed an urban lake to move the fishing facility closer to the target group. Only one agency indicated that they had a program focusing on recruiting and retaining disabled anglers. Three agencies indicated that they focused attention on lapsed anglers.

Angler Education & Outreach

Seventy-nine percent of the responding agencies indicated that they focused on education and outreach for recruitment and retention of anglers. The most commonly indicated item in this category was media outreach. Half of the responding agencies utilized television, radio, or written press to advertise fishing opportunities available to the public.

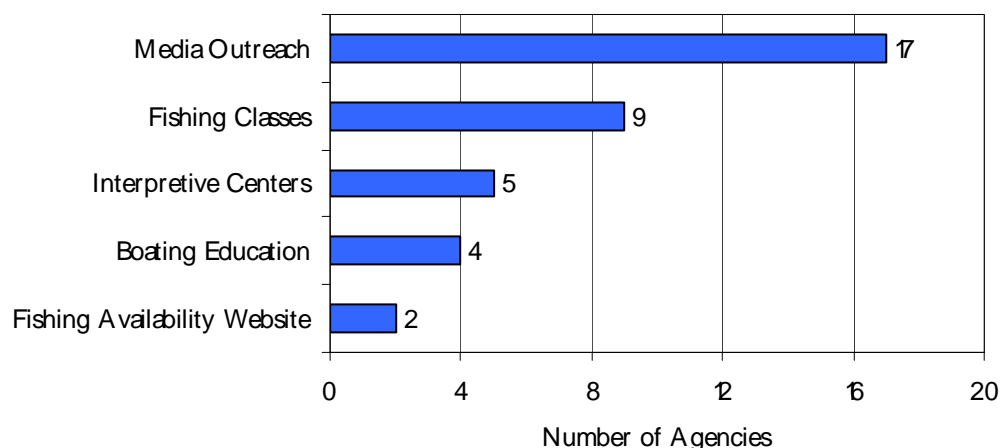


Figure 5. Angler and boater education and outreach programs.

Fishing Accessibility

Eleven agencies (32%) indicated that making fishing resources available to the public was one of the best ways to recruit and retain anglers and boaters. These responses included providing public fishing areas, stocking programs, and providing and maintaining boating access facilities. One agency indicated that it offers free fishing in its state park system.

Evaluation of Angler & Boater Recruitment and Retention

Many agencies noted that reports and evaluations were available for their programs. However, because respondents were not specifically asked to report findings, very little evaluation information was available from the survey. Three agencies provided evaluation material regarding recruitment and retention of anglers and boaters.

Alabama hosted various community fishing events. Some of these events included an evaluation component. Generally, Alabama projects that 10% of participants are new anglers.

Approximately 50 Free Fishing Day events are presented by the Idaho Department of Fish and Game throughout the state. A survey of participants was conducted to evaluate license purchasing history and past angling experience. This survey indicates that most participants of Free Fishing Day events already have fishing licenses or fish regularly. This indicates, at least for Idaho, that additional effort is needed to increase the recruitment rate of these events.

Lapsed angler studies were conducted by both Idaho Department of Fish and Game and Iowa Department of Natural Resources. Both agencies collaborated with the Recreational Boating and Fishing Foundation. Idaho used direct mail, television, radio, and website media outlets. A significant increase in target group license sales was identified using target and control groups. Iowa used a similar

approach using events, direct mail, radio, and movie theater ads in a three-county target area. An 8% difference in the license purchasing level between target and control counties was observed.

Unique Programs and Other Findings

This section highlights programs that can be shared among agencies and their partners, as well as unique/promising programs or approaches.

Hunting & Shooting

Programs that appear popular across agencies include *Archery in the Schools* program and *Becoming and Outdoors Woman (BOW)*. Some unique programs and efforts for recruitment and retention of youth hunters and shooters include free small game hunting licenses and a reduced minimum age for small game hunting (Idaho Department of Fish and Game) and youth shooting leagues and competitions (Alaska Department of Fish and Game/Wildlife Conservation and Sport Fish Administration, Arizona Game and Fish Department, and National Rifle Association). Focusing on the urban population, Florida Fish and Wildlife Conservation Commission established a youth hunting program intended for families and minorities in urban centers and Iowa Department of Natural Resources has established urban shooting ranges. While hunter education programs are widely available, the ability to use the internet for that training was only reported by two agencies (Alaska Department of Fish and Game/Wildlife Conservation and Sport Fish Administration and Michigan Department of Natural Resources).

Angling & Boating

Many agencies have indicated their participation *in Hooked on Fishing – Not on Drugs*, holding designated fishing days or weeks, and providing interpretive or educational centers. Some programs that were less common for the recruitment and retention of youth were

youth fishing derbies (Florida Fish and Wildlife Conservation Commission, Ohio Department of Natural Resources Division of Wildlife, and West Virginia Division of Natural Resources) and youth only fishing programs (Alaska Department of Fish and Game/Wildlife Conservation and Sport Fish Administration and Colorado Division of Wildlife). Public access information for fishing and boating is available on websites provided by both Alabama Division of Wildlife and Freshwater Fisheries and Texas Parks and Wildlife Department. Nevada Department of Wildlife cooperating with Recreational Boating and Fishing Foundation has utilized innovative processes to distribute information with little cost. These ads, mainly focused on lapsed anglers, were distributed in boat registration renewal packets and hunting application books for combination fishing/hunting licenses. This utilization of existing direct-mail media eliminated the cost of mailing these advertisements.

Considerations for Interpreting Results

The short and open-ended nature of the survey questions greatly reduced the comparability of results among and between states. It also yielded other issues and considerations that are listed here. This list can serve several valuable functions:

- It can help the reader better understand the limitations of the results and reduce the risk of taking results out of context.
- It helps clarify the specific questions that may need to be asked in future research.

Readers should consider the following when viewing results:

1. Some agencies provided a sentence or two of results, others sent up to three pages. Even agencies that reported using the same program (i.e., youth fishing days) did so in varying amounts of detail. (Most states hold youth fishing days, but some did not report

them here or reported them in very little detail, so it is impossible to draw many comparisons or help states learn from each other's experiences.)

2. Some but not all respondents listed hunter education (HE) as an R&R effort. Since all states require HE for some segment of their license buyers, HE could be considered a de facto R&R program. Many states apparently do not view it that way or else did not consider it. Specific survey questions could have eliminated this problem and provided great insight into the effective ways that some states are using HE as a recruitment tool.
3. Respondents were asked to provide their five "best" programs, but there were no criteria given or suggested for identifying them. Previous studies suggest that very few R&R programs receive any real evaluation (beyond number of participants), so what constitutes a "best program" was subject to multiple and varied interpretations. Also, asking for the top five programs could have caused confusion if a respondent had more than five programs that they consider effective.
4. Survey questions did not define *recruitment and retention*. Does it mean absolute license sales, new license sales, actual participation, self-definition as a hunter or angler, etc? This lack of definition might have caused confusion among participants as to what programs to include.
5. Half of respondents reported using media outreach to promote fishing opportunities available. It is likely that other states do this as well, but either do not view outreach as R&R, or did not think about it.

6. Because so few R&R programs are evaluated, trying to gather this information was an excellent idea. However, most respondents ignored this question. One can assume that the question wasn't answered because respondents have not evaluated their programs. In addition, the few that answered provided general results that do not allow comparisons.

Benefits of Survey Results

While the above considerations must be factored into any discussion of the results, the results still have value. Information gleaned from states is most likely to be useful when treated as a *focus group* rather than a survey.

A survey is used to gather quantitative information, at least in part; focus groups are used to gather qualitative information. Interpreted in this manner, the project provides useful anecdotal results that can help guide future R&R efforts and develop conclusions about the status of state R&R approaches.

Through this survey, one can gather some understanding about types of programs that states use when developing R&R efforts. Youth fishing derbies and hunts are cornerstone R&R efforts for most states; marketing outreach often is limited to efforts to create awareness of events or pass on information. Secondly, there is a general feeling that states do not evaluate programs to know whether or how they are successful. Since so few states referred to developing R&R strategies that identify goals, definitions of success, or evaluation methods, one can generally assume that most states address recruitment and retention efforts in a piecemeal fashion or do not know how to approach R&R efforts beyond what already has been done. This approach persists despite research that indicates (1) an overall strategic approach to R&R is critical to affecting positive change, and (2)

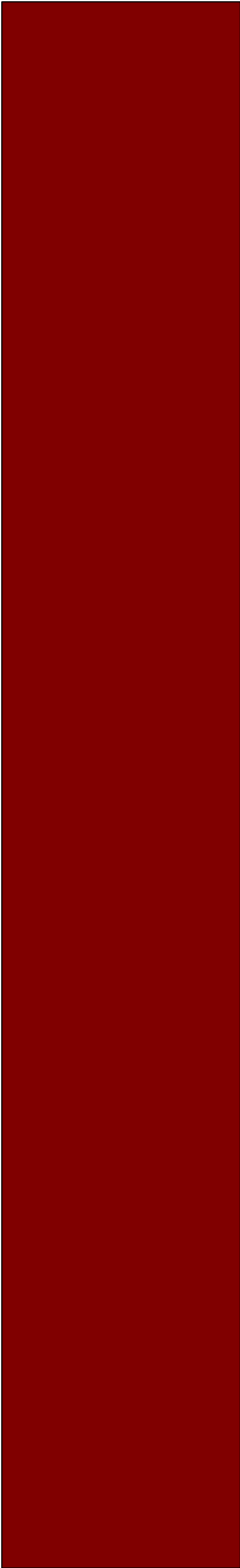
information sharing as the foundation of marketing outreach will not inspire change.

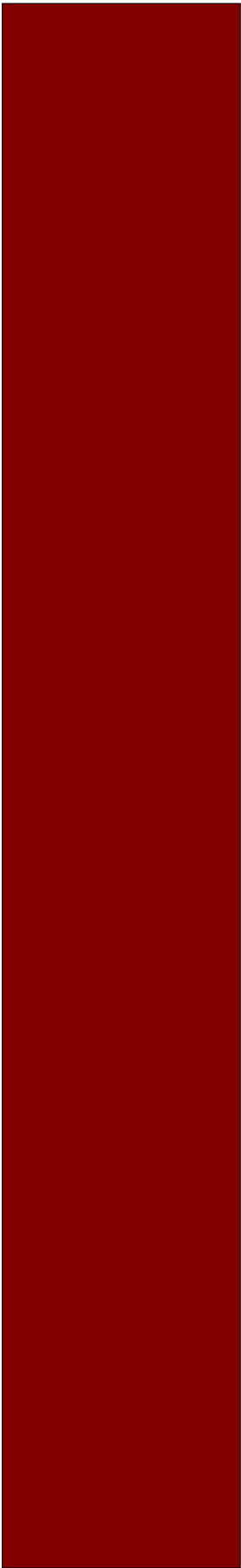
Another benefit of the survey is that states that refer to these results have an improved networking capacity, since contacts and programs are outlined. They know better who to contact among states that conduct programs similar to ones they conduct or consider adopting.

Conclusions and Recommendations

Based on the results of this survey and insights/expertise from other similar projects, DJ Case draws the following conclusions and makes the following recommendations:

1. Survey responses and results of other studies highlight the great need for development of comprehensive Best Practices (BPs) for hunting and shooting R&R. Such BPs would give state agencies and their partners a “cookbook” for building, implementing, enhancing, and evaluating R&R programs. The Recreational Boating and Fishing Foundation (RBFF) already has created BPs for fishing and boating R&R. Building on the RBFF effort and providing user-friendly tools for the hunting and shooting side is a critical need. The Association should partner with the National Shooting Sports Foundation (NSSF) or other group to develop these.
2. Most state agencies and their partners are not evaluating their R&R efforts. Very few have set measurable objectives for their program, and fewer still are measuring against those objectives. Consequently, most agencies have no idea whether their programs are improving R&R, regardless of how it is defined. BPs could help alleviate this problem.

- 
3. State agencies that *are* evaluating their R&R efforts need to publish these results as widely as possible. Many states are reinventing the wheel due to lack of information. The Association's FWA Hunting and Shooting Sports Participation Committee could be one conduit of this information.
 4. The Association or some other national organization (perhaps the Wildlife Management Institute as part of the Future of Hunting effort) should consider sponsoring a more detailed and comprehensive survey of state fish and wildlife agencies and a wide array of NGO groups regarding hunting and angling recruitment and retention. Results from this current survey as well as problems encountered should be used to guide development of the survey instrument. Great emphasis should be placed on developing a questionnaire that yields uniform, comparable results, and maximizing response rate.
 5. State agencies should be encouraged to make use of national R&R programs (e.g., BOW, HOF-NOD, Archery in the Schools, etc.) that have been shown to be effective. When multiple states employ similar programs, great efficiency and increased effectiveness are possible (provided that evaluation has shown the program to be effective).
 6. State agencies should recognize their hunter education programs as a major opportunity to recruit new hunters. They should work to improve the program where barriers exist, and they should take advantage of the opportunity to engage new hunters (especially youth) while they are a "captive audience."
 7. State agencies should be encouraged to provide HE via Internet. Many states are doing this in many different forms. This is not to imply that the traditional method of delivery should be abandoned,



only that agencies should make HE as easily and readily available as possible, so it does not become a barrier to recruitment.

8. State agencies should review and evaluate their outreach efforts regarding access for hunting, shooting, fishing and boating opportunities. Can a person new to a state easily find access? Some states are developing detailed locator systems available through the Internet to help people find opportunities.

Appendices

	<u>Page</u>
Survey Cover Letter.....	19
Sample Survey	21
Alabama Division of Wildlife and Freshwater Fisheries	22
Alaska Department of Fish and Game/Wildlife Conservation and Sport Fish Administration	25
Arizona Game and Fish Department	27
Colorado Division of Wildlife	29
Florida Fish and Wildlife Conservation Commission.....	31
Georgia Wildlife Resources	33
Hawaii Division of Aquatic Resources	34
Idaho Department of Fish and Game.....	36
Illinois Department of Natural Resources.....	38
Indiana Division of Fish and Wildlife	39
Iowa Department of Natural Resources.....	39
Kentucky Department of Fish and Wildlife Resources	41
Maine Department of Inland Fisheries and Wildlife.....	42
Michigan Department of Natural Resources	44
Montana Fish, Wildlife, and Parks	44
Nebraska Game and Parks Commission	45
Nevada Department of Wildlife	46
New Hampshire Fish and Game Department	48
New Mexico Game and Fish.....	49
North Carolina Wildlife Resources Commission	50
Ohio Department of Natural Resources Division of Wildlife	52
Oregon Department of Fish and Wildlife	54
Pennsylvania Fish and Boat Commission.....	55
Rhode Island Division of Fish and Wildlife	56
South Carolina Department of Natural Resources.....	57
Texas Parks and Wildlife Department.....	61
Vermont Fish and Wildlife Department	63
Virginia Department of Game and Inland Fisheries	65
Washington Department of Fish and Wildlife	67
West Virginia Division of Natural Resources Wildlife Resources Section	69
Wyoming Game and Fish Department.....	71
National Rifle Association	73
Wildlife Management Institute.....	74
Wonders of Wildlife	75



International Association of Fish and Wildlife Agencies
444 North Capitol Street, NW, Suite 725
Washington, DC 20001
Telephone 202-624-7890 * Fax 202-624-7891 * Website: www.iafwa.org

MEMORANDUM

TO: State Fish and Wildlife Directors

FROM: John Cooper, President

CC: Federal and NGO Members

DATE: November 8, 2005

SUBJECT: Current Practices for Recruiting and Retaining Participants in Hunting, Angling, Boating and Shooting Sports: **Second Request**

Many of you will recall that as IAFWA President, Tom Bennett surveyed state directors to determine the best practices in use to promote recruitment and retention of hunters and shooters. The breadth and depth of your responses encouraged Tom to request a small grant to expand the survey to include fishing and boating programs.

As a refresher, the project as Tom envisioned it would:

1. Re-survey state and Federal agencies and NGO's to determine methods currently employed to recruit and retain hunters, anglers, boaters and shooters.
2. Analyze responses to identify commonality and those practices that are most effective and efficient.
3. Select outstanding examples and then develop recommendations for recruitment and retention programs.
4. Present findings and recommendations using published reports and public presentations.

This new wider effort also provides an opportunity for you to update what you previously submitted for hunting and shooting sports programs while adding information on angling and boating recruitment and retention programs. What you submitted previously is available for you to review at http://www.iafwa.org/recruitment_study/recruitment.html (in Word format).

We want to keep this survey uncomplicated and the information we receive useful and readable. The basic question still is:

“What are the best things your agency/organization does to recruit and/or retain 1) hunters and shooters, and 2) anglers and boaters?”

Short, bullet responses are fine, and we are seeking only the best example (1-5 for each category) rather than a laundry list.

A brief questionnaire, which should only take minutes to complete, is attached to this email. Please forward to the appropriate contact and direct responses or questions to Don MacLauchlan at (202) 624-3600 or donmac@iafwa.org. **Please respond by COB Wednesday, November 23, 2005.**

Finally, we need and will greatly appreciate 100% participation. My sincere thanks to those who have already responded. The results should be a great asset to all of us. Thanks in advance for your help. Coop.

Attachment

Recruitment and Retention Survey: Sample Survey

Agency/Organization: _____

Contact: _____

Phone #: _____ Email: _____

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a.
 - b.
 - c.
 - d.
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a.
 - b.
 - c.
 - d.
 - e.

Please return by **Wednesday, November 23, 2005** to Don MacLauchlan, email donmac@iafwa.org, fax 202-624-7891, phone 202-624-3600. Thank you.

Recruitment and Retention Survey: Alabama Division of Wildlife and Freshwater Fisheries

Agency/Organization: Alabama Division of Wildlife and Freshwater Fisheries

Contact: Fred Harders, Asst. Director

Phone #: 334-242-3842 Email: Wanda.McCullers@dcnr.alabama.gov

3. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
- a.
 - b.
 - c.
 - d.
 - e.
4. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
- a. Fishing classes including classes for scouts, Hooked on Fishing – Not on Drugs, Becoming and Outdoors Woman workshop and other venues.
 - b. Community Fishing Events – some evaluate participants – 10% new anglers
 - c. Fishing information on the website
 - d. Free Fishing Day
 - e. Free Youth License

(Contact Doug Darr (344) 242-3884

Alabama Division of Wildlife and Freshwater Fisheries

Recognizing the shift in population from rural to urban, Alabama has implemented a strategy of active outdoor participation for youth by the use of statewide community fishing events and youth hunts. Community fishing events utilize partners from local communities or civic groups to provide the location, fish, volunteers and other necessities (lunch, snacks, bait, etc.). The Division provides the expertise, mentors and tackle. Since its inception in 1995, 500 events have taken place with approximately 98,000 participants.

Youth hunts for dove, turkey and squirrel are also offered statewide. Partners provide locations and other items (lunch, snakes, etc.). Approximately 35 fields statewide are utilized for youth dove hunts. Licensed adults 25 years or older may hunt these fields if they bring a young person under the age of sixteen. Results to date indicated that roughly one—third of youth participating in these hunts are first time hunters. In addition, a preseason statewide youth either six deer hunt is scheduled to encourage parents to get their children less than 16 years of age in the field. A special statewide youth waterfowl hunt occurs in February.

Although biologists, both fisheries and wildlife, and enforcement officers play major roles in the youth events, partners are essential for Alabama youth events to work. The State could not conduct the magnitude of events that take place without willing partners. IN many cases, the partners eventually take charge of the event which results in a reduction or elimination of Division assistance allowing Division personnel to expand to other communities.

Youth events contacts:

Gary Moody (334) 242-3496

Doug Darr (334)242-3884

Recruitment and Retention Survey: Alaska Department of Fish and Game/Wildlife Conservation & Sport Fish Administration

Agency/Organization: Alaska Department of Fish and Game/Wildlife Conservation & Sport Fish Administration

Contact: Jerry Soukup, Wildlife Conservation; Lisa Evans, Sportfish Administration

Phone #: 907-267-2241 Email: jerry_soukup@fishgame.state.ak.us
907-267-2330 Email: lisa_evans@fishgame.state.ak.us

-
1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Youth shotgun (Sporting Clays) & .22 shooting leagues (Indoor Ranges) at Rabbit Creek & Birchwood Shooting Parks (Southcentral AK), AIMCOM (Alaska Interior Marksmanship Committee (Interior AK) and Juneau's Indoor Rod & Gun Club (Southeast AK).
 - b. Small game hunting clinics and youth hunts; designed to give new and young hunters the basics of small game hunting and to experience actual shooting of pheasants, grouse, hares, ptarmigan and chukars.
 - c. Women in the Outdoors (WITO), Juniors Acquiring Knowledge, Ethics, and Sportsmanship (JAKES), and Becoming and Outdoors Woman (BOW); all valuable and extremely popular programs that open the doors to shooting and hunting to many women and young kids.
 - d. NRA's Youth Hunter Education Challenge (YHEC); this will only be Alaska's second year in bringing young shooters to a statewide competition, in support of this event; includes rifle, shotgun, archery, muzzleloader, hunter safety trail, orienteering, wildlife identification and a hunter education written examination. NRA Youth Shooting Day coincides the same weekend as YHEC and also provides an annual opportunity to hundreds of young shooters.
 - e. Statewide mentorship program being developed with partner organizations with the goal of recruiting new hunters into the field. Partners include the NWTF, SCI, DU, ABA (Alaska Bowhunters Association), AOC (Alaska Outdoor Council), RGS (Ruffed Grouse Society) and RMEF (Rocky Mountain Elk Foundation).

 2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.

- a. Youth Only Fisheries—Weekend, youth only (under 16 yrs. old) fishing opportunities recently designated by the Alaska Board of Fisheries in waters generally closed to king salmon fishing in Southcentral Alaska. Each designated area has abundant king salmon populations resulting in high catch rates and therefore, overall participating angler satisfaction. Youth anglers are able to learn how to fish without the pressures of “combat fishing” common to urban fisheries. The ADF&G Mobile Aquatic Education Classroom is present at some of these youth-only fisheries, with staff conducting free educational activities and assistance with various activities including fish identification, fishing setups, and catch and release demonstrations.
- b. Ice Fishing Events for Schools—Annual ice fishing events each year for classes participating in the Division’s ongoing “*Salmon in the Classroom*” program. Classroom lessons on salmon biology are enhanced during the long winter with a field trip to sport fish through the ice. In addition to reinforcing classroom lessons, the purpose of the field trip is to encourage children and their parents to take up year-round sport fishing as a pastime. It is their first time sport fishing for many participants, and those who catch their first-ever fish receive a laminated ADF&G card commemorating their success.
- c. Angler Recruitment “Threshold Experiences” and Long-Term Mentoring- “Threshold Experiences” are those events that are centered on a target audience and/or opportunity, such as: Family Fishing Day, National Fishing Week activities in rural communities, Becoming an Outdoor Woman, fishing derbies and outdoor skills programs. These threshold events are then supplemented with longer-term mentoring efforts in partnership with local fly-fishing clubs, 4-H outdoor skills clubs, universities, etc. to provide support for a variety of programs including; six-week long programming for rural Upward Bound students; support of three college-level fly fishing clubs; participation in 4-H outdoor skills clubs to teach spin fishing, fly fishing, fly-tying, hunting, etc. in both rural and urban settings.
- d. Teach Kids to Fish Program--A joint effort between various groups in the Kenai Peninsula to allow children aged 6 to 12 the opportunity to learn about one of Alaska's most valuable resources. Each participating organization teaches something different; the Department of Fish and Game allows the kids to release a trout into Johnson Lake, the Coast Guard teaches about boat safety, the KSRA gives fly fishing lessons, and the Kenai River Professional Guide Association (KRPGA) teaches the children spin casting techniques. Additionally, KRPGA volunteers spend one day of their busy season each year taking a kid fishing with a parent.

Note Regarding Reports/Evaluation of these programs: The Alaska Department of Fish and Game’s Sport Fish Division (SPD) currently measures many of these programs for participation rates, effectiveness and participant satisfaction. Additionally, the SPD is also developing targets and measures for these programs that will help us to better assess their benefit in regards to angler recruitment and retention.

Recruitment and Retention Survey: Arizona Game and Fish Department

Arizona Game and Fish Department

Contact: Tristanna Bickford (Hunter Education Coordinator)

Hunter/Shooter Retaining:

1. Arizona Game and Fish Department is in the process of adopting refinements and improvement to the current Hunter Education course in order to reduce the course length and maintain the International Hunter Education Association certification requirements. These changes will also improve the effectiveness of curriculum-delivery by volunteer instructors to address program weaknesses.
2. Arizona Game and Fish Department is also in the process of developing an internet-based Hunter Education program that meets International Hunter Education Association certification requirements and provides increased convenience and flexibility to customers seeking to complete the Arizona Course.
3. Arizona Game and Fish Department is in the process of modifying the Big-Game draw/hunt structures to identify practical alternatives aimed at maximizing statewide hunting opportunity, especially for the youth hunters and first time youth hunters.
4. In 2004 Arizona Game and Fish Department established the Scholastic Clay Target Program. In the first year we had more than 400 young shooters as participants and certified 90 coached. After only one year, Arizona has the second-largest scholastic clay target program in the country.
5. The Arizona Game and Fish Department is establishing an Archery in the Schools Program. The waiting list contains over 50 schools. Arizona is currently training instructors for this program.

Arizona Game and Fish Department

Contact: Kelley Fowke (Boating Education Coordinator)

Boater/Angler Retention:

1. The Arizona Game and Fish Department's Boating Education Program is actively involved in promoting boating education to every person who boats on Arizona's waterways. Promoting safe and enjoyable recreational experiences for all types of watercraft users help recruit and retain Arizona's boaters. The Program provides an eight-hour boating education class statewide that is National Association of State Boating Law Administrators (NASBLA) approved and is taught by certified volunteer instructors. Arizona does not have any type of mandatory boating education laws. The Boating Education Program has worked for the last seven years with various judges statewide successfully promoting boating education classes as part the sentence for a watercraft violation. The Program is also involved in providing the boating classes to Boy and Girl Scouts at Scouting Camps through out the state.

Contact: Doug Thornburg (Aquatic Education Coordinator)

2. The Aquatic Education program conducts over 220 Sport Fishing Education Programs each year on a statewide basis, helping almost 17,000 participants of all ages have a positive experience with the Department while learning basic fishing skills and the range of fishing opportunities in Arizona. These programs include conducting hands-on skill and knowledge oriented fishing programs on basic fishing and fly-fishing techniques with an emphasis on the individuals impact on and responsibility for Arizona diverse aquatic habitats and wildlife resources.

3. The Aquatic Education Program has established 6 Rod Loaner Program sites around the state with the primary purpose of allowing the public to borrow at no charge fishing rods and reels, tackle boxes, casting activity resource trunks and fishing related educational material. The equipment is loaned for one week at a time and anglers 14 years and above must have in possession or purchase the appropriate fishing license or permit.

Contact: The Arizona Game and Fish Department

4. *Fish Arizona!* Fish Arizona is a department-wide, multi-year marketing effort to promote fishing. The department came up with this idea in March 2005 to help boost fishing license sales and involves every Game and Fish employee. To learn more about this campaign visit our web site at http://www.azgfd.com/h_f/fishing.shtml

Recruitment and Retention Survey: Colorado Division of Wildlife

Agency/Organization: Colorado Division of Wildlife

Contact: Jeffrey A. Rucks, Education Manager

Phone #: 303-291-7271 Email: jeff.rucks@state.co.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Women Afield: Women's only hunts and shooting clinics.
 - b. Youth Hunting Program: Youth hunts are organized for pheasants, waterfowl, turkeys and big game.
 - c. Hunting Skills Clinics: how-to clinics on various species including turkeys, big horn sheep, elk and deer.
 - d. Archery in the Schools: brand new in Colorado and in the pilot stage.
 - e. *All these programs are part of our Hunting Outreach program.*

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Youth Fishing Program: 12,000 participants/year. Each participant receives a free fishing rod and some tackle.
 - b.
 - c.
 - d.
 - e.

Colorado Division of Wildlife

Activities the Colorado Division of Wildlife (CDOW) has done to recruit new anglers:

1. The CDOW has hired a full-time Angler Education Coordinator who works in the Denver metropolitan area and with the Regional Education Coordinators to conduct angler education programs to youth aged 6-16. Over 15,000 youth across the state annually are exposed to angler education that includes a fishing experience and receipt of a rod and reel. Groups come from schools, community youth groups such as Boy Scouts, Boys and Girls Clubs, church groups, etc.
2. The CDOW has constructed a 4-acre lake with associated facilities in the Denver metro area through a partnership with a local governmental agency and a local fishing tackle manufacturer. The intent is to have a dedicated angler education location facility that is available to the CDOW as well as adult and youth groups, and conservation organizations that want to conduct angler education classes, or fishing promotional events.
3. The CDOW works to promote new anglers and new fishing opportunities through the highly successful "Fishing is Fun" community assistance grant program that matches Sportfish Restoration dollars to local dollars for development of local fishing by building ponds, or gaining access to existing ponds, lakes or streams. A similar motorboat access program was recently launched for 2006.
4. The CDOW has developed specific programs that are intended to promote fishing and recruit new anglers into the sport. The CDOW leads a multi-agency "Take a Family Fishing" day long event during National Fishing and Boating Week; partners with the Wal-Mart "Take a Kid Fishing" events; and conducts special adult female classes through Becoming An Outdoors Woman, Ladies Let's Go Fishing and other woman's fishing clinics.
5. The CDOW takes an active role in promoting fishing to Colorado residents and visitors through interactive displays and booths at all major sportsman and outdoor shows in Colorado cities and at the Colorado State Fair.
6. The CDOW uses its web site, radio and TV spots, and special publications such as the Colorado Fishing Map and Fishing Close to Home to promote the varied opportunities for angling in Colorado and the positive benefits of fishing to families.

Note: Boater licensing, safety and promotion is handled in Colorado by the Division of Parks and Outdoor Recreation.

Recruitment and Retention Survey: Florida Fish and Wildlife Conservation Commission

Agency/Organization: Florida Fish and Wildlife Conservation Commission

Contact: Nick Wiley (Hunting) Phone: (850) 488-3831 Email: nick.wiley@myfwc.com

Contact: Mark Robson (Saltwater Fishing) Phone: (850) 487-0554
Email: mark.robson@myfwc.com

Contact: Darrell Scovell (Freshwater Fishing) Phone: (850) 251-2559
Email: darrell.scovell@myfwc.com

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Providing a broad diversity of public hunting opportunities throughout the state on approximately 5.6 million acres of land in Florida's Wildlife Management Area system through aggressive land acquisition programs and partnerships with other agencies and private landowners. New public hunting programs are being implemented to focus on providing "family-oriented" hunting opportunities to really push for recruitment and retention at the family level.
 - b. Florida's Becoming and Outdoors Woman (BOW) Program. A Step Outside program focused on exposing women to hunting, shooting and other outdoor recreation. Reports and evaluations are available. Ms. Lynn Hawke (e-mail address lynne.hawk@myfwc.com) is the key contact.
 - c. Florida's National Archery in the Schools Program. A national program just initiated this past year that shows good connections between exposure to archery and interest in hunting. Preliminary reports and evaluations are available. Mr. Alan Busenbark (e-mail address alan.busenbark@myfwc.com) is the key contact.
 - d. Youth Hunting Program of Florida. This program was just initiated this year and modeled after the Texas Youth Hunting Program with an emphasis on reaching out to families and minorities in urban centers. No reports or evaluations available yet. Mr. Bill Cline (bill.cline@myfwc.com) is the key contact.
 - e. The Outdoor Adventure Camp at the Ocala Conservation Center. Week-long summer camps for youth ages 10 to 15 including direct exposure to hunter safety, hunting and shooting sports. Reports and evaluations may be available. Mr. Cardinal Collins (cardinal.collins@myfwc.com) is the key contact.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
- a. Maintaining quality public boating access facilities that have good launching capabilities and support facilities such as loading docks, parking, and handicap access. Additionally, over the past few years Florida has seen an explosion in the conversion of public marinas to private development such as condominiums. If continued, this trend threatens to limit or reduce the numbers of boaters and fishers access to our waters. Florida has begun a comprehensive boat access inventory and economic analysis to project the current and future boat access needs and the cost associated with demand. Capt. Jim Brown (e-mail address jim.brown@myfwc.com) is the boating access contact person.
- b. Kids Fishing Programs. We have participated heavily in programs such as Hooked on Fishing – Not on Drugs. Information about our participation appears in FWC annual reports and Mr. Steve Marshal (e-mail address steve.marshal@myfwc.com) is the contact and program coordinator. The most recent evaluation of the program can be found in a report titled "*Hooked on Fishing – Not on Drugs® Program, Findings from the 2003 Evaluation Survey*", Prepared by, Tony Fedler, Human Dimensions Consulting, Gainesville, FL. We have a digital copy if needed. We also participate in other programs such as the 4H Sport fishing Program. These kinds of programs seem to work because they are based on students of the sport receiving multiple contacts with instructors that can teach multiple skills. They are designed to create a finished product that is a knowledgeable advocate and user of the aquatic system.
- c. Ladies Let's Go Fishing Program. FWC co-sponsors these events designed to recruit women into saltwater angling. Information about FWC participation, reports and evaluations can be obtained by contacting Ms. Virginia Vail (e-mail address virginia.vail@myfwc.com).
- d. Family and youth fishing derbies and clinics, such as Orlando's "Big Catch" Event, derbies with the Frank Sargeant Expo and Florida Sportsman Shows, and Marine Fisheries fishing pier derby/clinic program. Program information can be obtained from Mr. Jim Sweatman (freshwater fishing; e-mail address jim.sweatman@myfwc.com) or Ms Virginia Vail (saltwater fishing; e-mail address provided above)
- e. Angler Outreach through displays, publications, media, internet etc. Contact persons: Ms. Virginia Vail email listed above (saltwater) and Mr. Bob Wattendorf, email address bob.wattendorf@myfwc.com (freshwater).

Recruitment and Retention Survey: Georgia Wildlife Resources

Agency/Organization: Georgia Wildlife Resources Division

Contact: Todd Holbrook

Phone #: 770-918-6401 Email: Todd_Holbrook@dnr.state.ga.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Keep regulations simple and easy to understand so as not to be a barrier to entry
 - b. Flexible hunter education rules to facilitate taking young hunter who are not yet trained.
 - c. Archery in Schools program
 - d. Access- WMAs provide public hunting within 1-hour drive of every Georgian.
 - e. Education- increase awareness of the issue with sportsmen groups to get them involved in being part of the solution

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Access – boat ramps, piers, canoe trails, etc.
 - b. PFA (public fishing area) system with quality bank and boat fishing opportunity
 - c. Kids Fishing Events
 - d. Education- increase awareness of the issue with sportsmen's groups
 - e. Information campaigns on where to go fishing

Recruitment and Retention Survey: Hawaii Division of Aquatic Resources

Agency/Organization: Hawaii Division of Aquatic Resources

Contact: Francis G. Oishi Program Manager, Recreational fisheries branch

Phone #: (808) 587-0094 Email: Francis.G.Oishi@hawaii.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or anglers and boaters(no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Education: Introduction and Instruction in fishing education.
 - b. Outreach: Conduct fishing education on demand and participate in fairs, exhibits, other public events to showcase fishing conservation and related programs (eg. Nat'l. Hunting/Fishing Day, National Boating Day)
 - c. Good programs: Stocking programs coupled with recreational fishing opportunities (eg. public fishing areas - Nuuanu Reservoir, Oahu - channel catfish fishing, Kokee, Kauai - rainbow trout fishing.
 - d. Interaction with fishermen: recreational fishing surveys (Marine Recreational Fishing Statistical Survey used in conjunction with getting messages out about new or proposed management efforts.
 - e. Government projects that promote recreational fishing: artificial reef development, fish aggregating devices (ocean buoys around which gamefish congregate), boating facility improvements, and fish conservation education efforts.

Hawaii Department of Land and Natural Resources

Examples of activities in which the Department is involved to recruit and retain hunters:

- Over 57,000 acres of private land on three islands are leased to provide public hunting opportunities.
- Over 60,000 additional acres of private land has been identified as potentially suitable for new leases for public hunting, and this inventory is being continuously updated.
- The Department continues to seek out private and public funding for additional land leases and purchases for hunting (such as our NSSF proposals last year). The most recent success is the purchase of the Manana Valley on Oahu, which will add approximately 1,600 acres to public hunting opportunities.
- The Department has recently located and proposed a site for the development of a new shooting range on the island of Hawaii, and plans are proceeding.
- The Department continues to maintain and seeks to improve access to hunting areas, by using money from the state and federal trails program, freeing up Pittman-Robertson money for other functions directly supporting hunting opportunities. Also, there are ongoing efforts to increase access to public hunting areas, and an agreement with Dole Food Company is in the final stages that will re-open an additional 3,500 acres to public hunting on Oahu.
- The Department meets with interested hunting organizations once or twice a year to address their concerns and to garner hunter ideas for what can be done to facilitate hunting.
- Weekday game bird hunting has been expanded as conditions warrant, to extend opportunities for those unable to hunt on weekends.
- The Department offers a number of special youth and disabled hunts, the most recent of which was a new opportunity on the island of Hawaii this March, a 10-day turkey hunt at the Big Island Country Club to control turkeys in and around the golf course.
- The Department continues to work with volunteer groups such as the Boy Scouts, to coordinate the scheduling of hunter education classes within communities.
- The Department has personnel present at local gun shows, county fairs, and special events such as National Hunting and Fishing Day and Safety Day.
- The Department continues to offer special hunts, a recent example of which was a feral cattle hunt on Hawaii, aimed at reducing habitat and fencing damage of feral cattle, but allowing hunters the first opportunities at removal.

Recruitment and Retention Survey: Idaho Department of Fish and Game

Agency/Organization: Idaho Department of Fish and Game

Contact: Roger Fuhrman

Phone #: 208 334-3746 Email: rfuhrman@idfg.state.id.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. In 2003, IDFG started issuing "free" small game hunting license issued to Hunter Education graduates. Hunter Ed Graduate license holders must be accompanied by a licensed adult (close enough to be within normal conversation or hearing range without shouting or the aid of electronic devices.) In 2003, IDFG issued 7,343 Youth Hunter Education Graduate licenses. In 2004, IDFG issued 5,270 Youth Hunter Education Graduate licenses. Preliminary evaluation underway to determine how many graduates purchased licenses in subsequent years. Contact – Ron Fritz, rfritz@idfg.idaho.gov.
 - b. In 2003, IDFG lowered minimum hunting age to 10 for small game. In 2003, IDFG issued 715 Youth Small Game licenses. In 2004, IDFG issued 1,290 Youth Small Game licenses.
 - c. In 2003, IDFG began offering Nonresident Junior Mentored Hunting license. This allows nonresident youth to purchase a license and tags at same rate as resident youth. The license buyer must be accompanied by a licensed adult.
 - d. In 2004, IDFG began offering hunter education courses over the internet. Online bowhunter education courses will be offered beginning January 2006.
 - e. In FY2005, IDFG offered a minimum of 25 hunting clinics designed primarily for youth or women. Approximately 500 people attended these clinics.
2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. IDFG entered into a cooperative agreement with Recreational Boating and Fishing Foundation for directed recruitment and retention campaign aimed at lapsed anglers. Effort included direct mail, television and radio advertising, website and other outreach efforts. Target and control groups were established. Effort resulted in significant increase in target group license sales. Final report not yet available. Contact – Roger Fuhrman rfuhrman@idfg.idaho.gov
 - b. IDFG developed Family Fishing Waters for all regions of the state. Family Fishing Waters are promoted in Fish and Game regulations, IDFG website and in brochures.

- c. IDFG conducts several fishing related clinics for youth and women throughout the state. Evaluation is planned, but not completed.
- d. IDFG developed two television news series promoting fishing. The stories were broadcast in all television markets in Idaho and selected stories are available on IDFG website.
- e. IDFG conducted approximately 50 Free Fishing Day events around the state. Participants were surveyed to determine their license buying history, angling experience and other information. Results indicate that most attendees already have a fishing license or fish regularly. Results available by contacting Kevin Frailey at kfrailey@idfg.idaho.gov.

Recruitment and Retention Survey: Illinois Department of Natural Resources

Agency/Organization: Illinois Dept. of Natural Resources

Contact: Scott Stuewe

Phone #: 217-785-8263 Email: sstuewe@dnrmail.state.il.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Introduction to Wingshooting Clinics for youth and women – contact Dave Cassons
 - b. National Archery in the Schools Program – Dave Cassons
 - c. Disabled Outdoors Opportunities – Dave Cassons
 - d. Hunter Education Program incorporating live fire – Jeff Hopkins
 - e. "Hunter" Wingshooting clinics – Dave Cassons

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Boater Education Programs – Jeff Hopkins
 - b. Boat Education: on-line course – Susan Holcombe
 - c. Urban Fishing Program – Herb Drier
 - d. After School Fishing Program – Herb Drier
 - e. Scouting and HOFNOD Programs – Herb Drier

Recruitment and Retention Survey: Indiana Division of Fish and Wildlife

Agency/Organization: Indiana Division of Fish and Wildlife

Contact: Mark Reiter

Phone #: 317-232-8129 Email: mreiter@dnr.in.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Last year, we started hosting hunter/trapper recruitment programs on state-owned fish and wildlife areas. We did 4 programs last year and will do 7 this year. No evaluations beyond participant surveys are available.
 - b. We have been improving and rebuilding shooting ranges on DNR properties
 - c.
 - d.
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Go FishIN and Hooked on Fishing Not Drugs-curriculum based teacher training sportfishing aquatic education programs.
 - b. Indiana State Fair Fish Exhibit-50+ species of fish are displayed in habitat diorama during the state fair for over 50,000 people to see.
 - c. Indiana State Fair Fishing Experience—new exhibit opening in 2006, exposing over 10,000 youths to the sport of fishing.
 - d. Reports are available for a. and b., following the 2006 fair there will be a report available for c. Contact Amanda Wuestefeld, email awuestefeld@dnr.IN.gov, phone 317-549-0206.
 - e.

Recruitment and Retention Survey: Iowa Department of Natural Resources

Agency/Organization: Iowa Department of Natural Resources

Contact: Julie Tack, Information Specialist

Phone #: 515-281-8665 Email: Julie.Tack@dnr.state.ia.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Hunter Education Program. Implementation of more than 380 hunter safety courses for 12,000 students across Iowa. Contact: Rod Slings, 515-281-8652; e-mail: Rod.Slings@dnr.state.ia.us
 - b. Becoming an Outdoors Woman. Weekend education program to help women build outdoor skills. Contact: Julie Sparks, 515-281-6159; e-mail: Julie.Sparks@dnr.state.ia.us
 - c. Archery in Schools. DNR helps support this national program through instructors and equipment donations in Iowa. Contact: Rod Slings, 515-281-8652; e-mail: Rod.Slings@dnr.state.ia.us
 - d. Urban Shooting Ranges. Increased accessibility of shooting opportunities through construction and renovation of several shooting ranges in Iowa. Contact: Rod Slings, 515-281-8652; e-mail: Rod.Slings@dnr.state.ia.us
 - e. Customer and Market Research. Stronger emphasize on evaluating the needs and barriers to hunting among Iowa hunters through several survey instruments, including land access, duck hunting, recreation, etc. Reports and evaluation available. Contact: Terry Little, 515-281-8660; e-mail: Terry.Little@dnr.state.ia.us

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. 2005 Marketing Campaign to Lapsed Anglers. Three-county targeted marketing effort with events, direct mail, movie theater ads and radio. Results included more than 8 percent difference in purchasing level between target and control counties. Report and evaluation available. Contact: Julie Tack, 515-281-8665; e-mail: Julie.Tack@dnr.state.ia.us
 - b. Fish Iowa, Hooked on Fishing Not on Drugs, and 4-H Fish Iowa. Education programs through Iowa schools and 4-H clubs to teach angling skills to youth. Results

and evaluation available. Contact: Barb Gigar, 319-747-2200; e-mail: Barb.Gigar@dnr.state.ia.us

c. Iowa Lottery Ticket. Partnership with Iowa Lottery to offer “Reelin’ in the Cash” lottery scratch ticket, including a discounted fishing license in spring 2005. Results and some evaluation available. Contact: Julie Tack, 515-281-8665; e-mail: Julie.Tack@dnr.state.ia.us

d. Fishing Clinics. More than one hundred educational clinics for all ages facilitated by DNR staff and partner organizations. Results and evaluation available. Contact: Barb Gigar, 319-747-2200; e-mail: Barb.Gigar@dnr.state.ia.us

e. Urban Trout Fishing. A program to increase trout fishing accessibility by stocking and managing certain urban lakes and ponds with trout. Four lakes are currently stocked, with three more coming on board next year. Contact: Gary Siegwarth, 563-245-2446; e-mail: Gary.Siegwarth@dnr.state.ia.us

Recruitment and Retention Survey: Kentucky Department of Fish and Wildlife Resources

Agency/Organization: Kentucky Department of Fish & Wildlife Resources

Contact: Tim Slone or Roy Grimes

Phone #: 502 564-3400_____ Email: tim.slone@ky.gov or roy.grimes@ky.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. National Archery in the Schools Program
 - b. Youth-Only Hunting Days
 - c. Conservation Camps
 - d. Hunter Education
 - e. Deer management program

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Aquatic Education Program
 - b. Urban Fishing Program
 - c. Conservation Camps
 - d. Fishing Promotions via the Media
 - e. Fish Stocking Program

Recruitment and Retention Survey: Maine Department of Inland Fisheries and Wildlife

Agency/Organization: Maine Dept of Inland Fisheries and Wildlife

Contact: Ken Elowe

Phone #: 207-287-5261 Email: Ken.elowe@maine.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. youth deer hunting day
 - b. youth turkey hunting day
 - c. youth waterfowl hunting day
 - d.
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. hooked on fishing program
 - b.
 - c.
 - d.
 - e.

Recruitment and Retention Survey: Michigan Department of Natural Resources

Agency/Organization: Michigan Department of Natural Resources

Contact: Patricia Stewart, Chief Communications Officer

Response coordinated by Douglas Finley, Office of Communications

Phone #: 517 241-2328 (Finley) Email: finleydp@mi.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Special youth hunting opportunities - special deer and waterfowl weekends, hunting dates at managed waterfowl hunt areas and youth turkey hunting at Ft. Custer military grounds.
 - b. Hunter Access Program – Private lands in southern Michigan and commercial forest lands in northern Michigan.
 - c. Hunter Education Program – new online component available.
 - d. Becoming an Outdoors-Woman Program.
 - e. Archery in the Schools Program.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Web-based lake access information and harbor reservation system – MRBIS (Michigan Recreational Boating Information System) provides information on all public boat launches in the state, including driving maps, aerial photos, fish species, local administrator's phone number, etc,
 - b. Free Fishing Weekends, both summer and winter.
 - c. Fishing Report which includes updates on current fishing conditions sent weekly to all major newspapers in the state.
 - d. Interpretive centers at the State Fish Hatcheries offer tours, programs for schools and community organizations and special events.
 - e. Fishing piers with instructional stations at DNR Pocket Parks at State Fairgrounds and now at DNR Hunting and Fishing Center.

Recruitment and Retention Survey: Montana Fish, Wildlife, and Parks

Agency/Organization: Montana Fish, Wildlife, and Parks

Contact: Thomas Baumeister

Phone #: 406-444-4046 Email: tbaumeister@mt.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. free youth combination license to any hunter ed graduate
 - b. permit-free opportunities for youth to hunt cow elk
 - c. public access program to private land
 - d. reasonably priced hunting licenses
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Montana Hooked on Fishing Program (in classrooms statewide)
 - b. youth fishing clinics (public events open to all)
 - c. school fishing clubs
 - d.
 - e.

(Contact info: Dave Hagengruber 406-444-9736 dhagengruber@mt.gov)

Recruitment and Retention Survey: Nebraska Game and Parks Commission

Agency/Organization: Nebraska Game and Parks Commission

Contact: Jeff Rawlinson

Phone #: 402-471-6133 Email:
jeff.rawlinson@ngpc.ne.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Mentored Youth Hunting Programs
 - b. Youth Outdoor Skills Camps – Evaluation available
 - c. National Archery in the Schools Program – Eval available
 - d. Shooting Range Grant Assistance Program
 - e. Youth Hunting Seasons

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Youth Fishing Clinics
 - b. Aquatic Education
 - c. Boater Education
 - d. High Fishing Catch Rates
 - e. Enhanced Localized Fishing Opportunities

Recruitment and Retention Survey: Nevada Department of Fish and Wildlife

Nevada Department of Fish and Wildlife

Hunter/angler marketing efforts

Recreational Boating and Fishing Foundation (RBFF) ad in boat registration renewal packets. A safe boating brochure was included in all boat registration renewal packets sent out, and a panel of that brochure was devoted to an RBFF ad encouraging the purchase of a fishing license. This was a no-cost way to reach a targeted audience (52% of boaters are recreational anglers).

RBFF ad in direct-mailed hunt application books. Nevada hunters are direct-mailed an application booklet, and a full page was devoted to an RBFF ad encouraging hunters to purchase a combination fishing/hunting license. Again, a no-cost means to reach a targeted audience.

Broadcast media campaign in southern Nevada. This media effort dovetailed with the RBFF summer media campaign, The Nevada Department of Wildlife (NDOW) ran 77.2 gross rating points (GRPs) on cable television against Adults 25-54 and 385 GRPs of Radio. NDOW's reach in radio (against Adults 25-54) was estimated at 65.5% with a frequency of 5.9 times. Even without RBFF support, this was a "decent" radio schedule.

Free Fishing Day Events – NDOW continued its Free Fishing Day events, together with substantial partner participation, at two locations in northern Nevada, two in eastern Nevada and two in southern Nevada. We provided the school district with fliers for each elementary school child in the Washoe County school district. We also secured panels on milk cartons in northern and southern Nevada, at no cost, to publicize Free Fishing Day. Attendance at the northern Nevada events was stronger than ever, and each event was well-received. We cannot link this event to angler retention.

Hunter recruitment and retention

With the Hunting Heritage Partnership grant from NSSF, we were able to survey hunters in the 25-55 year age range. A little more than half of these hunters were "Hunter Education Dads." As an interesting note, the level of hunting activity for the five years previous to the study hovered about 40% among the respondents. During the year of the study, it jumped to 60%. This is not surprising given the fact that more than half of the respondents had kids in Hunter Education. One of the major motivators for hunters to become active is that they have a young people who want to go hunting and needs adults to take them.

The number-one reason given for not taking their families hunting was a lack of time. This is the product of the urban development of the close, productive, and convenient hunting areas that provided successful hunting as a "nursery" in which young hunters learned how to hunt safely and responsibly. Hunters now must travel up to three hours to find the quality hunting they enjoyed right in their back yards 20 years ago.

The three major reasons that these hunters wanted to continue hunting were: to be with friends and family, to continue the tradition of hunting and to enjoy the solitude that takes them away from the stress of everyday life. We tried a few strategies to see what might get hunters and anglers going. Here are strategies that fell out from the HHP project and other research done:

1. Family hunts would be the best strategy in Nevada. Providing families with a close, productive place where they will see some action and success is key to turning the trend around.
2. After school programs (tied to family hunting and fishing opportunities) could help reinvent the old Rod and Gun clubs and provide the social support for hunters of all ages.
3. Providing direct, relevant, timely information about where, how and when to hunt and fish will move hunters and anglers.
4. Packaging family-friendly licensing and hunting/fishing opportunities will encourage greater participation and strengthen hunting and fishing families.
5. While marketing expands awareness and branding of hunting, fishing and wildlife agencies, engaging hunting families in hunting, fishing and related activities and programs at the local level is what gets them out in the fields, spending money and time with their families.
6. Friends get friends hunting and fishing. Agencies and conservation organizations need to work together to open the doors for people to take other people out – for free – to try hunting and fishing out and see if they like it enough to make the investment in the equipment, supplies, travel, and time to go hunting and fishing.
7. Wildlife agencies need to be effused with the philosophy that it is the agency head and the commission, to the clerk at the front desk, selling licenses and registering boats.

Recruitment and Retention Survey: New Hampshire Fish and Game Department

Agency/Organization: NH Fish and Game Department

Contact: Lee Perry

Phone #: 271-2511 Email: lee.perry@wildlife.state.nh.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Hunter Education – PR Reports available -Laura Ryder 603.271.3212
 - e. Hunting Heritage Partnership Marketing effort – Judy Stokes – Report available in March 2006 – 603.271.1738
 - c. Owl Brook Hunter Education Center – New facility - shooting ranges, advanced hunter education courses – Information available - Laura Ryder – 603.271.3212
 - d.
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Let's Go Fishing! (saltwater, freshwater, fly-fishing, ice-fishing, people with disabilities) – Federal Aid reports available – Mark Beauchesne/Laura Ryder – 603.271.3212
 - b. Aquatic Resources Education – Federal Aid Reports available – Fishing tied to state education standards (ongoing with new programming under development) – Laura Ryder – 603.271.3212
 - c. Marketing programs using RBFF materials and other images – Report available – Judy Stokes/Steve Perry – 603.271.1738/603.271.2501
 - d.
 - e.

Recruitment and Retention Survey: New Mexico Game and Fish

Agency/Organization: New Mexico Game and Fish

Contact: Marty Frentzel, Chief Public Information and Outreach

Phone #: (505) 476-8013 Email: Martin.Frentzel@state.nm.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Regular outreach efforts: New Mexico Wildlife Magazine, Dan Williams, (505) 476-8004 (Report available); Department web site; Department television program; other Department publications. Our survey indicates 67 percent of license buyers are aware of our periodical.
 - b. Special events: Outdoor Expo, Jennifer Morgan, (505) 222-4722, report available. (This effort attracted about 2,000 people to shooting sports, casting and angling activities in 2005.) We also set up our Lazer Shot simulators at banquets, outdoors shows and fairs around the state. We participate in Youth Hunter Education Challenge events annually.
 - c. Youth hunts for pheasant, crane, waterfowl, oryx, bighorn sheep, javelina, deer, elk and antelope. Children are given multiple opportunities to go hunting and our Commission fully supports these efforts.
 - d. Youth-adult waterfowl hunting opportunities at state-owned wildlife areas. A commission initiative that brings adults and kids together for a day in the field.
 - e. Special pricing for hunters and trappers under the age of 18.
2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Aquatic Ed In-School Fishing Clinics, Colleen Welch, (505) 476-8119. Our contract reaches communities of all ethnic backgrounds across our state. Teachers are supportive.
 - b. Free Fishing Day clinics, Kevin Holladay, (505) 476-8095. The Department sponsored 12 clinics on the June Free Fishing Day across the state. We intend to repeat that effort and we are working to develop an additional dozen at State Parks for September in 2006.
 - c. Special youth fishing waters designated around the state.
 - d. Outdoor Expo, Jennifer Morgan, (505) 222-4722 (See special events under hunting.)

- e. Free fishing statewide for youth young than 12 years.

Recruitment and Retention Survey: North Carolina Wildlife Resources Commission

Agency/Organization: North Carolina Wildlife Resources Commission

Contact: Fred Harris, Chief Deputy Director

Phone #: (919) 707-0016 Email: fred.harris@ncwildlife.org

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. A strong Game Lands acquisition program helps to provide places for hunters to hunt. The key contact is Wib Owen (919) 707-0050.
 - b. Special Hunts Permit program allows hunting opportunity on areas with limited resources, acreage or limited numbers of hunters due to landowner requests. Special youth, youth/adult or disabled sportsman hunts are key aspects to this program. The key contact is Daron Barnes (919) 707-0050
 - c. Hunter Recruitment and Retention Program. New program aimed at consolidating, developing and coordinating recruitment and retention efforts. Currently includes developing and expanding a Disabled Sportsman's Program, conducting human dimensions work on HR&R issues, and expanding permit hunt opportunities for youth and the disabled. Also, the agency leadership worked with the state legislature to reduce statutory barriers to youth recruitment. Brad Gunn or Susie Fish ((919) 707-0050) are the key contacts. A report will be available shortly on the results of a hunter recruitment and retention workshop held during October 2005.
 - d. Hunter skills training. BOW, youth, etc. are part of intensive outdoor training opportunities offered via the agency's Division of Conservation Education. B.B. Gillen (919) 707-0172.
 - e. Outreach and marketing efforts. The agency is expanding its efforts in this area to make hunters and anglers more aware of sporting opportunities.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. *Fish For Fun Program*: Instructional fishing programs designed to introduce youth to fishing. Events are held statewide, often at Community Fishing and Fishing Tackle Loaner Program sites. We are also converting a fish hatchery to a fishing education center, the John E. Pechmann Fishing Education Center, with the goal of providing instructional fishing opportunities to Scouts, school groups and special needs groups. No reports or evaluations are available.

- Contact: Kris Smith: (919) 639-9322; kris.smith2@earthlink.net
- b. Public Fishing and Boating Area Programs: provides boaters and anglers enhanced access to public fishing waters: 194 boating access areas – 51 of which provide facilities for physically challenged boaters; 55 fishing sites statewide – 33 of which provide facilities for physically challenged anglers. No reports or evaluation available.
Contact: Kent Nelson: (919) 707-0223; kent.nelson@ncwildlife.org
- c. Community Fishing Program: Community Fishing Program sites are operated cooperatively by the NC Wildlife Resources Commission and local governments. Most are located in city- or county-owned parks, so other recreational opportunities are usually available: 37 sites statewide – 21 sites provide facilities for physically challenged anglers. Program evaluation complete; report available soon.
Contact: Kent Nelson: (919) 707-0223; kent.nelson@ncwildlife.org
- d. Fishing Tackle Loaner Program: The Commission initiated the Fishing Tackle Loaner Program to introduce North Carolinians, especially children, to fishing and to encourage novice anglers to continue developing their angling skills. The Fishing Tackle Loaner Program operates just like a library. Anglers of all ages register at participating parks to receive a tackle loaner ID card, which allows them to check out a rod and reel. Anglers under 18 years of age must have a parent or guardian complete the registration form. After returning the loaner rods and reels to the park office, first-time participants under 16 years of age will receive a free mini-tackle box containing hooks, bobbers, sinkers, and a stringer. Tackle loaner ID cards can be used at other participating sites in North Carolina, but rods and reels must be returned to the original loaner site. 37 sites statewide. No reports or evaluation available.
Contact: Kent Nelson: (919) 707-0223; kent.nelson@ncwildlife.org
- e. North Carolina CATCH: CATCH (Caring for Aquatics Through Conservation Habits) is an aquatic resources education program that provides workshop training to adults to enable them to work with youth in discovering aquatic environments through learning activities, educational materials, aquatic field trips and fishing experiences. The CATCH program targets 12-year-olds in terms of reading level, program concepts and skills. However, it can be integrated into lessons and activities for youth from ages 8-15.
Contact: Ginger Williams: (919) 707-0171; ginger.williams@ncwildlife.org.

**Recruitment and Retention Survey: Ohio Department of Natural Resources
Division of Wildlife**

Agency/Organization: Ohio Department of Natural Resources Division of Wildlife

Contact: Marc Sommer, Aquatic Education Coordinator

Phone #: 614-265-6310

Email: marc.sommer@dnr.state.oh.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a.
 - b.
 - c.
 - d.
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Fairs, sport shows, instructor hosted derbies
 - b. Instructor certification for *Hooked On Fishing Not On Drugs, Passport to Fishing, and Project WILD Aquatic*
 - c. Two agency owned visitor's centers that offer free hands-on fishing
 - d. Fishing tackle loaner programs to certified instructors
 - e. Small and large grants initiatives

Reports are available for *Hooked On Fishing Not On Drugs, Passport to Fishing, Project Wild Aquatic, and grants oriented initiatives.*

Re-cap of FY 2005 Aquatic Education Recruitment efforts for the Ohio Division of Wildlife.

We gave out approximately 3500 Tackle Boxes.

We gave away 1500 Rods & Reels.

We handed out 2,000 Cane Poles.

We sent out materials for over 100,000 kids.

We had about 4,000 students participate in HOFNOD workshops.

We handed out over 7,000 tackle boxes.

We saw approximately 28,000 visitors at the Put-in-Bay Aquatic Visitor's Center and 12,000 visitors at the Ohio State Fair. There were an additional 3,000 visitors to the Hebron Hatchery and around 1,000 to St. Mary's.

We gave out 73 grants for a total of \$45,833.00. Total in-kind hours received were 7,561 hours which equates to \$124,907 in-kind dollars for our federal match.

2006 and 2007 efforts will be based on providing hands on fishing opportunities to at least 100,000 individuals as well as the establishment of a long term study. The study will look at those that have been exposed to fishing and aquatic education through several aquatic education programs. Those programs include *Hooked On Fishing Not On Drugs*, *Passport to Fishing and Boating*, and *Project WILD Aquatic*. The study will follow students from the time that they are exposed to a program to the age of 16, which is when they are required to purchase a fishing license. Grant initiatives will continue as with the 2005 fiscal year.

In addition to the above, we will focus attention on providing the needed equipment to anglers that go through our programs. In the past we have given out tackle boxes, bobbers, fish I.D. cards, bracelets, etc. The new focused effort will be to provide them with a rod & reel or cane pole, along with the necessary terminal tackle.

The final program we are working on is a for-credit program through The Ohio State University. The group will receive hands on instruction for bait casting, spin casting, fly fishing, and everything in between. Each participant will receive free equipment, but this will not be mentioned to potential applicants until after they start the class. 2007 plans include the development of an after school, agency sponsored, club approach to fishing.

We will also establish paid positions with our sister agency, Division of Parks, and private instructors through personal services contracts to conduct hands on fishing in urban and suburban locations throughout the state.

Currently we offer train the trainer type workshops. Through these we train instructors on how to use *Hooked On Fishing Not On Drugs*, *Passport to Fishing and Boating*, and *Project WILD Aquatic*. In return for the materials and training, instructors are required to turn in final reports that record their aquatic programs. Types of data collected include dates, amount of invested time, and student information.

For questions, please contact Marc Sommer at marc.sommer@dnr.state.oh.us, 614-265-6310, or 2045 Morse Rd., Columbus, OH 43229.

Recruitment and Retention Survey: Oregon Department of Fish and Wildlife

Agency/Organization: _____ Oregon Department of Fish and
Wildlife _____

Contact: Kenn Condon _____

Phone #: 503-947-6015 Email:
kenneth.r.condon@state.or.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.

The Oregon Department of Fish and Wildlife is currently reformatting all of its education programs. A system is under development to track the recruitment and retention of hunters and anglers. Programs are being changed to focus on youth. Programs will focus on safety, ethics, and fish and wildlife laws.

ODFW does not have a data collection system that allows us to track the success of our programs. A data collection system is currently under development, but may not be ready until June of 2006.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.

- a.
- b.
- c.
- d.
- e.

Recruitment and Retention Survey: Pennsylvania Fish and Boat Commission

Agency/Organization: Pennsylvania Fish and Boat Commission

Contact: Carl Richardson

Phone #: 717-705-7848 Email: crichardso@state.pa.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a.
 - b.
 - c.
 - d.
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Pennsylvania Angler & Boater Magazine
 - b. Agency website
 - c. Family Fishing Programs
 - d. SMART Angler Education programs
 - e.

Recruitment and Retention Survey: Rhode Island Division of Fish and Wildlife

Agency/Organization: Rhode Island Division of Fish and Wildlife

Contact: Michael Lapisky, Acting Chief

Phone #: (401)789-7083 Email: Michael.lapiski@dem.ri.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Hunter education program in general
 - b. Special courses, ie: hunter ethic and landowner relations, turkey hunting seminars
 - c. special youth hunting seasons, ie: turkey, waterfowl
 - d. newly constructed shooting range
 - e. new hunting/management area guide & map

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. aquatic education program in general
 - b. aggressive boating access construction program
 - c. special fishing courses, ie: fly tying, surf fishing
 - d. strong trout stocking program (funded by trout stamp)
 - e. fishing and boating access guide

Recruitment and Retention Survey: South Carolina Department of Natural Resources

Agency/Organization: SC Dept of Natural Resources

Contact: Breck Carmichael

Phone #: 803-734-3889

Email: CarmichaelB@dnr.sc.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Hunter Education Program
key contact: Jim Wagers 803-734-3999/ WagersJ@dnr.sc.gov
 - b. Take-One Make One Program
key contact: Jim Wagers 803-734-3999/ WagersJ@dnr.sc.gov
 - c. Archery in the Schools Program
key contact: Jim Wagers 803-734-3999/ WagersJ@dnr.sc.gov
 - d. WMA Special Youth, Women's, and Mobility-Impaired Hunts
key contact: Tim Ivey 803-734-4116/ IveyT@dnr.sc.gov
 - e. Agency Owned and Operated Shooting Ranges
key contact: Jim Wagers 803-734-3999/ WagersJ@dnr.sc.gov

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. SC REEL Kids Program
key contact: BeBe Harrison 803-734-8483/HarrisonN@dnr.sc.gov
 - b. Fishing Tackle Loaner Program
key contact: BeBe Harrison 803-734-8483/HarrisonN@dnr.sc.gov
 - c. Becoming An Outdoors Woman Program (Angling, Boating, Shooting and Hunting)
key contact: BeBe Harrison 803-734-8483/HarrisonN@dnr.sc.gov
 - d. National Hunting and Fishing Day (Angling, Boating, Shooting and Hunting)
key contact: Stephanie Thompson 803-734-4001/ThompsonS@dnr.sc.gov
 - e. *Team DNR* License Marketing Campaign (Angling and Hunting)
key contact: Wade Bales 803-734-3932/BalesW@dnr.sc.gov

South Carolina Department of Natural Resources

In 1999 we created the "Take One Make One" Program to educate youth and young adults about hunting, ethics, fishing, wildlife, forestry, conservation and safety. Youth participate through a year-long mentoring program. With private landowners and hunters, we are providing opportunities for youth to actually participate in hunting. In 2005 our Take One Make One Program continues to introduce youth and families of South Carolina to hunting, fishing, shooting sports, and other outdoor recreation. The ultimate goal of halting the local and national downward trend in participation in these activities is well on its way.

During 2004 – 2005 the "Take One Make One" Program sponsored 19 youth hunts as well as 2 mobility impaired hunts. 183 youth and adults participated in these hunts.

"Take One Make One" Program has 5 mobile educational trailers that are used throughout the state. These trailers are equipped with Laser Shot Shooting Simulators. The 48' Heritage trailer has an indoor air gun range, Laser Shot Shooting Simulator and a fishing simulator. During the 2004 – 2005 period, 26,776 people used these facilities.

South Carolina began the National Archery in the Schools Program in 2004. Since that time 48 instructors have been trained to teach the curriculum. There are 25 schools that are certified to incorporate NASP into their curriculum, with an estimated 3000 students certified.

South Carolina will host its first NASP tournament in March 2006 at the annual Palmetto Sportsman's Classic.

South Carolina's hunter education program certified 9929 students during the annual reporting period. Regional Coordinators and volunteer instructors taught a total of 936 classes. Classes ranged from traditional classroom classes, home study classes, CD Rom discs that were issued to students, and two new Internet courses. The various and diverse ways to obtain a class in South Carolina makes the mandatory hunter education law fit the majority of the peoples lifestyles.

Three departmental firing ranges were maintained during the 2004-2005 period. 14,312 sportsmen used these ranges. We have constructed a major multi-purpose range facility on a state-owned WMA to provide shooting sports participation in an area of South Carolina where no public opportunity/facility exists.

We recently were successful in working with the SC General Assembly to establish statewide free youth hunt days for turkey, raccoon, squirrel, rabbit and deer.

We recently have allowed the use of crossbows for deer hunting during our 100+ day deer gun hunt season.

We continue to hold youth hunts for raccoon, dove, deer, waterfowl and turkey. These hunts are administered by our staff on Wildlife Management Areas. During the 2004-05 season, we provided 80 separate hunts with 918 youth participants.

In addition to the youth hunt program, we also hold special hunts for women only and mobility impaired hunters. During the 2004-05 season, we provided 9 hunts with 193 participants.

Special Wildlife Management Areas have been established that provide season-long hunting opportunity exclusively for adult supervised youth. We currently have 4 WMAs totaling more than 10,000 acres dedicated to youth only hunting.

In 2004-2005, a customer recognition program was developed and implemented. *Team DNR* decals were affiliated with the purchase of hunting or fishing licenses valued at \$10 or more. The decals were designed for anglers and hunters to display on their vehicles, boats, etc. and included the SCDNR logo, the year, and the phrase '*Supporting Natural Resource Conservation in South Carolina*'. The goal was to take advantage of the popularity of membership decals by allowing anglers and hunters to advertise the fact that they are supporters of the SCDNR conservation effort.

A promotional brochure was developed and included in 2004-2005 license renewal mail-outs by SCDNR. This brochure highlighted SCDNR programs that are funded by license revenues. Statistics were also included from SCDNR surveys that emphasized the similarity of environmental concerns the general public and sportsmen and women have in SC. The goal was to provide information to constituents that would encourage license renewal and information dissemination to family and friends about the value of supporting SCDNR.

SC Reel Kids - Launched in the spring of 2000, SC Reel Kids is a program designed to encourage youth under the age of 16 to learn about aquatic ecosystems and resources through fishing. The program involves the youth and their parents through a broad series of age group specific goals that range from catching your first fish, to taking a friend fishing, to learning the parts of a fish, to making a secchi disk, to participating in an art contest. The program includes 62 goals for participants to complete working with their parents. As participants complete goals, they are rewarded with prizes donated from private sector sponsors. SC Reel Kids currently has over 1500 participants enrolled in the program. Hundreds of prizes have been sent to participants for goals that have been completed. Support of and donations to the SC Reel Kids program were received from: Shakespeare Fishing Tackle, Publix Super Markets, Inc, Barron's Outfitters, Pro Angler Jim Langston, Bender-Burkot East Coast School Supplies, Blue Heron Gallery, and the Harry Hampton Memorial Wildlife Fund.

Fishing 101 Seminar - This introductory program gave participants a chance to learn the very basics of fishing and time to practice on the water. These seminars were offered to the public and were rescheduled several times due to inclement weather. Approximately 25 participants took part in the seminar.

Becoming an Outdoors Woman (BOW) - Several aquatic education programs in the BOW workshops throughout the year reached approximately 275 women. Two weekend workshops were provided for the public in addition to a one-day "Ladies on the Lake" program. Aquatic classes such as freshwater fishing, bass fishing, fly-fishing, fly tying, canoeing, and kayaking were offered to participants.

National Hunting and Fishing Day - Approximately 1,000 people participated in this event which included activities such as kids fishing, casting, fly tying, fish cleaning and preparation, and fly fishing.

School Programs - A PE Teacher in Fort Mill, a special needs class in Lexington and a full "SC Reel Kids" class in Beaufort, with SCDNR assistance, are using fishing and angling skills in their physical education and science classes. All teachers involved in aquatic education are using SC Reel Kids materials to make a custom fit for their classroom needs. The SC Reel Kids program was correlated to the State science standards to facilitate its use in the classroom.

Fishing Tackle Loaner Program (FTLP) - Currently, there are 20 FTLP sites operating in South Carolina. Each site has a different number of rods and reels as requested by the site. In addition to rods and reels, display racks, tackle boxes, hooks, bobbers, and split shot are provided to the sites. Publicity notebooks containing window stickers, posters, press releases, and suggestions for sites are also provided to the sites.

Recruitment and Retention Survey: Texas Parks and Wildlife Department

Agency/Organization: Texas Parks and Wildlife Department
Contact: Steve Hall, Education Director; Communications Division
Phone #: 512-389-4568 Email: steve.hall@tpwd.state.tx.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Public hunting/youth hunting weekends and opportunities - flexibility/expansion of seasons and lands {CONTACT: Linda Campbell; Wildlife Division; 512-389-4395; linda.campbell@tpwd.state.tx.us}
 - b. Texas Youth Hunting Program partnership - Texas Wild. Assoc. (TWA) {CONTACT: Jerry Warden; Wildlife Division; (800) 839-9453; c/o_j_warden@texas-wildlife.org}
 - c. Hunter Education and Hunter Ed. Deferral Programs (adult recruitment) {CONTACT: Terry Erwin; Communications Division; 512-389-8140; terry.erwin@tpwd.state.tx.us}
 - d. Technical Guidance - assisting private landowners/management plans {CONTACT: Linda Campbell; Wildlife Division; 512-389-4395; linda.campbell@tpwd.state.tx.us}
 - e. Big Time Texas Hunts program and Big Game Awards partnership (TWA) {CONTACTS: Darcy Bontempo; Communications Division; 512-389-4574; darcy.bontempo@tpwd.state.tx.us and David Brimager, Texas Wildlife Association; (800) 839-9453; d_brimager@texas-wildlife.org}
2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - f. Texas Sea Center and Freshwater Fisheries Center and related outreach (e.g. Budweiser Sharelunker, Angler Recognition) {CONTACTS: David Abrego; Coastal Fisheries Division; 979-299-1808; david.abrego@tpwd.state.tx.us and Allen Forshage; Inland Fisheries Division; 903-670-2224; allen.foshage@tpwd.state.tx.us}
 - b. Free Fishing at State Parks program {CONTACT: Kevin Good; State Parks Division; 512-389-4395; kevin.good@tpwd.state.tx.us}
 - c. Access Programs (e.g. TPWD urban fishing program, including stocking rainbow trout and catfish in urban community lakes and rivers, Rigs to Reef, Coastal paddling/kayak trails, boat ramp grants) {CONTACTS: Ken Kurzawski; Inland Fisheries Division; 512-389-4591; ken.kurzawski@tpwd.state.tx.us and Paul Hammerschmidt; Coastal Fisheries Division; 512-389-8194;}

paul.hammerschmidt@tpwd.state.tx.us; and Andy Goldbloom; State Parks Division, Recreation Grants; 512-912-7128; andy.goldbloom@tpwd.state.tx.us

- d. Angler/Boater Education programs and related outreach (e.g. *TPW Expo; local festivals; fishing and boating shows*) {CONTACTS: Ann Miller; Aquatic Education, Communications Division; 512-389-4732; ann.miller@tpwd.state.tx.us and Jack Dyess, Boater Education, Communications Division; 972-263-1214; jack.dyess@tpwd.state.tx.us}

- e. Where to Fish and Boat Information (e.g. Online Texas Rivers Guide, Fishing Lakes and Access, weekly TPWD Fishing Reports) {CONTACTS: Ron Smith; Inland Fisheries Division; 512-389-8302; ron.smith@tpwd.state.tx.us and Ken Kurzawski; Inland Fisheries Division; 512-389-4591; ken.kurzawski@tpwd.state.tx.us }

Recruitment and Retention Survey: Vermont Fish and Wildlife Department

Agency/Organization: Vermont Fish and Wildlife Department

Contact: Ronald J. Regan

Phone #: 802-241-3707 Email: ron.regan@state.vt.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Youth turkey, waterfowl, and deer seasons (set-aside weekend days for youth under the age of 16).
 - b. No minimum age requirement for hunter education or a hunting license.
 - c. Green Mountain Conservation Camps: Nearly 1,000 young people (ages 12-14), receive instruction in topics such as hunter education, wildlife management, and first aid at week-long residential camps.
 - d. Women in the Outdoors (50 participants) and Becoming an Outdoors Family (225 participants) annually.

Contact: Mark Scott (mark.scott@state.vt.us) or Chris Saunders (chris.saunders@state.vt.us)

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Take Me Fishing outreach (formerly Water Works Wonders): general ads in outdoor magazines and direct mailings to previous fishing license buyers who did not purchase a license in the prior year.
 - b. Green Mountain Conservation Camps: expose kids to fish, fishing and aquatic resource management.
 - c. Let's Go Fishing clinics: provide skills training, orientation to VT regulations, and an opportunity to catch fish.
 - d. Kids Brook Program: provide an opportunity to catch fish via recreational (put/take) stocking in cooperation with local sportsmen's groups.
 - e. Revisions to the regulations and law digest format: make it easier for new and existing anglers to understand the fishing regulations and explore new locations without struggling to figure out the rules and regulations.

Contact: *Mark Scott (see above) or Eric Palmer (eric.palmer@state.vt.us)*

Recruitment and Retention Survey: Virginia Department of Game and Inland Fisheries

Agency/Organization: VIRGINIA DEPARTMENT OF GAME & INLAND FISHERIES

Contact: DAVID COFFMAN, SPORTSMAN'S EDUCATION COORDINATOR WILDLIFE DIVISION

Phone #: 804-367-0720 Email: david.coffman@dgif.virginia.gov

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Enacted regulations and programs that make hunting simpler, more convenient and safer. Examples: GOT GAME- telephone checking, notch tagging system, special youth days and generous bag limits, Saturday openings for deer and turkey seasons. Regulation Digest expanded to easy reference format with additional sections on landowner relations, species research updates and expanded managed hunts.
 - b. Utilize grants from National Shooting Sports Foundation to develop programs for additional youth training (2004) [Evaluations available] . Built on public access map developed for youth workshops and developed an internet web-based mapping and information program called FIND GAME(2005). Detailed information for 1.5 million acres of public access lands available from 8 state and federal agencies is included. FIND GAME targets new hunters and out of state visitors. View on agency web site: www.dgif.virginia.gov
 - c. Promote and coordinate good hunter efforts and community enrichment activities in partnership with national and local sportsmen and conservation organizations including expanded opportunities for participation by disabled sportsmen, youth, women and new residents. Promote message that hunting is an important wildlife management tool. License donation option adopted for support of Hunters for the Hungry.
 - d. Added Staff position in Wildlife Division to coordinate and support partnership opportunities for retention and recruitment, develop exhibits and expand media coverage for improving hunter relations, new opportunities and increased hunting lands access on public and private lands.
 - e. Hunter Education staff expanded with specialists in outdoor education and to provide opportunities for non-traditional participants including youth and women. Weekend workshops, managed speciality hunts and training opportunities reach a new generation of participants and new residents, including military personnel continually moving into the state.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Provide fishing workshops to introduce new anglers to specific techniques (flyfishing, baitcasting, etc), and fishing types (catfish, trout, etc).
 - b. Provide Outreach Programs to introduce the public to fishing; (Mother/daughter weekend, Virginia Outdoors Weekend, Becoming an Outdoor Women)
 - c. Provide fishing materials to public schools and encourage schools to apply for fishing grants through RBFF to promote fishing.
 - d. Key contact person – Chris Dunnevant (804) 367-6778

Recruitment and Retention Survey: Washington Department of Fish and Wildlife

Agency/Organization: Washington Department of Fish and Wildlife

Contact: See Below

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Special youth hunting seasons: WFDW has instituted several youth hunting seasons that provide unique hunting opportunities for deer, elk, turkey, waterfowl, and upland game. Many of these seasons are designed to allow youth hunters to pursue game with minimal competition with the general hunting public. Reports on youth hunter numbers are available. Contact: Dave Ware – Game Division Manager (360) 902-2509.
 - b. GoHunt – WDFW web-based mapping application: With a Hunting Heritage Partnership grant from the National Shooting Sports Foundation, WDFW created a state-of-the-art, web-based mapping application that is now the agency's most comprehensive recreational information outlet. The application contains a variety of information including private lands open to public hunting, state and federal land boundaries, water access sites (e.g., boat launches), game management unit boundaries, water features, topographic maps, and orthophotos. A comprehensive report does not currently exist; however, use statistics and public feedback are available. Contact: Mick Cope – Upland Game Section Manager (360) 902-2691.
 - c. Hunter Education: As a matter of hunter safety and youth hunter awareness, WDFW, through the work of many volunteers, conducts over 500 hunter education classes training roughly 14,000 students per year. Attendees range from 8 to 80 years old with the majority in the middle teenage years. Courses focus on three primary areas: 1) outdoor safety (including firearms and first aid); 2) wildlife conservation; and 3) sportsmanship. Demand for these programs has been increasing over the past 5 years. Reports are available through contacting Mik Mikitik – Hunter Education Coordinator (360) 902-8113.
2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Fishing Kids, a popular program that sponsors, coordinates, and presents youth fishing events statewide involving approximately 20,000 youth. The program provides entry-level instruction, equipment, and opportunity to fish in a supervised setting. Between 30,000 and 40,000 Youth Fishing instructional pamphlets are distributed each year. This program works closely with "Go Play Outside." Contact: Terry Rudnick at rudnitar@dfw.wa.gov.

- b. "Go Play Outside", a unique public-private partnership to create and to increase the number of hands on opportunities for youth to experience the outdoors and learn outdoor recreation skills. The non-profit coalition of interested educators and outdoor recreation organizations also administers a small grant program to assist local groups in offering outdoor experience opportunities. Annual reports available. Contact: Bonnie Long at longbkl@dfw.wa.gov

- c. "Go Hunt", (For Fishers and Boaters) The Washington Department of Fish and Wildlife's new comprehensive mapping information site. GoHunt offers a wealth of information for boaters and other outdoor recreation enthusiasts. Specifically, this site includes maps of major public lands, including WDFW wildlife areas and water access boating sites, topographic maps and aerial photos. The sites interactive query features including boating and fishing water access sites managed by WDFW, including photographs, site directions and ADA facilities. Contact: Stephen Sherlock, at sherlses@dfw.wa.gov

- d. Interagency Committee for Outdoor Recreation (IAC), Boating Facilities Grants Program (BFG). The Washington State Department of Fish and Wildlife is pleased to report that the (IAC) granted WDFW over one million dollars this past year specifically for planning and redevelopment projects on WDFW Recreational Access Area Sites. Project approvals include project planning costs, new boat ramps, floats, restrooms, parking lots, signs and ADA facilities. Annual Reports available. Contact: Stephen Sherlock at sherlses@dfw.wa.gov.

- e. Research and production of the annual publication, "Washington Fishing prospects", which analyzes where to catch fish in Washington State. Contact: Bonnie Long at longbkl@dfw.wa.gov

Recruitment and Retention Survey: West Virginia Division of Natural Resources Wildlife Resources Section

West Virginia Division of Natural Resources
Curtis I. Taylor, Chief
Wildlife Resources Section

The West Virginia Division of Natural Resources (WVDNR) is concerned with the national trend in the declining numbers of hunters, shooters, and anglers. As competition for our youth's attention increases, it's important that state wildlife agencies work with local media, boards of education, sportsmans groups, and wildlife organizations to promote a variety of outdoor recreation (hunting, shooting sports, and fishing) to ensure that our heritage is passed on to the next generation. The following is a list of just some of the programs currently being conducted by this agency to fulfill our commitment to recruit future hunters/anglers.

Archery in the Schools Program

Our most recent efforts have been made through our West Virginia Archery in the Schools Program. The goal is to introduce an archery education program in to every middle and high school physical education class across the state. Unlike many physical education activities, boys and girls of all sizes can easily be involved in archery. The Archery in the Schools Program enhances traditional hunter education as it teaches the scouting skill of archery to thousands of young people, who otherwise would never have such exposure. Students learn the skill of archery, how to purchase proper equipment and how to get more involved in bowhunting and competitive shooting. West Virginia implemented the program in 2004 through 19 schools participating in the pilot program; and the interest has allowed the WVDNR to train an additional 40 schools, nearly tripling in size the first year. With the continued interest received, the WVDNR is planning on hosting at least four trainings for teachers across the state this year, and holding the first statewide archery tournament.

Fishing Derbies

The WVDNR is very active in encouraging the children of our state to become involved with fishing. Every year across the state our agency cooperated with other local organizations in hosting fishing derbies with thousands of kids participating. For example, the Bowden Fishing Derby has had an average of 700 participants every year for the last fourteen years. In addition, the WVDNR also manages ten waters during the months of March through May, most of which are situated near the urban areas of our state, that are exclusively for children and Class Q physically challenged anglers.

National Hunting and Fishing Days Celebration

Each year the WVDNR hosts the National Hunting and Fishing Days Celebration, which is the state's largest outdoor event, at Stonewall Jackson Lake State Park. With more than 20,000 wildlife enthusiasts in attendance, West Virginia's event is the second largest in the nation. For the past 10 years, the WVDNR has hosted this event to recognize the importance of hunting and fishing, while giving families an opportunity

to introduce their children and other newcomers to a variety of activities. Activities include: shooting – (airgun, shotgun, skeet, .22 rifle, muzzleloader); archery – (3-D range, kids archery alley); kids fishing derbies, fly fishing seminars, wild game cooking, field dressing demonstrations, and over 150 vendors showcasing their newest lines of equipment.

The Outdoor Youth Challenge

As part of West Virginia's Celebration of National Hunting & Fishing Days, the WVDNR hosts an event called Outdoor Youth Challenge. This event is designed to challenge youth in many of the outdoor activities they need to master to fully enjoy the sporting experience. Up to 100 youths, ranging in age from 10 to 17, compete in two age groups for first place in nine separate events. Total high score of the nine events provides each age group winner. Challenge events include: Open Sight Small More; Muzzleloader; Shotgun Trap Shooting; Archery; Casting Contests; Fish Identification; Wildlife Identification; Range and Distance Estimation; and a Wildcard event that changes from year to year. In the past we have had the Governor of the state present the awards to this event at the closing ceremony for National Hunting and Fishing Days.

Trailblazer Adventure Days

For the past two years, the WVDNR has been working with the US Sportsmen's Alliance and the Boy Scouts of America in promoting a spring camporee event called Trailblazer Adventure Days. This weekend event provided scouts an opportunity to participate in a variety of hands-on activities designed to generate interest into hunting and fishing. Over the past two years our staff has provided more than 2,500 scouts an opportunity to try archery, learn to fish, shoot air rifles and shotguns; and provided programs on wild turkey trapping techniques, snakes of West Virginia, how to avoid nuisance animals and the importance of hunting and trapping as a management tool.

Media

The WVDNR has taken an aggressive approach working with the media to promote hunting and fishing as activities that promote family values and create future conservationists. With the use of State Lottery Funds, the WVDNR sponsors and provides technical assistance for a weekly TV series shown on six newscasts on two of the largest stations in the state. Because of the format and quality of these programs, these shows have also aired frequently on the national level on the Outdoor Channel as part of a series called Fish and Wildlife Journal. Similarly, the WVDNR uses lottery funds to provide a free quarterly publication called WV Wildlife to over 50,000 readers.

Again, these are only a few of the successful programs the WVDNR is working on to recruit hunters and anglers.

Recruitment and Retention Survey: Wyoming Game and Fish Department

Agency/Organization: Wyoming Game and Fish Department

Contact: Eric Keszler

Phone #: 307-777-4594 Email: eric.keszler@wgf.state.wy.us

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. In the early 1990s the Department initiated the Outdoor Recreation Education Opportunities (OREO) Program for Wyoming teachers and youth leaders. Based on the premise of "teaching the teachers," this skills-based program meets all of the education curriculum standards in the state and therefore can be incorporated into school curricula. The program provides the framework for teaching nineteen introductory outdoor skills areas, including hunter education, hunting skills, shooting, and archery, as well as the ethical behavior for using those skills. A summer camp is held annually for educators and youth leaders to become certified to use the OREO curriculum and integrate it into their classroom or youth programs. Nearly 200 teachers have been certified to teach OREO programs in their schools, reaching thousands of Wyoming youth.
 - b. For the past eight years the Department has hosted the Wyoming Hunting and Fishing Heritage Expo at the Casper Events Center and nearby shooting ranges in Casper. Attendance at the Expo averages around 13,000 people, including around 4,500 youth from across Wyoming. At the ranges young people receive safety instruction and coaching in shooting shotgun, air rifle, .22 rifle, black-powder, and archery.
 - c. Each year the Department conducts the *Wild about OREO* Youth Conservation Camp near Dubois for 50 young people between 15 & 18. At this camp, young people are introduced to a wide variety of outdoor activities including safety instruction and the opportunity to shoot shotgun, .22 rifle, black-powder rifles, and archery.
 - d. The Department's OREO Archery in the Schools Program has been introduced to 15 schools and two 4H groups in Wyoming over the past three years. Archery in the Schools is a national program that is incorporated into the Department's OREO program. An estimated 3500 to 4000 young people have participated in archery through this program so far. Teachers interested in teaching archery through this program must attend a week-long OREO Summer Camp and complete two days of archery training to be certified to teach Archery in the Schools. Archery equipment is offered to the Department at a discount that in turn is donated to the schools as long as the program is implemented during school hours.

- e. 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. The Department also offers discounted prices for big game licenses for youths 14 through 17. When a youth reaches his 18th birthday he must purchase an adult license. These discounted licenses are available through the draw or over the counter for leftover licenses.
2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
- a. Department personnel work with schools to integrate aquatic education into their curriculum. For example, last year 150 students at Central High School in Cheyenne developed a fishing pond where they could learn fishing skills as well as aquatic stewardship. They were required to become "fish biologists" and determine what was needed to make the pond a sustainable fishery. Upon completion of the project, they spent a day with Fish Division personnel learning about the operations of the department and assisted in stocking 150 brook trout into their pond to catch next year.
 - b. The department provides fishing equipment and assistance at kids and family fishing days across the state and also works with 4-H to coordinate and conduct the 4-H Sport Fishing camp, where approximately 50 youth and adults spend 4 days learning about fish, fishing and the role the Game and Fish Department takes in maintaining and improving our fisheries. The Department loans equipment for spinner making, fly-tying, and fishing to educators, youth leaders and community groups 75-100 times a year.
 - c. The department'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 our Aquatic Education Program.
 - d. *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. Nonresident 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.*
 - e. The department's current 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. The department manages community fisheries on most suitable water bodies in or near municipalities.

Recruitment and Retention Survey: National Rifle Association

1. Free Hunters—Free Hunters: The National Hunting Club of America, and its official journal, *Free Hunters* magazine, were created to consolidate and strengthen American hunters' political power through a unified, nationwide advocacy group that stands for the rights of American hunters.

Contact: Phil Giarth (703) 267-1508, or Dawson Hobbs (703) 267-1206
www.freehunters.org

2. Youth Hunter Education Challenge (YHEC)—An advanced program for graduates of conventional hunter education courses, up to 18 years old. YHEC tests participants in four shooting events and four responsibility events. More than one million youngsters have been through YHEC since 1985.

Contact: Jan Taylor (703) 267-1523
www.nrahq.org/hunting/youthed.asp

3. Women On Target—A nationwide system of women-only hunts and instructional shooting clinics. Since the launch of the program in 1999, more than 21,000 women have participated in hunts and shooting clinics at 740 events.

Contact: Mary Sue Faulkner, (703) 267-1565
www.nrahq.org/women/hunting.asp

4. Range Development—Through conferences and seminars, site-visits, technical manuals and other means, NRA range development experts can assist all aspects of shooting range creation and improvement.

Contact: Steve Miller, (703) 267-1344
www.nrahq.org/shootingrange/development.asp

5. The NRA Foundation—The NRA Foundation is the country's leading charitable organization in support of the shooting sports, awarding more than \$70 million since its inception in 1990. The foundation supports those organizations and programs that ensure the continuation of our proud shooting and hunting heritage.

Contact: Sandy Elkin, (703) 267- 1131
www.nrafoundation.org

Recruitment and Retention Survey: Wildlife Management Institute

- ❖ In cooperation with the Max McGraw Wildlife Foundation, WMI is heading a Wildlife Student Hunting Awareness Program—a workshop mainly for wildlife majors and graduate students (ostensibly the next generation of wildlife managers) who have never held a hunting license, to learn about and experience the management role and many social, economic, ecological and personal values of recreational hunting in North America. The current program is a two-year pilot program, with the intention of going regional and national in the near future.
- ❖ Completing a general survey of wildlife agencies, university wildlife departments and wildlife research units about the prevalence of hunting among students, faculty and employees, and perception of the relevance of hunting among the agency, department or unit.
- ❖ Serving on AFWA's Hunting and Shooting Participation Committee.
- ❖ Providing leadership for the Hunting Heritage Committee.
- ❖ Producing literature about management of game species and habitats, and about the role and values of hunting generally.

Richard E. McCabe
Executive Vice President
Wildlife Management Institute
1146 19th Street, NW, Ste. 700
Washington, DC 20036
(202) 371-1808 (Phone)
(202) 408-5059 (Fax)

www.wildlifemanagementinstitute.org

Recruitment and Retention Survey: Wonders of Wildlife

Agency/Organization: Wonders of Wildlife

Contact: Tony A. Schoonen/Sara Parker

Phone #: 417-890-9453 Email: tschoonen@wondersofwildlife.org;
sparker@wondersofwildlife.org

1. Please list your agency/organization's best programs or activities for recruiting and/or retaining hunters and shooters (no more than 5). Also, please indicate if reports or evaluation is available and the key contact.
 - a. Wonders of Wildlife: The National Fish & Wildlife Museum & Aquarium facility in Springfield, Missouri.
 - b. WOW Online: The Portal to America's Conservation Legacy: A web based distance learning resource (in process of development)
 - c. National Hunting & Fishing Day: To celebrate our hunting and Angling Heritage and engage youth and families in hunting, angling and outdoor activities.
 - d. WOW School: Outdoor Skills Workshop(available presently in Missouri)
 - e.

2. Please list your agency/organization's best programs or activities for recruiting and/or retaining anglers and boaters (no more than 5). Also please indicate if reports or evaluation is available and the key contact.
 - a. Same efforts as above apply to angling and hunting.
 - b.
 - c.
 - d.
 - e.