



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)

Thursday, March 9 2017
1:00 pm to 5:00 pm

North American Wildlife and Natural Resources Conference
Room: Meeting Room 4
Spokane, Washington

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**

1:05 **Introductions**

1:15 **Approval of Minutes from September 13, 2016 Association of Fish and Wildlife Agencies Annual Conference**

- *A motion was made by several committee members and seconded by Rob Southwick, motion was carried on an unanimous voice vote*

Agenda Themes and Discussion Topics

1:20 **International Hunter Education Association (Megan Wisecup)**

- Megan Wisecup noted that this will be the last time she serves in a dual role on this committee as IHEA has hired a new Executive Director in Brad Heidel. Brad gave a brief background on and thanked Megan Wisecup for her leadership during the last year.
- Megan Wisecup gave a quick update on IHEA since the last meeting at AFWA in September and addressed the 6 recommendations given by the Council/WMI/AFWA
- AFWA and the Council would like to participate on the hiring team for IHEA-USA's new Executive Director.

- Propose a bylaw amendment to allow AFWA's choice of its representation on IHEA's board event if such representation means two people from one state. Consideration can be given to eliminate one state having two votes.
- Establish a communication chain between IHEA-USA's executive director, the board president and AFWA (who should be in the communication chain and when is communication desired?)
- Help formalize a process for AFWA legal counsel review, comment and advise on all legally binding agreements.
- AFWA and the Council would like to assist IHEA in working with the IHEA Foundation to draft a MOU setting out the role and relationship between IHEA and the IHEA Foundation.
- Encourage a nominee to the IHEA Board or one serving as a committee chair, to provide their agency director with a prospectus describing the time, travel and resources required by the position and receive written approval of their eligibility from the agency director.
- Megan noted that IHEA has been working to update their hunter education standards
- Hunter Education Delivery Research Project – entering in an agreement with Chasse and Chase Consulting and WMI to study effectiveness of hunter education
- Hunter education peer reviews – received grant funding from Cabela's Outdoor Foundation (no cost to state agencies with grant dollars)
- Brad Heidel reminded the committee that the IHEA conference this year will be in Portland, Oregon and next year will be in Alaska

1:35

Consumer Segmentation Study (Southwick Associates, Jim Curcuruto/NSSF)

- Jim Curcuruto from the National Shooting Sports Foundation presented first on the results on a consumer segmentation study designed to address what the customer makeup is for future gun owners
- Rob Southwick from Southwick Associates followed up by presenting on the different segments; this study can be found on NSSF's website

2:05

Locavore.Guide (DJ Case & Associates, Bob Byrne Consulting)

- Phil Seng from DJ Case & Associates presented on Locavore.Guide and the process that went behind conducting the study
- Locavore.Guide was designed to be a clearinghouse of tools, materials, etc. for agencies, etc. to use to communicate to the locavore movement
- Interviewed 14 states for pilot and existing programs
- Developed 3 online surveys
- Developed 2 virtual focus groups of locavore influencers
- Had 2 face to face focus groups of locavores
- Wrapped up with existing R3 knowledge \
- Matt Harlow finished up the presentation by detailing the actual website

2:35

Hispanic R3 Update (Bob Byrne Consulting, NSSF, Zack Lowe)

- Bob Byrne of Bob Byrne Consulting gave an update from his previous presentation at the AFWA meeting in September on the Hispanic R3 efforts

- Bob will complete the remaining states in the study and compile a wrap up to be presented at the HSSP Committee at AFWA in September

2:50

Conservation Leaders for Tomorrow (Zach Lowe)

- Zach Lowe gave a brief update on CLTF and its background
- CLFT just completed third party exit survey review of the last 4 years which will be presented on at AFWA 2017
- CLFT beginning long term study
- To date; 110 workshops, 42 states, 5 agencies, 55 universities
- Co-op agreements through regional associations
- Follow up on presenting at AFWA in 2017

3:00

Hunting, Fishing, Sport Shooting, and Archery R3 handbook: A Practitioners Guide to the Research (Mark Duda)

- Mark Duda of Responsive Management gave a presentation on the 2009-2016 survey of sport shooting participation in the United States
- Mark presented and gave results on Participation in Target and Sport Shooting, Trends in Participation in Target and Sport Shooting, Motivations for Target and Sport Shooting, Characteristics of New Shooters, Changes to the Demographic Makeup of the Sport Shooting Community and Overlap of Participation in Target Shooting and Hunting.
- These results can be found in Mark's newly published R3 Handbook

3:20

Bureau of Land Management Update (Linda Cardenas)

- Linda Cardenas of the Bureau of Land Management gave a brief update on the BLM wildlife partnerships between the Rocky Mountain Elk Foundation, National Wild Turkey Foundation, Mule Deer Foundations, etc.
- Some of projects the BLM has completed with RMEF with LWCF funds is in Sublette County, Wyoming, Catron County, New Mexico, Blaine County, Montana
- Tex Creek Wildlife Management Area in Idaho
- BLM promoting hunting on BLM lands
- Recently signed an MOU with the Mule Deer Foundation
- BLM has worked with CLFT to encourage staff to go through CLFT program

3:30

Council State Step Down Update (Iowa; Megan Wisecup/Samantha Pedder)

- Megan Wisecup of Iowa gave an update on Iowa's involvement in the Council to Advance Hunting and the Shooting Sports state step down plans
- First, she mentioned they have realigned existing FTE to develop a statewide R3 coordinator position that serves as the state fish and wildlife agencies single point of contact for R3 efforts.
- Iowa has completed the hunting and fishing participation scorecard on an annual basis.
- They have provided key staff with an understanding of foundational R3 concepts using the Outdoor Recreation Adaption Model and have worked hard to build consensus to get agency buy in in R3 efforts and have focused on proving R3 is more than just a "program."

- Megan stated that they are applying the WMI evaluation tools to all current R3 programs and have communicated with agency, conservation and shooting sports NGO's and outdoor industry partners on the need for integrated R3 efforts at the state level.
- She noted Iowa has increased hunting access from 0 to 25,000 acres of private land opened for public hunting.
- Iowa has overhauled the agencies website. Iowa has used email marketing campaigns of recent hunting education graduates that have graduated but not bought a hunting license.
- She noted that they are also employing many different marketing strategies and measuring their effects on improving communication with hunters and target shooters.

3:40

R3 Scorecards and Data Dashboard Progress (Samantha Pedder/Rob Southwick)

- Samantha Pedder and Rob Southwick gave an update on the R3 Scorecards and the development of the data dashboards
- Data dashboards originated out of the WAFWA HSSP committee
- With these scorecards, quarterly R3 progress is being tracked
 - o 60 in 60 progress
 - o R3 National Plan's implementation & progress
- Will help increase support & investment from:
 - o State leadership
 - o Private sector
- First step towards AFWA data integration concepts
- Leadership and next steps:
 - o CAHSS to act as initial facilitator:
 - o ASA to lead a multi-party LOI and grant proposal
 - o Individual states encouraged to adopt dashboards.
- *Action item– the Hunting and Shooting Sports Participation Committee Chairman asked members if the committee would like to formally support data dashboard - committee voted yes*

3:55

Wrap-up Discussion

5:00

Adjourn