



HUNTING AND SHOOTING SPORTS PARTICIPATION COMMITTEE
Chair: Mark Reiter (Indiana Division of Fish and Wildlife)
Vice-Chair: Wayne Rosenthal (Illinois Department of Natural Resources)
Staff Contact: Cyrus Baird (Council to Advance Hunting and the Shooting Sport)

Tuesday, September 12 2017
1:00 pm to 5:00 pm

Association of Fish and Wildlife Agencies Annual Conference
Room: Wasatch B
Snowbird Resort
Sandy, Utah

The Hunting and Shooting Sports Participation Committee identifies emerging needs, challenges and opportunities for hunter education, shooting range development and the shooting sports in North America, including archery.

Agenda

1:00 pm Call to Order/Review Agenda/Introductions

- Mark reminded everyone to sign the sign in sheet so he can send out a survey to better assess what the committee needs

1:05 Approval of Minutes from March 9th, 2017 North American Wildlife and Natural Resources Conference

- ***A motion was approved to approved to the minutes from the North American Meeting***

1:10 International Hunter Education Update

IHEA-USA

- Brad has been on for 6 months
- Updated everyone on the successful meeting in Oregon
- Next week in Missouri, they will have their incident academy, the second one of the year, roughly 40 people including from Canada coming in
- Brad really likes the incident academy, they get to come in and learn new things that they can take back and share with their departments
- The next IHEA incident academy will be in March, they only have about 10 spots left
- Since coming on, Brad has taken on the task of having a 3rd party review system of hunter education courses

- Dr. Loren Chase is starting to work with IHEA to look at 3 different types of delivery standards (classroom only, classroom and field day, and online only)
- They are trying to come up with a way to measure how it effects the student
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1:20 R3 Handbook - Responsive Management Mark Damian Duda

- Mark passed out copies of the “Hunting, Fishing, Sport Shooting, and Archery Recruitment, Retention, and Reactivation: A Practitioners Guide”
- Mark recommended if you don’t want to read the entire book, to read the first bullet points of each chapter
- Mark updated the committee on shooting sports participation
- The people who come into sport shooting are more likely to be younger, female, in the Northeast and less likely to hunt
- 51.4% of survey results are shooting and NOT hunting
- 65% of archery participants are NOT hunting, just shooting
- Mark updated on his project on Animal Welfare and hunting with the National Rifle Association he will be presenting the findings at the Dallas Safari Club
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1:35 Crossover Participation Survey Southwick Associates/NSSF

- Tom Allen presented results from the Crossover Participation Survey
- The opportunity for the study was to influence more sportsmen and women to try new activities they are interested in
- The objectives were to figure out how they were introduced to hunting and shooting, then to figure out how they progressed to different activities and finally
- “early recruits” are ones who got involved before 18
- 67% of early recruits get introduced by their father
- 68% of early recruits get introduced by their father
- 48% of adult recruits get involved from their friends
- 38% of adult recruits get involved from their friend
- The firearm most used when starting out hunting is most likely a shotgun
- The firearm most used when starting out shooting is most likely a rimfire rifle
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1:50 Hispanic R3/CLfT Zach Lowe

- Bob Byrne gave an update on the Hispanic R3 Project that he presented on at the North American
- Partnered with Arizona, Texas, Florida, Utah and Michigan (those who had robust license data and high Hispanic population)
- They screened license databases for Spanish surnames, age, and licensing purchasing history
- They called the individuals and used a script and asked if they would self-identify and would be willing to take a 30 minute phone interview
- They focused on hunting initiation, activity and barriers encounter
 - o Findings - many Hispanics are not aware of the opportunities available to them, or how to get started
 - o Recommendation - create simple, bi-lingual, summaries of the steps necessary to become a hunter
- Interest stage

- Finding - man Hispanics are interested in going hunting
- Recommendations: promote hunting as a means to get outside, provide food for the family, have fun and learn skills
- Trial stage
 - Finding: improve accessibility of hunter education courses in or near Hispanic communities
 - Recommendation: promote Spanish versions of hunter education tests; materials and courses
 - Finding: many Hispanic may be interested but have difficulty in finding mentors and info
 - Recommendation: promote access to hunting info within Hispanic community
 - Create innovative Hispanic social support systems at the national level
- Conclusion: Hispanics face similar challenges as other new hunters
- Need assistance
 - Understanding state laws and requirements
 - Steps necessary to become a hunter
 - Potential hunting opportunities
- Zach Lowe updated the committee on Conservation Leaders for Tomorrow
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2:05 **American Foundation for Suicide Prevention/NSSF** **Jim Curcuruto**

- Jim Curcuruto gave a brief presentation about the work NSSF is doing with the American Foundation for Suicide Prevention

2:15 **Data Dashboards** **Southwick Associates**

- Tom Allen updated the committee about the data dashboards
- Tom reminded everyone the idea of data dashboards came out of WAFWA
- The concept is to have 10+ years of data on a single screen showing age, gender, etc. etc.
- There are 5 states who have dashboards setup, with others currently setting theirs up
- The American Sportfishing Association submitted a MSCG to conduct more dashboards
- It will expand them to 3 more states per AFWA region

2:30 **Explore Bowfishing** **Archery Trade Association**

- Dan Forster gave a presentation on the Archery Trade Association's Explore Bowfishing program
- There is a need to transition people from the "learn to" programs
- An educational and interactive shooting program that introduces participants to bow fishing
- ATA developed this to be a next step to NASP (fills the gap between NASP, hunter ed and Bowhunting)
- It is interactive and fun - social. Instantaneous satisfying and engaging. Gets kids outside
- Program has 15 different interactive units that can be taught in about 45 minutes
- In addition to those units, 10 additional resources like fish ID, conservation, habitat, fileting, etc.
- ATA offers equipment kids at discounted prices to get programs started in your state
- Exploring Bowfishing covers the whole cycle of the R3 adoption model
- Explore Bowhunting has reached over 355,000 students, 1,600 instructors trained, 2,000 programs

2:45 **Bowhunting Regulations Survey** **Archery Trade Association**

- Dan Forster updated the committee on state bowhunting regulation surveys

- The goal was to shed light on the complexity of hunting and bowhunting regulations
- They have looked at 38 different metrics and made summaries for all the states
- Metrics that were deemed barriers to entry: bow draw weight, bow let off, crossbow allowance, bowhunter education
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3:00 Future of Hunting and Fishing Project Council/Chase & Chase Consulting

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3:15 Union Sportsmen’s Alliance R3 Efforts Union Sportsmen’s Alliance

- Scott Vance updated the committee on the Union Sportsmen’s Alliance and their ongoing R3 efforts
- Their mission is to unite the Union community around hunting and the outdoor heritage
- 300,000 active members, 19 affiliate unions, 18 million union members in the United States
- They represent 9 million people
- Union survey
- 70% of union members hunt or fish
- 65% were not a member of any other organization besides their union
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3:30 NRA Online Hunter Education National Rifle Association

- Peter Churchbourne gave an update to the committee on the ongoing efforts the NRA is doing with hunter education
- Peter reminded the committee that the NRA was the first to develop a hunter education course
- They are getting back in to the hunter education world because it was listed as one of the 5 pillars in the original NRA charter
- 1.2 million kids have gone through the YHEC program in the last 30 years
- A preview of the new study the NRA is doing with Mark Duda and Responsive Management about the animal rights movement is available at nrahunting.org
- The NRA developed a free online hunter education course with a company that designs online courses for universities and corporations
- They used the guidelines from the IHEA to make this course
- It’s a highly visual course that was filmed over 92 days in Minnesota
- It went live 29 days ago and is available in Florida
- It’s free to anyone, no membership needed
- They are willing to do whatever is needed to make it state specific
- It is available at NRAHE.org

3:45 Scholastic Programs Update

- **Scholastic Shooting Sports Foundation**
 - o Ben Berka the President and Executive Director
 - o Established in 2007 as a national nonprofit focused on youth development through organized, team based shooting sports program
 - o 11 member volunteer board of directors, 17 staff members, 4,000 volunteers, 16,000 youths

- Youths in the last year shot about 7 million clay targets in competition through this program
- SCTP - trap, skeet, sporting clay, international skeet, bunker trap
- SASP - .22 rifle and/or .22 pistol/centerfire pistol, static steel targets, time is score
- Their support comes from program revenue, fundraising, industry support and donations and grants
- What do they offer
 - Volunteer training and education
 - Insurance
 - Volunteer background checks
 - Comprehensive data system (registration, competition, tracks participants)
 - Participation opportunities at virtual, local , state regional and national level
 - Team endowment funding through the MidwayUSA Foundation
- In 2015, their National Championship contributed over \$15 million to Illinois GDP and supported over 250 jobs
- **Scholastic Clay Target Program**
 - Was started in 2001 by the NSSF, turned over to SSSF in 2007
 - Currently in 46 states, ~800 teams, 3,338 coaches, 14,767 athletes
 - Two top states are Iowa and Wisconsin
 - They host 3 national championship tournaments as well as state, regional and local tournaments and fun shoots
 - 2017 Nationals they threw 1.4 million clay targets and had 212 teams from 24 states and 2,251 athletes
 - Over \$89,000 given to 106 SCTP athletes for college scholarships
 - 12 athletes names to National Team coached by Terri DeWitt
 - They host 3 “virtual trap/skeet” tournaments
 - Fees: \$20 per athlete a year/ \$30 per coach a year
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- **Scholastic 3-D Archery**
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4:45	Wrap-up Discussion/Action Items	All
5:00	Adjourn	