

# STEM EDUCATION AND CONSERVATION DRIVING PARTICIPATION IN FISHING AND HUNTING

#### TODD PRIDE

MANAGING PARTNER & LEAD COACH

Southern NY \* Central & S.E. PA \* New Jersey \* Delaware \* Maryland

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Our mission is to grow participation in outdoors and conservation activities by introducing and training urban and metropolitan region youth and their supporting adults in the "STEM path to college" in fishing, boating, archery, hunting, agriculture, equine, and wildlife education activities

- Over 11,000 youth introduced and trained over our 10 years
- Implemented fishing and outdoors programming at every contact point for youth: before the school day, first period of schools, middle of day, last period and \*after-school (primary focus channel)
- Central to All Training Conservation and Wildlife Education
- Recruited and Hosted 1<sup>st</sup> major professional TV fishing tournament to a major media market 2014 Bassmaster Elite Series on the Delaware River (broke the 40 year attendance record for major TV fishing events 40,000 people and over 100 million TV viewers to date)
- Developed new participation model for the fishing and boating industry "First Catch Centers" currently piloting in PA (Fish and Boat Commission) and Texas























## How

- Direct Delivery of fishing, hunting (wildlife education), archery training
- Train-The-Trainer after-school program staff, school teachers, parent "leaders"







Multilevel engagement in fishing, hunting, outdoors, wildlife, agriculture, and conservation education.



#### **Our Customers** and Activities

- Activities that engage •STEM-driven skills-building and knowledge acquisition
- ·Competitive sportfishing and outdoors activities
- · A trajectory of self-sufficiency for lifelong continuous improvement, engagement, and lifestyle

Our Mission-Driven Initiatives

First Catches

•With a grant from RBFF, MAYAP designed the First Catch Centers, and is one of only two organizations in the country to receive RBFF's funding to engage hispanic communities, minorities and others in learning to fish

Campbell Fdn, Cabela's, U of Delaware and Delaware Nature Society and other organizations to teach youth, families and communities how to fish

•MAYAP works with/is funded by PPR, DWRC,

 MAYAP introduces youth and families to fishing tournaments that can lead to competitive fishing prixes and scholarships to over 200 colleges and universities with competitive Bass Teams

•MAYAP exposes older youth to careers and college paths to outdoors, energy and conservation fields

Our Staff

·Young college grads who fished for or founded Bass Teams

Angler group volunteers

#### **Families**

- · Family-friendly activities that fit family and group engagement
- Healthful outdoors activities
- ·No sidelines! Everybody gets to

## STEM Path to

- Partner-resourced insrtuctors
- Hunter group volunteers

#### Commmunities

- Out-of School Time, Schools, Parks and Recreation, and Community-Serving Nonprofit Partners that can carry the torches of activity instruction, engagement, and education
- •Metropolitation and Rural communities that can take advantage of their outdoors social capital

 MAYAP works with PSAYDN and the PA DOA to introduce hands-on STEM activities in the outdoors that support agriculture's ability to sustain the workforce and expand messaging and information that support PA's agirculture-farmers' #1 hobbies are fishing, hunting and motorsports

- Partner volunteers
- PPR interns
- College interns

Partners

- · Fishing and Boating Agencies
- Hunting Agencies
- Large and Small Industry Retailers
- Mission-Driven Nonprofits for Health, Education, STEM, Civic Enbgagement, and Career and College Awareness
- Conservation Organizations

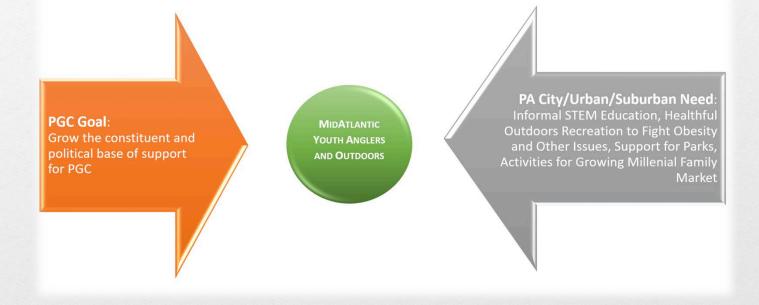
•MAYAP brings wildlife, conservation and agriculture/dairy/equine farm education to OST programs, schools, communities, and events through over 20 partners

- MAYAP facilitates outdoors and conservation groups' introduction to metropolitan and urban centers
- MAYAP supports civic engagement through mutually education urban and rural communities about their lifestyles, values, synergies and mission-critical shared strategies

Program Managers ·Seasoned management and coordination specialists who are passionate about the outdoors, conservation and

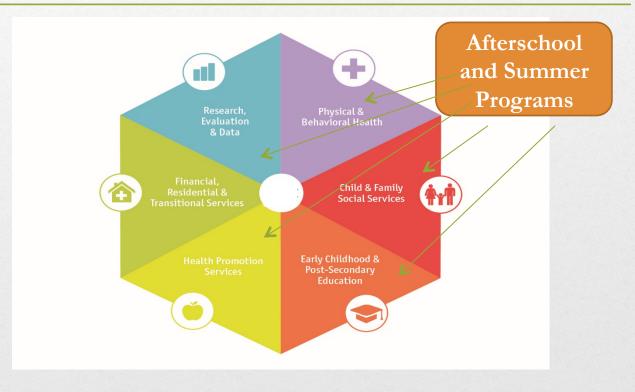
#### LifeBuild

# Example: MAYAP-Outdoors Recreation and Conservation Education Partnership



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# Afterschool and Summer Enrichment (ASE) Programs are the Vehicle for Long-term, Reinforceable Engagement: In Philadelphia Over 16,000 Families are Served Annually by Nonprofit ASE Programs Funded by State and Local \$'s



MidAtlantic Youth Anglers and Outdoors

Wildlife,
Conservation, and
Agricultural Education

STEM, Workforce Development, and Life Skills

Afterschool and Summer Programs

Advocacy and Policy Impact ★Diversity in Outdoors and Conservation Industry



Expanding Outdoors Recreation and Conservation Education in Philadelphia and Urbanized Towns and Suburbs





Pennsylvania – Penn's Woods

## Fairmount Park

10,000 acres - world's largest municipal owned urban park Philadelphia's largest land mass











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# Fairmount Park plus John Heinz National Wildlife Refuge – 1,000 Acres













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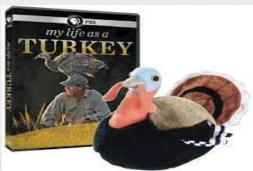
### Hands-On STEM-Driven Lesson Plans:

Constructing small and large-scale structures from building birdhouses to archery ranges to wildlife decoys to planting \*riparian buffers....









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# Example: Keystone Elk Country Alliance partnership, it's a Beautiful Thing:

Train-the-Trainers, Enhance Existing Capacity









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## Strategic Partners

- PA Statewide Afterschool and Youth Development Network
- PA Audubon Society
- PA Game Commission
- PA Fish and Boat Commission
- PA Dept. of Conservation and Natural Resources
- PA Department of Agriculture
- National Dairy Producers Organization
- Keystone Elk Country Alliance
- Cabela's
- Franklin Institute
- Education Plus Health
- Big Picture, Inc.
- Philadelphia Youth Sports Collaborative
- Union Sportsmen's Alliance
- Camp Oak Hill

- Education Works
- Delaware Green Jobs Program
- Delaware Nature Society
- Nemours Estate (DE)
- PA Humanities Council
- Philadelphia Parks and Recreation
- Theodore Roosevelt Conservation Partnership
- Recreational Boating and Fishing Foundation
- Independence Seaport Museum
- Penn State Master Watershed Stewards Program
- Lower Susquehanna Riverkeeper
- The Land Conservancy of Southern Chester County
- Willistown Conservation Trust
- Cecil County Land Trust (MD)
- And growing!



## The Big Why

- Anglers and Hunters, the natural resource "user" group paying to support it...
- Fishing and hunting license purchases
- \$3.2 Billion economic impact Mid-Atlantic states (PA, NY, NJ, DE, MD)
- Avg. spent annually per angler \$1,290 / hunter \$2,034
- USFWS Sports Restoration Tax back to states average 10% of purchases
- Life long Passions
- Education basis (STEM) and Conservation basis



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