



Outdoor Adventures



Life's better outside.®

PROUD PARTNER

Volume 7, Issue 9

Scot McClure scot@dallasecologicalfoundation.org

September 2013

News

NO survey this year!

Thank you for participating in the Outdoor Adventures surveys last year. The results were awesome. I have included those results with this newsletter. pp. 7-17

YWCE information p. 5-6

FREE "Life's Better Outside"
window sticker and magazine for
any student in any state. p. 2

INSIDE THIS ISSUE

1	News – Calendar of Events /Teacher Training
1	Supply Order Forms
2	New TPWD Hunter Ed. Pass/Fail Criteria
2	"Life's Better Outdoors" FREE offer
3	Teacher Training Flyer
4	Pure Fishing/Berkley High School Program
5-6	YWCE Information/ Registration Form
7-8	Survey Results Announcement/ Brief Overview of Survey and Note on Hunter Ed.
9-10	Press Release on Survey Results, Responsive Management's Conclusion
11-17	PowerPoint slides on Survey Results

CALENDAR OF EVENTS

- DSC S.A.F.E.T.Y. Event – Sept. 21, 2013
- Youth Wildlife Conservation Experience – Jan. 9, 2014
- No Dove Hunt this year due to drought.

Teacher Training

New Teacher Training (Details on Page 3)

- TPWD Angler Education
- TPWD Boater Education Instructor
- TPWD Hunter Education Instructor
- National Archery in Schools Program
- Dutch Oven Cooking - CPR/First Aid

NEW Hunter Education Pass/Fail Criteria!!!! Must score a 75% starting end of September.

TPWD Supply Order Forms – ORDER TODAY!!!!
[Hunter Education Supply Order Form](#)

[Hunter Education Video Order Form](#)

[Angler Education Supply Order Form](#)

[Boater Education Supply Order Form](#)

* Click the link for forms *



Life's better outside.®

PROUD PARTNER

Texas Parks and Wildlife Department Update

Hunter Education Changes

The new TPWD Hunter Education changes will not affect your classroom; however, the minimum score for all options will be 75%. This is a change from the current standards. More news will be forward to you soon. Watch for emails from Kathy Powell, TPWD.

The changes as approved by the Commission include:

- One day traditional class with a maximum of 6 classroom instruction hours. This does not include registration and testing.

- Online home study with a field day of a minimum of 4 hours and maximum of 5 hours of classroom instruction.

- Online certification option for individuals 17 years of age or older.

- Passing scores for all options for hunter education certification will be **75%** or higher.

- Online vendors will set their own fees, not to exceed an amount set by the TPWD executive director.

Bonnie's Corner:

I hope everyone had a great summer! As you head back to school, think about checking out the Texas Parks and Wildlife Outdoor Ambassador link:
https://www.tpwd.state.tx.us/features/50years/ambassador/fg_base_view_p3

Take the pledge and receive a free "Life's Better Outside" window sticker and a special issue of Texas Parks and Wildlife Magazine.

If you haven't already, like TPWD on Facebook! Lots of great information and pictures you can share with your students.



Teacher Training RSVP

940-465-0366

RSVP for each training. I have provided several dates for each training. Please check your schedules and let me know today! The Texas Parks and Wildlife Department's Hunter Instructor and Boat Safety will require some home work prior to the training. I will review the requirements for each upon your RSVP.

RSVP: scot@dallasecologicalfoundation.org

Teacher Training in North Texas for Fall 2013 – Location – DFW Area

TPWD Hunter Instructor.....	8:00 – 2:00	Oct. 12 – Argyle H.S.
Texas Archery in Schools Program.....	8:00 – 4:30	TBA
TPWD Angler Instructor	8:00 – 2:00	Sept 14 - Fort Worth Country Day

Additional Hunter Instructor Classes

COLLEGE STATION	Sat Sep 28, 2013	8:00 AM	(979) 845-4865
College Station	Sun Oct 13, 2013	8:00 AM	(832) 344-2110
HOUSTON	Sun Oct 13, 2013	8:00 AM	(832) 344-2110
COLLEGE STATION	Sat Nov 16, 2013	8:00 AM	(979) 845-4865
COLLEGE STATION	Thu Dec 12, 2013	8:00 AM	(979) 845-4865
CORPUS CHRISTI	Sat Feb 1, 2014	8:00 AM	(361) 853-8644
SAN ANTONIO	Sat Nov 2, 2013	9:00 AM	(210) 602-8032

Additional Angler Education Instructor Classes

Sept. 7 2013 8:30-1:30, at Sea Center, Lake Jackson, TX, Greg Akins, greg.akins@tpwd.texas.gov 281-534-0123
 Oct. 16, 2013, 9:00 – 2:00, Guadalupe River State Park, Caleb Harris, caleb.harris@tpwd.texas.gov 512-389-4472

Additional NASP – BAI Courses – contact burnie.kessner@tpwd.state.tx.us

Sept. 6, 2013 – 7:45-4:00, Gladewater, TX – Union Grove Elementary School
 Sept. 14, 2013 – 7:45-4:00, Dickinson, TX.

Additional Dutch-Oven Cooking classes

Sept. 14, 2013, 9:30 AM-11:00 AM, Cooper Lake State Park/South Sulphur Unit, Jim Beach,
james.beach@tpwd.texas.gov 903-945-5256



PURE NEWS FLASH



BERKLEY® GOES BACK TO SCHOOL Launches First International High School Fishing Club Challenge

COLUMBIA, S.C. (August 14, 2013) – Berkley fishing tackle is going back to school. High school that is, with the launch of the first International High School Fishing Club Challenge. Beginning August 15th, high school fishing coaches can register their school to participate in the program. The program lasts through the school year and offers numerous fishing related opportunities, rewards, product samples and prizes.

“The program is designed to encourage more students to participate in fishing activities through their high schools,” says Roxanne Coleman, Senior Field Marketing Manager, Berkley Fishing. “Throughout the year clubs will be given a variety of team and individual challenges and the successful completion of those tasks will earn the club rewards and points for the team.”

The ultimate goal is to win the Berkley High School Cup. The winning team receives \$4,000 in prizes for that fishing team. Berkley will also be awarding 2nd place, 3rd place and honorable mention finishers. This program is not just about catching the biggest or most fish; it’s about learning fishing skills, nature conservation and creating a lifetime hobby.

“Berkley Fishing is stepping outside the box to bring a one-of-a-kind fishing program to high schools in the US and Canada,” said Chris Hockley, Berkley Brand Marketing Manager. “Our objective is to enhance the student’s enjoyment of fishing and all that comes with the sport.”

Fishing clubs do not have to be sanctioned by the local board of education, but must be a part of the high school, just like the debate or math clubs.

For more details and to sign up team coaches (only one per school) register at http://www.berkley-fishing.com/high_school_registration

**Employees: Please pass this information along to any high school fishing club coaches you know.
Reminder, high school only.**

Roxanne Coleman
Senior Field Marketing Manager
Pure Fishing Global, HQ
7 Science Court
Columbia, SC 29203
Direct: 803-451-3479
Fax: 803-227-0420
Email: grcoleman@purefishing.com



**Outdoor Adventure's
Youth Wildlife Conservation
Experience (YWCE)
January 9, 2014
Dallas Convention Center**



The Dallas Ecological Foundation's Outdoor Adventures Education program would like to extend a special invitation to you. Thanks to a very special Youth Wildlife Conservation Experience (YWCE) endowment from Larry Potterfield and Midway USA, the Outdoor Adventures Education program will have 400 students attend the Dallas Safari Club's "Generations" Convention. The YWCE initiative is designed to educate the youth on the importance of wildlife conservation and the role of the hunter, outfitters, conservation groups and local governments in the sustained use of wildlife around the world.

Agenda: 9:00 – 9:30 – Check In - Pass out badges, lunch tickets, convention bags.

9:30 – Noon Conservation Workshop Speakers will include: Wildlife Outfitters; Guides; Biologist and Special Conservationist from Alaska, South Africa, New Zealand and Europe; Wilderness Survival Experts, Wildlife Artist, Taxidermist, Wildlife Photography, Gun Smithing, Shooting Techniques, Hunting Skills and Thrills, Laser Shot, Shotgun Laser, National Wild Turkey Federation's indoor shooting station, Turkey Calling, Bird Dog Demonstrations, Duck Calling, Texas Parks and Wildlife Department Safari Box, Game Warden Wall of Shame, and much, much, more

The workshop will be set up for students to listen to several of the above mentioned speakers and try out the shooting venues.

Noon – 3:00 Eat lunch and visit the convention

VERY IMPORTANT:

- 100% free workshop for the youth. The DEF will pay for the bus, bus driver, bus parking, and substitute for the Outdoor Adventure Teacher, and tickets to the Exhibit Hall, lunch for everyone. This is a limited opportunity for the first 400 students to register.
- Reserve your school and student's spot today. When 400 spots are reserved, a waiting list will be created.
- Once I have your reservation form returned to me with your principal's signature, I will send you parent/student release documents.

District Reimbursement Plan and Reservation

Please complete all blanks and get your principal signature. Scan it and email or fax to Scot McClure. scot@dallasecologicalfoundation.org fax (972) 980-9925

Each school requires a different format for funding student field trips. Please use this form and send it to Scot McClure to reserve your spot at the YWCE.

Outdoor Adventure Teacher Name _____ Date _____

School _____ District _____

Principal Signature for Verification: _____

Number of student reservations needed: _____

Actual expenses and addresses for bus, bus driver and substitute teacher

\$_____ Bus expenses to travel to Dallas Convention Center, 650 S. Griffin St.,
Dallas, TX 75202

\$_____ Bus driver expenses for field trip to YWCE

\$_____ Substitute Teacher expenses for Outdoor Adventure Teacher to travel to
YWCE.

Address to remit payment for bus: _____

Address to remit payment for Sub: _____



Responsive Management™



Survey Results 2013

The Dallas Ecological Foundation Board of Trustees expresses their profound thanks and appreciation to all the teachers and students who participated in the Outdoor Adventures Education Pre-Course and Post-Course Surveys.

There are several ways to look at the results. Included in this newsletter:

- **Brief overview and special announcement on the way Hunter Education is taught to female students.**
- **August 2013 Press Release**
- **Official Responsive Management's Conclusion**
- **PowerPoint slides showing some of the graphs from the results report**

**If you want a PDF copy of the survey (180 pages),
I can email it to you upon request.**

- **Brief overview and special announcement on the way Hunter Education is taught to female students.**

General Overview of Outdoor Adventures Education (OAE) Survey Results:

- 90% of the students surveyed enjoyed all of the units in OAE
- 92% OAE prepared them to hunt, fish, shoot, and camp, boat on their own or with a family member.
- Students who learned “a lot” or “a little” in OAE:
 - 90% hunting safety, ethics, methods and equipment.
 - 88% Made you confident in hunting skills.
 - 67% Made you more interested in hunting.
 - 69% Made your hunting skills better.
 - 89% Wildlife Conservation
 - 91% Fish and Wildlife Management
 - 85% Outdoor and Natural Resource Stewardship
 - 87% Government Agency that manages hunting, fishing and wildlife

Of the students who were tracked in the pre and post course survey and completed Hunter Education unit:

- 22% had hunted with a rifle or shotgun
- 34% had obtained hunting equipment
- 39% had obtained hunting license (17% increase)

Similar results were recorded for all units: Archery, Shooting Sports, Fishing, Boating, Orienteering, Camping, Survival Skills, Outdoor Cooking, and CPR/First Aid.

Special Concern:

Students were very interested in every unit taught in the pre-course surveys. This is great news because your students are excited and eager to learn. However, the interest decreased in the post-course survey. Responsive Management explained these results as typical. When you target “general population” students in a survey, the non-involved outdoor individual versus individuals who are experienced in outdoor skills, there will be a decrease in interest. Once the students realized the expense, access and opportunities available, they tend to be less interested in the outdoor skill. Responsive Management looked at every demographic analysis possible to see if there were any statistical significant results. The most surprising result needing immediate attention is the way hunter education may be taught and the way female students respond. The official report states, “The percentage of males who stated they were not at all interested in hunting only increased from 4% to 7%, but females giving that response **increased from 16% to 27%.**”

It is very important to encourage ALL students to participate in activities taught. PLEASE encourage your female hunter education students. Try to remember to decrease a “testosterone” driven course. Remember the teaching techniques on ethical hunting. Encourage a female hunter to share their experiences. Invite a female Game Warden to speak to your class. Invite a female hunter to speak to your class. Responsive Management’s statement, “Programs that are able to match participant and instructor backgrounds and demographics will encourage not only feelings of trust and security but an overall sense of identification—the feeling that an activity is not dominated by a particular type of person or group, but is rather an inclusive atmosphere that provides a sense of belonging.”

Good Ideas on how to correct this issue....Please send them to me...I will include them in the next newsletter.

• August 2013 Press Release

Secondary School Survey Results Show Overwhelming Support and Success for Outdoor Adventures Education

The Dallas Ecological Foundation (“DEF”), an education partner with Texas Parks and Wildlife Department, engaged Responsive Management, a premier survey analysis company, to conduct a research study involving a representative sample of 4,957 students. Currently, 16,000 secondary school students participate in DEF’s Outdoor Adventures Education (“OAE”) program. The Dallas Safari Club generously funded the survey and is an appreciated supporter of OAE. DEF’s state accredited OAE curriculum developed and provided by DEF is taught in secondary physical education classes in over 160 schools in Texas and six other states. The OAE curriculum specifically focuses on introducing young teenagers to valuable outdoor skills such as fishing, camping, boating, archery, hunter education, shooting sports, orienteering, survival skills, and outdoor cooking.

The 2013 survey results definitively and quantitatively support what Outdoor Adventures Education students report.

“The material covered in Outdoor Adventures cannot be found in any other class. It gives students a different view on the outdoors and teaches them how important the world around them really is,” said a student of Arlington Martin High School.

“I have learned more about the outdoors in the first six weeks than I have known my whole life,” said a student of Stone High School.

The survey rating for each of the 10 overall sporting unit program elements and the OAE in general proved the OAE program to be highly popular with 90% of the respondents. A whopping 92% of students responded that the OAE prepared them to hunt, fish, shoot, camp, or go boating on their own or with a family member. More importantly, pre- and post-program survey comparisons indicated a positive shift from “good” to “excellent” when students were asked to rate their ability to participate in sports or physical activities, to develop friendships with other students, to maintain good relationships with their teachers, to stay out of trouble, and to get good grades. The retail outdoor industry will be thrilled to learn that the survey indicated a marked increase in all types of equipment purchased post-program.



• **Official Responsive Management's Conclusion**

CONCLUSIONS

The post-program survey (n=1,560) showed the OAEP to be highly popular. Ratings for each individual sporting unit and the OAEP in general were very high. For example, the post-program question “Did the Outdoor Adventures Education Program make you more interested, about the same, or less interested in HUNTING?” received the following responses: 32% a lot more interested, 35% a little more interested, 26% about the same, and only 4% less interested. This feedback was typical for all the sporting units. Likewise, the survey asked students to evaluate 10 overall program elements, and the students ranked all the program elements highly.

A majority of students liked all program elements “a lot”, and an overwhelming majority (90% or higher) liked all the program elements “a lot” or “a little”. OAEP evaluations of the instructors, quality of information, program duration, classroom size, and opportunities to practice the sport, among many other program aspects, all received high ratings from the students. Also, pre- and post-program comparisons indicated a small (typically about 5%) shift from “good” to “excellent” when students were asked to rate their ability to participate in sports or physical activities, to develop friendships with other students, to maintain good relationships with their teachers, to stay out of trouble, and to get good grades. Within each sporting unit, two questions were appropriate for a pre- and post-program comparison: “How interested are you in [sport]?” and “How likely are you to [participate in sport] in the next year?” For each sporting unit except Sport Shooting, which had a much lower participation rate, one or both of these comparisons showed a slight (typically about 5%) decrease following participation, in apparent contradiction to the highly positive ratings discussed above. This may indicate that some students lost interest after experiencing the level of effort, expense, or other factors required to participate in the given activity. Also, interest levels were very high at the outset.

Because the Hunter Education OAEP unit had the most attendance, the comparison question “How interested are you in hunting?” was evaluated more closely. Demographic breakdowns related to grade in school or type of residential area did not reveal any substantial differences, but a gender cross-tabulation showed that more females than males lost interest after participating in Hunter Education. The percentage of males who stated they were not at all interested in hunting only increased from 4% to 7%, but females giving that response increased from 16% to 27%.

Whenever possible, recruitment and retention programs should strive to include instructors that share common demographic traits with participants in the program. Research has shown that in numerous activities, participants are most comfortable learning from and emulating the actions of those they consider to be like themselves. For this assessment it is not known if the instructors were predominantly male, but the issue may be worth investigating. Programs that are able to match participant and instructor backgrounds and demographics will encourage not only feelings of trust and security but an overall sense of identification—the feeling that an activity is not dominated by a particular type of person or group, but is rather an inclusive atmosphere that provides a sense of belonging.

- **PowerPoint slides showing some of the graphs from the results report**

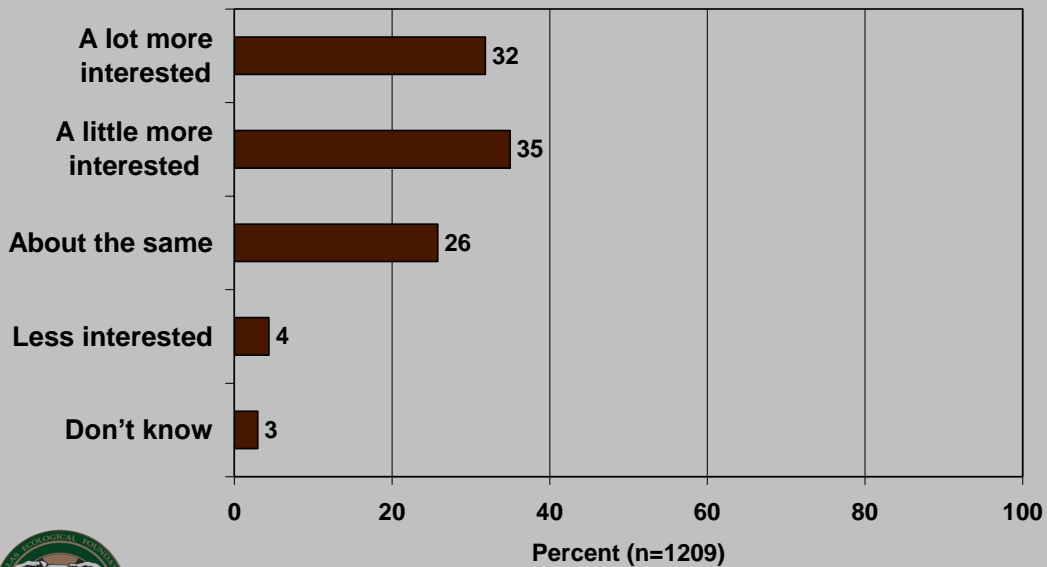
DEF OAE Assessment By Responsive Management 2013



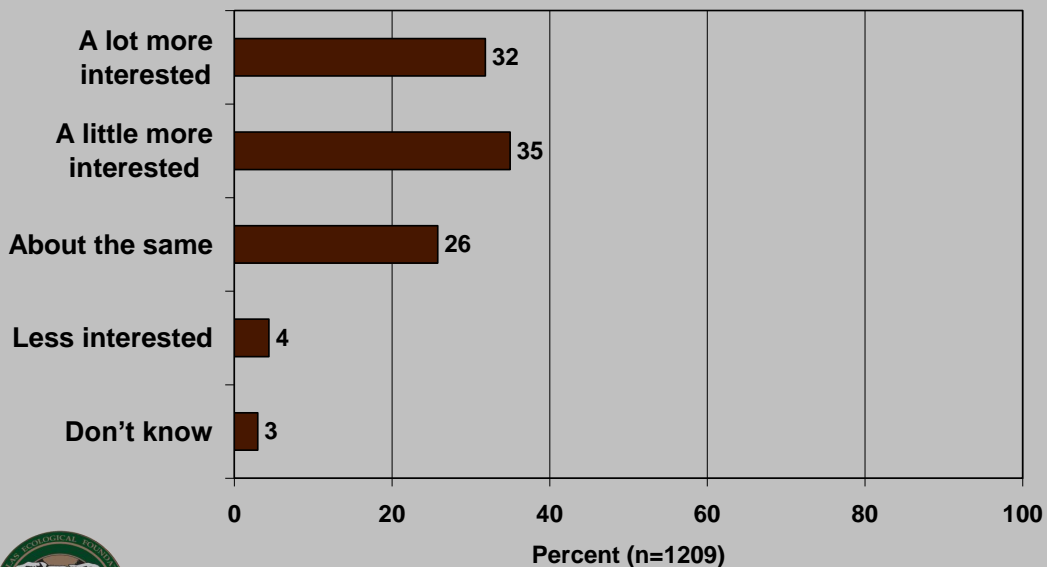
Demographic Characteristics

		Percent of Sample
Gender	Male	61
	Female	39
Ethnicity	White/Caucasian	54
	Hispanic/Latino	33
	Black/African-American	7
	Native American	5
	East Asian	4
	South Asian	2
	Middle Eastern	2
	African (NOT African-American)	1
	Native Hawaiian	1
	Did not answer	4
Type of residential area	Large city	15
	Suburb or just outside of a large city	37
	Small city or town	31
	Farm	3
	Rural area not on a farm	5
Grade in school	6th	5
	7th	20
	8th	23
	9th	19
	10th	14
	11th	10
	12th	8

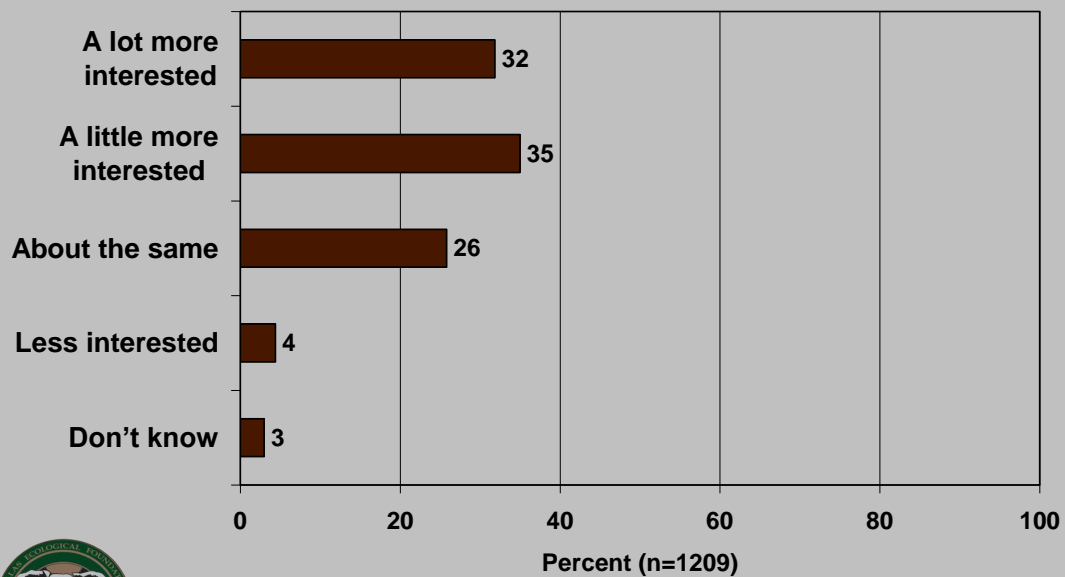
Did the Outdoor Adventures Education Program make you more interested, about the same, or less interested in HUNTING? (Asked of those who took the Hunter Education OAEP unit.)



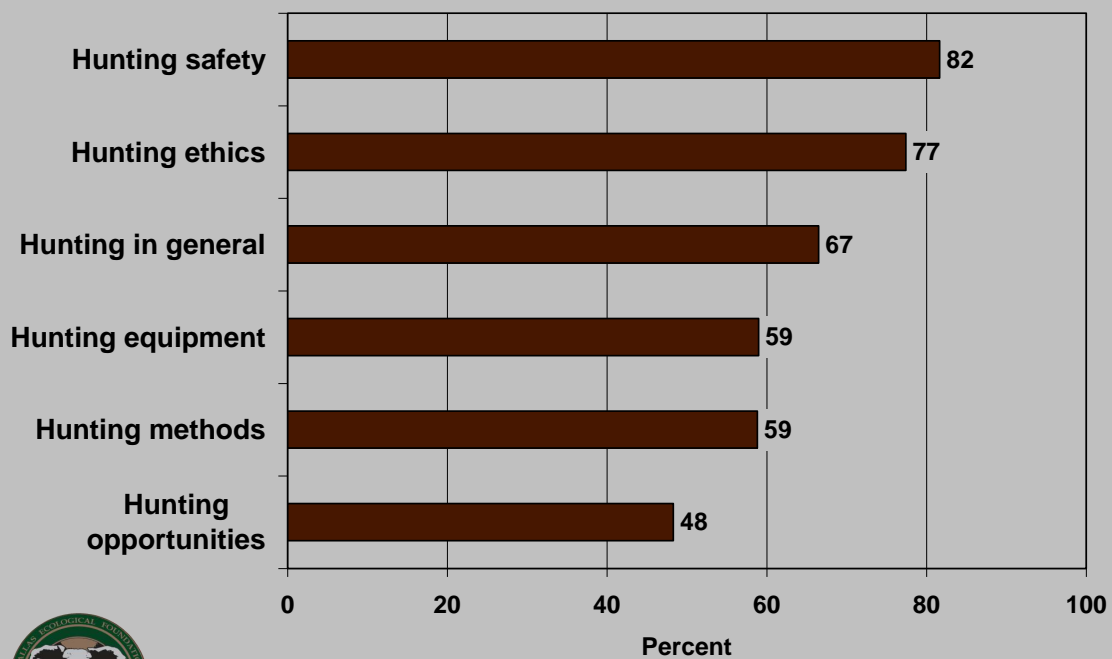
Did the Outdoor Adventures Education Program make you more interested, about the same, or less interested in HUNTING? (Asked of those who took the Hunter Education OAEP unit.)

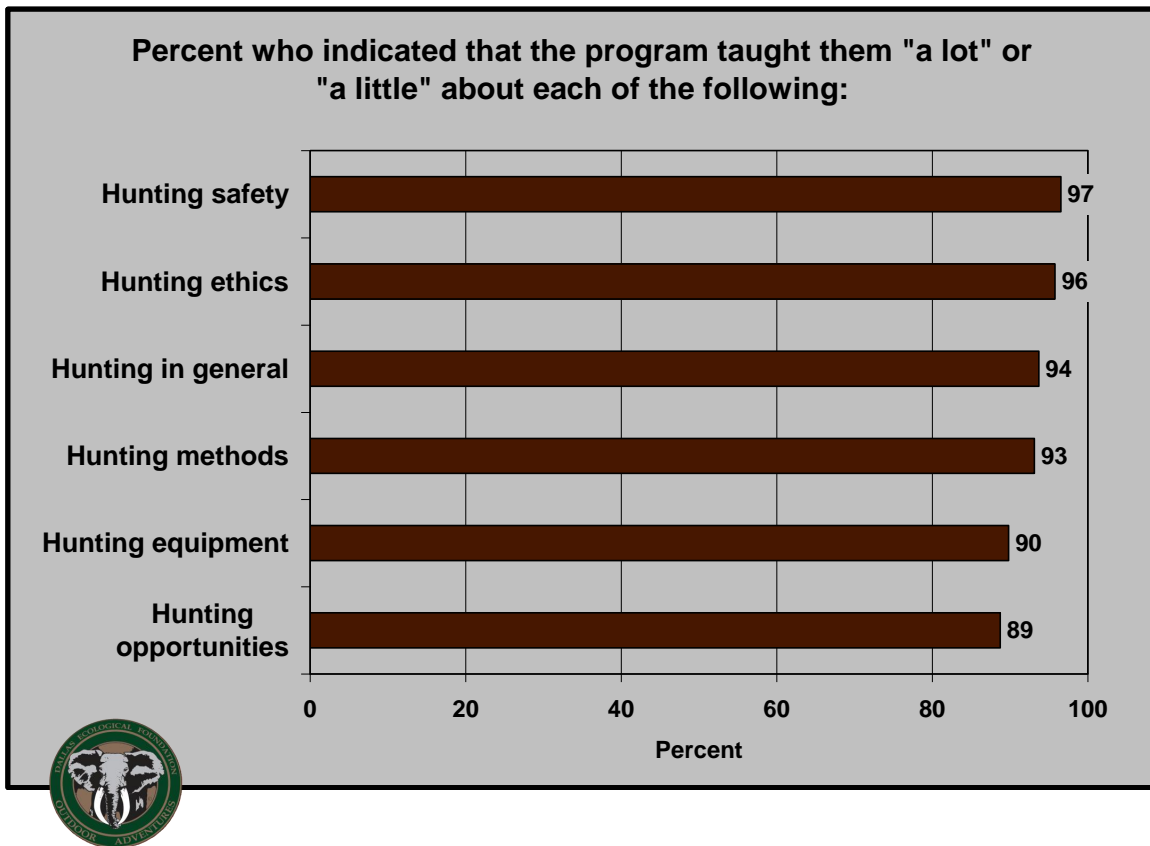


Did the Outdoor Adventures Education Program make you more interested, about the same, or less interested in HUNTING? (Asked of those who took the Hunter Education OAEP unit.)



Percent who indicated that the program taught them "a lot" about each of the following:





OAE — Hunter Education Unit

Of 1,560 survey respondents, 1,205 took Hunter Education (77%).

Of those who took Hunter Education...

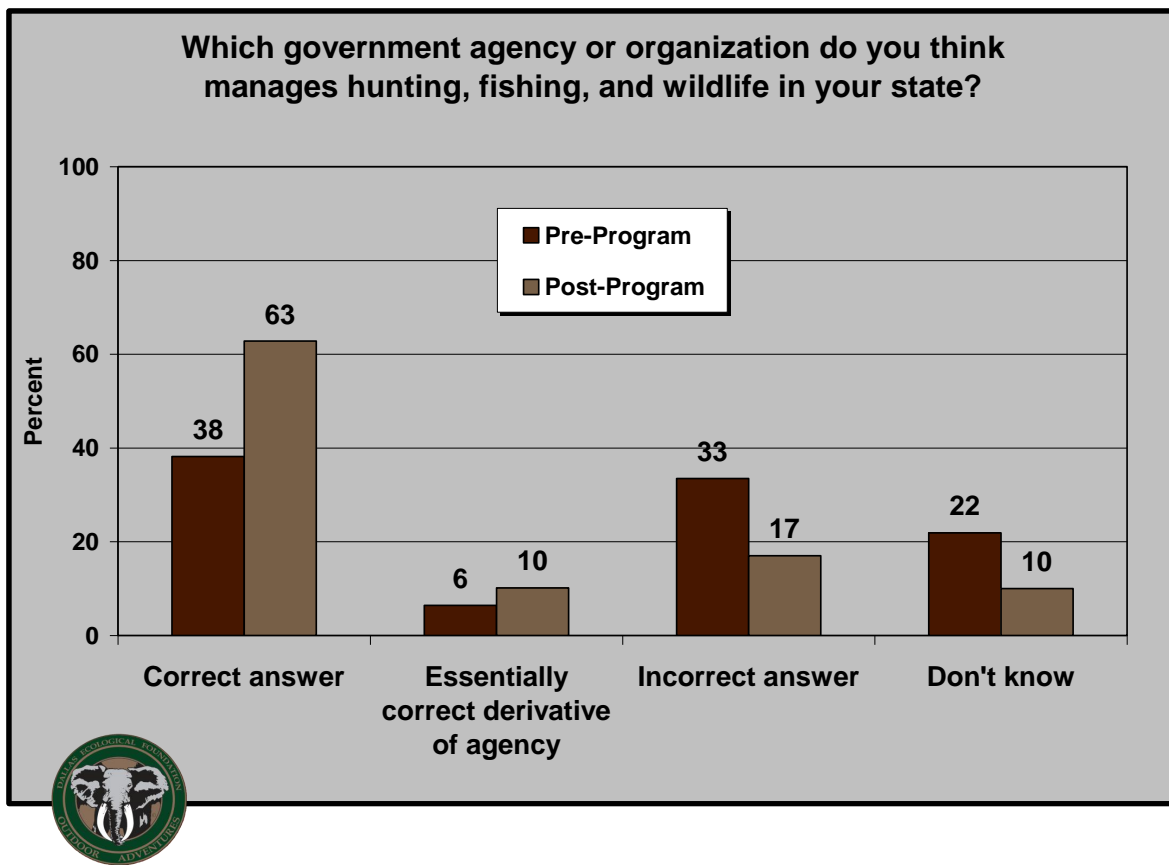
- 269 have hunted with rifle or shotgun (22%)
- 415 have obtained hunting equipment (34%)
- 477 have obtained hunting license (39%)

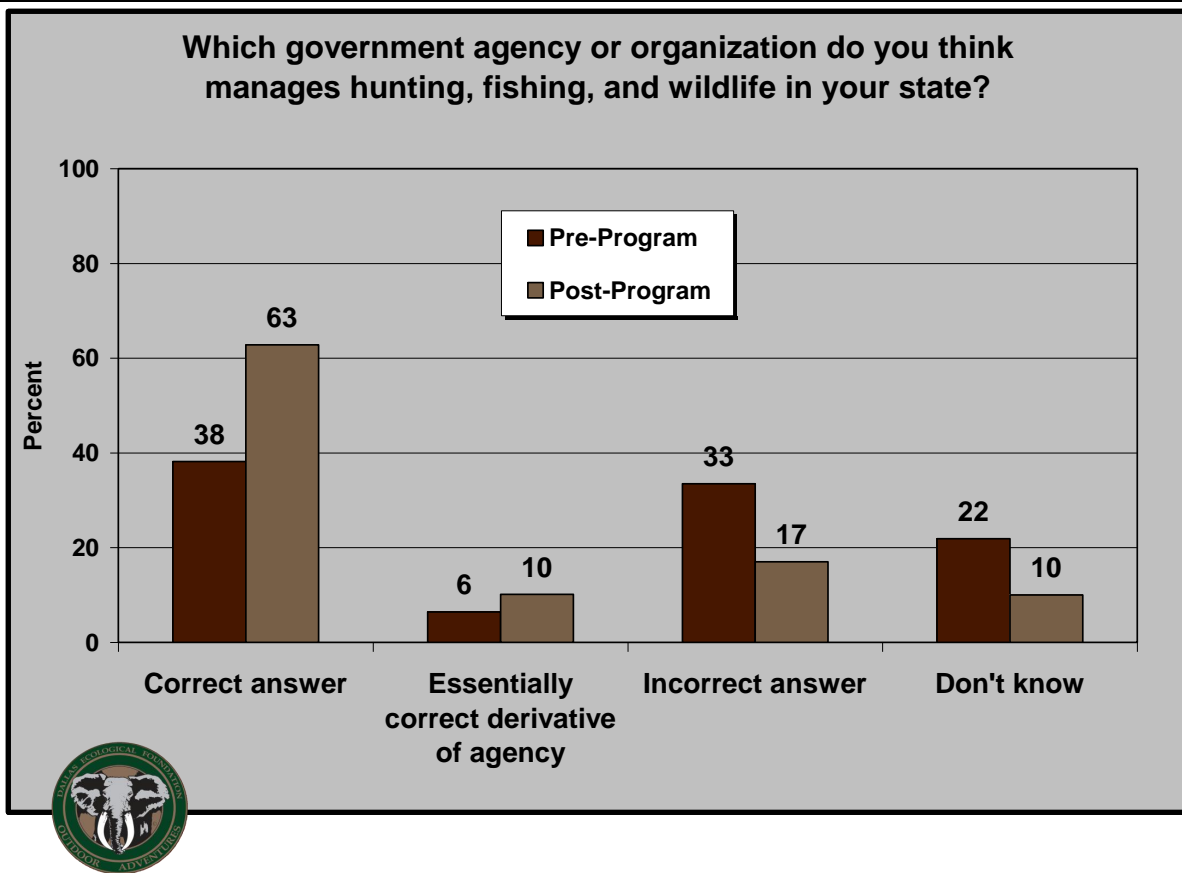


Some interesting results for DNR's Wildlife Division

Of those who took OAE, the percent who learned
“a lot” or “a little” ...

- Wildlife Conservation – 89%
- Fish and Wildlife Management – 91 %
- Outdoor or Natural Resource stewardship – 85%
- Government agency that manages hunting, fishing, and wildlife management in their state – 87%





Why would a school be interested in OAE?

In general the following reflect positive results following the OAE with responses showing a shift of about 5% from "good" to "excellent"

- Ability to participate in sports or physical activities – **44% - 49%**
- Develop friendships – **47% - 54%**
- Good relationships with teacher – **48% - 55%**
- Stay out of trouble – **54% - 58%**
- Ability to get good grades – **35% - 43%**

