

North Carolina Wildlife Resources Commission

Hunting Heritage Program



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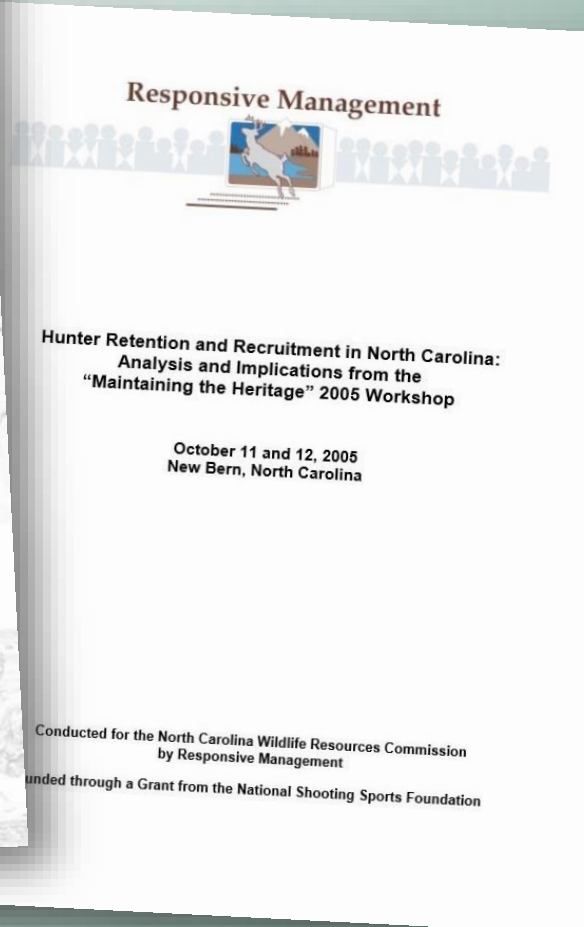
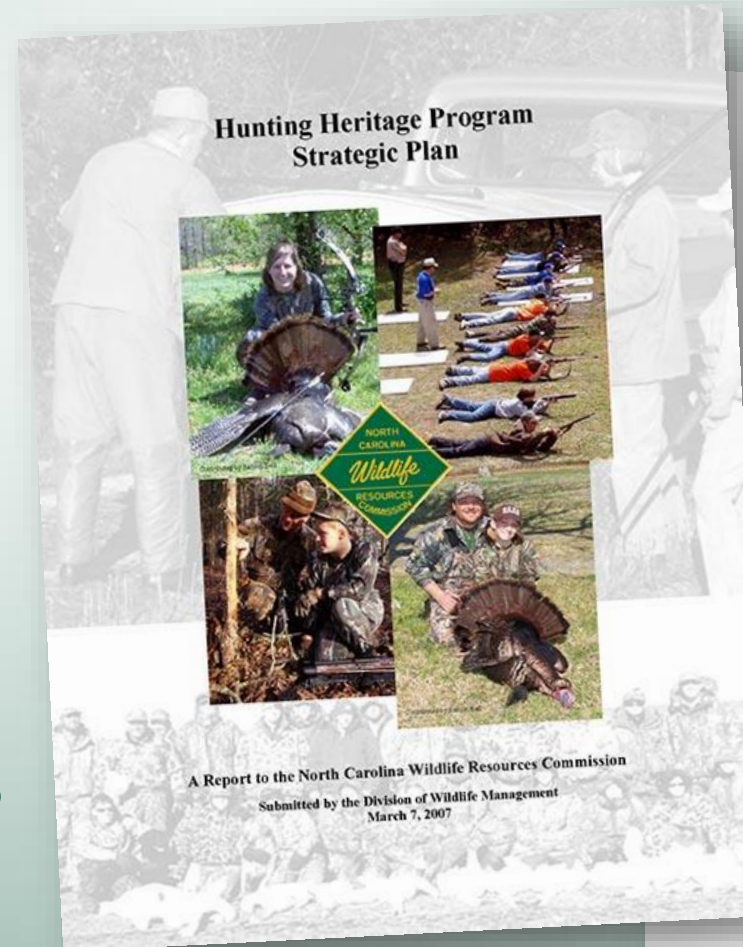
WALTER “DEET” JAMES, JR.
HUNTING HERITAGE BIOLOGIST

Hunting Heritage Program (HHP)

Focus:

- “...the future of hunting depends on the individual hunter.”
- “...evaluating known barriers to hunting participation and working to remove them.”

“Conservation Community” Focus



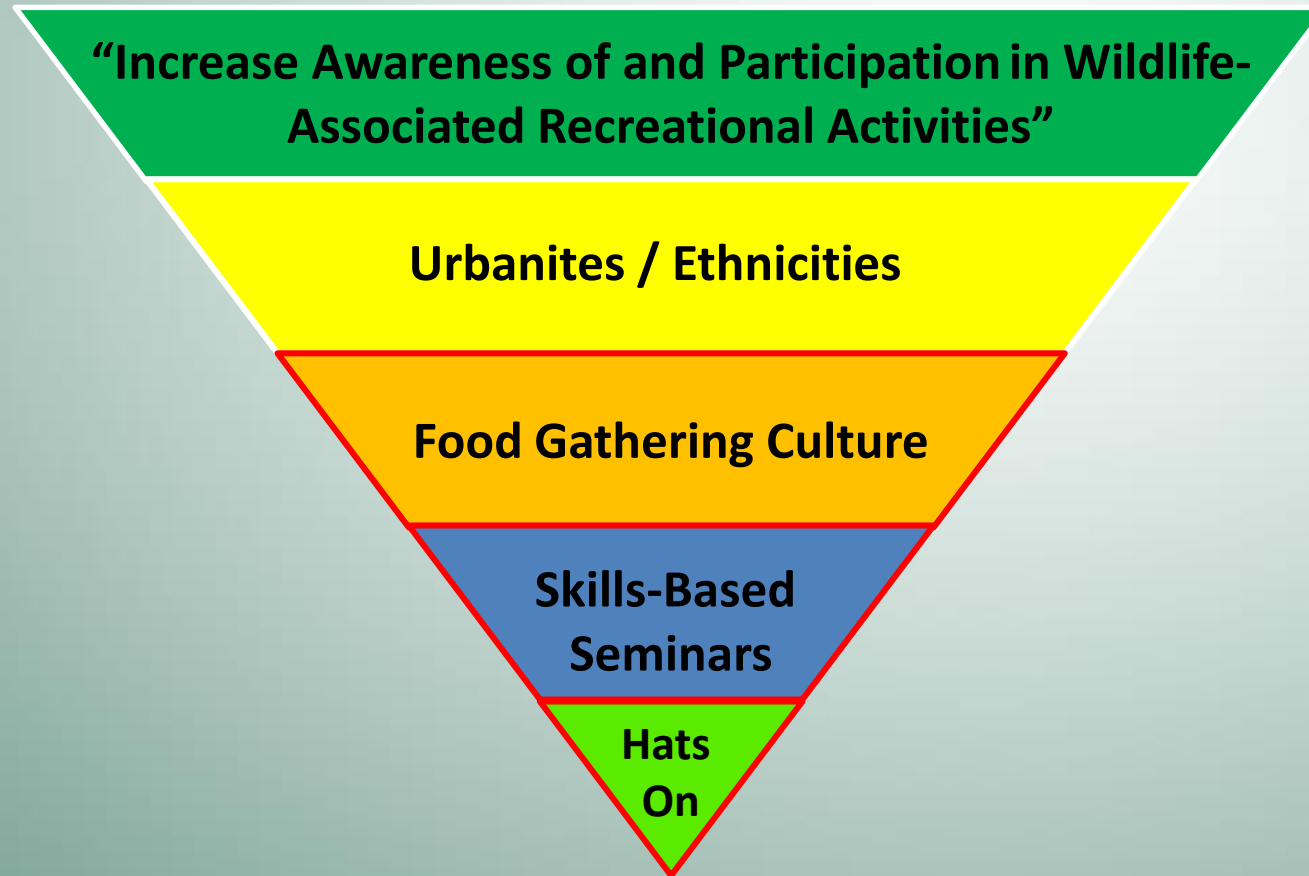
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“Helping people help themselves”

“Assess – Experiment – Evaluate – Adapt – Report – Repeat”

Strategic Recruitment & Retention Initiative Workshop (SRRI)

Keith Warnke, Hunting & Shooting Sport Coordinator, Wisconsin DNR



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HHP Vision

“Assess – Experiment – Evaluate – Adapt – Report – Repeat”



2010-2012 Hats On Goals

- 1) Bring awareness to the individual hunter's role in maintaining our hunting heritage.
- 2) Develop mechanism to better understand barriers to participation.



Top three barriers: TIME!

**It Takes a Hunter
to Make a Hunter!**
Become a hunting mentor.



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“Assess – Experiment – Evaluate – Adapt – Report – Repeat”



**It Takes a Hunter
to Make a Hunter!**
become a hunting mentor.



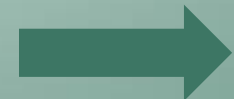
Hats On Select Results (2010 & 2012):

- 9,442 pledged to mentor someone new to hunting.
- 6,761 post-campaign surveys completed.
- Mentoring increase reported: 11% 2010 / 23% 2012.
- Potential barriers to mentoring identified.



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Beyond Hats On

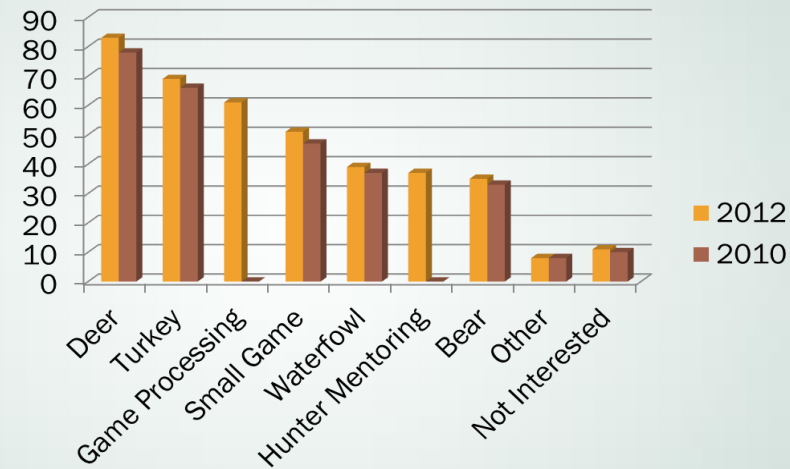


“Assess – Experiment – Evaluate – Adapt – Report – Repeat”

Skills-Based Hunting Seminars

about game species, equipment
and hunting methods

(57% 2010 / 60% 2012)



Hats On Recommendation Excerpts (2012 Final Report):

- “Continue to develop, promote and provide partner-facilitated skills-based hunting workshops.”
- “Promote, enhance and provide.....social networking opportunities and seek out additional opportunities to improve outreach efforts.”

“Assess – **Experiment** – Evaluate – Adapt – Report – Repeat”

HUNTER MENTOR



Information Sharing & Networking Seminar



Walter “Deet” James Jr
Hunting Heritage Biologist
Hunter Recruitment and Retention Coordinator



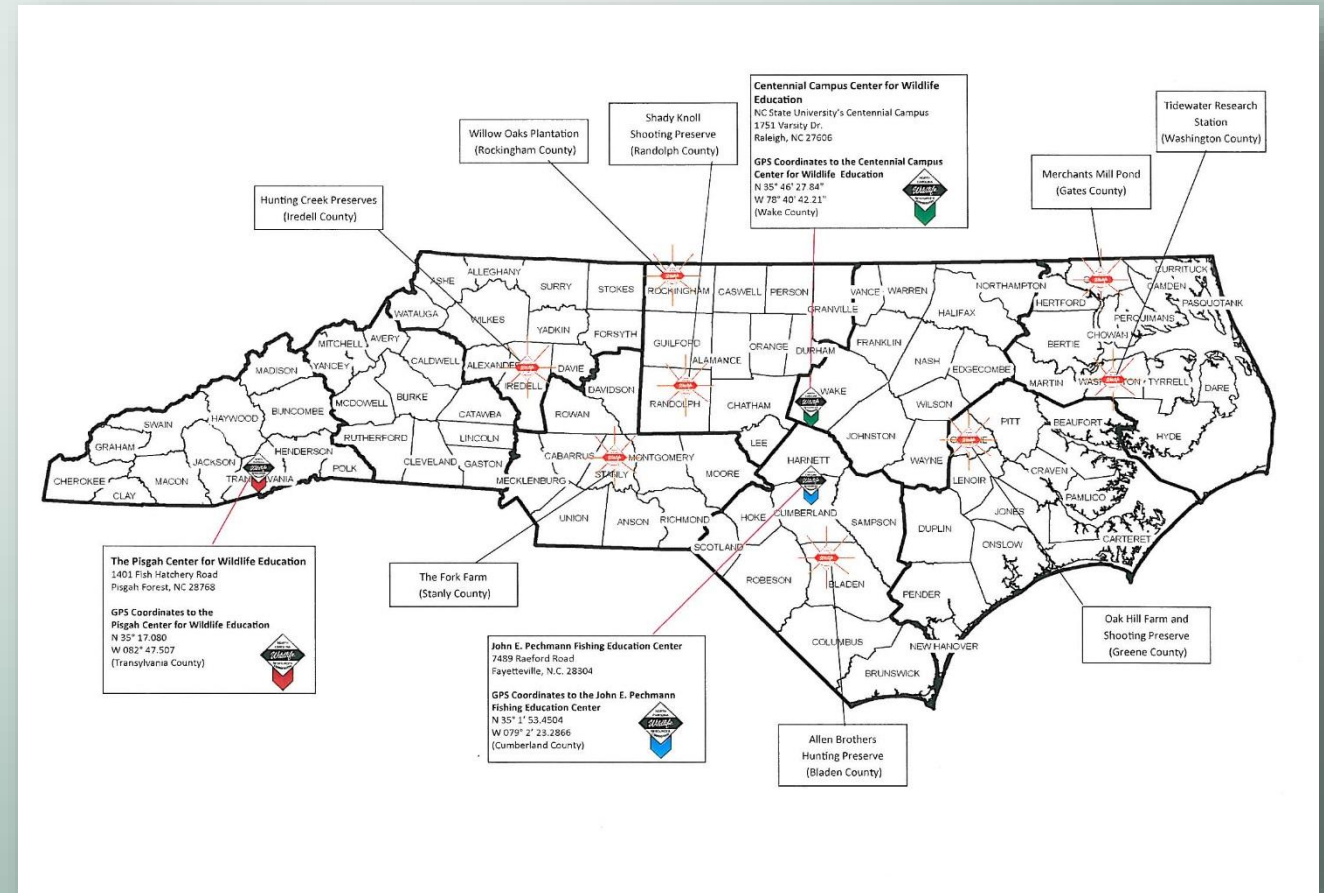
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“Assess – Experiment – **Evaluate** – Adapt – Report – Repeat”

Mentor Seminar Venues (2014)

- 11 locations
- 137 attended (206 interested)

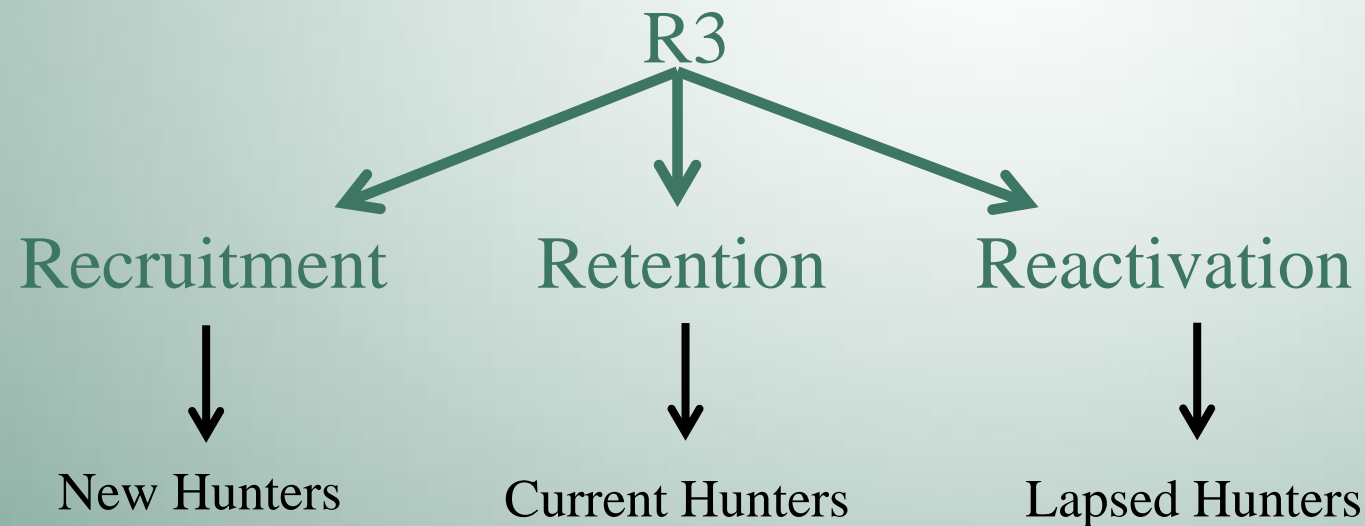
POOR R.O.I 😞



“Assess – Experiment – Evaluate – Adapt – Report – Repeat”

Bring awareness to conservation and wildlife-associated recreation to a greater proportion of North Carolinians.

and



The CD Approach!!!

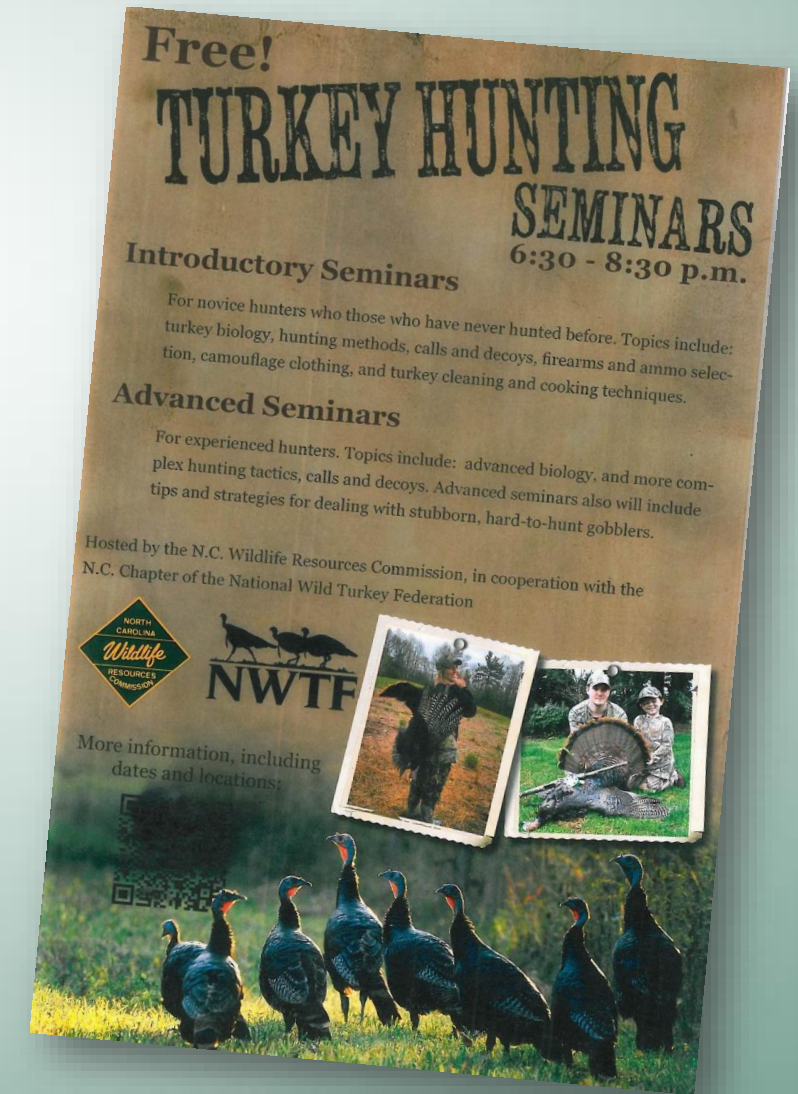


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“Assess – Experiment – Evaluate – Adapt – Report – Repeat”

“Perfect Storm”

- Constituents **want hunting seminars.**
- The Commission wants:
 - Increased awareness and participation in wildlife-associated recreation
 - R3 (recruitment/retention/reactivation)
 - Program evaluation (data)
- The Conservation partner wants:
 - Awareness/Memberships/Volunteers
 - R3 (recruitment/retention/reactivation)
 - Program evaluation (data)



Pitching R3.....mutual effort!



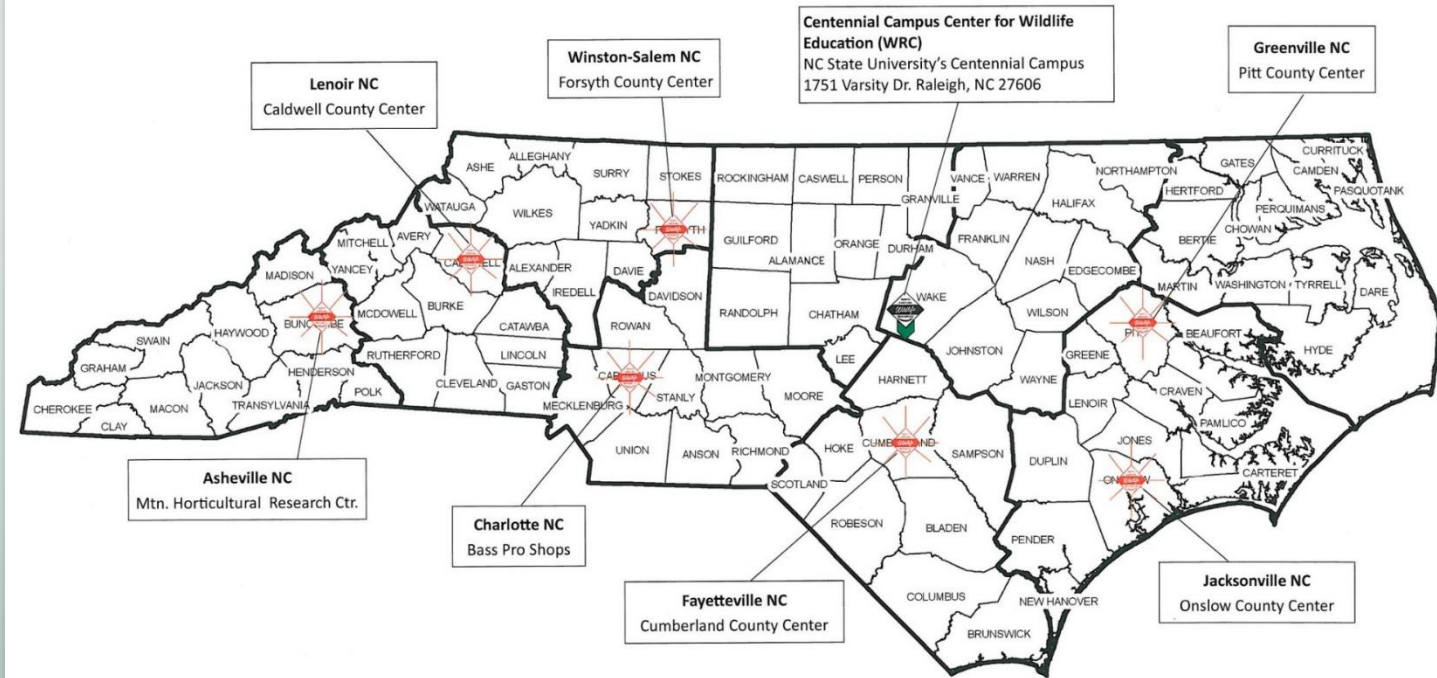
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“Assess – Experiment – Evaluate – Adapt – Report – Repeat”

17 seminars / 8 locations

- 1,377 attended (2,054 registered)
- 1,098 (78%) completed post-seminar survey
- 267 (19.39%) pledged to mentor
- 43 (3.12%) pledged to participate
- 91 **new** hunters (we want more)
- 12-month follow up March/April 2016

2015 WRC-NWTF Turkey Hunting Seminars w/ R3 Message



A Perfect Storm Example

75%: Wildlife Commission Who?



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“FIRST” Deer Seminar Expansion



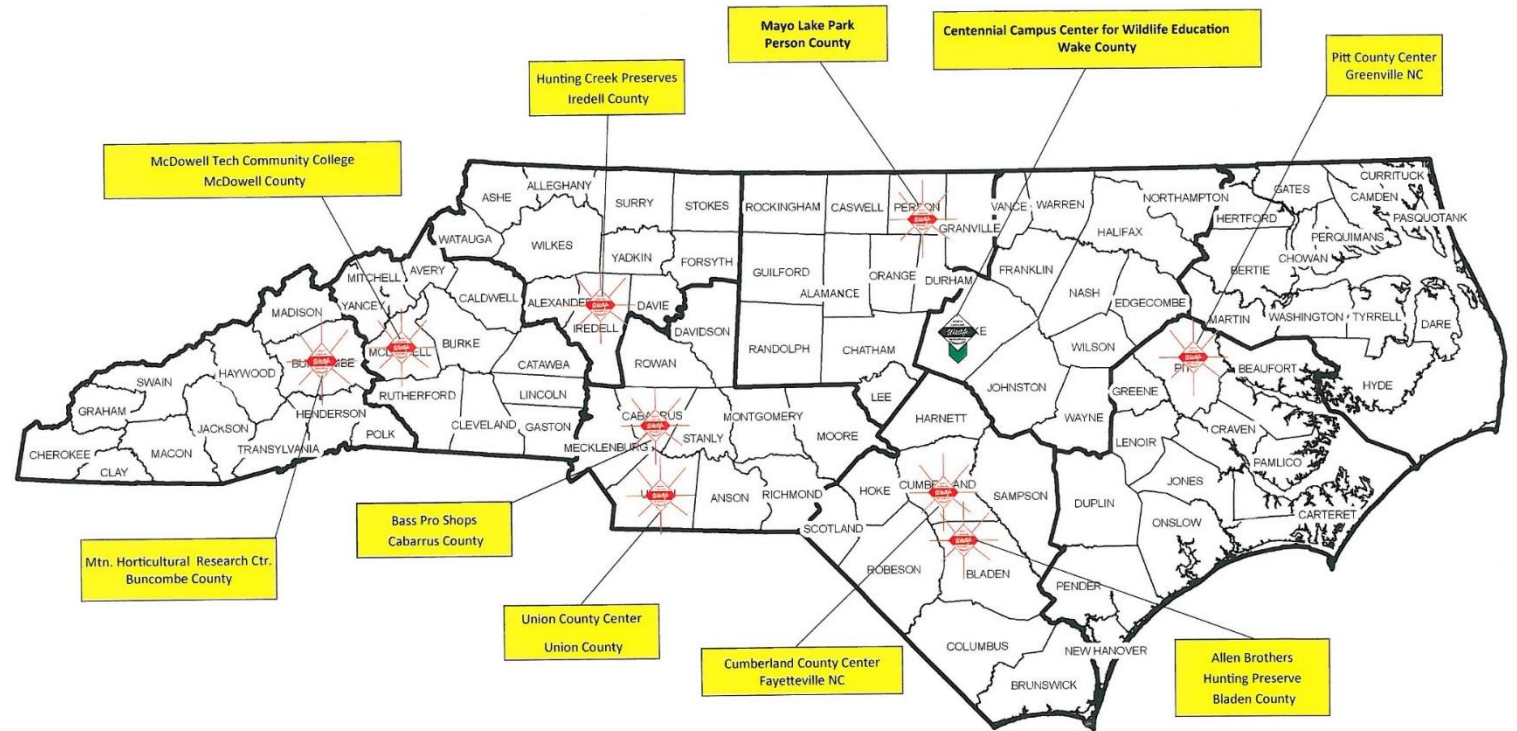
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“Assess – Experiment – Evaluate – Adapt – Report – Repeat”

10 seminars / 10 locations

- 507 attended (791 registered)
- 447 (88%) completed post-seminar survey
- 78 (14.8%) pledged to mentor
- 36 (7.1%) pledged to participate
- 77 **new** hunters

2015 Deer Hunting Seminars w/ R3 Message



“Assess – Experiment – Evaluate – Adapt – Report – **Repeat**”

Wish list for 2016

- 1) Turkey Hunting (March / April)
- 2) Deer Hunting (September/October)
- 3) Waterfowl Hunting (Fall / Winter?)
- 4) Trapping (?)
- 5) Small Game (NO National Squirrel Federation??)

Limiting Factor: “**CP Social Capacity**”

Why Conservation Partners?

National Guard Concept!

HHP Pledges

Pledge to Mentor

I hereby pledge to mentor someone new to hunting (youth or adult) within the next 12 months as my contribution to maintaining our hunting heritage in North Carolina

I also agree to complete a survey provided to me after the 12 month pledge period to help the NCWRC and QDMA better understand hunter recruitment and retention in North Carolina and as a means of evaluating this pledge initiative.

Hunter's Name (please print) _____ Today's date _____

Hunter's Email _____

Hunter's Signature _____

 QDMA NCWRC

Junior Pledge to Mentor

I hereby pledge to share the hunting experience with someone new to hunting within the next 12 months as my contribution to maintaining our hunting heritage in North Carolina


I also agree to complete a survey provided to me after the 12 month pledge period to help the NCWRC and QDMA better understand hunter recruitment and retention in North Carolina and as a means of evaluating this pledge initiative.


Hunter's Name (please print) _____ Today's date _____

Hunter's Email _____

Hunter's Signature _____

Parent/Guardian Signature _____

 QDMA NCWRC



(Mentor)

Pledge to Participate

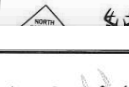
I hereby pledge to go hunting within the next 12 months as my contribution to maintaining our hunting heritage in North Carolina

I also agree to complete a survey provided to me after the 12 month pledge period to help the NCWRC and QDMA better understand hunter recruitment and retention in North Carolina and as a means of evaluating this pledge initiative.

Hunter's Name (please print) _____ Today's date _____

Hunter's Email _____

Hunter's Signature _____

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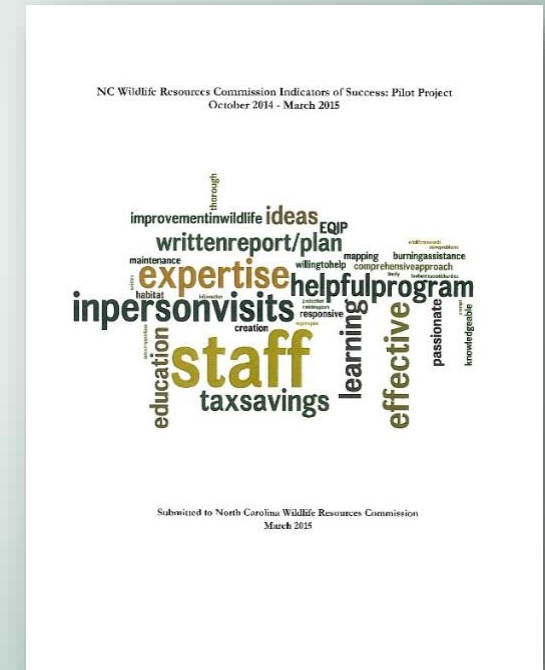


(Participate)



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Target Audience: The “Modern” Hunter



- Locavore
- Foodie
- Ethivor

Messages that resonate with a food gathering culture.....

Modern Hunters: Meet Shilo, Genya and Jennifer

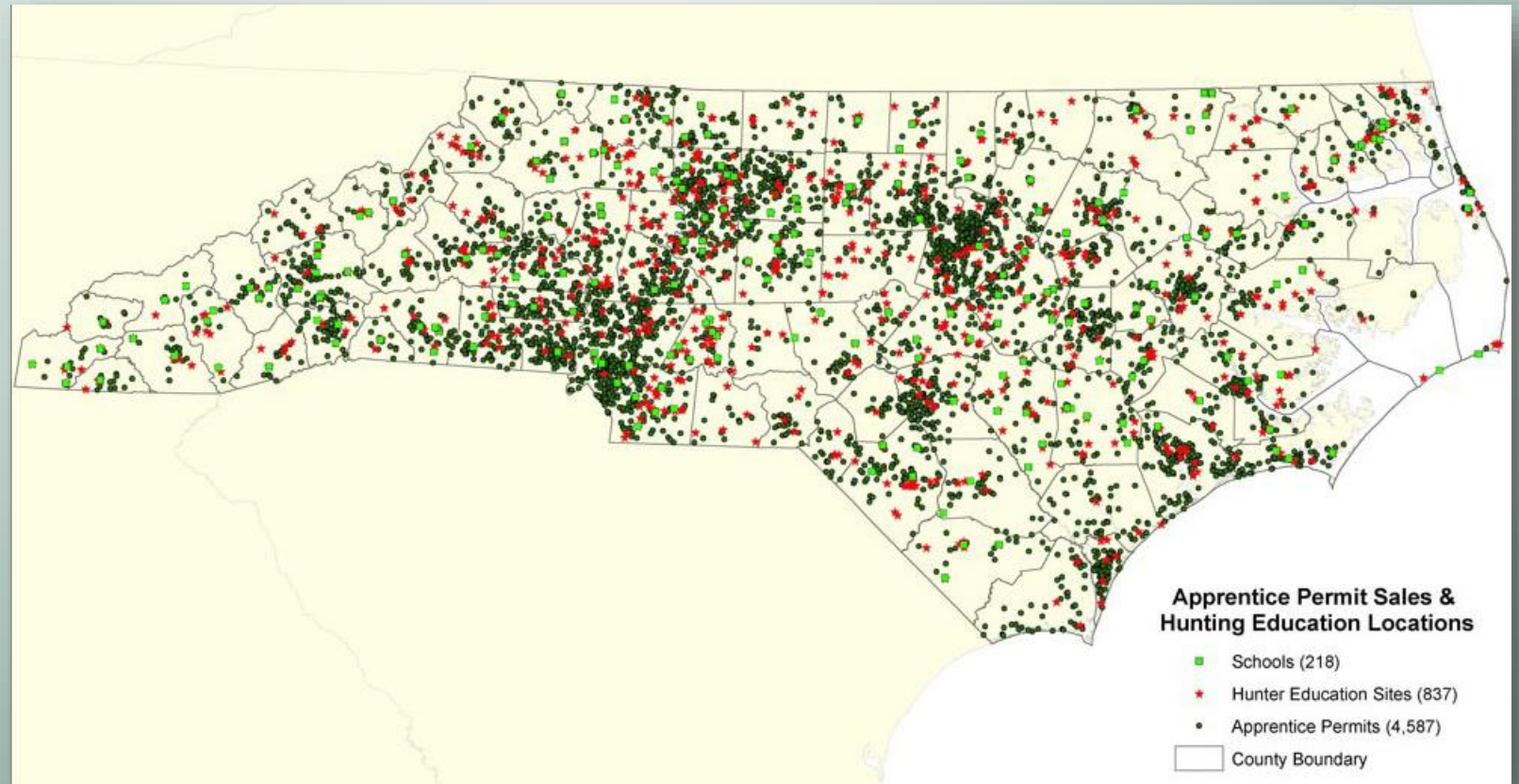


Why I Hunt.....



Apprentice Permit Distribution

Wildlife Commission staff scheduled and offered Hunter Ed courses specifically for people who purchased an apprentice license in areas of the highest density of sales.



Map by Travis Casper, Lisa Hocutt and Anna Stefanowicz

Seminar Evaluation (four-modes):

- 1) Registration
- 2) Post-Seminar
- 3) 12-Month Follow-ups
 - Pledges (mentor/participate)
 - Non-pledging Attendees
- 4) *NEW WRC Customer #.*
 - “Mentee” Evaluation

- Have you ever hunted?
- Have you hunted in the last 5 years?
- Have you hunted in the last 12 Months?

HHP Seminar Evaluation Goals:

- R3: (Recruit-Retain-Reactivate)
- Address Churn (seminar impact?)
- Direct Connection to License Sales



Hunter Mentor Pledge
Registration

Part 1: Attendee Information

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Part 2: Hunting Information

How long have you been hunting? (check one)
☐ 0-1 years ☐ 2-5 years ☐ 6-10 years ☐ 11-15 years ☐ 16-20 years ☐ 21+ years

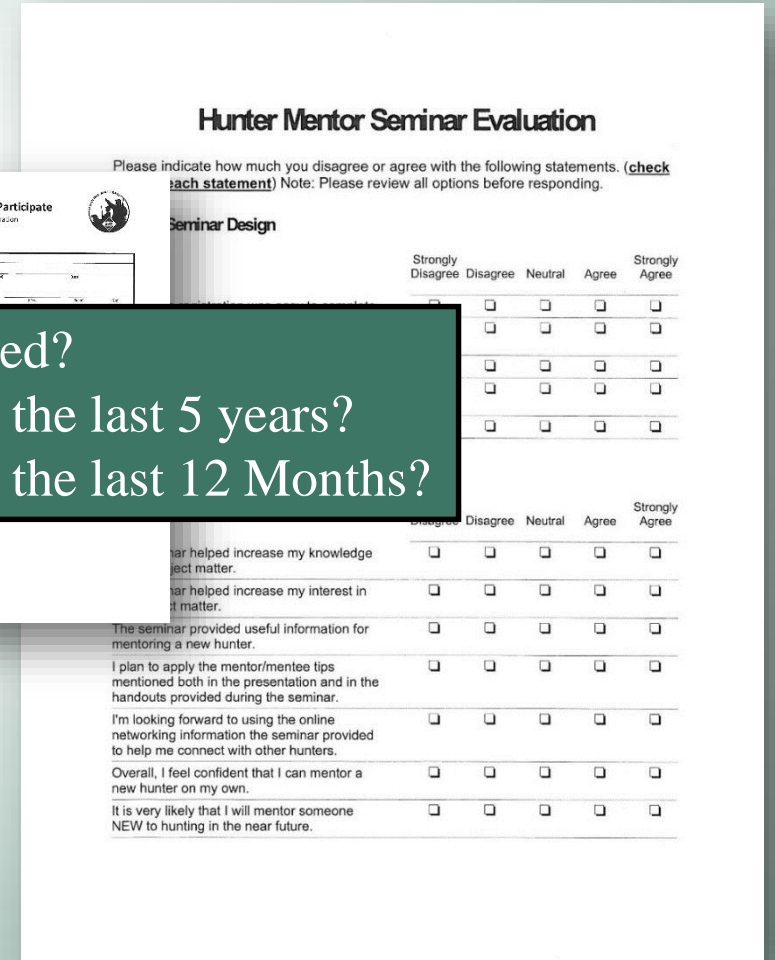
How often do you hunt? (check one)
☐ 1-2 times a year ☐ 3-4 times a year ☐ 5-6 times a year ☐ 7-8 times a year ☐ 9-10 times a year ☐ 11-12 times a year ☐ 13-14 times a year ☐ 15-16 times a year ☐ 17-18 times a year ☐ 19-20 times a year ☐ 21+ times a year



Pledge to Participate
Registration

Part 1: Attendee Information

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____



Hunter Mentor Seminar Evaluation

Please indicate how much you disagree or agree with the following statements. (check each statement) Note: Please review all options before responding.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Seminar Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever hunted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you hunted in the last 5 years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you hunted in the last 12 Months?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The seminar helped increase my knowledge about hunting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The seminar helped increase my interest in hunting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The seminar provided useful information for mentoring a new hunter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I plan to apply the mentor/mentee tips mentioned both in the presentation and in the handouts provided during the seminar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm looking forward to using the online networking information the seminar provided to help me connect with other hunters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, I feel confident that I can mentor a new hunter on my own.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is very likely that I will mentor someone NEW to hunting in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

“Assess – Experiment – Evaluate – Adapt – Report – Repeat”

Interest in direct mentoring:

“I am new to hunting and would like to be mentored. **Is there a place to sign up for it?** I have absolutely no clue what I am doing, but would like to learn and pass it on to my kids.”

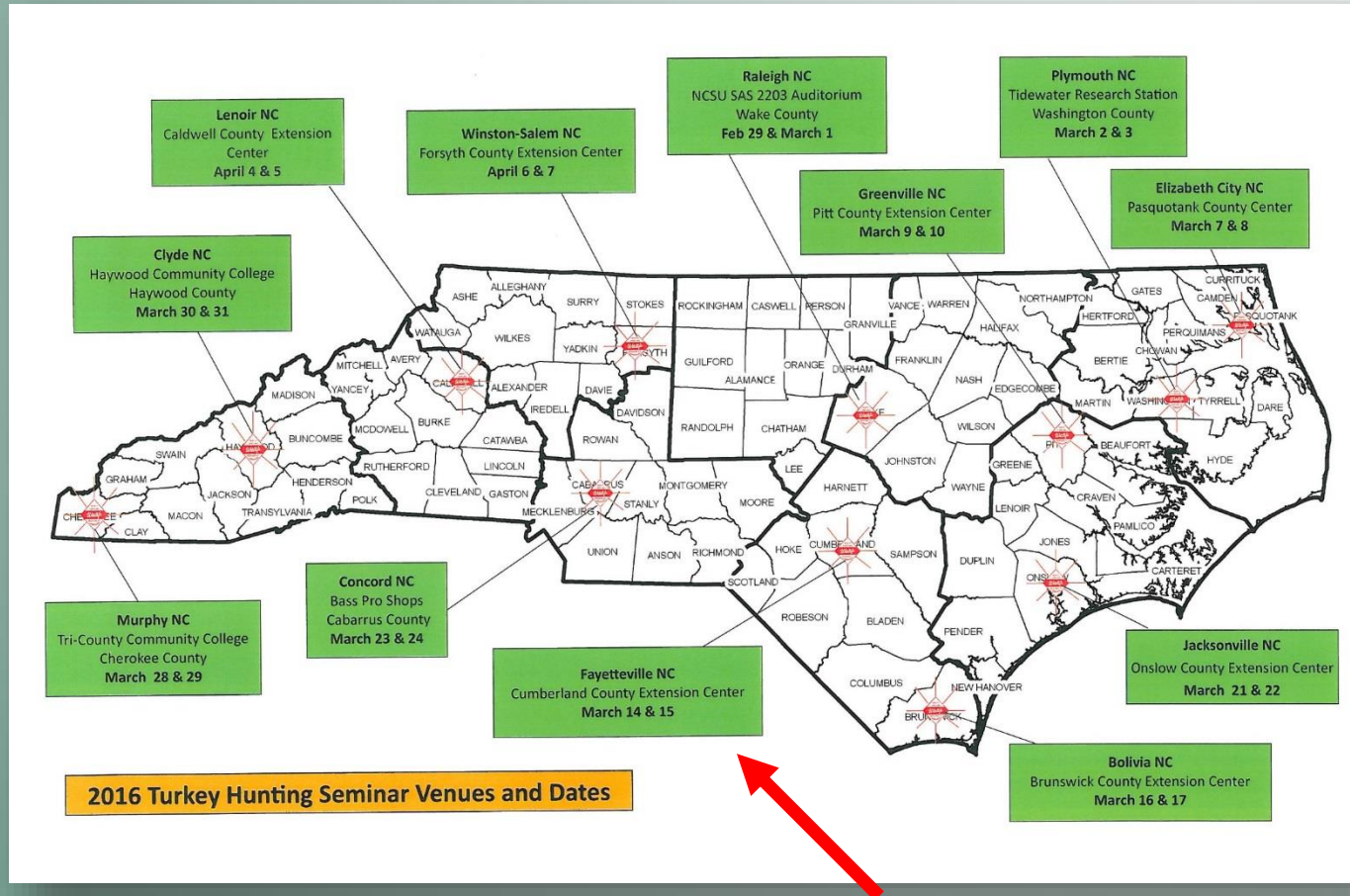
Interest in indirect mentoring:

“Wasn't raised in a hunting family, so hunting has always been this intimidating "adventure" seemingly out of reach. **The seminar excited me (wanted to go out hunting right after the seminar ended...)**, the information was great, better than most of the stuff I have found on the internet...because it was live and in person. By the large number of hands raised, by all ages, when asked who was new to turkey hunting, I felt like an insider and not like an outsider.”

Seminars ... “If” done well = “Indirectly” Mentor!

Hence.....helping people help themselves ☺

Hunting Seminar Expansion Initiative



The Access Issue.....A Wildlife Commission Challenge

Game Lands Program:

- 2007: 2,021,745 acres
- 2016: 2,051,064 acres

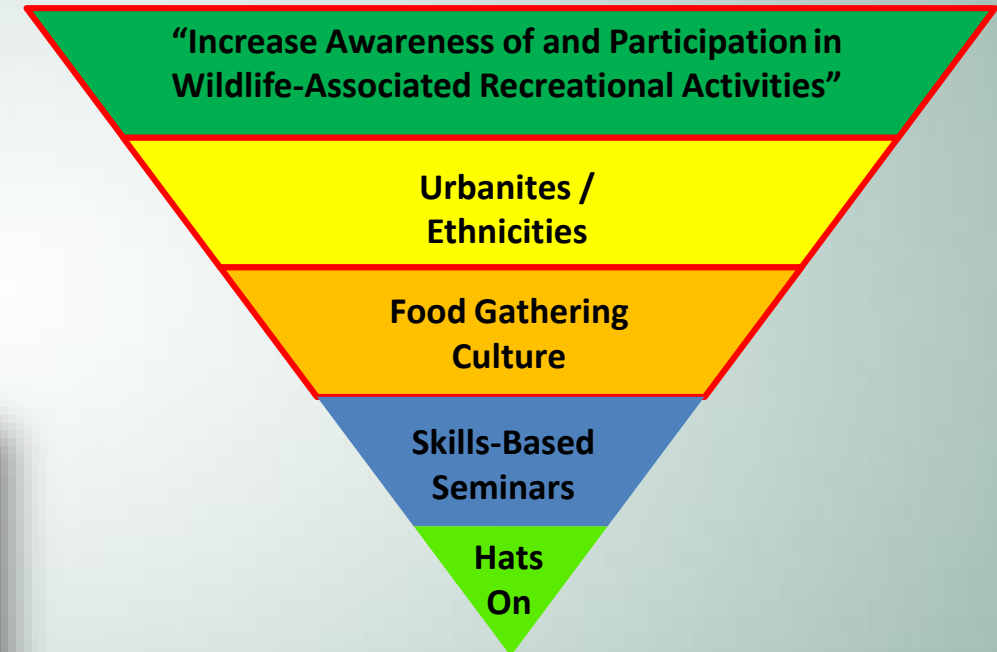
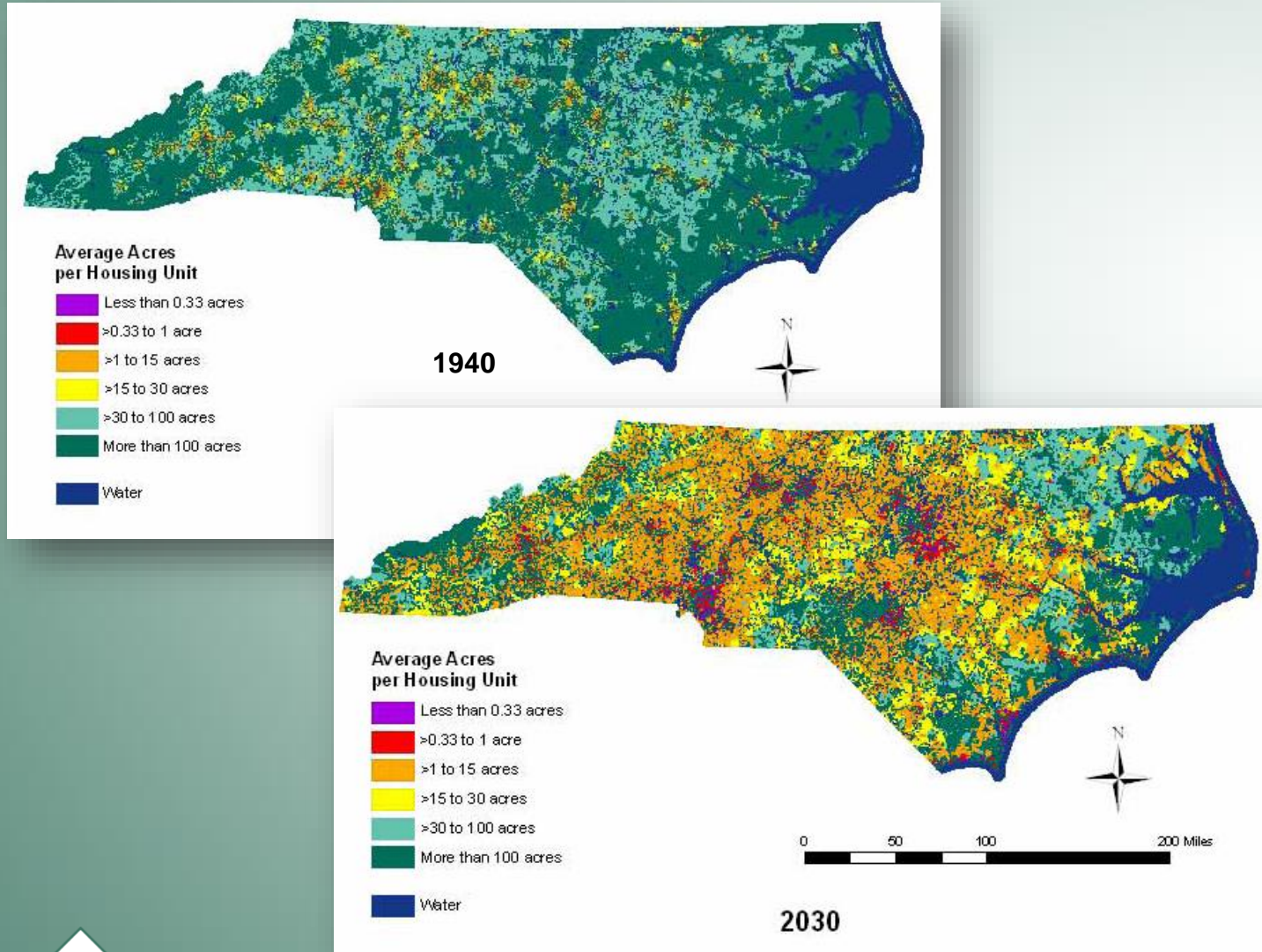
The Math:

- 8 Years / 29,319 acres
- 3,665 acres / year
- Is that good?



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A “FUTURE” ACCESS ISSUE.....



Seminar Attendee Comments:

- Many “current” hunters hunt private land.
- But...many new hunters are looking for a place to hunt...
- And...what about “other” ethnicities/urbanites??

Final thoughts.....

“.....next steps should be to “**Go Big**” with what we’ve learned about addressing barriers to hunter recruitment and retention.

“.....collaboration with conservation partners that highlights the agency’s role as a **catalyst rather than the sole heavy lifter** on these efforts.

— Brad Gunn, N.C. Wildlife Resources Commission



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