



Adoption Sequence Recruiting & Retaining

Adapted from the Nation Shooting
Sports Foundation's (NSSF)
"Best Practices Workbook"

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Introduction

- Recruitment and retention efforts have been occurring nationally for years.
- Despite that, participation rates and license sales continue to trend downward or are outpaced by population growth.
- Why do you think that is?



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Learning a new skill

- How long did it take you to learn how to hunt dove, or go fishing?
 - buying the right license;
 - learning the seasons;
 - regulations (bag limits, season dates);
 - gear selection & use;
 - skills to locate, pursue, harvest;
 - skills to clean, prepare, and cook;
 - confidence to do it again...
 - ON YOUR OWN?



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8 Stages of Recruitment

1. Awareness (I think I can do that)
2. Interest (I want to try that)
3. **Trial**
4. Continuation **with Support** (apprentice/mentor)
5. Continuation **without Support** (self-identify)
6. Continuation and Proponent (advocacy)
7. Temporary Cessation (life changes)
8. Permanent Desertion (ageing out)

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It's not just 1, 2, 3

1. Recruitment, and eventually retention is a long-term process
2. An individual may be in more than one stage at a time
3. Advancing from one stage to another is individually variable – age, economic, social, frequency, access, life stage, etc.
4. And for each type of skill or activity

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When is someone "Recruited"



- Someone is considered "recruited" after their first trial. However, "**development**" and "**retention**" requires many "**loops**" through the "trial stage" and the "continuation with support stage" and a critical element of that is **social support**.

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Social Support of Yesterday

- Social/cultural support is the glue that holds the entire process together.
 - reinforces attitudes and choices
 - provides outlet to continue trial and development loop
 - outlet to communicate interests, questions
 - culture and acceptance
- The family played this key role for past generations

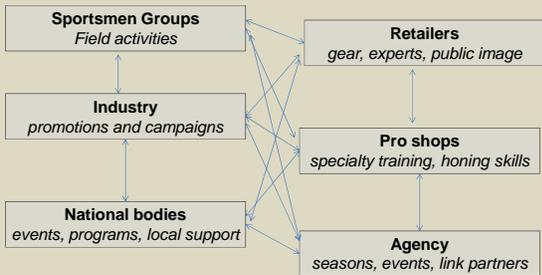


Today's Social Network

- Agency can not replicate the family
- A surrogate is being created through a big tent approach of stakeholders dedicated to preserving the outdoor heritage
- Everyone plays a significant, but uniquely different role



Today's Social Network – con't.



One Voice

- We all need to continue to make efforts to help new recruits, **"FIT IN"**
 - Tailor training, equipment, programs, etc.
 - Avoiding over technical terms
 - Terminology that relates to beginners
 - Public perception
- Connect "our" customers with other stakeholders with skills in other areas
- Cross promoting each stakeholders events, programs, activities, skill sets, etc
- I.e.: "Got Skills flyer," event posters



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The Approach

Level of Participation	Assessments	Interest	Try	Continuation with Support	Continuation without support	Progression	Temporary Continuation	Permanent Description
Novice Skills	"I think I could do this"	"I really need to try this"	"With effort I could do this"	"I can do this with a little help"	"I can do this"	"I can help others do this"	"I can do this, but circumstances don't allow it right now"	"I am no longer able to do this or choose not to"
Social Skills	Few or no social skills	Few or no social skills and behaviors learned for the first time	Initial use of verbal skills improved, social skills improved	Skills advanced enough to be comfortable in human groups. Expected to demonstrate skills	Skills advanced enough to be comfortable in human groups. Expected to demonstrate skills	Social skills highly advanced; may be unique relative to some	Social skills still present. Can easily re-enter activity	Social skills may be rusty. New target and social norms may make re-entry difficult
	"I have something in common with hands-on/outdoor"	"This fits my sense of what I am, and I can see myself doing it"	"This fits my sense of what I am, and I feel accepted in the group"	"I think of myself as a 'hands-on/outdoor'—at least when I'm with other 'hands-on/outdoor'"	"I think of myself as a 'hands-on/outdoor'"	"I shared my humor, a shared identity and share it with others"	"I think of myself as a hands-on/outdoor, but circumstances don't allow it right now"	"I no longer think of myself as a hands-on/outdoor, but I may not be exposed to it"

Social Support Network

Family Friends Community Peers

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Take Aways

- Providing "Next Steps" is critical to move new recruits through the adoption sequence.
- A united network of stakeholders marching to the same beat will grow our customer-base
- Cross promoting each stakeholders events, programs, activities, skill sets
- Gathering together to discuss what's working, what's not and to improve our efforts.



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