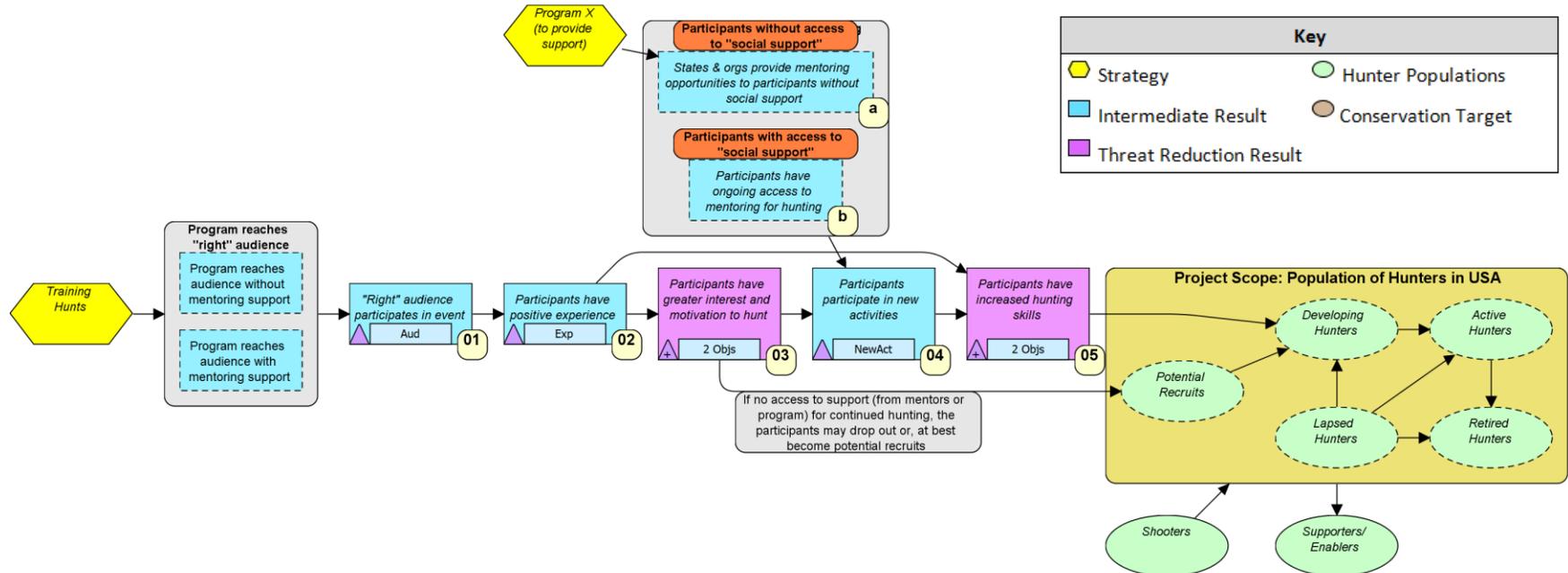


Program Type: Training Hunts

Definition: These programs typically include one-time hunts designed to match new or novice hunters with experienced hunters in order to provide a new hunting experience. These hunts generally do not provide opportunities for multiple interactions between the mentor and apprentice over an extended period of time (see separate materials for Mentored Hunts).

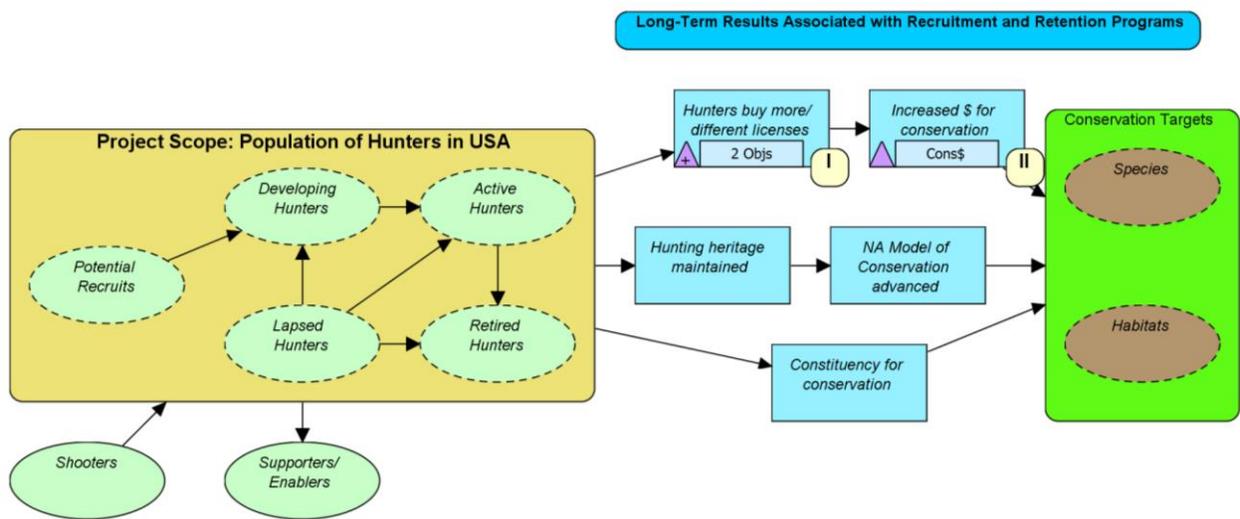
The following figure illustrates, via a progression of results, the assumed logic linking training hunts with hunter recruitment.

Figure 1. Results chain for Training Hunts



* Results labeled with numbers correspond to objectives with the same numbers. Results with letters do not have objectives associated with them but are mentioned in the narrative description below.

Figure 2. How hunter R&R contributes to habitat and species conservation (continuation of the results chain in figure 1).



Thinking Through the Chain

Training hunt programs, by definition, target individuals (frequently youth) with minimal to no hunting experience. Depending on the program’s emphasis on achieving long-term desired outcomes, the “right” audience (01) can loosely be grouped into two prospective categories: those who have access to hunter mentoring support (friends and family who hunt or have hunted) and those who do not. This distinction is critical to recognize given that the long-term outcomes of a training hunt program are likely affected by the amount of support and encouragement available to the participant post-hunt (explained in further detail below). Short-term outcomes (01-03), being temporal to the event itself, are likely far less sensitive to the amount of social support available to the participant.

Considering the unpredictability of hunting and the vast differences in how participants interpret the experience, there are few, if any, standardized metrics that easily characterize a “successful” hunt or hunting experience at an individual level. Thus, the most realistic and likely most valuable short term outcome is that the individual perceived the experience as “positive” (02), regardless of how they reached that conclusion. If the participant leaves from the hunt with a favorable opinion of hunting, it is likely that he or she will wish to do something similar again, particularly since they will have acquired a new measure of appreciation, interest (03), and shared experiences. Additionally, the cumulative experience of the hunt (i.e., planning, preparation, physical exertion, game processing, sharing stories, etc.) will likely provide some degree of new awareness in and passion for hunting and hunting-related activities (03).

Although participants will gain new insights into hunting by attending a training hunt, the degree to which they participate in future hunting opportunities or hunting related activities will be, as stated before, likely dependent upon the amount of support available to them after their initial experience. For participants who have friends or family who hunt (b), it is more likely that they

will act upon their initial positive hunting experience since they will have access to trusted individuals with the necessary equipment, knowledge of where to hunt, and some level of personal investment in the activity. Therefore, it may be logical to assume that a positive training hunt for these individuals is enough of an investment for an agency or organization to create potential hunting recruits who will pursue additional hunting related activities (04) independently.

For those who are the first within their family and/or social group to sample hunting, it is highly likely that they will require external mentoring, encouragement, and resources (a) in order for them to participate in future hunting-related activities or become regular license buyers. While the experience of a training hunt may be positive and might motivate the participant with new awareness and interest, the highly-controlled and somewhat predetermined environment of the training hunt will likely not provide enough knowledge or skill necessary for the individual to continue on their own. Thus, agencies or organizations selecting recruits from non-hunting families and social groups should provide follow-up mentoring or advanced skills programs for the participants of a training hunt program (a).

Other Thoughts and Considerations

Unlike interest or awareness programs, training hunts offer an individual a unique opportunity to experience hunting within the context of a well-controlled, no-strings-attached trial. Program developers and staff often focus on creating a safe setting that provides unusually high odds of encountering game (typically on private or leased land). Thus, the program's emphasis is most often placed on the experience and camaraderie of the particular hunt--not the scope of commitment, knowledge, and skills necessary to embrace hunting as a long-term pursuit.

Trial is an essential element of an individual's self-identification as a hunter. However, the recruitment of a hunter may require multiple and diverse trials (successful and unsuccessful) before basic competence in the skills and knowledge essential to the activity are acquired. A support network of experienced hunters provides the best mechanism for novice hunters to experience these trials and gain new skills, but support programs hosted by agencies and organizations may also fill this role.

Training hunt participants should be selected based upon the amount of support an agency or organization is willing to provide beyond the scope of the hunt itself. If program developers wish to achieve long-term outcomes by targeting individuals with no personal or social connection to hunting, they should consider the training hunt as only one of many strategic steps needed to create and retain a long-term license buyer. However, if resources are not available to conduct continued support programs for training hunt participants, selecting potential recruits with access to hunter mentoring support may be the most efficient pathway to recruiting new and persistent license buyers.

Program Objectives and Indicators of Success

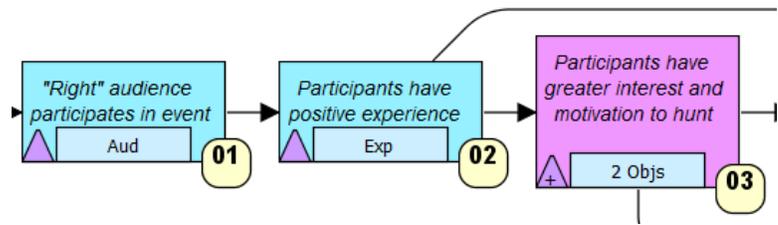
The objectives and indicators linked to expected results in the above results chain are designed to provide program administrators with the information necessary to identify how successful their program has been in achieving its short-term outcomes and long-term effectiveness.

The following section identifies how and when program managers should gather the necessary data to measure each objective and its associated indicator found within the results chain. It is important to note that the information needed to measure some indicators will come directly from program staff, while questionnaire results from program participants will provide the necessary data for others (these are identified in each result listed below).

It is important to note that questions listed in this section are designed to provide two levels of program improvement data. Primarily, they allow administrators to directly measure the indicators of success for each objective, and thus determine if the assumed logic of the results chain is valid. This type of monitoring is critical for assessing what is working or not working in the program under what conditions. However, monitoring to learn, adapt, and improve the program usually requires a deeper understanding of numerous and varied aspects of the program's implementation. For this reason, questions denoted with an asterisk (*) are intended to provide administrators with information that can improve their specific program by gathering contextual information that help interpret the indicators, and very specifically identify how to improve the program in the future.

Due to the broad applicability of the Skills Training Seminars and Learn-to-Hunt Seminars results chain, many of the following evaluation questions will require program staff to customize the questions' content in order to make it relevant to the specific program being conducted. Additionally, staff should feel comfortable to add questions that might be useful in improving their specific program. However, please recognize that the questions listed within this section and the associated questionnaires are essential to measuring the objectives set out in the program results chain and should therefore not be omitted or significantly altered.

Result 01: Right audience participates in event



Objective: At least X% of those

participating in the event represent the desired target audience.

Indicator: % of those participating in the event who represent the desired target audience

***Note:** Be sure to identify the desired target audience (e.g., select demographics, individuals with little access to mentoring support, non-hunters, developing hunters, etc.) and why they are important to your agency or organization. This is critical to the success of the program and the applicability of the evaluation questions listed below.

Method: Questionnaire/ application (via registration process), or staff assessment (where possible and if appropriate)

When: Prior to event

Questions to Measure Objective

Question	Source of Data		Comments
	Agency	Participants	
1. To what degree do you think your family, friends, and/or peers are supportive of hunting? (4 point Likert)		X	
2. Please indicate whether any of the following groups you know hunt and, if so, approximately how often they hunt. (Direct family, extended family, friends. 4 point Likert: more than once per year, once per year, once every 2 years, once every 5 years)		X	
3. Have you hunted in the past? If yes, how many times have you hunted?		X	This question is intentionally non-specific. Its purpose is to determine the presence of or potential for a social support network. A "yes" response could indicate the participant has hunted independently and/or they have tagged along on someone else's hunt.
4. How interested are you in going hunting in the future? (4 point Likert) Why or why not?		X	
5. How likely do you think it is that you will hunt in the future? (4 point Likert) Why or why not?		X	
6. * What would increase the likelihood			

Question	Source of Data		Comments
	Agency	Participants	
that you would hunt in the future?			

** Questions designed to provide direct feedback and suggestions for managers to improve program.*

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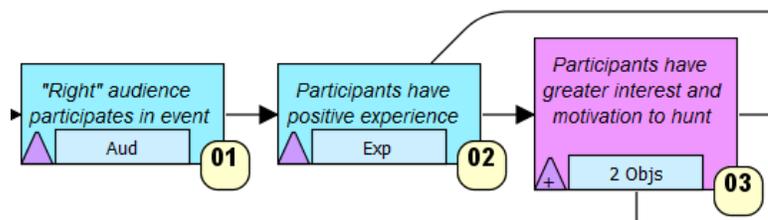
Result 02: Participants have a positive experience

Objective: At the end of the event, at least X% of participants indicate that they had a positive experience.

Indicator: % of participants that indicate they had a positive experience

Method: Questionnaire/survey (other options – mail survey, follow-up phone call)

When: End of event



Questions to Measure Objective

Question	Source of Data		Comments
	Agency	Participants	
1. What was your impression of each of the following? (4 point Likert: facilities, instructor, quality of training, logistics & organization, timing, safety, other)		X	Questions 1-3 address overall impressions and are intended to determine factors that influence a “positive” experience.
2. What was your impression of event instructor(s)/ sessions? (4 point Likert) *If you answered poor or very poor to any of the above questions, please explain:		X	
3. How likely is it that you would recommend this event to a friend? (4 point Likert) Why or why not?		X	
4. If it were possible, how likely is it that you would participate in another event like this? (4 point Likert) *If you answered “not likely” or “very unlikely,” please explain why.		X	Important to track this for next result “Participants participate in new activities” – did they actually participate? If not, where was the break in the logic?
5. *Did you harvest an animal? (Y/N)		X	This question should not be used to evaluate an individual’s interpretation of a “positive” experience, but it may be important information for program improvement (see “Defining Positive” below)
6. *What were your three (3) favorite aspects of this event?		X	Program staff could categorize and analyze the top 3 responses from all participant to help improve program – i.e., important for internal management.

Question	Source of Data		Comments
	Agency	Participants	
			Over time, evaluators may wish to develop a forced choice list with “Other, please specify ___”
7. *What were your three (3) <u>least</u> favorite aspects of this event?		X	See question 6.

* Questions designed to provide direct feedback and suggestions for managers to improve program.

Defining Positive

There are several ways that program administrators can determine if an individual participant’s experience was positive or not. The first three questions listed above were designed to extrapolate that information in a way that can be measured and compared, unlike subjective questions such as, “Did you have a good time”, or “Was the event fun.” Responses to these types of subjective questions are highly variable among individuals and are difficult to quantify for program improvement purposes.

It is recommended that question 1-3 contain response selections arranged in a 4 point Likert scale (i.e., Very Poor, Poor, Good, Very Good). Response criteria for the “positive” experience threshold should be determined before the questions are administered. For example, using questions 1-3, program staff may consider that a person has had a “positive” experience if their responses meet the following:

- Minimum of “Good” or “Likely” on questions 1, 2, and 3 in table above (*note that the numbering of these questions in the questionnaire is different*).
- “Likely” or “Very Likely” response to question 4 in the table above.

In many cases, it may be desirable to ask additional questions that provide program administrators with information about the participant’s perceptions, motivations or preferences. These questions (e.g., questions 5-7 above) are useful for improving program logistics, but they do not generate comparable information needed to determine the overall outcome of a positive experience.

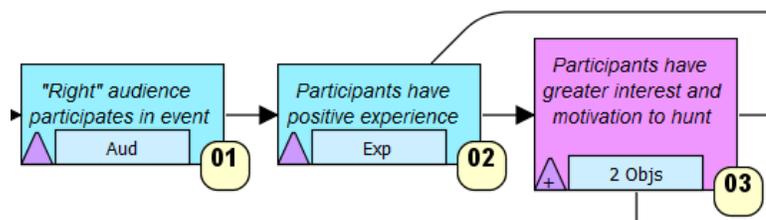
Result 03: Participants have greater awareness and interest in hunting

Objective: At the end of the event, at least X% of participants indicate they have a greater interest in hunting as a result of participating in the program.

Indicator: % of participants who indicate they have a greater interest in hunting

Method: Questionnaire/survey (mail survey, follow-up phone call)

When: Pre-event and end of event



Questions to Measure Objective

Question	Source of Data		Comments
	Agency	Participants	
Questions 1-3 should be asked in the Pre-Event and End-of-Event questionnaires.			
1. How interested are you in going hunting in the future? (4 point Likert) Why or why not?		X	The change in response to questions 1-3 between the Pre-Event and End-of-Event questionnaires should be used as an indicator of the program's effect on the participant's interest and motivation.
2. How likely do you think it is that you will hunt in the future? (4 point Likert) Why or why not?		X	
3. *What would increase the likelihood that you would hunt in the future?		X	
Question 4 should be asked in the End-of-Event questionnaire.			
4. *What aspects of this event influenced your interest in hunting? (forced choice list; could also incorporate a 4 point Likert if desired) <i>Note: Question could be left open ended, but this would limit the ability to analyze comparable data over time.</i>		X	Ask Potential categories for this question: <ul style="list-style-type: none"> - Modules/ information presented - Skills learned - Instructors - Friends I made - Seeing someone like me doing this - Spending time with friends/ family - Being outdoors - Other (specify_____)

* Questions designed to provide direct feedback and suggestions for managers to improve program.

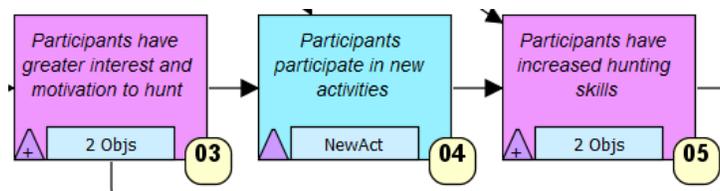
Result 04: Participants participate in new activities

Objective: Within X months of participating in the event, Y% of participants participate in at least one new or self-initiated hunting-related activity.

Indicator: % of participants that participate in at least one new or self-initiated hunting-related activity within X timeframe (months, years, seasons, etc.)

Method: Questionnaire/survey (mail survey, follow-up phone call)

When: X timeframe post-event



Questions to Measure Objective

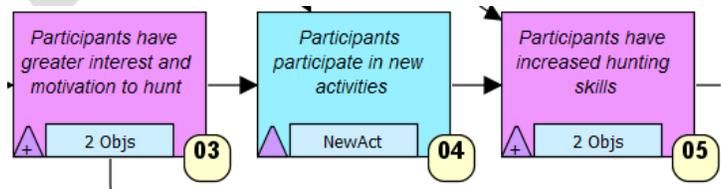
Question	Source of Data		Comments
	Agency	Participants	
1. As a result of participating in this program, have you gone hunting or participated in any new hunting-related activities? (y/n) If no, why didn't you participate in any new activities? (open-ended) If yes, please answer the following three questions		X	This series of questions should be left open ended in order to identify all potential activities that the individual attributes to their participation in the program. If desired, a forced choice list may be developed over time depending on the consistency of responses.
2. *What activities?		X	See Follow-Up questionnaire for additional ways to collect this information.
3. *(If yes) What, if any, support or help have you received that encouraged you to go hunting or participate in new hunting-related activities?		X	
4. *What additional support or help do you need to continue hunting or participating in hunting-related activities?		X	

* Questions designed to provide direct feedback and suggestions for managers to improve program.

Result 05: Participants have increased hunting skills

Objective 1 (measuring skills learned at the event): At least X% of participants indicate they are confident in the hunting skills taught through the program.

Indicator: % of participants that indicate they are confident in the hunting skills taught through the program



Objective 2 (measuring skills learned beyond the event): At least X% of participants indicate that as a result of participation in the program, they acquired additional hunting skills and confidence beyond what they acquired in the program.

Indicator: % of participants that indicate that as a result of participation in the program, they acquired additional hunting skills and confidence beyond what they acquired in the program.

Method: Questionnaire/survey (mail survey, follow-up phone call)

When: End of event (Objective 1) and follow-up survey (Objective 2)

Questions to Measure Objectives

Question	Source of Data		Comments
	Agency	Participants	
1. How much did (X event or opportunity) help you develop the following skills? (4 point Likert)		X	Examples of skills to evaluate: - Planning a hunt - Navigation - Selecting the right clothing & equipment - Spotting game - Tracking game - Blind or stand placement - Game biology & behavior - Game calling - Processing game - Shooting skills - Shooting safety - Shot placement - Other (specify _____) Program staff should identify skills relevant to their program.
2. *Are there ways this event could better help you learn any of the above skills? If so, please specify which skills and what help you would need.		X	
3. *Are there any additional hunting skills that you would like to have learned at the event? If so, what are they?		X	
4. How confident are you in the skills you learned to now be able to do X activity? (4 point Likert)		X	
Questions 5-7 should be asked in the Follow-Up questionnaire.			
5. To what degree did this event help or encourage you to develop new hunting skills? (4 point Likert)		X	
6. Of the skills you learned at the event, which of the following have you continued to develop on your own?		X	Use the same list developed for Question 1 in this table.
7. What additional hunting skills (not stated above) have you acquired since participating in the event?		X	

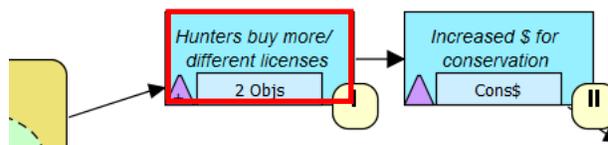
* Questions designed to provide direct feedback and suggestions for managers to improve program.

Result I: Hunters buy more/different licenses

Objective: Within X timeframe (months, years, seasons, etc.) of participating in the program/event, Y % of participants have purchased a license or licenses.

Indicator: % of participants who have purchased a license or licenses

Long-Term Results Associated with Recruitment and F



Objective: Within X timeframe of participating in the program/event, Y % of participants have purchased more than one license type.

Indicator: % of participants who have purchased more than one license type

Method: Follow-up survey (where possible or applicable, utilize electronic records)

When: 1-2 years post-event (or as appropriate program/event context)

Questions to Measure Objectives

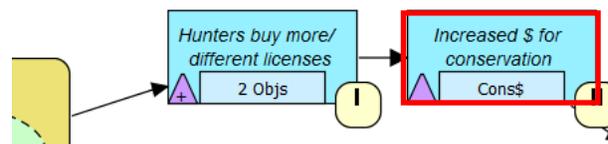
Question	Source of Data		Comments
	Agency	Participants	
1. As a result of participating in this event, did you buy a hunting license? If yes, please specify which and how many?		X	
2. Did participation in any other events influence your decision to buy a license? If yes, which events?		X	This question should be left open ended in order to identify all potential programs or events that may influence an individual's license purchasing behavior. If desired, a forced choice list of specific programs may be developed over time depending on the consistency of responses.

Result II: Increased \$ for conservation

Objective: By X timeframe, program participants have generated at least \$Y in license revenue.

Indicator: Annual license revenue (in \$) generated by program participants

Long-Term Results Associated with Recruitment and F



Method: Analyze license sales records of program participants

When: 1-2 years post-event (or as appropriate program/event context)

Data to Gather

Data to gather	Source of Data		Comments
	Agency	Participants	
1. Annual license revenue (in \$) generated by program participants	X		

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