

Hunting and Shooting Sports Participation Committee Meeting Minutes – 9/9/21

- Chuck Sykes called to order
- Changed agenda to allow for Rob Southwick to present all of his items towards the beginning of the meeting
- Approval of meeting minutes, Southwick motioned, Rawlinson seconded

Peter Novotny, Ohio DNR, and Chet Clark, North Carolina, presented on the AFWA Range Development Group white paper.

1. Informed committee of the documents loaded to the meeting website.
 - a. White Paper on Range Development Working Group
 - b. Target Range Development handout
 - c. Discussed the recommendations of the group
 - i. NEED TO ADD
 - ii. AFWA continue to communicate the issue to the states
2. Chet provided the group a R3 program North Carolina is working on. Giving more access to shorts.
3. Chet shared a video produced by North Carolina about indoor shooting range availability in the state
4. Chet discussed usage metrics and lessons learned by operating the indoor range

Rob Southwick, Southwick Association, presented on License Sales Update and License Dashboards.

1. License dashboards – active and intended to give us data on participation
2. Shared data on what the data helped states learn
3. Future of dashboards – using API technology to send data, not a manually upload

Rob Southwick, Southwick Association, and Alex Baer, IHEA, presented on Improving Hunter Education.

1. Trying to determine why graduates don't buy a license – over 1/3 don't buy a license
2. What tactics can be utilized to increase graduates' hunting activity?

Rob Southwick, Southwick Association, presented on Economic Impacts for states.

1. States wanted to know the economic impact of hunting
2. Sportsmans Alliance received a grant to study this
 - a. Each state will be sent the results for review and approval
 - b. One-page visual-based handouts to be used
 - c. Results posted online
 - d. Call to Action -

Rob Southwick, Southwick Associates presented on States Pilot Campaigns to Increase R3.

1. Combine state and industry resources to get people out hunting and shooting
2. Met with regions to discuss opportunities
3. Regional R3 committees decided best approach
4. Six pilot states participating

Jeff Rawlinson, Nebraska, Alex Baer, IHEA, and Matt Harlow, DJ Case & Associates, presented on the Mentoring Toolkit from MAFWA and R3 Updates.

1. Set out to develop a toolkit to provide state fish & wildlife agencies with tools to communicate better individual mentoring messages
2. Learned there are two types of customers – traditional hunters and new adult hunters. Obviously different reasons for taking Hunter Education
3. Non-traditional hunters came out of Hunter Education not feeling prepared to hunt. Desperate for a mentor.
4. Mentee Focus Groups show they really want to learn to hunt.
5. Toolkit has a “formula” for hunting mentee messaging
6. Toolkit shows how to customize messaging to target different audiences
7. Toolkit expected to go live in spring 2022
8. Challenges identified
 - a. need a large populations of knowledgeable and experienced mentors to start
 - b. need to market to the novice hunter who needs a mentor
9. What is needed to roll out to states
 - a. Talk to hunter education administrators
 - b. Talk to Alex about including instructors/mentors with this program
 - c. Sign up to become a pilot state
 - d. Reach out with questions

Jason Schooley, Oklahoma, provided an update on bowfishing and the impacts on non-game species

1. Conducted a 50 state agency survey on bowfishing
2. States have management concerns
 - a. Lack of data
 - b. No dedicated funding for bowfishing management
3. Oklahoma is providing outreach about the sport

Scott Taylor, Pheasants Forever, provided an update on the small game R3 assessment resolution.

1. Resolution was passed at the 2019 AFWA Annual Meeting.
2. Shared the Recommendation Report Summary which was adopted in March 2021
3. Need timely communication with USFWS for the 2026 National Survey
4. Need to find out the decision making timeline and opportunities for input

5. Need survey data on hunter diversity from state directors
- 6.

Mark Duda, Responsive Management, updated the committee on Responsive Management activities.

1. Importance of sport shooting – increase of 22 million participants in the last 15 years which is crucial to the Wildlife Restoration fund. Has a huge impact on relevancy. Potential for raiding of the fund if shooters are ignored.
2. Messaging research to increase cultural support for hunting – facts alone will not be enough to move public opinion. Goal is a message that appeals both to users and non-users.
3. Hunting and shooting among active military personnel, Implications for R3 – learned a large number of active military members are involved in hunting. Obtained large quantities of breakout data, such as branch of military, ethnicity, length of service, that can be used for marketing purposes.
4. Projects in progress
 - a. Study on access – studying the quality and availability of hunting access in the US
 - b. Exploring R3 needs and opportunities of female hunters, shooters, and archers – looking at female R3 program participants

Jim Curcuruto, Outdoor Stewards of Conservation Foundation, gave a presentation on his organization.

1. Informed the committee of who is on the board
2. HATS – Hunters, Anglers, and Target Shooters
3. Programs include:
 - a. Fill a Bag While Filling Your Tag
 - b. Come With Hunt Fish Shoot Recruitment Campaign
 - c. Communications – on Facebook, Twitter, Instagram
 - d. Research on Native American Participation Research and Outreach

Swanny Evans, CAHSS, provided a Council update/overview.

1. Provided the CAHSS vision, purpose, and mission
2. Showed the R3 Coordinator position progress in the states
3. Showed the increase in license sales by region from 2019 to 2020. Has data that shows the different diversity group breakdowns
4. Updated where CAHSS is headed – continue working on what they've done in the past (e.g. workshops, R3 Clearinghouse) but increased emphasis on new partners, marketing, diversity, training, research and data, and shooting sports
5. R3 Community – discussed the Clearinghouse, R3 Topic Guides
6. National R3 Symposium rescheduled for May 2022

Rich Cotte, First Hunters Foundation, provided an update on his organization's program Veterans and R3, Finding the Next Mission and talked about their mentoring program.

1. Have 600 mentors in 34 states as of September 2021
2. Recruit mentors to develop lifelong skills and education
3. Working on connecting veterans with hunting mentors

John Nelson, USA Clay Target League, provided an update on how the "Kids, guns, and schools" became one of America's fastest growing high school sports.

1. 22.97% increase from 2017/18 to 2018/19 school year.
2. Looked at target audiences' points of pain
3. Marketing problem – Kids, guns, and schools has a negative perception
4. League is critical to R3 – increasing number of participants.
5. Not replacing hunting – supplementing hunting with a recreational shooting sport

Bob Curry, USFWS, presented a WSFR update.

1. 2021 Apportionments increased by 12.8%. Receipts through 3 quarters in 2021 are over \$800 million. Looks to be a very large increase. Possibly over \$1 billion for the fiscal year
2. Discussed Partner with a Payer program

Tommy Floyd, NASP, briefly updated the committee on his organization and how they are working with the states and R3.

New Topics – None

Meeting was adjourned.