

VALUABLE LESSONS LEARNED FROM HOSTING LATINO HUNTERS' ROUNDTABLES

TOOLKIT FOR ENGAGING DIVERSE DEMOGRAPHICS

In 2021, the Theodore Roosevelt Conservation Partnership (TRCP) partnered with Colorado Parks and Wildlife (CPW) and Meridian Institute to host two roundtable discussions with Latino hunters in Colorado. A group of 14 individuals from the Latino hunting and outdoor recreation community, as well as CPW staff, met to identify opportunities to improve CPW programs that engage Latino audiences in hunting and conservation. Participants had diverse backgrounds and levels of experience with hunting—ranging from lifelong, multi-generational hunters with strong family and community values around hunting to participants with little to no experience, who faced systemic barriers in trying to increase their engagement.

The group discussions were informed by a TRCP assessment of current hunting programs in Colorado, Texas, Florida, and South Carolina and their potential to retain, recruit, and reactivate (R3) Latino audiences. The goals of these efforts were to take steps toward building a trusting relationship between the Latino communities and CPW and to identify challenges, opportunities, and concrete recommendations for CPW and other state wildlife agencies to enhance engagement with Latino communities.

This Toolkit covers:

- Our process for engaging Latinos in this conversation;
- The assessment of R3 activities in Colorado, Texas, Florida, and South Carolina that informed roundtable discussions; and
- The specific recommendations for CPW that came out of the roundtables.

The Toolkit is intended to be used by wildlife agencies and the public to engage with diverse audiences. Many of the recommendations included below could be applied outside of hunting and conservation. Recommendations have been provided in two formats: General feedback that could inform and inspire similar action by wildlife agencies in other states and CPW-specific recommendations.

GENERAL RECOMMENDATIONS FOR ANY ENGAGEMENT: GET TO KNOW YOUR STATE'S LATINO COMMUNITIES

The foundation of meaningful and effective engagement is trust. It is important that the relevant voices of the community are heard and that the solutions are co-developed. Trust can be developed by doing two things:

- **Building relationships and partnerships.** State wildlife agencies will be most successful if they build formal and informal partnerships with individuals and organizations that already engage with the Latino community. In Colorado, some of the roundtable participants were already working on programs or other means of engagement with CPW, so the discussion began from a trusted set of relationships.
- **Holding a Latino Hunting Roundtable in your state.** Gathering members of the Latino community was beneficial for identifying, prioritizing, and refining an approach to Latino engagement. The group was able to share insights and opportunities unique to the state. A third-party facilitator created an environment where participants felt safe sharing feedback and set the agency up for implementation. Holding individual pre-interviews with roundtable participants and setting up anonymous feedback systems can help ensure all voices are heard and that each participant is comfortable sharing their opinions—this can also help conveners more astutely navigate sensitive issues of which they were previously unaware. Finally, compensate participants in the roundtable for their time by offering a direct payment honorarium or a donation to their organization.

EXPLORE THE IDEAS INCLUDED IN THIS TOOLKIT

Here is a concise summary of the key recommendations that came out of the roundtable and multi-state assessment. This is only a starting point for additional discussion, refinement, and customization in each state.

- **Ensure that engagement efforts with diverse communities do not appear to be box-checking exercises.**
- **Collect demographic data for all programs, licenses, and activities and make this information public.**
- **Create a safe environment for participants—speaking about discrimination can lead to emotional responses.**
- **Compensate individuals who assist the agency in DEI-focused work and engagement.**
- **Acknowledge that the Latino community is not homogenous and engagement with those who identify with it should reflect that.**
- **Work with partners to collect information on law enforcement for wildlife agencies interaction and policing, as this can be a barrier to engagement.**

- Establish and support programs and outreach in schools.
- Increase Latino-serving organizations' familiarity with hunting so they can be ambassadors in their work.
- Strengthen the capacity of the conservation, hunting, and fishing organizations to engage with diverse communities.
- Offer Latino-specific activities, events, and programs and ensure they are culturally relevant.
- Make feedback systems and opportunities for public engagement accessible.
- Convene focus groups to refine inclusive messaging around hunting.
- Celebrate and tell the stories of Latino hunters.
- Conduct a review of existing language used on websites and in other materials to make sure it is welcoming.
- Be transparent about why regulations and barriers exist.
- Translate website information, videos, hunting regulations, informational brochures, and other communications into Spanish.
- Support education campaigns around rules and regulations.
- Offer special license-draw processes for new hunters.
- Hire and pay community liaisons.
- Require training sessions for agency staff to understand and embed justice, equity, diversity, and inclusion into the agency culture.
- Support career opportunities for Latino and other underrepresented populations.

IDENTIFY ACTIONABLE ITEMS AND FOLLOW THROUGH

Any Latino engagement process must have sufficient resources and broad buy-in to ensure follow-through and implementation. State wildlife agencies should make sure that they are prepared to listen to the community, adjust their activities based on the feedback, and make real and meaningful changes or it could lead to an erosion of trust.

Evaluations and Roundtable Process of Engagement

TRCP conducted a preliminary assessment of R3 programming at CPW, Florida Fish and Wildlife Conservation Commission, South Carolina Department of Natural Resources, and Texas Parks and Wildlife and considered its efficacy for engagement with Latino communities. The assessments of Florida, South Carolina, and Texas were conducted to better identify challenges and opportunities for all state wildlife agencies to improve R3 hunting programs and to give further context to roundtable discussions about Colorado's current programming.

The courses/programs selected to be included in the evaluation were identified as fitting into at least one of four general categories: hunter education/educational opportunities, youth hunter engagement, hunting mentorship, and hunting regulations.

There was a four-part process:

1. **Assessment:** The assessment was completed by reviewing the state wildlife agency websites, marketing materials, and regulations. TRCP also conducted phone interviews with staff from the agencies as part of the evaluations. A summary was created for the assessment and provided to roundtable participants one week prior to the first roundtable. Both the summary and the complete evaluation for each of the four states can be seen in Appendix A.
2. **Identifying roundtable participants:** Roundtable participants were identified through conversations with organization leaders that serve or are within the Latino community and/or were partners with whom CPW had previously worked.

Interview Questions:

- What do you know about CPW's hunting outreach and education activities?
- What do you need to know to engage in this conversation (e.g. one page summary of study)?
- Are there specific hunting topics, opportunities, or concerns you would like to incorporate into the conversation?

3. **Stakeholder convening/interviews:** The facilitator from Meridian Institute sent a preliminary survey to assess each participant's familiarity with the agency, then conducted an interview with most of the roundtable participants to identify relevant topics for discussion with CPW. These discussions guided the creation of an agenda for the roundtables.
4. **Roundtables:** Two separate events were held resulting in recommendations for CPW and other agencies looking to do similar work. Each meeting was three to four hours long and held virtually (although in-person would be preferred) with the same participants. The first roundtable allowed for conversation around the current state of Latino engagement in hunting and the second roundtable provided time to refine the group's collaborative recommendations.

Specific Recommendations

During the roundtable, participants shared insights and considerations for CPW and other state wildlife agencies. These recommendations are a compilation of the roundtable efforts.

ENGAGEMENT REQUIRES SINCERITY, UNDERSTANDING, AND INVESTMENT

Ensure that engagement efforts are not a box-checking exercise. It is important that all engagement is done with sincerity and commitment. Programming and outreach should not be intended to or come across as “checking a box.”

Create a safe environment—speaking about discrimination can be emotional. These discussions can be emotional for individuals who have experienced discrimination, felt unwelcome, or dealt with racism. It is important for CPW and other state wildlife agencies to recognize that and create environments that are safe and comfortable as possible.

Compensate individuals for their time and engagement when they are assisting the agency in DEI and its mission. Offer participants an honorarium for participation or allow the funds to be donated to their organization or an organization of their choice since they may not be able to receive honorarium payments depending on their employer.

Acknowledge that the Latino community is not homogenous and engagement with those who identify with this community should reflect that. While the term “Latino” encapsulates people of many different backgrounds and heritages, individuals in these discussions highlighted that they often prefer aligning themselves with more specific communities/identities, such as Chicano, Mexican American, Tejano, or Panamanian. When engaging with members of the broader Latino community, it is important to recognize this diversity and not generalize the innumerable cultural and ethnic backgrounds into a single experience.

Engaging different communities effectively will require real investment. This cannot be seen as just a financial opportunity for CPW to attract more customers—meaningful and comfortable participation of diverse communities in CPW’s programs requires resources, learning, time, and humility.

DATA COLLECTION AND MONITORING

Collect demographic data for license purchases. CPW already collects demographic information for hunter education classes. They should also collect demographic information at time of license purchases. Participants shared that this was essential not just for the agency’s internal tracking purposes, but also to show participation from diverse communities to encourage future growth and combat hunting’s white-dominant narrative.

Specific Feedback for CPW:

CPW asked participants to react to this presentation of a demographic information survey, which they planned to use when hunters purchase a license:

- American Indian or Alaska Native
- Black or African American
- Native Hawaiian or Other Pacific Islander
- Other (write in option)
- Asian
- Hispanic or Latino
- White

THE FIELD WOULD ALLOW INDIVIDUALS TO SELECT MULTIPLE OPTIONS

- Participants were generally supportive of the proposed categories and how the Latino population is listed. (See the Terminology section on p.11.)
- CPW should consult with people of other races and ethnicities to confirm what terms are preferred in their communities.
- There would be value in these categories being standardized across state wildlife agencies for consistency in data collection. However, this must be balanced with the state-specific context.
- Filling out the demographic data should be optional/voluntary, not required.
- CPW should explain why they are collecting this data and how it will be used. Data collection can be met with distrust, so transparency will be important for voluntary participation.
- Avoid conflating race (physical and biologic characteristic) and ethnicity (cultural expression and identification.)
- The roundtable discussion focused primarily on collecting demographic data during the license-draw process, but CPW should also consider other opportunities to collect data on racial and ethnic participation.

Work with partners to collect information on law enforcement interactions and policing. It would be insightful to have a process for collecting and making public information on law enforcement interactions, including the race of those involved in the interactions. Participants shared that negative interactions with game wardens are common amongst the Latino community. Reporting on and tracking this information is an important first step toward identifying and reducing unconscious bias in and outright discrimination from law enforcement.

Specific Feedback for CPW:

It may be more appropriate for a trusted third-party to collect this information. In Colorado, the Colorado Next 100 Coalition would be well-positioned for this type of survey. There may also be opportunities for CPW law enforcement to collect this type of information as well, but it needs to be done with care and sensitivity. A first step may be researching how other types of law enforcement have collected this information, either in Colorado or at state wildlife law enforcement agencies in other states.

“**At the fireside, we share generational stories of racial hatred and profiling at each time our freedoms and lives were at risk—for being brown in a white space.**”

- LATINO PARTICIPANT ON HIS EXPERIENCES AS A HUNTER AND OUTDOORSMAN

PROGRAMS, OUTREACH, AND COMMUNITY ENGAGEMENT

Establish and support outreach in schools. CPW and other state wildlife agencies should implement programs that target and engage schools and school-aged children and teens. CPW already has a Schools and Outdoor Learning Environments (SOLE) program, Colorado Archery in Schools Program, and an Outdoor Wilderness Lab (OWL) in Mesa County. Where these programs already exist, identify school districts with predominately Latino or other underrepresented populations for outreach and engagement. Especially considering that most of Colorado’s Latino population is under the age of 18, a push for outreach within this age demographic could have huge implications in building a more engaged and diverse next generation of hunters across the state.

Specific Feedback for CPW:

Existing programs could also consider interactions with the broader community, beyond students. There may be opportunities for enthusiastic community members to suggest/nominate CPW to come to their school. Alternatively, CPW could look for opportunities to engage the broader community as part of these in-school activities, perhaps by sharing information on other programs during classroom sessions or holding family-focused events in conjunction with a school visit.

Convene trainings focused on Latino-serving organizations to increase familiarity with hunting. CPW already has many partnerships that could aid in this work. Likewise, there are many Latino-led groups that already actively engage their communities in outdoor activities such as hiking or camping. Agencies can hold trainings and events for staff or leaders in these groups to increase their comfort and familiarity with hunting and shooting sports, and these leaders could then bring their knowledge back to their engaged communities.

Support conservation, hunting, and fishing organizations in engaging with diverse audiences/communities. Many national and local conservation, hunting, and fishing organizations lack diversity in their leadership, staff, and membership. They need to build trust and relationships with people of color and need training on serving diverse audiences. While some of this work rests on the organizations themselves, wildlife agencies can facilitate this process by convening partners and providing programs and leadership in the space. In Colorado, there is a specific opportunity to bring these groups together at the next annual Partners in the Outdoors Conference to further identify opportunities and needs.

Hold Latino-specific programs, activities, and events. Holding events that target the Latino community can make the community feel particularly welcome. Over time, CPW could also consider events for other specific groups, like refugees. It is also important to increase the diversity of participants in all activities, programs, and events, and this could be achieved by supporting affinity groups. Latino-specific events can also build a volunteer base in the Latino community.



INTRODUCTION TO HUNTING AND SHOOTING SPORTS FOR LATINO FAMILIES IN COLORADO (JULY 2021)

Make feedback systems and opportunities for public engagement more accessible. It can be hard for the broader community to engage and provide feedback to CPW. In Colorado, participants specifically noted that it feels like the only way to make a difference is attending a commission meeting, which can feel like exclusive spaces to certain communities. Plus, the timing of these meetings does not always make it possible for some interested individuals to attend. It would be beneficial to have public meetings outside work hours and offer more avenues to provide feedback, such as online portals, surveys, and community liaisons.

Host culturally relevant events. There are many opportunities for CPW to host/co-host events that welcome Latino culture and hunting history. Food, including wild game dishes, at events and programs that target Latino participants can be a great way to build enthusiasm for hunting and its connection to food.

MESSAGING AND STORYTELLING

Convene focus groups to refine inclusive and broader messaging around hunting. Participants highlighted how hunting often feels like a white space in the eyes of people of color, and they described the challenges, discrimination, and profiling they face simply trying to participate in it. Likewise, while some hunters were part of families and communities with strong ties to hunting and described spiritual and meaningful connections with the activity, newer hunters discussed the need to expand the narrative and talk about the multiple benefits of hunting to capture new interest. To do so, they suggested conducting interviews and focus groups to explore the different motivations of hunters and benefits of hunting to build a broader narrative with wide-ranging reasons to engage.

Specific Feedback for CPW:

Avoid going to the same people who are already frequently engaged with CPW. Focus groups could be an opportunity to hear from and engage with new people, including those who may be less familiar with CPW.

Compensate participants when convening focus groups, advisory groups, or roundtables. There is a history of extracting wisdom, knowledge, and resources from communities of color to benefit the research needs of predominantly white organizations. As overdue recognition of the value of diverse perspectives has increased, many of these individuals and groups are being asked to participate in panels, events, and advisory groups for free. CPW and/or its non-governmental partners should seek to compensate participants for their time and knowledge, when possible. Standardizing this within the agency—and, if possible, across state agencies—would increase transparency and promote the practice. Not all participants will require compensation, and some cannot accept it, so it is also nice to provide an opportunity for a donation to an organization as an alternative.

Celebrate and tell the stories of Latino hunters. Amplify the narrative that Latinos are hunters and are welcome and respected in the hunting community. When creating these materials, compensate Latino participants who are sharing their stories and time. For example, CPW could commission a video series or other storytelling media that elevates the stories of and celebrates Latino participation in hunting. These could be featured on the agency's new website and social media.



MULTIPLE GENERATIONS OF COLORADO LATINO HUNTERS

Conduct a thorough review of the current language used in messaging. Participants recommended that CPW take a close look at the language it is currently using in its hunting materials, with an eye towards racial, ethnic, and gender inclusivity. One specific example pointed out was the [Hunter Mentorship Program](#), which included language such as “Huntsmen” and “Huntmasters,” which can reinforce the narrative of hunting being a white, male-dominated space.

Be transparent about why regulations and barriers exist. Many participants spoke on how certain barriers felt like targeted actions to exclude their communities. While ideally barriers could be removed, a minimal first step to avoid isolating diverse communities is to explain reasoning behind barriers. For example, Latino participants pointed to the social security number requirement for hunting/fishing licenses and how it restricts participation by undocumented individuals—this came

across as an intentionally exclusive action on the part of CPW. When CPW staff explained that these regulations came from the federal government, many felt that sharing this origin and being transparent that it did not come from within the agency would improve trust between CPW and affected groups.

“**Through messaging and transparency of information, there is a way the agency can be a friend to our communities—even if they can't change restrictions.**”

- LATINO PARTICIPANT ON HOW CPW CAN BETTER BUILD TRUST

HUNTING REGULATIONS AND DRAW PROCESS

Translate hunting regulations, informational brochures, kiosks, websites, video captions, and other informational sources into Spanish. By offering this information in Spanish, CPW can convey inclusiveness and ensure equal access to information. CPW should also consider where they might make brochures available to reach the Latino population—for example, in Kansas, they distributed them at meat-packing plants where many Latino individuals work. In addition, ensure there are Spanish speaking staff available to answer questions and respond to inquiries.

Support education campaigns and efforts. To decrease negative interactions with law enforcement, make sure that there are education campaigns on rules and regulations so that it is easy to follow the rules.

Offer special license-draw processes for new hunters. Take advantage of the existing hunter outreach program for novice adult licenses made available for new hunting license holders. Sponsoring organizations can request up to 10 special licenses outside of the standard lottery system from CPW for mentored hunts catering to adults with no more than one hunting license in the past five years. This program could support Latino hunters in acquiring a license when they are just learning to hunt. It is easy for people to be discouraged or disenfranchised when they are enthusiastic about learning to hunt but run into an unwelcoming license draw process year after year.

Make demographic data public. In addition to collecting data, agencies should make public information about Latino participation in hunting, including the number of licenses purchased and successful draws.

“What stands out with translating brochures and signs is they are a way to say that people are welcome—a very small gesture, but one that shows that you are welcome in this space.”

- LATINO PARTICIPANT ON THE IMPACT OF TRANSLATING CPW MATERIALS

STAFF AND CAREERS

Recruit and pay community liaisons. One way that CPW can support community and family engagement is to have paid community liaisons in Latino communities. Many participants emphasized that to build genuine engagement and trust, programs need to be championed by members within the targeted communities—instead of brought in by CPW alone. Revenue from the Keep Colorado Wild Pass could present a funding stream to support a community liaison program.

Require training sessions for agency staff to understand and embed justice, equity, diversity, and inclusion (JEDI) into the agency culture. During initial conversations, roundtable participants suggested that CPW should hire a JEDI officer. To make real progress in inclusion, CPW must be willing to make long-term investments in this realm, instead of approaching JEDI work in a more ad-hoc fashion. It is also important to make sure that this work is part of the entire organization, not just handled by one person. That being said, CPW should think through hiring dedicated staff focused on increasing JEDI competency across the organization while also considering how to best incorporate these ideas and principles into all staff training and activities.

Support career opportunities for Latino and other underrepresented populations. Creating formalized pathways for Latinos and people of color to work at CPW will have multiplier effects, including creating community champions for programs, increasing professional opportunities, building more trust/connection to the organization, and improving the agency as a whole through building a more diverse and dynamic workforce.

Specific Feedback for CPW:

CPW has a high staff-retention rate (94%), so this is a long-term strategy. CPW is already engaged in conversations with universities to make sure that their curriculum is aligned with available parks and wildlife career paths. The agency can make sure these conversations are taking place at many institutions of higher education, such as community colleges. CPW's partner organizations also have a valuable opportunity to talk about career opportunities as part of their programs and activities.

CPW should also increase cultural competency training for staff. Building trust with diverse communities requires work from within. Participants outlined the need to feel that inclusion efforts are authentic and coming from an organization that is genuinely investing in positive change, not just marketing efforts.

TERMINOLOGY

The roundtable participants discussed preferred terminology for state agencies to use when engaging with the Latino community. The group considered terms such as Hispanic, Latino, Latinx, and BIPOC and discussed the context and considerations surrounding each one. Several participants indicated that they identify with different terms, such as Chicano or Tejano. Relevant reflections for state wildlife agencies include:

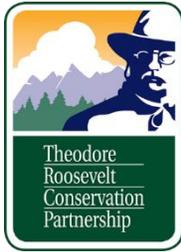
- Hispanic and Latino are both frequently used and recognized. Latino was preferred among our surveyed participants and is increasingly used with younger people, because it does not include the historic connotation of Spanish colonization/erasure of the Latino identity that Hispanic does. Latinx is more gender inclusive but is a term that is not as broadly familiar.
- Ideally, agencies could ask about racial and ethnic identity in open-ended questions, such as, “What race and ethnicity do you identify with?” and then aggregate the responses. However, this may not be possible in a statistical or information collecting exercise, such as the demographic questions asked when purchasing a license.
- The acronym BIPOC—which stands for Black, Indigenous, and People of color—did not resonate with the participants in this roundtable. They prefer people of color or specific listing of different identity groups when referring to non-white individuals and communities.
- Terminology will need to be state-specific. Each state agency needs to do their homework to determine which terms are most commonly used and preferred by their constituents.

Recommended Implementation Timeline for CPW

The recommendations outlined above are a good starting place for CPW and other state agencies to strengthen their engagement with Latino communities in hunting. In Colorado, the agency expressed an enthusiasm for implementing some of these recommendations right away. To support this effort and encourage accountability, we have categorized the recommendations into near-, medium-, and long-term categories:

NEAR-TERM 1-2 YEARS	MEDIUM- AND LONG-TERM 3+ YEARS
<ul style="list-style-type: none"> • Collect demographic data for license purchases. • Work with partners to collect information on law enforcement interactions and policing. • Support conservation, hunting, and fishing organizations in engaging with diverse audiences/communities. • Hold Latino-specific programs, activities, and events. • Convene focus groups to refine inclusive and broader messaging around hunting. • Conduct a thorough review of existing language CPW uses in its messaging. • Translate hunting regulations and informational brochures into Spanish. 	<ul style="list-style-type: none"> • Convene trainings focused on Latino-serving organizations to increase familiarity with hunting. • Make feedback systems and opportunities for public engagement more accessible. • Celebrate and tell the stories of Latino hunters. • Translate kiosks, website information/videos, and other information sources into Spanish. • Support education campaigns and efforts. • Offer special license-draw processes for new hunters. • Make demographic data public. • Recruit and pay community liaisons. • Support CPW staff to embed Justice, Equity, Diversity, and Inclusion in the organization's culture.

ONGOING ACTIVITIES
<ul style="list-style-type: none"> • Establish and support outreach in schools. • Host culturally relevant events. • Be transparent about why regulations and barriers exist. • Support career opportunities for Latino and other underrepresented populations. • Increase cultural competency training for CPW staff.



Theodore Roosevelt Conservation Partnership

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TRCP's mission is to guarantee all Americans quality places to hunt and fish. We unite and amplify our partners' voices to advance America's legacy of conservation, habitat, and access.



The Meridian Institute

1800 M Street NW Suite 400, Washington, DC 20036 USA
merid.org

Meridian builds understanding, guides collaboration, and drives action to address our world's complex challenges. We help our clients and partners develop and implement solutions to complicated, often controversial problems—big and small, global and local.



Colorado Parks and Wildlife

6060 Broadway, Denver, CO 80216
cpw.state.co.us

CPW is charged with balancing the conservation of our wildlife and habitat with the recreational needs of our state. Our agency mission is critical and relevant to all Coloradans, and we need the support of all Coloradans in fulfilling this critical work.



Association of Fish and Wildlife Agencies

1100 First Street NE, Suite 825, Washington, DC 20002
fishwildlife.org

The Association of Fish and Wildlife Agencies lends collective voice to its agencies in fulfillment of our responsibility to steward vital wildlife resources.

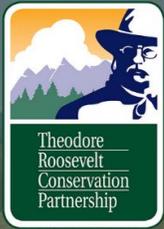


U.S. Fish and Wildlife Service

1849 C Street, NW Washington, DC 20240
fws.gov

The U.S. Fish and Wildlife Service's mission is to work with others to conserve, protect and enhance fish, wildlife and plants and their habitats for the continuing benefit of the American people.

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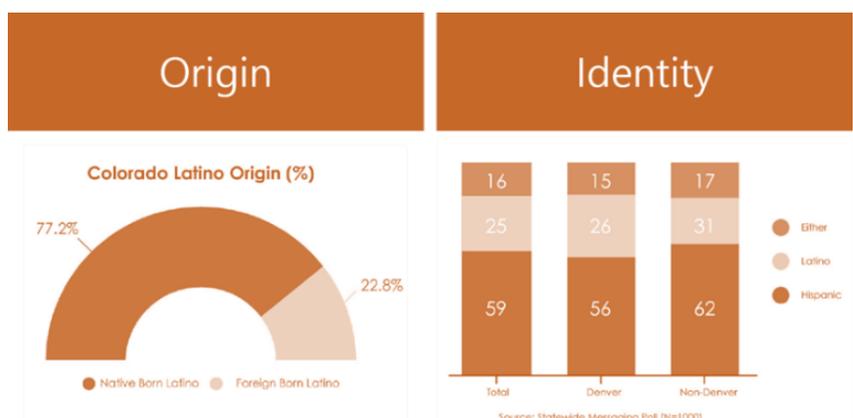
LATINO HUNTER R3 (RECRUITMENT, RETENTION, & REACTIVATION) ROUNDTABLE

APPENDIX A

The Theodore Roosevelt Conservation Partnership (TRCP) is assessing Colorado Parks and Wildlife’s (CPW) recruitment, retention, and reactivation (R3) hunting program and its engagement with Hispanic and Latino communities. Florida, South Carolina, and Texas were evaluated, as well, to better identify challenges and opportunities for all state wildlife agencies to improve R3 hunting programs and further give context to Colorado’s current programming. The courses/programs selected to be included in the evaluation were identified as fitting into at least one of four general categories: hunter education/educational opportunities, youth hunter engagement, hunting mentorship, and hunting regulations.

What is the intent of the Hispanic Hunter R3 Roundtable? Our goal is to build a trusting relationship between the Hispanic and Latino communities and CPW through open dialogue about the current status of the R3 hunting program. Through this process, the roundtable participants will provide insight from their experiences, or lack of experiences hunting; why they are or want to be hunters; what barriers they have encountered along the way; areas they see opportunities for improvement; and programs that are succeeding and could be expanded. The goal is to develop a toolkit that allows state wildlife agencies to engage the Hispanic and Latino communities appropriately and effectively. This work is instrumental: Currently, the percentage of hunters that identify as Hispanic and Latino is believed to be 1 percent, despite these groups accounting for 17 percent of the U.S. population¹.

Who are we engaging with? Many times, the Hispanic and Latino community is believed to be a homogenous demographic. However, the Hispanic and Latino community is very diverse. In Colorado, 77.2 percent of the Hispanic and Latino community consists of native-born Coloradans². One-fifth of Colorado’s current population is of Hispanic or Latino origin. Within the next 20 years, this demographic will represent close to one-third of the state’s population.



These graphs were duplicated from the Latino Colorado Report, published by the Latino Leadership Institute, 2020².

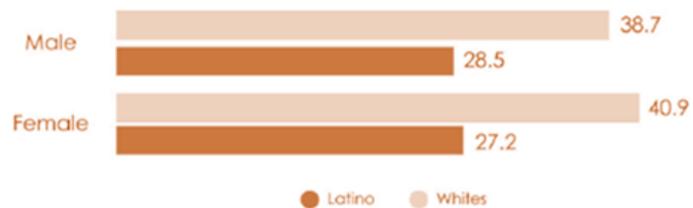
Why should we engage? The Hispanic and Latino communities’ concern for the “future of nature” in the 2021 Conservation in the West Poll was higher than their concern for unemployment—even though the survey was completed during the pandemic—and is higher than when compared with all other voting demographics in the survey³.

- **93%** agree that despite state budget shortfalls in the West, we should still identify funding to protect the state’s land, water, and wildlife.
- **93%** support the creation of new national parks, national monuments, national wildlife refuges, and tribal protected areas.
- **86%** support directing funding to ensure adequate access to parks and natural areas for lower-income residents and communities of color that have disproportionately lacked access.
- **83%** support a national goal of protecting 30 percent of America’s lands and waters by 2030.

When should we engage?

Colorado’s Hispanic and Latino Population is relatively young. The median age of a Hispanic resident in Colorado is 28 compared to the median age of 40 for a non-Hispanic white resident. Engaging with Colorado’s Hispanic and Latino communities now allows for the recruitment of youth that can become lifelong hunters and conservationists¹.

Median Age of Latinos and Non-Hispanic Whites in Colorado



This graph was duplicated from the Latino Colorado Report, published by the Latino Leadership Institute, 2020².

How were the R3 Evaluations conducted? A color-code system was identified to evaluate these programs. The intent is not to provide an arbitrary number or letter grade, but to identify courses/programs that are currently succeeding and areas where they can be improved.

	Not Applicable/Unknown -	Beginning	Developing	Accomplished	Exemplary
Does the agency collect demographic data for participants of the program/class?	Not Applicable/Unknown	Demographic data is not collected	Demographic data is sometimes collected	Demographic data is regularly collected	Demographic data is integrated into the sign-up process and regularly collected

Does the program/class accommodate families and large groups?	Not Applicable/ Unknown	The program/class may accommodate large groups and families	The program/class often accommodates large groups and families	Families and large groups are encouraged to attend	Family/group size integrated into sign-up process; families and large groups are encouraged to attend
Is the program/class offered in more than one language?	Not Applicable/ Unknown	The program/class is offered in English	The program/class can provide translation or interpretation	The program/class is delivered in more than one language	This program/class is regularly advertised and delivered in more than one language
Does the agency provide all required equipment for the program/class?	Not Applicable/ Unknown	The agency does not provide required equipment	The agency facilitates rental of required equipment	The agency provides some required equipment	The agency provides all required equipment
Is the program/class marketed to a diverse audience?	Not Applicable/ Unknown	The program/class is listed on the agency website	The program/class is listed on the agency website and posted on social media	The program/class is listed on the agency website, posted on social media, and shared to diverse group pages	The program/class is listed on the agency website, posted on social media, shared to diverse group pages, and amplified by diverse partners
How do participants provide feedback?	Not Applicable/ Unknown	The agency does not solicit participant feedback	The agency occasionally asks participants for feedback	The agency regularly asks participants for feedback and keeps a record of participant feedback	The agency regularly asks participants for feedback, keeps a record of participant feedback, and reviews feedback with program/class leads

Evaluation and findings of the current R3 programs: The courses/programs that were included in this evaluation fit the program focus of at least one of these areas: hunter education/educational opportunities, youth hunter engagement, hunting mentorship, and hunting regulations. The heat map below demonstrates each course/program’s relative effectiveness with engaging the target audience. The darker the shade of blue, the better the program rated. Individual state agency evaluations can be found in the specific state reports on pages 5-33.

Key Findings:

- Texas was the only state that offered courses and a website with informational materials/regulations readily available in Spanish.
- Standardizing when, where, and how demographic data is collected will provide a better understand of how the hunting population is currently constructed.
- Youth hunter engagement was a strong focus across the state agencies.
- Several great programs exist and can be expanded to enhance outreach and engagement with the Hispanic and Latino community, with a few moderate changes.
- Hunter education was taught in several formats. However, none of them allowed for easy familial participation—all were set up for a single individual to register.

	Colorado	Florida	South Carolina	Texas
Hunter Education / Educational Opportunities	Dark Blue	Light Blue	Light Blue	Dark Blue
Youth Hunter Engagement	Light Blue	Light Blue	Dark Blue	Light Blue
Hunting Mentorship	Dark Blue	Light Blue	Dark Blue	Light Blue
Hunting Regulations	Light Blue	Light Blue	Light Blue	Dark Blue

Where and how do we improve the efforts to engage with the Hispanic and Latino communities? See toolkit titled, “Valuable Lessons Learned from Hosting Latino Hunters’ Roundtables.”

COLORADO PARKS & WILDLIFE R3 HISPANIC AND LATINO COMMUNITY ENGAGEMENT ASSESSMENT

CPW programs that were included in evaluation:

- Hunter Education
- Hunter Outreach Program
 - Mentored Hunts
 - Educational Opportunities
 - Mentor and Sponsor Opportunities
 - Additional Youth Hunter Information
- Hunting Regulations

Key Findings: Colorado Parks and Wildlife has a great multilayered approach to hunting mentorship that allows people to join at various stages of life. Mentorship programs include women afield, novice pheasant hunter, youth-hunter outreach, take a friend hunting, and a few others. CPW also offers several opportunities for hunters to learn and improve through clinics, seminars, and videos.

TEMPLATE:

<u>Program or Class:</u>			<u>Department:</u>		
<u>Overview:</u>					
<u>Intended Audience:</u>					
<u>Partners:</u>			<u>Potential Partners:</u>		
<u>Current Funding Streams:</u>			<u>Cost to Participant:</u>		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<u>Review:</u> Demographic Data: Accommodates Families: Language: Equipment: Marketing: Feedback:					

Program or Class: Hunter Education		Department: Learn			
Overview: The basic purpose of a Hunter Education class is to teach hunters to be safe, legal, and responsible. Topics covered include wildlife management, wildlife identification, ethics, laws and regulations, and firearms safety and handling. While Hunter Education classes enable safer hunting, they also help hunters to be more successful in their hunts—and emphasize ethical hunting behavior.					
Intended Audience: Colorado law requires that anyone born on or after January 1, 1949, complete an approved hunter education course before applying for or buying a Colorado hunting license.					
Cost to Participant: Up to \$10 in person, \$25 online					
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
Review: Demographic Data: Demographic data is collected from students in the course. Accommodates Families: Between 10 and 25 people can register to attend. Language: CPW has offered bilingual education classes in the past. Sign-up information for bilingual hunter education classes could not be found on the CPW website. It was mentioned in a video on the website. Roll out of Spanish Hunter Education was delayed due to COVID-19. Equipment: CPW provides all equipment. Marketing: Bilingual course offering does not appear on the website in a clear fashion. International Hunter Education Association links individuals to CPW Hunter Education website. Hunter education information is marketed on Facebook. Feedback: Online platform where people can sign up for a hunter education course allows for student feedback.					

Program or Class: Mentored Hunts		Department: Hunter Outreach Program			
Overview: The Hunter Outreach Program seeks out people with non-hunting backgrounds. We offer clinics, seminars, advice, and educational hunts for novice hunters of all ages. Our educational programs appeal to diverse interests and levels of ability. We can help you make the most of your hunting pursuits or help take you through the first steps toward becoming a part of our hunting community.					
Mentored Hunts					
<ul style="list-style-type: none"> • Women Afield • Novice Adult Mentored Hunts • Novice Pheasant Hunter • Youth Hunter Outreach • Rookie Sportsperson (only Colorado Springs) 					
Intended Audience: Women, youth, and novices					
Cost to Participant: Licenses are required for mentored hunts. A reservation deposit is also required for a mentored hunt, but that money is returned to them when they check in at the hunt. (This requirement helps prevent cancellations.)					
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
Review:					
Demographic Data: Demographic data is collected through the online sign-up platform, but the mentored hunt program is currently set up outside of that platform.					
Accommodates Families: Seminars and Clinics can accommodate families. The website is not clear if more than one individual from a family can participate on a hunt.					
Language: Information only provided in English.					
Equipment: Equipment is provided for educational seminars and clinics. Guns can be provided during a CPW event or if on a mentored hunt (includes novice pheasant hunter, youth hunter outreach, and women afield.)					
Marketing: Hunter Outreach webpage is main portal. Opportunities are also promoted on social media and in brochures.					
Feedback: Feedback has been requested, however a standard method for feedback has not yet been put in place.					

Program or Class: Educational Opportunities		Department: Hunter Outreach Program			
<p>Overview: The Hunter Outreach Program seeks out people with non-hunting backgrounds. We offer clinics, seminars, advice, and educational hunts for novice hunters of all ages. Our educational programs appeal to diverse interests and levels of ability. We can help you make the most of your hunting pursuits or help take you through the first steps toward becoming a part of our hunting community.</p> <p>Educational Opportunities</p> <ul style="list-style-type: none"> • Clinics & Seminars • Elk Hunting University • Turkey School • Educational Videos 					
Intended Audience: Everyone					
Cost to Participant: Free					
Demographic Data	Accommodate Families	Language	Equipment (N/A)	Marketing	Feedback
Overall					
<p>Review: Demographic Data: Demographic data is collected through the online sign-up platform. Demographic data is not collected when videos are watched online or on social media platforms.</p> <p>Accommodates Families: Clinics, seminars, and videos are open for all to attend or watch.</p> <p>Language: Currently, these opportunities are only offered in English.</p> <p>Equipment: NA</p> <p>Marketing: Clinics, seminars, and videos are offered on social media and the website.</p> <p>Feedback: Feedback has been requested for in-person events, however a standard method for feedback has not yet been put in place, and a mechanism for online education can be added to this.</p>					

Program or Class: Mentor and Sponsor Opportunities		Department: Hunter Outreach Program			
Overview: The Hunter Outreach Program seeks out people with non-hunting backgrounds. We offer clinics, seminars, advice, and educational hunts for novice hunters of all ages. Our educational programs appeal to diverse interests and levels of ability. We can help you make the most of your hunting pursuits or help take you through the first steps toward becoming a part of our hunting community.					
Mentor and Sponsor Opportunities <ul style="list-style-type: none"> • Become a Hunting Mentor • Organizations Get Involved • Take a Friend Hunting 					
Intended Audience: Novices					
Cost to Participant: No fee (reservation deposit that is returned)					
Demographic Data (N/A)	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
Review: Demographic Data: NA Accommodates Families: Take a Friend Hunting encourages family and friend mentorship. Language: Information only provided in English. Equipment: Some equipment is available to be provided, such as wall tents, stoves, and other cooking supplies. Mentors are required to provide some of their own equipment. Marketing: Information does not appear to be marketed outside of CPW website. Feedback: Post-hunt summaries are provided by mentors and mentees, who have the opportunity to provide feedback (typically 20 to 30 percent response rate.)					

Program or Class: Additional Youth Hunter Information		Department: Hunter Outreach Program			
<p>Overview: The Hunter Outreach Program seeks out people with non-hunting backgrounds. We offer clinics, seminars, advice, and educational hunts for novice hunters of all ages. Our educational programs appeal to diverse interests and levels of ability. We can help you make the most of your hunting pursuits or help take you through the first steps toward becoming a part of our hunting community.</p> <p>Additional Youth Hunter Information</p> <ul style="list-style-type: none"> Youth Hunting Opportunities Youth Regs & Licensing Youth Hunting on SWAs Youth Hunting on STLs 					
Intended Audience: Youth and novices					
<p>Cost to Participant: \$1.00-\$16.50 + Habitat Stamp (\$10.40) + processing fee (\$7.00)</p>					
Demographic Data (N/A)	Accommodate Families	Language	Equipment (N/A)	Marketing	Feedback
Overall					
<p>Review: Demographic Data: NA</p> <p>Accommodates Families: Licenses are sold to individuals who must have a mentor in attendance. This practice does not restrict family participation.</p> <p>Language: Information only in English.</p> <p>Equipment: Equipment is provided by the youth's family. Guns and archery gear have too much liability to loan out.</p> <p>Marketing: This year CPW has put on youth hunting webinars. They also run an outdoor skills day across the state. These may include archery, fishing, wildlife ID, and sometimes a pellet range.</p> <p>Feedback: There is a post-hunt evaluation, however a lot of the feedback is from the parents rather than the youth hunter.</p>					

Program or Class: Additional Information New Hunters		Department: Hunter Outreach Program			
<p>Overview: The Hunter Outreach Program seeks out people with non-hunting backgrounds. We offer clinics, seminars, advice, and educational hunts for novice hunters of all ages. Our educational programs appeal to diverse interests and levels of ability. We can help you make the most of your hunting pursuits or help take you through the first steps toward becoming a part of our hunting community.</p> <p>Additional Information for New Hunters</p> <ul style="list-style-type: none"> • Frequently Asked Questions • Game Recipes 					
Intended Audience: Novices					
Demographic Data (N/A)	Accommodate Families (N/A)	Language	Equipment (N/A)	Marketing	Feedback
Overall					
<p>Review: Demographic Data: NA</p> <p>Accommodates Families: NA</p> <p>Language: Information only offered in English.</p> <p>Equipment: NA</p> <p>Marketing: Only marketed on CPW website.</p> <p>Feedback: No formalized process for feedback or invitation for the public to submit their own favorite wild game recipes.</p>					

Program or Class: Hunting Regulations		Department: Hunting			
Overview: Laws and regulations that provide hunters with information regarding logistics to hunting seasons.					
Intended Audience: All hunters					
Demographic Data (N/A)	Accommodate Families (N/A)	Language	Equipment (N/A)	Marketing	Feedback
Overall					
Review: Demographic Data: NA Accommodates Families: NA Language: Regulations only offered in English. Equipment: NA Marketing: Only marketed on CPW website. Feedback: No mechanism to provide feedback on agency's website.					

FLORIDA FISH AND WILDLIFE CONSERVATION COMMISSION R3 HISPANIC AND LATINO COMMUNITY ENGAGEMENT ASSESSMENT

FWC programs that were included in the evaluation:

- New Hunter Program
 - Becoming an Outdoors-Woman (BOW) Program
 - National Archery in the Schools Program
 - Hunter Safety Course
 - Youth Hunter Education Challenge
 - Youth Hunting Program
 - Outfitters and Guides
 - Hunting Tips

Key Findings: FWC engages with new hunters in a multitude of ways. The BOW program provides safe, hands-on opportunities for women to learn about fishing, archery, paddling, hunting, nature photography, outdoor survival, boating, birdwatching, and more. Youth interested in hunting can participate in the National Archery in Schools Program, the Youth Hunter Education Challenge, and various mentored hunts with no or few animal harvest quotas.

TEMPLATE:

<u>Program or Class:</u>			<u>Department:</u>		
<u>Overview:</u>					
<u>Intended Audience:</u>					
<u>Partners:</u>			<u>Potential Partners:</u>		
<u>Current Funding Streams:</u>			<u>Cost to Participant:</u>		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<u>Review:</u> Demographic Data: Accommodates Families: Language: Equipment: Marketing: Feedback:					

Program or Class: Becoming an Outdoorswoman (BOW) Program	Department: New Hunter Program
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Overview
Offers outdoor skills training for anyone 18 years of age or older. The workshop features expert instructors and safe, hands-on opportunities to learn about fishing, archery, paddling, hunting, nature photography, outdoor survival, boating, birdwatching, and more.

Intended Audience: Women interested in the outdoors

Partners: Partners/ Sponsors: Brevard County 4-H Cabot Creamery Cooperative Florida Coastal Conservation Association FL Sportsmen’s Conservation Association Garmin International, Inc. Groundspeak, Inc. Magellan Mountain Khakis Orange Co. Fire Rescue Rocky Mountain Elk Foundation Space Coast Geocaching Store	Sportsman’s Gold Tobacco Cove – Gus Bock M. Gordon Vines Co., Inc. Browning Ducks Unlimited Federal Premium Ammunition Leupold Lodge Pheasants Forever Pope and Young Club Rocky Mountain Elk Foundation Safari Club Int’l Foundation Sables UWSP Foundation Univ. of Wisconsin-Stevens Pt. College of Natural Resources
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Cost to Participant: \$200 (some scholarships available, price reduced to \$125)

Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
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Overall

Review:
Demographic Data: Demographic data did not appear to be collected based on the registration form or website.
Accommodates Families: Several individuals could sign up, however the price seems inhibitory for family participation and is only for 18 and above.
Language: The course information on the website is only provided in English and workshops do not appear to be taught in any other languages.
Equipment: According to the brochure, participants will need to supply their own tent to sleep in, but loaner tents may be available. Participants must provide their own bedding, towels, and toiletries.
Marketing: Marketing for the BOW program could not be found outside of the agency’s webpage.
Feedback: A formal solicitation of feedback could not be found on the website, however a contact person is listed.

Program or Class: National Archery in the Schools Program			Department: New Hunter Program		
Overview: Teaches international-style target archery in 4th-12th grade physical education classes. Core content covers archery history, safety, technique, equipment, mental concentration, and self-improvement.					
Intended Audience: 4 th -12 th grade					
Partners:			Potential Partners:		
Current Funding Streams:			Cost to Participant: \$3,200 (purchase price for schools). Grants and conservation groups may be able to assist in providing funding.		
Demographic Data (N/A)	Accommodate Families (N/A)	Language (N/A)	Equipment	Marketing	Feedback
Overall					
Review: Demographic Data: Demographic data does not appear to be collected due to it being a program outside of the agency. Accommodates Families: Not applicable, since it is taught in 4 th -12 th grade physical education courses. Language: The educational materials are in English. It would depend on the participating school if the course could be taught in another language. Equipment: Equipment must be purchased by the participating school. Marketing: National program that is marketed on FWC and NASP. It does not appear that the agency does marketing for it outside of their website. Feedback: No feedback mechanism on the website, however there is contact information for someone at FWC.					

Program or Class: Hunter Safety Course		Department: New Hunter Program			
Overview: Anyone born on or after June 1, 1975, and is 16 years or older must pass a hunter safety course before purchasing a hunting license, unless using the deferral from the hunter safety certification requirement and hunting under the supervision of a qualified hunter.					
Intended Audience: Any hunter					
Partners: NRA Online Hunter Education Course BeaSafeHunter.org HunterEdCourse.com Hunter-Ed.com Florida HUNTERcourse.com Florida			Potential Partners:		
Current Funding Streams:			Cost to Participant: Multiple options \$0.00-\$30.00		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<p>Review: Demographic Data: Included on registration form.</p> <p>Accommodates Families:</p> <p>Language: Courses did not look to be offered in any other language outside English.</p> <p>Equipment: The agency provides the necessary equipment.</p> <p>Marketing: Hunter education marketing was only found on the agency's website.</p> <p>Feedback: A feedback mechanism could not be found on the website, and none were listed for the courses.</p>					

Program or Class: Youth Hunter Education Challenge		Department: New Hunter Program			
Overview: Provides opportunities for hunter safety course graduates 18 and younger to learn more about leadership, ethics, and safety, while expanding their knowledge about conservation, target shooting, and hunting.					
Intended Audience: All participants must be graduates of a state hunter safety course. The Junior Division consists of ages up to 14 years old. The Senior Division includes ages 15 through 18. Division eligibility is determined by the participant's age on August 1 annually. Participants may compete as individuals or as part of a team of five members.					
Partners: National Rifle Association			Potential Partners: No registration fee		
Current Funding Streams:			Cost to Participant: Must provide own archery equipment, firearms, and ammunition.		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<p>Review:</p> <p>Demographic Data: Does not appear to be collected by the agency during sign-up or by NRA.</p> <p>Accommodates Families: Multiple children/minors could sign up to compete. Price of equipment and supplies could be inhibitory.</p> <p>Language: Information does not appear to be offered in any other language outside English.</p> <p>Equipment: Must be provided by participants.</p> <p>Marketing: Appears to only be on agency website and NRA website.</p> <p>Feedback: Agency representative listed for contact on website.</p>					

Program or Class: Youth and Family Hunting Program		Department: New Hunter Program			
Overview: The FWC offers several youth and family hunting opportunities including special youth seasons, mentored youth hunts, and more. On many wildlife management areas, youths (age 15 and younger) supervised by an adult are exempt from quota permit requirements. Youths also may hunt areas that require a quota permit if accompanied by a quota permit holder who is 18 or older, provided the quota permit holder and youth share a single bag limit.					
Intended Audience: New hunters					
Partners:			Potential Partners:		
Current Funding Streams:			Cost to Participant: \$17.00-\$351.00 for license		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<p>Review:</p> <p>Demographic Data: Did not appear to be part of the license application.</p> <p>Accommodates Families: Multiple children/minors could sign up to participate as a family.</p> <p>Language: Information only provided in English.</p> <p>Equipment: The agency does not appear to provide any equipment for the youth and hunting program.</p> <p>Marketing: The information appears to only be on the agency's website.</p> <p>Feedback: There does not appear to be a platform for feedback, but an agency contact is listed on the website.</p>					

Program or Class: Outfitters and Guides		Department: New Hunter Program			
Overview: Hunting is a great way for friends and family to spend time together while experiencing Florida's natural beauty. Every hunting adventure is an opportunity to gain new understanding about wildlife and their habitats, while building important outdoor skills. And when the trip afield is successful, it means prolonging those treasured memories by cooking healthy, locally sourced meals.					
Intended Audience: New hunters					
Partners:			Potential Partners:		
Current Funding Streams:			Cost to Participant: Highly variable		
Demographic Data (N/A)	Accommodate Families (N/A)	Language	Equipment (N/A)	Marketing	Feedback
Overall					
Review:					
Demographic Data: NA					
Accommodates Families: NA					
Language: Information only provided in English					
Equipment: NA					
Marketing: Only on agency website and possibly on guide or outfitters website.					
Feedback: No platform to provide feedback to agency on experience with guide.					

Program or Class: Hunting Tips		Department: New Hunter Program			
Overview: Information about species available for hunting: white-tailed deer, wild turkey, wild hogs, gray squirrels, rabbits, waterfowl, doves, and quail.					
Intended Audience: New hunters					
Partners:			Potential Partners:		
Current Funding Streams:			Cost to Participant: Free		
Demographic Data (N/A)	Accommodate Families (N/A)	Language	Equipment (N/A)	Marketing	Feedback
Overall					
<p>Review: Demographic Data: NA Accommodates Families: NA Language: Information only provided in English. Equipment: NA Marketing: Information only on agency website. Feedback: No mechanism for feedback.</p>					

SOUTH CAROLINA DEPARTMENT OF NATURAL RESOURCES R3 HISPANIC AND LATINO COMMUNITY ENGAGEMENT ASSESSMENT

SCDNR programs that were included in the evaluation:

- Hunting Education
- Hunting Regulations
- Youth Hunts/Take One to Make One
- Videos YouTube SCDNR Hunter Education

Key Findings:

The South Carolina Department of Natural Resources (SCDNR) offers a mentorship program, Take One Make One, that provides a variety of special youth deer hunting opportunities across the state. It is designed to teach safe hunting practices to students who have no previous outdoor hunting experience. This program encourages experienced adults to pass on traditional outdoor skills and increase mentees' awareness and value of wildlife and the natural environment. This program offers three free deer tags to participants.

TEMPLATE:

<u>Program or Class:</u>			<u>Department:</u>		
<u>Overview:</u>					
<u>Intended Audience:</u>					
<u>Partners:</u>			<u>Potential Partners:</u>		
<u>Current Funding Streams:</u>			<u>Cost to Participant:</u>		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<u>Review:</u> Demographic Data: Accommodates Families: Language: Equipment: Marketing: Feedback:					

Program or Class: Hunting Education		Department: Hunting			
Overview: The South Carolina Department of Natural Resources Hunter Education Program is dedicated to the safe enjoyment of our outdoors. Through this program, students learn about responsibility and ethics in the field, as well as firearms safety.					
Intended Audience: Everyone 12 years old and above interested in purchasing a hunting license, born after June 30, 1979.					
Cost to Participant: Free in person Online \$24.50 (Third-party vendor)					
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<p>Review:</p> <p>Demographic Data: It doesn't appear that this data is collected.</p> <p>Accommodates Families: The class can accept up to 30 individuals.</p> <p>Language: The course, Power Point presentation, textbook, and final exam are available in Spanish upon request.</p> <p>Equipment: The course does not look like it requires an orientation to shooting or has a shooting range component. Workbooks seem to be provided for participants.</p> <p>Marketing: The course is marketed on the agency's main website and various social media channels, including the agency's main Facebook, education Facebook, and Spanish Facebook pages.</p> <p>Feedback: A solicitation of feedback from participants could not be found on the website.</p>					

Program or Class: Hunting Regulations		Department: Hunting			
Overview: Hunting is defined as trying to find, seek, obtain, pursue, or diligently search for game.					
Intended Audience: All hunters					
Demographic Data (N/A)	Accommodate Families (N/A)	Language	Equipment (N/A)	Marketing	Feedback
Overall					
<p>Review: Demographic Data: NA</p> <p>Accommodates Families: NA</p> <p>Language: Regulations are only provided in English on the main site and then offered in Spanish on the agency's Spanish Facebook page. Spanish speakers can also call, email, or communicate using Facebook messenger.</p> <p>Equipment: NA</p> <p>Marketing: Information can be found on the agency's website, YouTube, and main and Spanish Facebook and Instagram pages.</p> <p>Feedback: Small game hunting program survey on agency's website.</p>					

Program or Class: Youth Hunts/Take One to Make One		Department: Hunting			
Overview: The South Carolina Department of Natural Resources provides a variety of special youth deer hunting opportunities across the state. Take One Make One (TOMO) is designed to teach safe hunting practices to students who have no previous outdoor hunting experience. This program will increase their awareness and the value of wildlife and the natural environment by encouraging experienced adults to "pass on" traditional outdoor skills.					
Intended Audience: Youth ages 10-17					
Partners: (Sponsors) ATDO Ministries – Dan Carroll Big A Hunt Club – Ralph Atkins Broken Arrow Hunt Club – Benji Peterson Brownlee Farms – Chip Brownlee Chufa Ridge Farm – Bob Jeter Clinton House Plantation – Chris Grant Horseshoe Falls Hunt Club – Tommy Eubanks Johnson Farm – Steve Johnson Laura Lyn Farm – Steve Koskela Ten Point Hunt Club – Greg Jones Trophy Buck Hunt Club – Terry Shockley Yelton Farm – Bryan Yelton			Additional Sponsors: South Carolina Wildlife Federation Cabela’s Weatherby Foundation International NSSF National Wild Turkey Federation SC State Chapter South Carolina 4-H Shooting Sports NRA Wildlife Research Center Quality Deer Management Association Bass Pro Shops Harry Hampton Memorial Wildlife Fund Sportsmen’s Alliance Foundation		
Current Funding Streams:			Cost to Participant: 3 free deer tags, then \$5 after for additional two tags. TOMO is free.		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
Review: Demographic Data: Collected in TOMO application. Accommodates Families: Appears that several youth could be signed up at the same time. Language: Information and courses are in English, but Spanish content and interpretation is available upon request. Equipment: The agency provides the equipment in trailers taken to events. Marketing: Information can be found on the agency’s website, YouTube, and main and Spanish Facebook and Instagram pages. Feedback: A solicitation of feedback from participants could not be found on the website.					

Program or Class: Videos YouTube SCDNR Hunter Education		Department: Hunting			
Overview: Short videos on several topics: international orange, rifle scopes, different safeties, top tips, the trigger, archery, elevated climbing stand, navigating obstacles, ATV, and muzzle control.					
Intended Audience: Individuals taking hunter education					
Cost to Participant: Free					
Demographic Data (N/A)	Accommodate Families	Language	Equipment (N/A)	Marketing	Feedback (N/A)
Overall					
<p>Review: Demographic Data: NA</p> <p>Accommodates Families: Several people could watch it at once.</p> <p>Language: The media is available in English with some available in Spanish.</p> <p>Equipment: NA</p> <p>Marketing: It was difficult to find on the website and it doesn't appear to be marketed elsewhere.</p> <p>Feedback: NA</p>					

TEXAS PARKS AND WILDLIFE DEPARTMENT R3 HISPANIC AND LATINO COMMUNITY ENGAGEMENT ASSESSMENT

TPWD programs that were included in evaluation:

- Hunting Resources
- Hunting Education
- Youth Hunting
- Know your pigeons
- Hunting in public areas
- Hunting Calendar

Key Findings: Texas Parks & Wildlife Department provides hunter education courses, regulations, hunting seasons, species identification, and resources in Spanish. Outreach on social media platforms could be done in Spanish as well.

TEMPLATE:

<u>Program or Class:</u>			<u>Department:</u>		
<u>Overview:</u>					
<u>Intended Audience:</u>					
<u>Partners:</u>			<u>Potential Partners:</u>		
<u>Current Funding Streams:</u>			<u>Cost to Participant:</u>		
Demographic Data	Accommodate Families	Language	Equipment	Marketing	Feedback
Overall					
<u>Review:</u> Demographic Data: Accommodates Families: Language: Equipment: Marketing: Feedback:					

Program or Class: Hunting Resources		Department: Hunting			
Overview: This section provides hunters with information on regulations, pigeon hunting, purchasing licenses, hunter education courses, hunting in public areas, hunting for youth, and feral pig hunting.					
Intended Audience: Hispanic and Latinx Hunters					
Cost to Participant: Variable due to activity					
Demographic Data (N/A)	Accommodate Families	Language	Equipment	Marketing	Feedback (N/A)
Overall					
Review: Demographic Data: It is not clear if demographic data is collected in any of these programs. Accommodates Families: Hunting would lend itself to large groups or family participating. The courses may accommodate large groups and families, however it does not specifically indicate this. Language: Website, courses, and regulations are provided in Spanish. Equipment: Equipment is provided for courses and training. Marketing: The website has a tab where all of the information is provided in Spanish. There is opportunity to increase marketing by utilizing social media platforms such as Facebook and Instagram. Outreach to Hispanics is not currently found on these social media platforms. Feedback: It is not clear if TPWD asks for feedback or has a mechanism where stakeholders can provide feedback.					

Program or Class: Hunting Education		Department: Hunting			
Overview:					
Intended Audience: Age 9 and up					
Cost to Participant: \$15					
Demographic Data (N/A)	Accommodate Families	Language	Equipment	Marketing	Feedback (N/A)
Overall					
<p>Review:</p> <p>Demographic Data: It is not clear if demographic data is collected in any of these programs.</p> <p>Accommodates Families: The program can accommodate families, however it is an individual sign-up.</p> <p>Language: Courses may accommodate large groups and families, however it does not specifically indicate this.</p> <p>Equipment: Equipment is provided for the courses.</p> <p>Marketing: Courses are in Spanish and information can be found on the website. It does not appear that marketing is done via other mechanisms.</p> <p>Feedback: It is not clear if TPWD asks for feedback or has a mechanism where stakeholders can provide feedback.</p>					

Program or Class: Youth Hunting		Department: Hunting			
Overview: The future of hunting and wildlife is in the hands of the young. This department encourages experienced hunters to try to guide young people, so the activity is more fun and educational for them.					
Intended Audience: Age 8-16					
Cost to Participant: \$0.00 most draw tags, some \$3-\$10.00 Annual Public Hunting Permit \$48 for small game, turkey, feral hog, white-tailed deer, etc. Free if accessing with permitted adult.					
Demographic Data (N/A)	Accommodate Families	Language	Equipment	Marketing	Feedback (N/A)
Overall					
Review:					
Demographic Data: It is not clear if demographic data is collected in any of these programs.					
Accommodates Families: It is unclear if several children can go with one parent or if it is one child per permitted adult.					
Language: Information provided on the website in Spanish.					
Equipment: Individuals need to provide their own equipment.					
Marketing: Information is on the website in Spanish. It doesn't appear that marketing is done via other mechanisms.					
Feedback: It is not clear if TPWD asks for feedback or has a mechanism where stakeholders can provide feedback.					

Program or Class: Know your pigeons		Department: Hunting			
Overview: Summary of regulations and species specifics for hunting pigeons.					
Intended Audience: Hispanic hunters of all ages					
Cost to Participant: License costs \$0-\$25					
Demographic Data (N/A)	Accommodate Families (N/A)	Language	Equipment (N/A)	Marketing	Feedback (N/A)
Overall					
<p>Review:</p> <p>Demographic Data: It is not clear if demographic data is collected in any of these programs.</p> <p>Accommodates Families: NA</p> <p>Language: Information provided on the website in Spanish.</p> <p>Equipment: Program is only informational.</p> <p>Marketing: Information is on the website in Spanish. It doesn't appear that marketing is done via other mechanisms.</p> <p>Feedback: It is not clear if TPWD asks for feedback or has a mechanism where stakeholders can provide feedback.</p>					

Program or Class: Hunting in public areas		Department: Hunting			
Overview: Provides information with regards to hunting on over 1 million acres of public access land in Texas.					
Intended Audience: Hunters of all skill levels					
Demographic Data (N/A)	Accommodate Families	Language	Equipment	Marketing	Feedback (N/A)
Overall					
<p>Review:</p> <p>Demographic Data: It is not clear if demographic data is collected in any of these programs.</p> <p>Accommodates Families: Beginners, youth, and adults are included in all of the information.</p> <p>Language: Information provided on the website in Spanish.</p> <p>Equipment: Provides maps and educational opportunities.</p> <p>Marketing: Information is on the website in Spanish. It doesn't appear that marketing is done via other mechanisms.</p> <p>Feedback: It is not clear if TPWD asks for feedback or has a mechanism where stakeholders can provide feedback.</p>					

Program or Class: Hunting Calendar		Department: Hunting			
Overview: Provides dates for hunting seasons.					
Intended Audience: All hunters					
Demographic Data (N/A)	Accommodate Families (N/A)	Language:	Equipment (N/A)	Marketing (N/A)	Feedback (N/A)
Overall					
<p>Review: Demographic Data: NA</p> <p>Accommodates Families NA</p> <p>Language: Information provided on the website in Spanish.</p> <p>Equipment: Individuals need to provide their own equipment.</p> <p>Marketing: Information is on the website in Spanish. It doesn't appear that marketing is done via other mechanisms.</p> <p>Feedback: NA</p>					

¹ <https://www.census.gov/content/dam/Census/library/publications/2018/demo/fhw16-nat.pdf>

² <https://latinoslead.org/latino-research/>

³ <https://www.coloradocollege.edu/other/stateoftherockies/conservationinthewest/2021/index.html>