BECOMING AN OUTDOORS-WOMAN: BARRIERS AND STRATEGIES TO MINORITY WOMEN'S PARTICIPATION IN NATURAL RESOURCE-BASED RECREATION.

By

Michael J. Schnell

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APPROVED BY THE GRADUATE COMMITTEE OF:

Dr. Christine Thomas
Associate Dean for Academic Affairs and Professor of Resource Management

Dr. John Houghton
Associate Professor of Forestry

Dr. Randall Champeau
Associate Dean for Outreach and Extension and Professor of Environmental Education
ABSTRACT

Becoming an Outdoors-Woman (BOW) is an educational program that teaches introductory level hunting, fishing and non-harvest skills to women. It is offered by resource management agencies in 46 states and seven Canadian provinces. At the 1997 BOW coordinators conference, a primary concern was how few ethnic minorities participate in workshops. This concern prompted a survey of BOW coordinators. They reported percentages as low as zero with a high of ten percent and an average of about six or seven percent minority participation across the country. Minority instructor numbers were even lower. In October, 1999, the International Becoming an Outdoors-Woman program held a conference – Introducing Women of Color and Low-Income Women to Natural Resource-Based Recreation: Barriers and Strategies (designated Barriers 2). Representatives from agencies and conservation groups in eleven states and a variety of ethnic backgrounds attended. The mission of the conference was to identify problems and formulate strategies to overcome barriers. This research identified three major barriers to participation: lack of minority role models at workshops, distance of workshops from urban centers, and the perception that minorities are not invited. Following the Barriers conference, we planned pilot workshops to test strategies. In Missouri, minority instructors were trained to provide minority role models. In Texas, BOW programs were planned for an urban one-day format. And in Wisconsin, federal natural resource agency personnel from a large urban center were targeted with specific invitations to participate in a BOW field day to encourage participation at future BOW workshops. BOW needs to continue long-term activities for education and recruitment, based on what this research has provided.
ACKNOWLEDGEMENTS

I would like to thank Dr. Christine Thomas. With her help, I became a better outdoorsman while helping others on their journey to become outdoorswomen.

My committee members, Dr. John Houghton and Dr. Randy Champeau, for each has done his part in ensuring the success of the BOW program.

Diane Lueck and Peggy Farrell helped with large parts of this research and for that I owe them a large thank you.


Thanks to Mariah Hughes, Missouri BOW Coordinator, Ken Sloan Assistant BOW Coordinator in Missouri, and also Debbie Bunch, Texas BOW Coordinator. Thanks to those women (and a few men) who responded to my surveys at the pilot workshops.

Special thanks to Dad, Mom, Tracy and Aiko. For knowing before I did that I could do this.
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INTRODUCTION

Background

The Becoming an Outdoors-Woman program (BOW) was started in 1991 to address the fact that women have not had the opportunity to learn outdoor skills in the traditional way that men have (Thomas and Peterson, 1990). The lack of educational opportunities for women to learn outdoor skills was a major factor preventing many women from pursuing outdoor recreation (Thomas and Peterson, 1990; 1993). Now, in its tenth year, the Becoming an Outdoors-Woman program is offered through fish and wildlife agencies and organizations in 46 states and seven Canadian provinces. This year alone, over 100 weekend workshops and numerous Beyond BOW workshops were held. About 20,000 women participated in them. Through these workshops, women learn basic outdoor skills. The Becoming an Outdoors-Woman program and its spin-off, Beyond BOW, are endorsed by the International Association of Fish and Wildlife Agencies.

In 1999, the Becoming an Outdoors-Woman program, with help from various International BOW sponsors set out on a new course. BOW workshop participants are a cross section of women from all different lifestyles. However, the BOW program is not very ethnically diverse. Some workshops do have a few minority participants, but the majority of workshops are almost entirely white, with less than 10 percent minority participation. BOW set out to determine the barriers to minority participation in outdoor-based recreation. Various organizations support BOW and this research including the American Sportfishing Association, Archery Manufacturers and Merchants Association, Bass Pro Shops, Bowhunter Magazine, Browning, API Outdoors Inc., Buckmasters American Deer Foundation, Ducks Unlimited, Crosman, Federal Cartridge Company, Hunter’s Specialties, Lawry’s, Leupold, Lodge, Mercury
Women and Leisure

Men and women represent roughly the same proportion of the population. Yet, the number of women involved in outdoor activities is disproportionately low compared to the numbers of men involved with the same activities. A 1996 U.S. Fish and Wildlife Service survey showed that of the U.S. population 16 years and older, 13 percent of males and just one percent of females hunted in 1996. Of the 14 million survey participants who hunted in 1996, 91 percent (12.8 million) were male and nine percent (1.2 million) were female. Participation in fishing demonstrates a similar disparity. Of the 35.2 million anglers who fished in the U.S., 73 percent (25.7 million) were male and 27 percent (9.5 million) were female (U.S. Department of the Interior Fish and Wildlife Service, 1996).

Family commitments, lack of partners, lack of transportation, and not knowing where to go all limit women from the outdoor experience (Henderson et al., 1988). A strong intrapersonal constraint to engaging in some activity is having a negative attitude toward the activity (Matthews and Mertig, 1999). Hunting, in particular, may have a negative image among some members of the general public (Thomas and Peterson, 1993).

Many barriers to outdoor recreation are social-based fears rather than physical ones. Fear-enhancing components included non-acceptance by the group, not keeping up, letting self
down, and being wrong (Ewert, 1988). Despite women’s historically lower level of participation in hunting and angling, women represent a significant and growing market share not only as hunters, but as anglers and outdoor enthusiasts in general (Jackson et al., 1988). Women may be the key to the future of traditional wildlife-based recreation (Thomas and Peterson, 1993; Thomas and Lueck, 1996; Lueck and Thomas, 1997).

Women have not usually been taught the necessary skills to hunt (Rusch, 1986). Research shows that unless an individual is introduced to hunting as a child, he or she is unlikely to pursue hunting into adulthood (O’Leary et al., 1987). Leisure activity preference correlates to those skills already learned and that there is already a comfort level with (Shaw, 1985). Ditton et al. (1992) reported that gender biased behavior occurs in day-to-day activity. However, leisure involvement in outdoor activities can become an empowerment and a release from gender roles (Henderson, 1990). Women gain leisure fringe benefits and social contacts through hunting (Thomas, 1986). Many women begin to hunt as adults and are more likely to have spousal support for initiation, whereas males report the importance of fathers in introducing their sons to hunting and influencing their development (Jackson, 1990). With a decline in hunting and angling participation by the traditional hunters, white males, management agencies and equipment retailers should have an interest in ways to capture their share of the women’s market. Agencies and businesses need to learn how to market to women and look at what will increase their participation in outdoor activities (Thomas and Peterson, 1993).

Participants at a 1990 conference titled “Breaking Down Barriers to Participation Of Women in Angling and Hunting” identified 21 barriers (Thomas and Peterson, 1990; 1993). Fourteen of those barriers were related to the lack of educational opportunities for women. In
1991, Dr. Christine Thomas, in cooperation with many others, developed the “Becoming an Outdoors-Woman” workshops.

Introducing Women to the Outdoors

Today, natural resource-based recreation is a passion that many women enjoy. Besides Becoming an Outdoors-Woman, there are many organizations and women’s groups making it possible. Becoming an Outdoors-Woman is now in its tenth year helping women learn about the outdoors. BOW weekends of outdoor skills education have a balanced program of 1/3 hunting related, 1/3 fishing related and 1/3 non-harvest activities. Thomas’ target audience was adult women, and every attempt was made to provide learning experiences in an enjoyable, comfortable, and non-threatening atmosphere. These conditions were created to enable immediate success (Thomas, 1995). BOW also initiated research of its own to assess effects of workshops on participants. Lueck (1995) showed participant’s attitudes toward hunting, fishing and other outdoor activities were more positive following a workshop. BOW’s latest research shows much the same effect. Those people that attend a BOW workshop are significantly more likely to be able to identify the state resource management agency in their state, plus participating in a BOW workshop positively affects the sale of hunting and fishing licenses and park permits (Ensign, 1999; Thomas et al., 1999). Organizations such as the Women’s Shooting Sports Foundation (WSSF) are intended to facilitate participation of women in shooting sports (National Shooting Sports Federation, 1995). The WSSF reports positive results. The number of female hunters has increased by 15% from 1.752 million in 1989 to 2.018 million in 1997 (WSSF, 1999). Many organizations also have women’s groups to go hand in hand with the parent conservation organization. Groups like the Texas Outdoors Woman Network (TOWN) are an example. This network offers opportunities for women to meet other women in their area,
who are interested in outdoor activities. They then pursue those activities. The Texas Department of Parks and Wildlife (TPWD) plans to have chapters in all cities and rural areas throughout the state of Texas. The TPWD will assist chapter formation by providing sample by-laws, mailing initial meeting notices, conducting the first meeting and other support services. The goal is to have the chapters eventually become self-sufficient. (Bunch, pers. comm.)

Leisure and Minorities

In the United States today, the percentage of the minority population is rising; however, the number of minorities pursuing natural resource-based recreation has remained stagnant and may even be decreasing (Duda et al., 1995). For example, along the Mid-Atlantic seaboard, populations of African-Americans and Hispanics have risen nearly three-fold since the mid-1980's while license purchases by this segment of the population is down nearly 18% (Fedler et al., 1998). The change in the overall numbers of hunters was barely one percent (US Department of the Interior et al., 1996). The majority of natural resource-based recreation research deals with the consumptive uses of wildlife and fisheries so the numbers of participants in non-harvest natural resource-based recreation is not known. Many states have started minority recruitment plans to attract more minorities to nature oriented activities (USFWS, 1996). Evidence suggests that racial differences surrounding environmental concerns are small and that appreciation by youth for nature and responsiveness to natural resource issues are not suppressed by race, poverty or urbanization (USDA, 1998). The USDA (1998) also states that concern for and interest in nature can be lost as youth grow older and become concerned about other significant issues, especially for those youth who have little opportunity to experience or study nature. The U.S. Census Bureau (1997) reports that in 1991, 12.4 percent of the American population was African-American and that was predicted to rise to almost 15 percent in 2025. Hispanics
represented nine percent of the U.S. population in 1991 and are projected to rise to 16 percent by 2025. Overall, these groups comprise a small proportion of the population, but have a very high growth rate (Fedler and Holdnak, 1999). Currently only 10 percent of the African-American population and 12 percent of other minorities have either hunted or fished (USFWS, 1996). Most minority and ethnic groups live in urban areas and reside in cultural enclaves. These two factors tend to reinforce traditional outdoor recreation and leisure activities these groups are familiar with, such as picnicking and outdoor sports (Fedler, 2000). Matthews (1995) listed the need for social support and role models for urban anglers as two barriers that kept them from fishing. Minorities who are able to negotiate constraints are more likely to have greater leisure activity (Henderson et al., 1995). However, minorities have shown much less interest in nature-oriented recreation than in community or group-oriented activities such as league sports, family picnicking or social clubs (Wallace and Witter, 1991). Fear was one reason for their lack of interest. Many were afraid of wildlife, but fear of racial intimidation was also expressed. Generally, they expressed preferences for areas affording opportunities for group interaction and social exchange, where they would feel welcome (Wallace and Witter, 1991). Understanding of social groups and social interaction provides critical insight into leisure choices and meanings (Floyd and Shinew, 1999). Pilot programs have demonstrated that, given the opportunity, minority youth are eager to learn about nature (USDA, 1998). In order to develop a base of minority clientele, partnerships should and must be developed between US agencies and organizations interested in educating inner city and other minority youth (Broussard, 1998). A Missouri study to determine minority usage of public natural resource lands and facilities emphasized that a key element in developing outdoor services and facilities appealing to the black community was advertising (Missouri Department of Conservation, 1990). The amount of
time participating in leisure time activities varies minimally between race (Ransdell and Wells, 1998).

While previous research efforts examined the effect of BOW workshops on participants, and also whether or not BOW participation led to a more positive outlook toward the various state and provincial natural resource agencies, more research was needed. The research needed to address the barriers to minority women's participation in outdoor recreation and what can be done to eliminate these barriers and allow for higher levels of participation in outdoor recreation.
METHODS

The objective of this research was to determine the barriers to participation in natural resource-based recreation for minority women. The goal was to develop and test strategies for states to use for circumventing these barriers. Three workshops were designed. One was an instructor training workshop in Missouri, the second was a workshop targeting the Hispanic population of San Antonio, and third was a workshop targeting employees of a federal natural resource agency in a major metropolitan area. Surveys were planned at the three pilot workshops to measure perceptions and changes in attitudes.

Barriers 2 Conference

To assess barriers and identify strategies, BOW organized a weekend conference modeled after the 1990 “Barriers” conference that launched the BOW program. Conference planners sent invitations to BOW coordinators, state and federal natural resource agency personnel, members of conservation clubs and women in the target audience. The conference was called “Introducing Women of Color and Low-Income Women to Natural Resource-Based Recreation: Barriers and Strategies” (designated Barriers 2). During the second day of the conference, facilitated discussions were held in order to generate a list of the barriers to participation and to identify strategies for overcoming those.

To help states implement the Barriers 2 strategies in their own outdoor education workshops, proceedings for the Barriers 2 conference (Appendix 1) were published and distributed to BOW coordinators, state and provincial natural resource agencies, and conference participants. Conference proceedings were also posted on the web at www.uwsp.edu/cnr/bow/research.htm.
To test the strategies developed as part of the Barriers 2 conference, Becoming an Outdoors-Woman planned three pilot workshops in 2000. One pilot workshop was held in Missouri, one planned for Texas, and one in Wisconsin. Each pilot workshop highlighted specific barriers identified at the Barriers 2 conference, and incorporated strategies to remove those barriers.

**BOW Instructor Workshop in Missouri**

The pilot program in Missouri was used to train more minority instructors. At Barriers 2, it was learned that the lack of minority role models was a barrier. Participants wanted to see more people at the workshop who “looked like me,” referring to the very low percentage of minority participants and instructors. Many states provide annual instructor training workshops to teach new instructors how to effectively teach at BOW workshops. The 2000 Missouri instructor-training workshop was held with the specific idea to get more minority instructors involved with the BOW program. Certifying minorities as potential BOW instructors was an obvious way to create minority role models for minority participants. In addition, these instructors are potential links to their ethnic communities. The goal for this pilot workshop was to train and certify members of ethnic minority communities as BOW instructors.

**BOW Hispanic Community Workshop in Texas**

The second pilot workshop, planned for Texas, was intended to be a single-day workshop close to San Antonio. Participants at Barriers 2 told us that cost and lack of transportation to and from weekend-long workshops were potential barriers keeping urban minorities away from the BOW program. The Barriers 2 conference participants indicated that minorities didn’t think that they were welcome at workshops because the BOW program advertising did not show minorities, nor was advertising located in venues highly accessible to minority women. Bringing
the workshop close to home eliminated the need for transportation to a remote workshop.

Reducing the length of a workshop to one day eliminated much of the cost of room and board and reduced child-care needs. A strong emphasis was also placed on advertising this workshop specifically to minority women. The goals for this workshop were to do a one-day workshop for an urban community and to target our communications to that audience.

BOW Federal Resource Management Agency Workshop in Wisconsin

The third pilot workshop, held in Wisconsin, used another strategy. Working under the assumption that Federal and State agencies do a better job than businesses in adhering to affirmative action guidelines, we invited the USDA Forest Service regional office in Milwaukee to partner with us on a workshop. Milwaukee is a large, urban center with a highly diverse population; so many minority women work with agencies in Milwaukee. BOW also invited Wisconsin Department of Natural Resources to send personnel to this workshop. Forest Service leadership agreed to co-sponsor a workshop during the normal work-week, and agreed to treat this as a work-related learning experience for their employees. The goal for this workshop was to create a lasting partnership with a federal natural resource agency.

At each workshop, participants were given written surveys to judge the effectiveness of the strategies developed as a result of the barriers identified at the Barriers 2 conference.

Survey Development

Questions used in the pilot workshop surveys were chosen to provide demographic information about the participants, to measure attitudinal changes, and to evaluate strategies for use at future workshops. The summarized survey information was expected to be valuable to state natural resource agencies that offer outdoor education workshops, like BOW, to enhance programming aimed at minority women.
Survey Dissemination

During the workshop wrap-up at the end of the two pilot workshops, each participant was given a survey and was asked to complete the survey and return it to BOW representatives at the workshop. Because the surveys were administered in a classroom type setting, many participants immediately completed their surveys before leaving the room. This led to a high response rate. At the Missouri workshop, surveys were handed out to each of the 19 participants. Surveys included the basic Becoming an Outdoors-Woman Instructor Orientation Evaluation, which was not a focus of this research, and a supplemental survey (Appendix 2). The supplemental survey included the questions aimed at the target audience participants.

In Wisconsin, surveys were handed out during the conference wrap up, and participants were told they would receive a Becoming an Outdoors-Woman T-shirt after completing their survey. One survey was handed out to each participant and the survey included questions from the basic Becoming an Outdoors-Woman evaluation and also questions aimed at the target audience of this research.

Survey Analysis

Surveys were compiled after each pilot workshop. Microsoft Access was used to organize the data. A table was created for each specific question and the possible responses. Open-ended questions were given a larger field in order to capture each participant's data.

For purposes of this research, effectiveness of the new strategies was considered to be demonstrated by a positive change in attitude and a higher than normal number of minority women present at the pilot workshops. The participant survey information was separated into two response groups as the data was entered: white women and men and minority women and men. This was done to find whether or not significant difference occurred between the two
respondent categories. Results from the pilot workshop surveys are found in tables in their respective chapters.

Considerations – Possible Limitations

A possible limitation of this study was the small sample of minority participants. This research was not a broad study, but only looked at what occurred at the two workshops involved in this research. Because a small number of minority participants attended these workshops, a small minority population was surveyed for this study.
RESULTS

Strategy 1: The Barriers 2 conference.

Becoming an Outdoors-Woman coordinators all over North America want to involve more minority and low-income women in their programs. As a result of this, BOW set up a conference to determine the barriers that prevented more minorities from participating in outdoor-based recreation. A similar conference, held in 1990, eventually led to the creation of the BOW program. BOW now hoped that this conference would identify barriers and spawn strategies to encourage more participation of minority women. Despite sending invitations to every state and federal natural resource agency, and to numerous conservation groups, only 33 participants took part in this conference. Three state agencies, one federal agency, and one national conservation organization were represented. However, target audience members represented eleven states and various ethnic backgrounds at the conference. At the Barriers 2 conference, barriers and strategies to participation in natural resource-based recreation were identified. The most important barriers were identified as lack of role models, feeling unwelcome, and lack of education. Strategies developed at the Barriers 2 conference included education (through BOW), holding mini-BOW workshops in targeted communities and also using minorities as instructors so that they will become role models. In addition, Becoming an Outdoors-Woman publicity materials would be changed to reflect more ethnic diversity.

Strategy 2: Train More Ethnic Minority Instructors. Missouri Instructor Training

On March 31-April 2, 2000, the Missouri Department of Conservation (MDC) held an instructor training for the Becoming an Outdoors-Woman program. This was not the usual instructor training. The training held on this weekend implemented one of the strategies suggested at the Barriers 2 conference. At this instructor training, Missouri BOW was training
new minority instructors. Missouri is the first state to train minorities in a full scale attempt to have more people from a diverse background teaching at BOW workshops.

Participants came from all around Missouri to learn more about teaching for the Becoming an Outdoors-Woman program. We invited eight men and women of color to the training, and seven attended. Only one woman was unable to attend, and she canceled because of medical reasons. Several African-American men who work for the Missouri Department of Conservation in various regions of Missouri came to this workshop. James Dixon, the Naturalist at the Springfield Conservation Nature Center, came from Springfield. Wayne Bass, Maintenance Supervisor at Burr Oak Woods Conservation Nature Center came from the Kansas City area. And, Dennis Cooke, an Outdoor Skills Education Specialist at the Soulard Office, came from the St. Louis area. There were also three African-American women present at this workshop. Jackie Jackson, the chief of the Human Relations section of the Missouri Department of Conservation; Debra Worth-Moore, a U.S. postal worker from Kansas City, and Carol Robinson, a doctoral student, also from the St. Louis area. There were also white males and females in attendance, just as there would be for any BOW instructor training workshop. Diane Lueck (International BOW assistant director) and Michael Schnell (BOW research assistant) were also present at this workshop to see the new strategies in action.

The workshop was structured as follows. Friday night, the group went through the basic informational sessions that are covered at all BOW instructor-training workshops. This is to give potential instructors the “do’s” and the “do not’s” as presented in the BOW instructors manual (Lueck and Thomas, 1996). After formal introductions around the classroom, Mike Schnell gave the introductory Becoming an Outdoors-Woman slide show, so that each individual at the workshop had a basic level of knowledge of what the BOW program does. Following the slide
presentation, Diane Lueck and Mariah Hughes (Missouri BOW coordinator) and Ken Sloan (assistant Missouri coordinator) advised the future instructors about BOW and MDC policies.

Saturday morning was also classroom time. Two concurrent sessions were held in order to give the instructors more learning time and time to break down into smaller groups for discussion. Saturday afternoon was spent in the classroom as well. However, this was not instruction about the BOW program and policies. Instead, participants learned about the skill that they may eventually teach at BOW workshops. Participants were given the option when they signed up to either learn to teach fly-fishing or an introduction to firearms class. In this classroom time, participants learned how to teach using appropriate techniques used by the BOW program across North America. The purpose of this session was to model good teaching in an active atmosphere.

Saturday night featured an informal discussion session. This session was intended to brainstorm ways that Missouri BOW could reach more minorities. Encouragingly, this mini-session turned out to be a mini-Barriers 2 conference. Strategies suggested paralleled information gathered at the Barriers 2 conference in Green Bay. Results are located in Appendix 3.

The Missouri Department of Conservation is planning to use these ideas in the process of workshop planning and implementation.

On Sunday, the classroom learning was put to its first test. Participants were out on the pond fly-fishing, or they were at the trap range practicing shotgunning. Participants were first taught how to hold the gun and shoot (or how to cast, depending on their activity), just as the future instructors would be doing for their future BOW participants. After that, the student took turns shooting or casting, and eventually they taught each other how to shoot or cast.
Finally, before leaving the workshop and departing home, each of the 19 participants at the workshop was given two surveys. The first was the basic Becoming an Outdoors-Woman workshop evaluation survey. These surveys are distributed at each BOW instructor training workshop and the survey is a list of basic questions as to how the weekend went. This survey was not the focus of this research and thus is not included here. In addition to this workshop evaluation survey, each participant at the instructor-training workshop was given a supplemental survey (Appendix 2). These surveys were disseminated and then returned with the usual BOW evaluations. The supplemental surveys were used to evaluate participants' comfort levels with natural resource-based recreation, and to find out which activities the minority participants were already involved in. Sixteen standard surveys were returned and 17 supplemental surveys were returned. Results of the Missouri surveys can be found in Table 1.

This workshop was a huge success. Successfully training minority instructors, and seeing how much fun they had learning showed us that BOW will make an impact with the new strategies being used as a result of the Barriers 2 conference.

Summary of Minority Surveys at the Missouri conference

- Becoming an Outdoors-Woman is a recognized name among the African-Americans who attended the Missouri instructor training.
- Even with varied levels of outdoor recreation participation, comfort levels with being in nature are high.
- There is no preference regarding learning from a minority instructor. One respondent noted that they were more concerned with knowledge levels of the instructors.
- Respondents resided in all categories -- large city, small city and rural.
• Sources for getting their information ranged from neighborhood newspapers, at work, information mailed to respondent, and word of mouth.

• Respondents participated most in hiking, target shooting, canoeing, hunting, cycling and camping.

• Respondents noted fathers, uncles, grandparents, sisters and cousins all took part in outdoor based recreation.

• Respondents also noted that some friends also took part in outdoor based recreation.

• Respondents felt more advertising in urban areas is necessary to promote outdoor activities for minority adults, and that to reach minorities, outdoor activities need to be presented as a way to spend more time together as a family.

Responses of African-American and white participants were similar.

Table 1. Missouri Instructor Training Supplemental Survey Responses.

| 1. Before this workshop, had you heard about the Becoming an Outdoors-Woman program before? |
|-----------------|-----------------|
| Yes             | 17              |
| No              | 0               |

| 2. Had you participated in Becoming an Outdoors-Woman sponsored activities? |
|-----------------|-----------------|
| Yes             | 10              |
| No              | 7               |

| 3. Rank your comfort level with firearms (1-10, ten is most comfortable) |
|-----------------|-----------------|
| Avg reported    | 8.0             |

| 4. Rank your comfort level with fishing |
|-----------------|-----------------|
| Avg reported    | 7.2             |

| 5. Rank you comfort level with being out with nature (1-10, ten is most comfortable) |
|-----------------|-----------------|
| Avg reported    | 9.4             |
6. Do you feel hunting and fishing are ethical sports?

<table>
<thead>
<tr>
<th>Yes</th>
<th>13</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Not sure</td>
<td>1</td>
</tr>
</tbody>
</table>

7. Check the TWO most important barriers that keep you from getting more involved in outdoor recreation

| Not enough time | 13 |
| Distance too great | 4 |
| Lack of equipment | 4 |
| No one to go with | 3 |
| Lack of training | 2 |
| Don't know how to get started | 2 |
| Lack of child-care | 2 |
| Fear for personal safety | 1 |
| Other | 1 |

8. Learn from same ethnicity?

| Not sure | 6 |
| No | 4 |
| Yes | 3 |
| Don't care as long as knowledgeable | 2 |
| No preference either way | 1 |
| Just want to see other minorities around | 1 |

9. Where do you live?

| Small city | 6 |
| Large city | 4 |
| Suburb | 4 |
| Rural | 4 |

10. Would you be more willing to attend a Becoming an Outdoors-Woman workshop in a more urban setting rather than a rural setting?

| Rural | 11 |
| No difference | 7 |
| Urban | 0 |

11. From what source do you get the most information about outdoor programs?
<table>
<thead>
<tr>
<th>Method</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Info mailed</td>
<td>8</td>
</tr>
<tr>
<td>Through MDC facilities</td>
<td>4</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>3</td>
</tr>
<tr>
<td>Major newspapers</td>
<td>2</td>
</tr>
<tr>
<td>Brochures</td>
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<td>Neighborhood newspaper</td>
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</tr>
<tr>
<td>Other</td>
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</tr>
<tr>
<td>Range</td>
<td>1</td>
</tr>
<tr>
<td>TV</td>
<td>1</td>
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</tbody>
</table>

12. Which outdoor activities would you most like to see at future workshops?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting clays</td>
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<tr>
<td>Fly-fishing</td>
<td>1</td>
</tr>
<tr>
<td>Reloading</td>
<td>1</td>
</tr>
<tr>
<td>Wilderness survival</td>
<td>1</td>
</tr>
<tr>
<td>Orienteering</td>
<td>1</td>
</tr>
<tr>
<td>Foraging</td>
<td>1</td>
</tr>
<tr>
<td>Fishing</td>
<td>1</td>
</tr>
<tr>
<td>Camping</td>
<td>1</td>
</tr>
<tr>
<td>Target shooting</td>
<td>1</td>
</tr>
<tr>
<td>Rappelling</td>
<td>1</td>
</tr>
<tr>
<td>Insect ID</td>
<td>1</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>1</td>
</tr>
<tr>
<td>No idea</td>
<td>1</td>
</tr>
</tbody>
</table>

13. What clubs do you belong to?

<table>
<thead>
<tr>
<th>Club</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol City Fly-Fishers</td>
<td>4</td>
</tr>
<tr>
<td>Capitol City Fly-Tiers</td>
<td>2</td>
</tr>
<tr>
<td>NRA</td>
<td>1</td>
</tr>
<tr>
<td>United Sportsmen’s Club</td>
<td>1</td>
</tr>
<tr>
<td>Nat’l Women’s Studies Assoc. Student Caucus</td>
<td>1</td>
</tr>
<tr>
<td>Nat’l Assoc. of Event Planners</td>
<td>1</td>
</tr>
<tr>
<td>American Psychological Assoc.</td>
<td>1</td>
</tr>
<tr>
<td>Ozark Mountain Paddlers</td>
<td>1</td>
</tr>
<tr>
<td>Ozark Greenways Org</td>
<td>1</td>
</tr>
<tr>
<td>Green Valley Pistol / Rifle Club of Columbia</td>
<td>1</td>
</tr>
<tr>
<td>Mostly male shooting clubs</td>
<td>1</td>
</tr>
<tr>
<td>Audubon Society</td>
<td>1</td>
</tr>
<tr>
<td>Capitol City Friends of the NRA</td>
<td>1</td>
</tr>
<tr>
<td>Nat’l Assoc. of Interpreters</td>
<td>1</td>
</tr>
</tbody>
</table>
### 14. What outdoor activities do you enjoy the most (check your top three)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target shooting</td>
<td>9</td>
</tr>
<tr>
<td>Hunting</td>
<td>9</td>
</tr>
<tr>
<td>Camping</td>
<td>7</td>
</tr>
<tr>
<td>Fly-fishing</td>
<td>6</td>
</tr>
<tr>
<td>Fishing</td>
<td>5</td>
</tr>
<tr>
<td>Hiking</td>
<td>5</td>
</tr>
<tr>
<td>Canoeing</td>
<td>4</td>
</tr>
<tr>
<td>Bird-watching</td>
<td>2</td>
</tr>
</tbody>
</table>

### 15. Do any of your family members participate in the above activities?

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Father</td>
<td>5</td>
</tr>
<tr>
<td>Children</td>
<td>3</td>
</tr>
<tr>
<td>Spouse</td>
<td>3</td>
</tr>
<tr>
<td>Brothers</td>
<td>3</td>
</tr>
<tr>
<td>Uncles</td>
<td>3</td>
</tr>
<tr>
<td>Cousins</td>
<td>3</td>
</tr>
<tr>
<td>Mother</td>
<td>2</td>
</tr>
<tr>
<td>Sisters</td>
<td>2</td>
</tr>
<tr>
<td>Aunts</td>
<td>2</td>
</tr>
<tr>
<td>Grandparents</td>
<td>2</td>
</tr>
<tr>
<td>No one participates</td>
<td>2</td>
</tr>
</tbody>
</table>

### 16. Do your friends participate in the above activities?

<table>
<thead>
<tr>
<th>Participation Level</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many</td>
<td>6</td>
</tr>
<tr>
<td>A few</td>
<td>6</td>
</tr>
<tr>
<td>None</td>
<td>1</td>
</tr>
</tbody>
</table>

### 17. What do you feel we can do to promote outdoor activities for minority adults in general?

<table>
<thead>
<tr>
<th>Promotion Method</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just promote the outdoor activities</td>
<td>1</td>
</tr>
<tr>
<td>Advertise in the city</td>
<td>1</td>
</tr>
<tr>
<td>Contact minority student organizations</td>
<td>1</td>
</tr>
<tr>
<td>Contact colleges and universities</td>
<td>1</td>
</tr>
</tbody>
</table>

### 18. Did you feel welcome at this workshop?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>14</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>
According to the results obtained from the supplemental survey, 100% of workshop participants had heard of the BOW program prior to attending this event. Since this was an instructor training that number did not come as a surprise to BOW officials. Nearly 60% of participants at this workshop had been already involved in one way or another at previous BOW workshops. This research found results typical to other BOW workshops. That is, not enough time to participate was the number one barrier keeping people from participating more in outdoor-based recreation. Having too great of a distance to travel to participate and lack of equipment also were barriers often mentioned by these respondents. However, fear for personal safety, lack of child-care and not knowing how to get started were also barriers mentioned. Although 14 of the 18 participants lived in an urban setting (large city, small city, suburb) not one participant would rather see a BOW workshop in an urban setting. Sixty-one percent wanted a rural BOW, while the remaining 39% stated it made no difference. This research also found that participants found their outdoor information from a wide variety of sources. Newspapers, television, information mailed, and at work, were all mentioned as places that they found out about outdoor recreation opportunities. One hundred percent of the individuals who participated in this workshop felt welcome.

Strategy 3: Bring a field-day introductory workshop closer to home, and at a cheaper cost. San Antonio, TX

At the Barriers 2 conference, it was noted that most BOW workshops were held for an entire weekend. Cost of food and lodging created higher expenses for the workshop participants. The proposed strategy called for a one-day workshop, close to the minority population and intensively advertised in target neighborhoods.

As a result of discussions in internal focus groups already trying to create more opportunities for minorities in Texas, BOW chose Texas as a site for a pilot workshop. Texas
Parks and Wildlife Department (TPWD) and BOW staff planned for the pilot BOW workshop to be held April 28-30, 2000. This workshop would give urban women a taste of the outdoors, and so it was entitled, Becoming an Outdoors-Woman/Taste of the Outdoors (BOW/too).

The BOW/TOO workshop was planned to be held near the San Antonio, Texas metropolitan area, with a high emphasis on targeting Hispanic women to come to this event.

Again, individuals at the event would be surveyed after participating in the workshop. Questions ranged from attitudes toward the Texas natural resource agency, to familiarity with the BOW program, to the basic background and comfort level questions Becoming an Outdoors-Woman asks in nearly every survey. The survey is attached as Appendix 4. With the information gathered with these surveys, it was hoped that we could gather enough information as to whether BOW had promoted this workshop in the correct places, and whether participating in this workshop positively influenced the participants comfort level with natural resource-based activities.

Participants were targeted from throughout Houston, San Antonio, and Austin. TPWD headquarters staff did three formal presentations to publicize this workshop. These publicity efforts included presentations to a Texas Womens Outdoor Network meeting, an educational sorority, and an interdepartmental state agency conference. Several informal presentations were also made to groups in San Antonio by TPWD game wardens stationed there. In addition to the presentations given around the area, printed brochures were also made up specifically for the event. Approximately 2000 brochures were handed out to potential participants throughout the area. Debra Bunch, the Texas Becoming an Outdoors-Woman coordinator, used the templates she uses for the regular BOW workshops, and with the help of the TPWD Creative Services division, a re-design was done, including adding pictures of women of color to the brochure.
These registration brochures and another 500 accompanying flyers advertising this event were sent to various target audience outlets in the region. These outlets included the San Antonio Park and Recreation Centers, Hispanic Chambers of Commerce, San Marcos (Texas) Parks and Recreation Centers, Capital City Chamber of Commerce – including the African-American Chamber, Community Outdoor Outreach Program (COOP), grant recipients and applicants, and the San Antonio Missions (historic sites). The Texas Ag-Extension office also distributed some brochures to their contact groups. Standard press releases were also sent to all major newspapers in the region, as well as minority newspapers, radio stations, etc.

This workshop intended to bring typical Becoming an Outdoors-Woman workshop classes to the urban area, eliminating transportation to the workshop as a barrier to participation. This event was to be held on a shooting range complex in San Antonio. Having this workshop as a day-long event rather than a weekend event also cuts the cost of the program, because meals and lodging are not required. The day-long event would only cost $15 compared to $150-$200 for a regular BOW weekend.

As a result of this advertising, twelve people signed up to participate in this workshop. Two Hispanic women from San Antonio and ten African-American women from Houston and Austin registered for the workshop. Some of these women came as a result of the large amount of targeted advertising being done, however a few women came as a result of speaking with Darlene Lewis. Darlene Lewis, an African-American woman, is the COOP program coordinator for the Texas Parks and Wildlife Department. Another woman registered as a result of a contact with the TPWD Wildlife Expo Coordinator, Ashley Callahan.

However, with only twelve people registered, it was determined by TPWD that this workshop would not be held in the spring of 2000. TPWD decided to try a second round of
advertising to the target audience, with the plan of rescheduling the event for spring 2001. The same advertising approach will be used for the second try at this workshop that was used in the first attempt. In addition to all that was used the first time, TPWD officials will plan more personal contact with target audience women, hoping that having the TPWD official speak directly to the minority women will offer more of a personal invitation and the women will come to the workshop.

**Strategy 4: Target employees of a state or federal resource agency; Milwaukee WI**

BOW theorized that federal natural resource agencies have a larger than representative minority workforce, because of better adherence to affirmative action policies than the average business. To that end, BOW planned a workshop in conjunction with the U.S. Department of Agriculture’s (USDA) Forest Service. To accomplish this, in the spring of 2000, BOW representatives gave a presentation at the USDA Forest Service Region 9 headquarters in Milwaukee WI. The regional forester, Bob Jacobs, attended, as well as various support staff of the USDA Forest Service. At the presentation, the BOW representatives asked the Forest Service if it would be willing to co-sponsor a field day for its employees. Shortly afterwards, the Forest Service agreed. BOW representatives then made a second presentation to the Forest Service. This time the presentation was made to Forest Service employees to personalize the invitation to the field day. BOW wanted the employees to be comfortable with the workshop and its planners. This slide presentation was tailored specifically to the audience. More slides of minority women participating in BOW activities were added to the basic BOW slide presentation. Also, the hunting aspect was played down, and the non-harvest third that BOW teaches at its workshops was emphasized. This was to reduce any firearms intimidation factor. At Barriers 2, participants noted that some women fear firearms because they have only been
exposed to firearm use, not firearms safety. Participants at Barriers 2 also noted that some women may have had only negative experiences with firearms.

On August 2, the Becoming an Outdoors-Woman / Taste of the Outdoors Workshop co-sponsored by the USDA Forest Service took place. Forty-two employees from the USFS came as participants. Participants were bussed from Forest Service headquarters in downtown Milwaukee to a sports club in the Milwaukee suburb of Waukesha. Wern Valley Sports Club was chosen after a list of possible clubs to use was created. Wern Valley was chosen because it had all of the necessary facilities we needed right on the camp property, it was a short drive from the Forest Service headquarters in downtown Milwaukee, the employees were easy to work with and were eager to participate in the field day. The facility was also willing to donate use of its facilities for this session. The USDA Forest Service employees attended the workshop as a training session, on work time. The workshop offered topics that would be on the schedule at a regular Becoming an Outdoors-Woman weekend workshop. However, instead of four 3-hour long sessions over a weekend, participants chose one morning class and an afternoon class. Six classes were offered in each session. Participants chose from offerings in three major categories: hunting/shooting sports, fishing, and non-harvest recreation such as canoeing or outdoor cooking. In the morning, participants were given a welcome by Wisconsin BOW coordinator Peggy Farrell, who also introduced the various instructors at that time. Instructors included BOW founder Dr. Christine Thomas, BOW Director Diane Lueck, Missouri BOW coordinator Mariah Hughes and assistant Missouri BOW coordinator Ken Sloan. Also present were Deborah Worth-Moore and Carol Robinson, two African-American women who participated in the Missouri Instructor Training held as a BOW strategy earlier in the year. One Forest Service
employee, an African-American man, offered to help instruct and Farrell also brought along a contingent of Wisconsin Becoming an Outdoors-Woman instructors to teach.

After the introduction, participants were sent out to the various activities they chose for their morning sessions. Participants took canoeing, shotgun shooting, basic fishing, camping, outdoor cooking, or archery. After two and a half hours of classroom time, participants were given a lunch break. During lunch, participants were given a brief overview of the BOW program, the club where the event was occurring, and finally participants were told that after the afternoon session was over, they were to report back to the lunchroom. This is important because in the lunchroom, BOW graduate assistant Mike Schnell would be handing out session evaluations which the participants would learn more about after the afternoon classes. In exchange for returning a completed evaluation, participants would receive a Wisconsin BOW T-shirt. After lunch, participants returned to the field to participate in the afternoon activities. Although this session was intended to be as long as the morning session, a brief but torrential rainstorm swept through the area and participants returned to the lunchroom and were given the evaluations then. The BOW / TOO field day evaluations (Appendix 5) combined questions from the standard Becoming an Outdoors-Woman session evaluation and an edited down version of the survey completed earlier in the year for the Missouri BOW Instructor Training Supplemental Survey. Rain-drenched participants were given T-shirts as people returned in from the rain, so they could have something dry to wear. (This is important to mention because the T-shirt was the incentive to complete an evaluation.) Thirty-two out of 41 surveys were returned. Results are shown in Table 2.
Table 2. Wisconsin BOW TOO Survey Responses.

<table>
<thead>
<tr>
<th>Please check the activities you participated in today</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canoeing</td>
</tr>
<tr>
<td>Shotgun</td>
</tr>
<tr>
<td>Fishing</td>
</tr>
<tr>
<td>Archery</td>
</tr>
<tr>
<td>Outdoor cooking</td>
</tr>
<tr>
<td>Camping</td>
</tr>
</tbody>
</table>

1. The Becoming an Outdoors-Woman program is sponsored in part by the Wisconsin Department of Natural Resources. As a result of BOW Taste of the Outdoors has your attitude changed towards your state natural resource agency?

| More positive | 27 |
| Not sure | 2 |
| Less positive | 0 |

2. Had you heard of the BOW program prior to this event?

| No | 27 |
| Yes | 4 |

3. Had you participated in BOW sponsored activities?

| No | 29 |
| Yes | 2 |

4. Rank your comfort level with

| Nature (1-10, ten is most comfortable) | 8.9 |
| Fishing (1-10, ten is most comfortable) | 7.4 |
| Firearms (1-10, ten is most comfortable) | 5.6 |

5. As a result of your participation in BOW TOO has your comfort level changed with the above?

| More | 22 |
| No change | 7 |
| Less | 0 |

6. Please mark the top 3 barriers that keep you from getting more involved in outdoor recreation.

<p>| No time | 20 |
| No one to go with | 14 |
| Don’t have equipment | 13 |</p>
<table>
<thead>
<tr>
<th>Reason</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>No training</td>
<td>9</td>
</tr>
<tr>
<td>Don't know where to go</td>
<td>5</td>
</tr>
<tr>
<td>Don't know how to start</td>
<td>5</td>
</tr>
<tr>
<td>Lack of child-care</td>
<td>3</td>
</tr>
<tr>
<td>Fear of personal safety</td>
<td>2</td>
</tr>
<tr>
<td>Don't know where to get hunt/fish license</td>
<td>1</td>
</tr>
<tr>
<td>Feel unwelcome</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
</tbody>
</table>

7. Did you meet anyone at this workshop who might participate in outdoor activities with you?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>18</td>
</tr>
<tr>
<td>Not sure</td>
<td>5</td>
</tr>
<tr>
<td>No</td>
<td>4</td>
</tr>
</tbody>
</table>

8. As a result of this workshop are you likely to attend a future BOW workshop?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>27</td>
</tr>
<tr>
<td>Not sure</td>
<td>3</td>
</tr>
<tr>
<td>No</td>
<td>1</td>
</tr>
</tbody>
</table>

9. Would you prefer learning from instructors/role models who are of your same ethnicity?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>No preference</td>
<td>30</td>
</tr>
<tr>
<td>No</td>
<td>1</td>
</tr>
<tr>
<td>Yes</td>
<td>0</td>
</tr>
</tbody>
</table>

10. Where do you live?

<table>
<thead>
<tr>
<th>Location</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large city</td>
<td>20</td>
</tr>
<tr>
<td>Rural</td>
<td>5</td>
</tr>
<tr>
<td>Suburb</td>
<td>4</td>
</tr>
<tr>
<td>Small city</td>
<td>2</td>
</tr>
</tbody>
</table>

11. Would you be more willing to attend a Becoming an Outdoors-Woman workshop in an urban rather than a rural setting?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>No difference</td>
<td>21</td>
</tr>
<tr>
<td>Rural</td>
<td>10</td>
</tr>
<tr>
<td>Urban</td>
<td>0</td>
</tr>
</tbody>
</table>

12. What outdoor activities do you enjoy the most?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hiking</td>
<td>18</td>
</tr>
<tr>
<td>Camping</td>
<td>18</td>
</tr>
<tr>
<td>Activity</td>
<td>Count</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Canoeing</td>
<td>11</td>
</tr>
<tr>
<td>Fishing</td>
<td>10</td>
</tr>
<tr>
<td>Target shooting</td>
<td>9</td>
</tr>
<tr>
<td>Bird-watching</td>
<td>5</td>
</tr>
<tr>
<td>Hunting</td>
<td>3</td>
</tr>
<tr>
<td>Fly-fishing</td>
<td>1</td>
</tr>
<tr>
<td>Mountain biking</td>
<td>1</td>
</tr>
<tr>
<td>XC skiing</td>
<td>1</td>
</tr>
<tr>
<td>Snowshoeing</td>
<td>1</td>
</tr>
<tr>
<td>Dog sledding</td>
<td>1</td>
</tr>
<tr>
<td>Backpacking</td>
<td>1</td>
</tr>
<tr>
<td>Biking</td>
<td>1</td>
</tr>
<tr>
<td>Skiing</td>
<td>1</td>
</tr>
<tr>
<td>Walking</td>
<td>1</td>
</tr>
<tr>
<td>Plant ID</td>
<td>1</td>
</tr>
<tr>
<td>Swimming</td>
<td>1</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>1</td>
</tr>
<tr>
<td>Outdoor cooking</td>
<td>1</td>
</tr>
<tr>
<td>Archery</td>
<td>1</td>
</tr>
<tr>
<td>Golf</td>
<td>1</td>
</tr>
</tbody>
</table>

13. In which outdoor activities would you be most likely to participate at future BOW programs?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canoeing</td>
<td>7</td>
</tr>
<tr>
<td>Archery</td>
<td>6</td>
</tr>
<tr>
<td>Shotgun</td>
<td>6</td>
</tr>
<tr>
<td>Target shooting</td>
<td>4</td>
</tr>
<tr>
<td>Fishing</td>
<td>4</td>
</tr>
<tr>
<td>Hiking</td>
<td>3</td>
</tr>
<tr>
<td>Fly-fishing</td>
<td>3</td>
</tr>
<tr>
<td>Camping</td>
<td>3</td>
</tr>
<tr>
<td>Dog sled</td>
<td>1</td>
</tr>
<tr>
<td>First aid</td>
<td>1</td>
</tr>
<tr>
<td>Backpacking</td>
<td>1</td>
</tr>
<tr>
<td>Orienteering / Topo maps</td>
<td>1</td>
</tr>
<tr>
<td>Nature walking</td>
<td>1</td>
</tr>
<tr>
<td>Anything except hunting</td>
<td>1</td>
</tr>
<tr>
<td>All the activities</td>
<td>1</td>
</tr>
</tbody>
</table>

14. Do any of your family members participate in the above activities?

<table>
<thead>
<tr>
<th>Relationship</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Father</td>
<td>9</td>
</tr>
<tr>
<td>Sisters</td>
<td>8</td>
</tr>
<tr>
<td>Children</td>
<td>8</td>
</tr>
<tr>
<td>Uncles</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-------</td>
</tr>
<tr>
<td>Cousins</td>
<td>6</td>
</tr>
<tr>
<td>Brothers</td>
<td>6</td>
</tr>
<tr>
<td>Mother</td>
<td>5</td>
</tr>
<tr>
<td>Aunts</td>
<td>4</td>
</tr>
<tr>
<td>Grandparents</td>
<td>3</td>
</tr>
<tr>
<td>Spouse</td>
<td>2</td>
</tr>
</tbody>
</table>

15. Do your friends participate in the above activities?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Few of my friends</td>
<td>13</td>
</tr>
<tr>
<td>None</td>
<td>12</td>
</tr>
<tr>
<td>Many of my friends</td>
<td>6</td>
</tr>
<tr>
<td>Unknown</td>
<td>1</td>
</tr>
</tbody>
</table>

16. What do you feel we can do to promote outdoor activities for minority adults?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>More advertising</td>
<td>2</td>
</tr>
<tr>
<td>Work with schools</td>
<td>2</td>
</tr>
<tr>
<td>Urban area activities</td>
<td>1</td>
</tr>
<tr>
<td>Use same-ethnicity instructors</td>
<td>1</td>
</tr>
<tr>
<td>Keep this program alive</td>
<td>1</td>
</tr>
<tr>
<td>These type of workshops</td>
<td>1</td>
</tr>
<tr>
<td>Free seminars at inner city locations</td>
<td>1</td>
</tr>
<tr>
<td>Provide child-care</td>
<td>1</td>
</tr>
<tr>
<td>Appeal to the culture</td>
<td>1</td>
</tr>
<tr>
<td>Use DNR branches</td>
<td>1</td>
</tr>
<tr>
<td>Get involved with churches</td>
<td>1</td>
</tr>
<tr>
<td>Field trips</td>
<td>1</td>
</tr>
<tr>
<td>Days like this</td>
<td>1</td>
</tr>
<tr>
<td>Make them feel they belong</td>
<td>1</td>
</tr>
<tr>
<td>Come to neighborhoods to promote</td>
<td>1</td>
</tr>
<tr>
<td>Have a workshop for minorities to attend</td>
<td>1</td>
</tr>
</tbody>
</table>

17. As a result of this workshop will you participate more in outdoor-based recreation?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>23</td>
</tr>
<tr>
<td>Not sure</td>
<td>6</td>
</tr>
<tr>
<td>No</td>
<td>3</td>
</tr>
</tbody>
</table>

18. Did you feel welcome at this workshop

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>31</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>
19. What did you like best about this workshop?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good instructors</td>
<td>6</td>
</tr>
<tr>
<td>Laid back / welcoming atmosphere</td>
<td>3</td>
</tr>
<tr>
<td>People</td>
<td>3</td>
</tr>
<tr>
<td>Bonding with co-workers</td>
<td>2</td>
</tr>
<tr>
<td>Laughter</td>
<td>2</td>
</tr>
<tr>
<td>Everything</td>
<td>2</td>
</tr>
<tr>
<td>Trying the new activities</td>
<td>2</td>
</tr>
<tr>
<td>Being outside</td>
<td>2</td>
</tr>
<tr>
<td>Non-threatening atmosphere</td>
<td>1</td>
</tr>
<tr>
<td>Archery</td>
<td>1</td>
</tr>
<tr>
<td>Professionalism and kindness</td>
<td>1</td>
</tr>
<tr>
<td>Being with friends outside of office</td>
<td>1</td>
</tr>
<tr>
<td>No construction</td>
<td>1</td>
</tr>
<tr>
<td>Great attitudes</td>
<td>1</td>
</tr>
<tr>
<td>Surroundings</td>
<td>1</td>
</tr>
<tr>
<td>Fun and outdoors</td>
<td>1</td>
</tr>
<tr>
<td>Being away from the office</td>
<td>1</td>
</tr>
<tr>
<td>Fishing</td>
<td>1</td>
</tr>
<tr>
<td>Directors and friends were great</td>
<td>1</td>
</tr>
<tr>
<td>Lunch</td>
<td>1</td>
</tr>
<tr>
<td>Personal instruction in the small groups</td>
<td>1</td>
</tr>
<tr>
<td>Participation of all the women</td>
<td>1</td>
</tr>
</tbody>
</table>

20. What would you like to see changed at this workshop?

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing</td>
<td>1</td>
</tr>
<tr>
<td>More camping or non-hunting activities</td>
<td>1</td>
</tr>
<tr>
<td>More wilderness survival or wild edibles</td>
<td>1</td>
</tr>
<tr>
<td>Don’t assume everybody is entry level</td>
<td>1</td>
</tr>
<tr>
<td>Make it 2 days with a campout</td>
<td>1</td>
</tr>
<tr>
<td>More time</td>
<td>1</td>
</tr>
<tr>
<td>Great as it is</td>
<td>1</td>
</tr>
<tr>
<td>Be able to bring my child</td>
<td>1</td>
</tr>
</tbody>
</table>

As indicated, 87% of the women at the BOW/TOO event plan on participating in a future BOW workshop. Similar to previous BOW research, 93% percent of workshop participants had a more positive attitude towards their natural resource management agency, in this case the Wisconsin Department of Natural Resources. Approximately 80% of women plan to raise their level of participation in outdoor recreation as a result of this workshop. This
research also showed no significant difference in responses between minority women and whites. According to the surveys, women walked away from this workshop feeling more positive and able to participate and also feel more comfortable while they are participating in outdoor-based recreation.

**Strategy 5: Change literature to include minority involvement.**

In order to conquer the feeling that BOW publicity “doesn’t mean me,” which was a barrier shown at the Barriers 2 conference, BOW changed literature to include photos of minority women present at BOW workshops. This was to show that other minority women participate in outdoor recreation, including Becoming an Outdoors-Woman workshops, and then other minority women would feel more welcome to participate. Examples of a literature change include more photos of minority women included in workshop registration and also slide presentations given by BOW representatives. The Becoming an Outdoors-Woman website was also updated. Photographs were changed and new photographs representing women of color participating in BOW workshops were shown. The “Step-Outside” brochure, a staple in publicity for the International Becoming an Outdoors-Woman program was also edited to include photos of minorities participating in natural resource-based recreation.
DISCUSSION

The Barriers 2 conference, “Introducing Women of Color and Low-Income Women to Natural Resource-Based Recreation: Barriers and Strategies” identified the barriers to minority women participating in outdoor-based education. Barriers 2 also pointed to possible strategies for overcoming those barriers. Barriers identified included: feeling unwelcome, lack of role models, and lack of education. Strategies such as education through BOW, hold a mini-BOW in a target community, or use minority role models were suggested.

Three workshops were set up to determine the effectiveness of the strategies. In the Missouri workshop, seven new minority instructors were certified as Becoming an Outdoors-Woman instructors. While it may seem labor-intensive to certify just seven minorities as instructors, it is a needed beginning. Those seven instructors now know that we mean them, and that they are wanted as participants in BOW workshops. BOW anticipates that the minority presence and participation as BOW instructors in Missouri workshops will bring in an even larger number of minority participants. Results from the survey distributed at the Missouri pilot workshop showed that these instructors felt comfortable at BOW programs. If they can pass along that feeling of being comfortable to one other person of color, BOW will have one more target participant. The Barriers conference participants also told BOW that there was a lack of role models as instructors in the program. Training these seven people as instructors for future BOW workshops will bring rewards in the future as more minority men and women see the other instructors that “look like me.” This has already paid off in their participation in the Wisconsin agency workshop.

The Texas pilot workshop planned for the spring of 2000 intended to try a strategy suggested at the Barriers 2 conference. The planned Texas workshop was going to issue a
specific invitation to members of the Hispanic community. At Barriers 2, BOW was informed
that many members of the minority community felt that BOW publicity did not mean them or
their friends, but was meant for white women. With that knowledge, the Texas Parks and
Wildlife Department produced publicity with women of color in the photographs. Staff of the
TPWD gave presentations to the Hispanic community. Still, after a lot of time issuing the
specific invitation, few people registered for the planned workshop. The staff of TPWD plan on
running this workshop sometime in the future. But, this workshop will only occur only after
another round of issuing the specific invitation to members of the Hispanic and other minority
communities. Since the planned workshop did not take place, this is an unproven strategy.

The Wisconsin pilot workshop employed several strategies. At that workshop, BOW
attempted to encourage more participation by employees of federal agencies. BOW hoped that
the agency employees that participated in the field day would become more comfortable doing
outdoor-based recreation, and dealing with their clientele who also participate in outdoor-based
recreation. Lack of education (about natural resources) was a barrier presented at the Barriers 2
conference. Providing a mini-BOW workshops was the strategy put forth to deal with that
barrier. Giving the Forest Service employees a mini-BOW gave them a taste of what BOW and
natural resource-based recreation is about. The BOW field day also included participants from
the previous pilot workshop held in Missouri. The shotgun instruction team included the
assistant Missouri BOW coordinator, as well as women who became BOW instructors at the
Missouri Instructor Training. The successful teaching style of this crew demonstrated that well
trained minorities work well as accepted instructors for the BOW program. All around, this
workshop had the highest number of minorities of any workshop across North America, both in
terms of percentages and actual numbers.
We feel many things led to the high success of this workshop. Involving the regional forester was key. Giving a presentation to the regional forester and his aides showed that BOW was serious about involving the Forest Service in this workshop. A second presentation to the Forest Service employees themselves drove home that point even more. They knew we meant them. Creating an entirely new slide presentation giving information about BOW was another effective tool. The slide presentation was re-created to show more minorities involved in BOW and outdoor-activities. The slide show also de-emphasized the firearms portion of BOW, in order show the women about BOW without them becoming intimidated by firearms, and actually to highlight the non-harvest activities that BOW teaches. Canoeing, camping and backyard cooking with dutch ovens were all a big part of the BOW slide presentation. BOW also provided transportation for the employees to remove the transportation barriers. A coach bus was waiting for the Forest Service employees at the front door in the morning and drove them to the workshop site. The bus also drove them back home – dropping them back off at the front door of the Forest Service headquarters. We also noticed something at the workshop that we did not advertise. The workshop atmosphere developed into the same type of atmosphere that occurs at typical BOW workshops. Camaraderie filled the air as Forest Service employees bonded with co-workers outside the office in a relaxed, non-threatening atmosphere. Many participants discovered that they have co-workers that they can participate in these types of activities with. It made an intra-agency social experience fun.
IMPLICATIONS AND FUTURE DIRECTIONS

It is widely known and accepted that the Becoming an Outdoors-Woman program is successful at educating women about outdoor-based recreation. During this research, BOW gained programs in two more states bringing the total to 46 U.S. states in addition to seven Canadian provinces. Becoming an Outdoors-Woman’s spin-off program, Beyond BOW, is also gaining popularity at a rapid pace. Thirty-one states and provinces now offer Beyond BOW workshops. Many states that run BOW programs have gone to multiple workshops per year, citing the fact that they were turning away more people than they were letting in to their program because of a full workshop. Many states offer instructor training programs as well, to keep training new instructors to keep up with the number of participants and workshops.

The research reported in this thesis will help BOW expand even more. The results of this workshop will be shared with each BOW coordinator and also state natural resource agency directors. From there the directors and coordinators will continue what this research has begun to attract minorities to BOW and outdoor-recreation. States that implement the strategies learned at the Barriers 2 conference will attract more minority participants whose attitudes will become more positive toward the outdoor activity and to the natural resource agency. Having a wider variety of participants in the BOW program means a greater number of participants in outdoor-based recreation in general.

The Becoming an Outdoors-Woman program also plans to extend the invitation to outdoor-based recreation to another underrepresented group: women with disabilities. BOW will use the framework discovered while investigating barriers to minority women and apply them to women with disabilities. BOW knows that each segment of the population should be included in making decisions on how natural resource issues should be handled. By including each
segment in natural-resource based recreation, BOW has provided the stepping stone to achieve that goal for over 20,000 women annually.
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APPENDIX 1

Introducing Women of Color and Low-Income Women to Natural Resource-Based Recreation:

Barriers and Strategies
Introducing Women of Color and Low-Income Women to Natural Resource-Based Recreation: Barriers and Strategies

Green Bay, Wisconsin
October 29-30, 1999

Sponsored by the International Becoming an Outdoors-Woman Program
Introducing Women of Color and Low-Income Women to Natural Resource-Based Recreation: Barriers and Strategies

Green Bay, Wisconsin
October 29-30, 1999

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4. Are We on the Same Page? – Joseph R. “Russ” Wheeler, Executive Director, The Outdoor Experience

5. An Uncommon Woman in an Uncommon Place – Dr. Mamie Parker, Deputy Regional Director, US Fish and Wildlife Service

6. Facilitated Discussions: Barriers and Strategies

7. Wrapping Up – Diane Lueck

8. Summary
Welcome
George Meyer, Secretary, Wisconsin Dept. of Natural Resources

On behalf of the Wisconsin Department of Natural Resources, I want to welcome those of you from out-of-state to Wisconsin. This state is greatly blessed with abundant natural resources, and our citizens take a great deal of pride in the protection and enhancement of those valuable natural resources.

Wisconsin has a long tradition of outdoor sport and recreation and it continues to be important for our future. Natural Resources are a major selling point in Wisconsin’s tourism. Hunters, campers, boaters, and anglers pay a large share of the costs of resources and recreation management programs.

As a state agency, we recognize the need for diversity. The department of natural resources encourages all of our citizens to get out and enjoy the natural resources of Wisconsin. We recognize that not every individual was born or raised in a setting where there was a great opportunity to enjoy nature-based recreation. We have made a major effort to support and encourage those who did not have these opportunities to learn how to enjoy the outdoors.

The future of our natural resources depends on a wide cross section of support. We, DNR, support and commend the work of this conference for promoting interest and expanding opportunities for all citizens to enjoy the resources. Welcome.
Introduction
Diane Humphrey Lueck, Assistant Director, International Becoming an Outdoors-Woman Program

Thank you all for giving up one of our precious fall weekends to join this conference: Introducing Women of Color and Low Income Women to Natural Resource-Based Recreation: Barriers and Strategies. We welcome representatives from agencies and conservation groups in 11 states.

As most of you know, Becoming an Outdoors-Woman is an educational program that teaches introductory level hunting, fishing, and non-harvest skills to women. It’s offered in 44 states and nine provinces, and reaches about 15,000 each year.

At the 1997 BOW coordinators conference, a primary concern was how few ethnic minorities we have in workshops. I followed up this concern with a survey of BOW coordinators. They reported minority percentages as low as zero, with a high of ten percent, and an average of about six or seven percent minority participation across the country. Minority instructor numbers are even lower.

In addition, women with low incomes comprise about 15% of our participants. The coordinators asked us to look into the reasons for the low numbers in these two groups. We were funded in this task by USFWS Federal Aid and the list of generous BOW sponsors you have in your packet.

At Breaking Down Barriers II, we’re not just talking about what the problems are. The ultimate mission of this conference is to formulate strategies. These strategies will invite women of color and low-income women to BOW. The strategies will be tested at pilot workshops in Missouri and Texas and possibly other states. Our research assistant, Mike Schnell, will question participants about how effective those strategies are.

So we do have a task tomorrow. You have dots on your nametags that divide you into discussion groups. Our two fine teams of facilitators will help us. If you have any questions, please ask.
What Color is Your Tradition?
Dr. Christine L. Thomas, Associate Dean, College of Natural Resources, University of Wisconsin-Stevens Point

Welcome to Green Bay, Wisconsin, home of one of the greatest football traditions in the country. I know that some of you are Dallas fans and for some of you, this is a chance to be close to the frozen tundra of the historic Ice Bowl of the 1960’s. Regardless of what team you are a fan of, or if you are not a football fan at all, I think most of you would agree that the Packers are a tradition in Wisconsin. The color of our tradition is green and gold.

Traditions are important and there are a lot of good things about them. For example, they bind groups of people together. I was at Cabela’s in Nebraska a couple of weeks ago and ran into a man who was wearing a green turtleneck with “Green Bay Packers” embroidered in gold on the collar. I knew we had something in common. The color of our tradition is green and gold.

Traditions provide opportunities for families and friends to participate in common activities. Did you hear the story about the guys who went to a Packer game and sat next to an empty seat? That is a pretty unusual situation at a Packer Game. So they asked the woman who was sitting on the other side of the empty seat if she knew what the deal was. “Oh,” she answered. “That seat is my husband’s. We have never missed a game since Lambeau Field opened.” The guys asked her where her husband was that day. She replied, “He died this week and his funeral is today.” The color of this woman’s tradition was green and gold.

Of course traditions have a down side as well. We tend to get into a rut and often do not see how constraining a tradition might be. Some years ago, our Department of Natural Resources proposed a 16-day firearm deer season in place of the traditional nine-day season. The sporting community went ballistic (if you will pardon the expression). Their vacations were set, their family Thanksgiving plans were set and they were set in their ways. Our state resource management agency was severely beaten about the head and shoulders and the 16-day firearm season was shelved, probably for as long as anyone who was involved remembers the incident. The color of our tradition is blaze orange.

Traditions can be exclusionary, because by definition they include mainly those who have traditionally participated. Going back to my Packer analogy, that is a characteristic of that tradition as well. I have been on the list for season tickets since 1978. I am still nearly 4000 from the top of the list. I move up about 15 seats per year. Essentially, the seats in Lambeau Field are occupied by the same people year after year. The same people that have been in them for 30 years. When you look around the stadium, one of the things you will notice is that everyone is wearing green and gold and also that the faces under the cheese heads and the green sock hats are almost all the same color. The color of our tradition is white.

A great deal of outdoor recreation is like that too. The same people who have participated for years are the ones who are still participating. We have not taken the trouble to open our outdoor traditions to those who have been outside our traditional circles. Not only do we not take the trouble to invite others in, we are shocked when they enter on their own.
I’d like to share an incident that I experienced that illustrates this point. Earlier this year I was in Las Vegas with my husband. We had taken our shotguns to do a little warm weather sporting clays shooting on spring break. While there, we visited a very nice western store, one that specializes in saddles, and rodeo equipment. When we walked in the store there was a black man there at the counter. His wife was seated nearby. My first thought was, “I wonder what he is doing in here.” What that says about me is that I have a pre-conceived notion about who is part of the western horse traditions and this man did not fit my image. The color of my western horse tradition is white.

Incidentally it turned out that he owns an estate in up state New York where he keeps horses. He ordered a top-of-the line western saddle, custom made for delivery in New York. I am sure it went well with the custom-made western hat that he was wearing at the time.

I do not know whether or not the horse industry can afford to pick and choose who participates in their traditions, but I can tell you that those involved in traditional fish and wildlife-based recreations cannot. We need to reach out to include a wide variety of people in our traditions. And there are a lot of good reasons why we should.

Agencies that manage natural resources need to serve all their publics and non-white citizens are a growing segment of the population. In the coming world, we need to have everyone on board with the importance of a clean environment and the need to manage resources wisely.

Some years ago when I was working on my doctoral degree at Madison, I took a class in land use policy. There were a lot of folks in the class who were from farm backgrounds. There was a lot of discussion about ways to save the family farm. After a few weeks a woman stood up in class and stated rather emphatically, “My name is Elaine. I work for the Boston Housing Authority. I am sick and tired of listening to you people whine week after week about the demise of the family farm. Where I come from a land use policy issue is where will we find housing for single parent mothers where their babies will be safe from rats and roaches in their cribs. You people need to get real.”

I knew right then and there that every time I went to a legislature for funds for an environmental or resource management purpose that Elaine would be there arguing for her causes as more just and more pressing. I knew I would need to be more eloquent than the Elaine’s in the world and I knew that I would need to cultivate constituents who were passionate about our cause.

In the coming world we can’t afford to have only 48% of the white population connected to the land. We need to have everyone.

Another reason that we need to reach out to others with our tradition is that it they would enjoy it. We have seen that with the “Becoming an Outdoors-Woman” program. That effort welcomed a new constituency to fish and wildlife-based recreation. We have done a lot of good things through that project. Women have increased their participation, they have purchased licenses and park permits, they have purchased equipment and they have increased their interest in the environment. So all the folks who have sponsored our projects have been rewarded for
their efforts. But you know what? The women gained as well. They have enjoyed higher self-confidence, they learned new skills, they do more things with their families and friends, their self esteem has risen and they have begun to feel part of a new community, the outdoor tradition.

I don’t know whether we can be successful reaching out to women of color through the BOW project. I know it is a bigger challenge than the one that started this project. We did not know whether BOW would work when we did the first workshop.

I do know that the rewards to the agencies, the industries, the conservation groups, the resources and the women themselves (and the folks associated with them) would be phenomenal if we are successful.

I know we cannot afford not to give it a try.

I can’t tell you how much I appreciate your interest and effort to come here this weekend. If we are successful, this will be one of the most important things that you and your agencies will ever do. I know we are a small group. It doesn’t take a big group to do big things. It takes a few people with commitment. Our role is to preserve some important traditions, but to welcome a broader array of people to them. We are embarking on an experiment. Let’s roll up our sleeves and see where we can go.

We do need to remember the colors of our traditions, however. The colors of my traditions include blue skies, magenta sunsets, tawny brown white-tailed bucks...and of course the green and gold of the Green Bay Packers!
Good evening! Before we get too far down the road, let me say to Dr. Christine Thomas, Diane Lueck, and other members of the executive staff of BOW how much I sincerely appreciate this opportunity to share my thoughts with those of you present. Outdoor recreation with me is a religion, and any opportunity to attract converts is indeed the focus of my life’s work. Again, thank you for this unique opportunity.

In the opening remarks made by Ms. Lueck, there are some very pertinent facts left out of that introduction. No fault of Ms. Lueck, but I would be remiss if I did not mention now that I am a product of “an outdoor woman!” My mother who was married to my father for 47 years prior to her passing was indeed An Outdoor Woman. She grew up on her father’s farm in Thomasville, Georgia with ten siblings. As a youngster, after doing the morning chores, she and her brothers and sisters would walk seven miles to the one room schoolhouse that sat on the banks of the Oclocknee River. After all day in school, she would return home over the seven mile path they had traveled in the morning. Sometimes those treks were interrupted by a cottontail crossing the trail in front of the Delaney children. Family lore has it that since my mother was the fleetest of foot, the others would call on her. Seeing the rabbit, it is reported that my Mom would say, “hold my shoes.” Again, recounting the stories told during family gatherings, my uncles and aunts swore the race generally ended with my mother returning with a rabbit in hand!

After completing her formative education in Thomas County, Georgia, as a young woman, my mother migrated to Nassau County, New York. Again according to family lore, it is told that while she and my aunt Belle were waiting on a bus one morning near a golf course in Garden City, New York, a rabbit happened along. With the bus approaching, my aunt swears my mother turned to her and said ...”hold my shoes!” I think they missed the bus, but had rabbit for dinner.

Not only was I fortunate enough to have an Outdoor Women as a mother, but the love of my life, mother of my children, wife and companion over the last 25 years, is also an Outdoors Woman. Together we have fished from Montreal, Canada to Montego Bay, Jamaica with her generally catching the first, as well as the largest fish. Of course I was operating under the handicap of knowing if that were not the case, she would find a reason not to tag along on future adventures.

I am also proud to announce that the legacy has been passed to both my son and daughter. My son introduced his fiancé during a fishing outing and I and proud to say we helped her catch her first fish! My daughter, who is now working toward her doctorate in veterinary medicine has told her suitors that she cannot bring any man home to her father who doesn’t hunt and fish. So you see, I really do practice what I preach.
Now, let's take a look at some of the programs I have introduced over the years to attract new converts to angling and archery. Rather than spend a lot of time on each of these, let me just list a few and while I mention these programs, feel free to take a look at the screen showing the slides:

THE ANGLER'S INSTITUTE
The Catfish Derby
The Advanced Angler Team
Angler of the Year Award
The Dream Team
B.A.S.S. CastingKids Contests
All American Kids - Fishing Contests
Fishin'Kids and Moms Fishing Seminars
Gone Fishin' With Russ Wheeler - Radio Show
Outdoor Adventures With Russ Wheeler - Cable TV Show
Adventures of the Fishin'Kids Newsletter

THE ARCHERY INSTITUTE
Established Rufus Miller Farms as an archery & Bow hunting reserve
The Annual Flint River Bowhunting Classic
The RMF TEAM
Archery Camp
Bowhunting Camp
Published - “Bowhunting - Our Sacred Heritage”
Archery Education Day
International Youth Archery and Cultural Exchange Program

Since starting The Outdoor Experience in 1979, the two questions I am most often asked are:

1. Why do you do this? and 2. How do you pay for it? In response to the first question, I say that I do it because my father did it for me and unfortunately most of the kids I serve are not that fortunate. As for who pays, that’s simple: I do! Over the years, I have gotten a lot a lip service about how great and glorious my work has been, but over the years if you totaled all the financial support from outside sources, it would equal less than $1,000 a year for the 20 years I have been working in the trenches. So the money comes out of my pocket and flows into the hearts and minds of those we reach each year.

So much for what I have tried to accomplish. For the next few minutes before we open up for questions from the floor, let’s examine how to increase minority participation in BOW events. Returning to the theme of these remarks, let’s first answer the question - "Are We on the Same
The more I travel across this country addressing issues of diversity, I am convinced that before any meaningful discussion can take place, all participants must be literally on the same page. To illustrate this point, let me share a true story.

After literally knocking on the doors at the Atlanta Public Schools to have them endorse a fishing and aquatic curriculum I had developed over the years, I was given an opportunity to make a presentation in front of “The Drugfree Schools Coordinator” for the entire system. Following the presentation, she asked, “how much of your time will be spent on drug counseling?” To which I responded, “NONE!” As I gathered my belongings, I explained that my program was one of prevention not a cure. I preferred to deal with the positives that result from practicing the angler’s art and not dwell on the ills of society! Embarrassed by my remarks, the coordinator told me she would fund my project providing the State board of Education authorized the expenditure. She promptly directed me to contact the director at the state level. I accepted her challenge and proceeded to “knock on yet another door.”

After wading through assistant after assistant, I was given an audience with Randal Stalvey, the chief of the state board of education for Georgia. On the day of my appointment, I was warmly greeted and immediately went into my spiel about how urban children throughout the Atlanta School System needed my brand of fishing education “because it would provide an escape from the concrete jungle and instill hope where there is only despair.” Just as I was getting really getting into my planned text, Stalvey stopped me in the middle of a sentence. His remarks, I will never forget.

“Russ Wheeler, I have read your presentation before. I have a copy sent to me from the Lieutenant Governor’s office. I must tell you, we don’t only need you in the City of Atlanta, but I need you in my neighborhood in the suburbs. You see out where I live, we are so busy making mortgage payments and car payments that we have no time to spend with our children. We have lost our children in the suburbs too.”

Shocked at the awesome reality of his statements, I collected myself to continue the meeting. Having bared our souls, I left his office the affirmation that what I have to say has universal appeal. However, Stalvey also let me know that his office could not dictate to any school system how to spend their grant money. Determined to stay the course, with my own money, I implemented the program in three schools in Atlanta’s most crime ridden communities - and over a 16 week period reached literally thousands of youngsters who would gather before sunup on Saturday mornings to escape their squalor, to spend a day on the banks of Georgia’s rivers and streams.

However, the lesson I learned from that eventful meeting with Randal Stalvey has followed me since. Let’s be sure we are talking about the same demographic when we say we are interested in increasing African-American involvement at BOW events and outdoor recreation. To do so, we must understand the dynamics of the demographics. Whatever your stereotype image may conger up, be advised that the African-American community is not a homogeneous unit with everyone living in poverty; under educated; on welfare; with poor self esteem and a criminal background.
Speaking of criminal background, I am forced to remember a statement the director of public relations of a major gun and ammunition manufacturer's organization made to me several years ago. When I contacted his office to get support for one of my Flint River Bowhunting Festivals, he asked: “Russ how do you teach those black kids how to shoot without having them kill each other?” After advising him that I did have tough skin and did not wear my emotions on my shirt sleeves, I addressed his concern. He was obviously misinformed and what he assumed from news reports featuring death and mayhem common to 2% of the population was forcing him to make conclusions about the 98% of the population that does not commit crimes or acts of violence. My public relations friend has since learned that some African-Americans are mayors of major cities who are playing to a powerful constituency with converts from every walk of life and skin color, when they filed lawsuits earlier this year against the gun industry. However, I must give him credit for getting his organization to sponsor a sporting clays set-up at my farm. The very man who made the statement to me spent two days during my second Annual Flint River Bowhunting Classic teaching young African-Americans gun safety and the skills required to break sporting clays.

So the first rule when marketing to the African-American community must be to avoid making the fallacy of composition. Don't make a conclusion about the whole group when consulting data about a tiny segment of that group. If BOW wants to reach more African-American participants, then take the blinders off! The converts you seek are not impoverished and “home alone.” To the contrary, they are in office buildings, banks, schools and colleges. They are well read, educated and have the financial savvy to participate in a wide variety of life enhancing activities.

If they exist, then how do you reach these potential users and consumers? Have you ever tried contacting the personnel offices of major employers in an area and asked them to partner with BOW in having an employer-sponsored event? Another angle for reaching millions of black professional females is to work with sororities such as Alpha Kappa Alpha, Delta Theta Tau, and others. In addition to their community involvement, these organizations with chapters in every major metropolitan area in the country have vast networks with constant contact with college level sorors and professionals.

Once you have access to the potential participants, the message becomes the key. In developing the message, it is essential to use marketing sophistication that sells rather than educates. I'm going to repeat that - the best marketing approach to attract new converts involves more selling than educating! To get the converts, you must determine what you are selling. In spite of what they may say, adults resent being told what to do; i.e., the forced education process. What BOW is really selling is an opportunity to escape the rigors of an everyday mundane existence. It is selling an opportunity to eliminate stress though planned outdoor activities; BOW is selling relaxation in a pristine environment; it's selling self confidence and reassurance that there is life beyond the office and the rigors of homemaking.

Like any effective sales presentation, it never hurts to have some testimonials. In the African-American community, high profile personalities from the world of sports and entertainment carry a lot of clout in establishing trends and “what’s cool and what’s not”. If Sinbad, Tom Joiner or
Oprah say they spent a weekend skeet shooting, or mountain biking, the door is open for millions of converts sitting on the bench just waiting for a nudge to get "into the game". Did I just throw you a curve? Everybody knows Oprah, but do you know Sinbad or Tom Joiner? Guess what, the people you are trying to reach know who they are! They may have a problem with country western singing sisters and Charleston Heston, but millions do recognize the names Sinbad and Tom Joiner; or Gladys Knight, Whitney Houston, Halle Berry and Maya Angelou. Remember, its not who you relate to or think that’s important. To the contrary, the personalities that your potential converts admire are vitally important.

With the market identified, and the “who’s who” list at your disposal, the next major areas of concentration must be on the words, music, and images selected to attract participants. If the words, music and images associated with BOW events point only to white women, African-American women will not be present. The same is certainly true of the converse to that scenario. If a BOW event is being promoted utilizing all black images, top-10 R&B tunes, and phrases common to the black experience, large-scale white participation will certainly be lacking. On the other hand, if the message is mixed to attract “upwardly mobile females” and all market segments are adequately represented in the presentations, the event certainly has greater potential for success. The bottom line reality then becomes *It is possible to sell the event to all constituents as long as everybody feels they are the target of the solicitation.*

Having adequately compounded the problem, I’m prepared now to take questions from the floor. Again, thanks for having me.
An Uncommon Woman in an Uncommon Place

Dr. Mamie Parker, Deputy Regional Director, US Fish and Wildlife Service

Tonight, I’d like to talk about an uncommon woman in an uncommon place; how I was able to break down some barriers to reach some goals. I was influenced by my mother—Miss Piggy Parker—an outdoorswoman.

Please focus on 1957, southern Arkansas, Little Rock Central High School. My mother was impressed with Eisenhower. She was pregnant, and planned to name her boy Ike (as in “I like Ike”). But I was a girl, Mamie, born October 14, 1957. She wanted a boy to take fishing (she was an uncommon woman), and already had five girls, five boys, and then Mamie!

She took me fishing every day. She taught me lessons to break down barriers as I was exposed to racism and sexism. When I first learned to read, I read the words on a bottle. “Look mommy, ‘No deposit, no return!’” That’s also a life lesson I learned from my mother. “Nothing In, Nothing Out.” We here tonight need to make deposits to break down barriers. We need investments in people like me.

Once when we were fishing, a frog jumped into the water. I learned another life lesson from my mother. “When you fall, fall on your back, so you can see up! Visualize advancement.”

In undergraduate school, I majored in biology. I had a crush on my science teacher. I went fishing in the morning, and went to classes in the afternoon.

Lots of people invested in me. Mother said, “Good intentions are not enough. You must study hard!” So I was, at the age of 27, an uncommon woman—a PhD in Fishery Biology. I knew that this was the key to Breaking Down Barriers. If you think education is expensive, try ignorance. All 11 children, my brothers and sisters, had a chance to go to college. Half have an MBA, Masters, PhD or are military officers and gentlemen.

To break down barriers, we uncommon women have to (1) make deposits in others, (2) education: teach one, reach one, (3) set small goals.

While I was in college, a recruiter from the US Fish and Wildlife Service talked to me. Like a used car salesman, he sold me on FWS! I moved to LaCrosse, Wisconsin, where it’s cold! I did laboratory work, and learned to do as the Romans do—drank beer. And I set goals—Goals to go south!

Then I moved to New London, Minnesota. I worked raising fish and learned to say local terms like “Uff-da.” I was still headed for that goal, to go south, but sometimes you have to go up to get down. I moved up to Green Bay, Wisconsin, and worked on endangered species. But I was going south still! Next I moved to Madison, Wisconsin, about 120 miles south. Sometimes you have to have some short goals, and take small steps. In my mother—that uncommon woman,
Miss Piggy’s words, “When all is said and done, more is said than done.” Keep working hard and moving ahead.

I then moved to Columbia, Missouri. I spent time working in the community, church, university. You have to go up to get down, again. I moved to Minneapolis, where I met my husband who helped me tremendously in breaking barriers.

Then, we moved to Atlanta, Georgia. Finally, South! My life-long goal, but a dream deferred. Then, I had the chance to go to work for the Deputy Director and Director of the Fish and Wildlife Service, in Washington, DC.

The first time I put the key in the door of the Director’s office, I realized that this was a historic moment. In the 100 year history of the Service, no other African American woman had done this—opening the doors to the future for many more uncommon women.

You only go around once in life. This is no practice run--get it right the first time. So I moved once again, to become first Deputy Regional Director for the Northeast Region of FWS.

I am still an uncommon woman, still breaking the barriers, but I’m still helping others.

To summarize, to break the barriers we must:
1. Make deposits in others.
2. Education and training is necessary.
3. Don’t be discouraged by short goals—go up to go down.

My mother died very young, two weeks from my graduation. Miss Piggy’s last words were “I like Ike.” Keep improving!

    Each day I live
    I live to be
    A day to give
    The best of me
    I’m only one uncommon woman
    But not alone
    Our finest day is yet unknown.
    Keep improving.

Repeat that again: Keep improving. Look at the heroes/sheroes out there. Ask them to say it out loud. Turn to the person next to you and say, “Our finest day is yet unknown.” Women breaking down barriers.

Now, a round of applause for Miss Piggy Parker, my mother—an uncommon woman in an uncommon place, breaking down the barriers.

Thank you for your time and attention.
Facilitated Discussions: Barriers and Strategies

The group was divided into two discussion groups, and covered topics including Barriers to Participation, Strategies to Overcome Barriers, Publicity, Instructor Recruitment and Mentoring, and Partnerships.

Barriers

(The most important barriers were identified as Feeling unwelcome, Lack of Role models, and Lack of education.)

Family/Cultural Barriers
- Time/ Work commitments
- Time/Family obligations
- Child care/need to be home
- Not part of family priorities
- Economics/financial constraints
- Too many other hobbies
- Competition with other activities with easier entrance costs
- Electronic games and computers
- Distance to participation locations/transportation
- No companion to participate with
- Social infrastructure
- Cultural stigmas/perceptions/generalizations of cultures
- Cultural nuances/products geared to the majority
- Culture segregation
- Traditional family roles breaking down/Extended families too far apart
- Put off by words used to refer to ethnic groups/poor communication
- Not cool
- Don’t equate minority with low-income

Knowledge Barriers
- Lack of information/knowledge
- Lack of opportunity
• No place to go
• Perception of recreation vs. what is work
• Cultural focus on economic achievement and professional development / recreation not seen as promoting this
• Too much “work” involved in the activity
• Inertia
• Perception of outdoor experience (not necessarily pleasant)
• Language barriers/jargon
• Access
• No opportunity to learn
• Don’t know what to do to get started; what exactly do I need?
• Don’t know where to go to get a license and equipment
• Bad experience with a fish and wildlife agency
• Too many rules/don’t know the laws
• Need for specialized equipment/don’t have
• What’s being taught at school
• Language barrier
• Lack of opportunity for youth
• Safety
• Fears – do other things rather than face the fears
• Fear of looking stupid

Role Model Barriers
• FEEL UNWELCOME
• LACK OF POSTIVE ROLE MODELS/mentors/teachers
• Lack of minority based sportsman’s clubs to be involved with/visibility
• Little exposure to outdoor activities/ Lack of connection to the land
• Publications / brochures do not include photos of minorities
• Token inclusion insulting
• Those offering / presenting programs don’t understand non-traditional cultures and so don’t meet needs
• Perceived as “not meant for me”

Strategies

(Highlighted strategies were Education [through BOW], Hold mini-BOW in target community, and Use minority role models in publicity.)
Educational/Workshop Strategies

- Transportation – take programs to the audience
- One day shorter programs – Economics, childcare, time
- Use local & state agencies for low-cost supplies and equipment
- Training and education for individuals on how we communicate the need for increasing diversity in the outdoors
- Loaner equipment system
- Educate – start from the beginning and include families; whoever is responsible in child’s life
- Provide motivation through role models (participant and instructor)
- Stop generalizations about specific races
- Deal head-on with fears of the outdoors – again education is key
- Work toward sharing the unique joy of being outdoors. Why do this instead of bowling
- More accessible programs for women – closer to home
- Location not white only, accessible to black communities
- Location within 1 hr of urban area
- Activity that can be done at that [urban] site, overnight or not
- Respect the existing values of the group you’re trying to reach – offer opportunities that fit.
- Value of the experience
- Make the experience a way to connect to your family – an alternative to less positive activities
- Introduce shooting sports / interest in firearms through firearms safety not firearms use
- Address fear of firearms as a way to take human life. Experiences with firearms may have all been negative
- Crime prevention, health and safety, EE issues, rather than hunting/fishing
- Look at introducing outdoor activities, shooting sports, firearms safety in places you’re not expected to be and in places where comfort level is already high.
- Affordable
- Emphasis on the woman without the child
- Family = mom and sisters
- Provide minority instructors

Mentoring Strategies, Finding and Recruiting Instructors/mentors

- Identify role models that are minority outdoors women in the community; network or research to find them using area newspapers, newsletters, community contacts
- Provide mentors/teachers that kids can trust and relate to
- Identify, Train, Develop instructors who represent our various ethnic groups.
- Make sure its not just tokenism—get good instructors
- At workshop, connect women with other women in their region (peer mentoring); Provide opportunities to network after
- Make inviting to be a part of an organization more than just a gesture
- Overcome feeling of being unwelcome
- Use Hunter Ed instructors
- Recruit school teachers
- Introduce the idea to those not yet involved
• Take participants to instructors
• Co-teaching roles for new teachers
• Answer What’s in it for me (instructor)?
• Financial remuneration, train and pay counselors/instructors
• Will using volunteers provide consistency? Meet BOW standards?
• Go to industry/local suppliers for instructors, materials, discounts
• Sensitivity training for instructors to understand cultural differences

Publicity Strategies
• Increase images of minority/ethnic women in promotional materials
• Facilitate development of existing programs to include minority ethnic groups
• Existing sportsmen’s club to work with this effort
• Target family rather than women specifically
• Highlight bring your friends
• Promote/Highlight minority based clubs
• Partners (agencies) with community grass roots organizations (church, schools, others)
• Community level approach
• Testimonials, Endorsements from target group, Have past BOW participants write news releases to publicize workshops
• Look at message – what will people be excited about: self-confidence, self esteem, camaraderie
• Sell self-empowerment, time with family ways to bond
• The rights to participate as part of the message Market to minority/ethnic within state and federal agencies (Build internal public)
• Step outside programs in agencies to share outdoor enthusiasm
• Be specific when we communicate with others on passing on the message of BOW to our target audience
• Heritage, historical figures
• Work with agencies at beach/parks to provide brochures or information about workshop
• Expo, Pre BOW, mini BOW in target communities to gain interest (low fee)
• Booths/activities at conventions, community partners to help, Black expos
• Match marketing techniques to specific group
• Hispanics – family oriented; low income black women; high income black want get away weekend
• Internet/website links to web pages involved with target audience; Connect to search engines
• Change the messenger or change the message
• Promotion in urban communities
  • bill boards
  • movie theater spots
  • civic groups
  • Promotional videos
• Radio paid ads vs. PSA
• Invite drive-time DJ to participate
• Create local links, work with someone in the target community
• Provide opportunities for youth and publicize this
• Tri-fold fliers to target audience
• Mall display with contact info
• School teachers from school systems with minority/ethnic students to Safari Club Teacher Program
• HR/ personnel director for communication
• THINK OUTSIDE THE BOX
• Public TV – National sponsors – know the markets
• Create alliance with other women’s groups
• Start with a good package
• Look at organizations you might not necessarily expect would support you
• PR firms for pro bono work
• Be consistent when approaching all potential donors
• Clearinghouse – bank execs with money for special purposes
• Contact local chamber of commerce for additional contacts
• Promote in Jet magazine, others

Networking Strategies
• Churches
• Groups focused on minorities interested in conservation
• YMCA
• Community Center
• Boys and Girls Clubs
• Urban league
• Extension program
• Corporations
• Sports clubs
• Campus groups
• Beauty shops
• Survivor organizations
• Black women in health
• Sororities and Fraternities
• Conservation groups
• Community foundations
• Outdoor equipment dealers
• Hunter ed association
• Businesses that contribute to programs targeted to minorities
• Local Beer distributors
• Minority outdoor clubs
• Women’s business associations
• NAACP, Nat Council of Negro Women, Urban League, U Alumni Associations
• Networking Together, Great Lakes Area women’s groups
• Nat. Assn. of Black Nurses, Journalists
• Mister’s Alliance
- In kind contributions
- Cable companies for PSA or programming
- Foundations with donations
- Golf tourneys, art raffles, equip raffles
- Local divisions of national sponsors
- Library resources – research available grants
- Foundation Directory, List of Trust Funds, Book of Lists, Yellow Book
- Civic Organizations
- United Fund – payroll deductions
- Commission on status of women
- Traditional Mentoring Programs
- Mentors INC
- Big Brothers /Big sisters
- The Y
- Women in Natural Resources
- Senior Citizens as mentors
- Mentoring workshops “step outside”; At BOW workshops for participants to become mentors to others
- Piggy back with national organizations for youth
- Programs for moms
- NWTF – Jakes
- DU – Greenwings
- Partnerships / Network of past BOW participants; TOWN, KNOW

Strategies for Agencies
- Commit Promotional dollars to the program / Publicity and Marketing
- Outreach programming – Community Based
- FOLLOW THROUGH ON COMMITMENT
- State and federal agencies
- Tribes
- Seek partnerships
- Internal agency education on sensitivity and diversity awareness
- Internal Agency Communication
- Utilize minority agency staff to help with program
Wrapping Up
Diane Lueck, International BOW

Before we summarize this afternoon, I’d like to recognize a few people. First and always, the Becoming an Outdoors-Woman International Sponsors listed in your packet. Now, there were a group of us who worked as the conference planning committee, via phone and email. Mike Schnell, the BOW graduate student who will be interviewing participants and helping evaluate strategies. Chris Thomas, advisor to all of us in BOW. Darlene Lewis, TPWD Outreach Grants coordinator and long-time friend. Ken Sloan, Missouri Conservation Dept., one-man BOW instructor corps, and assistant BOW coordinator. Also Sharon Rushton, National Shooting Sports Foundation, who is in Sweden this weekend.

Also, special thanks to Mariah Hughes, Peggy Farrell, Mary Riley, and Dorothy Snyder. My friends and colleagues, facilitators incredible.

Please join me in watching a five-minute video. This was prepared by Sally Guynn and the Management Assistance Team. It helps capture the aspirations we have for the outcome of this conference. (Video on Diversity)

Our role today was to find ways to reach an audience that has been under-represented in BOW

In the discussion of Barriers, what did we find that might keep YOU out of the field? Here’s just a sample.

- Feeling unwelcome.
- Lack of role models.
- Lack of people who “look like me.”
- Asians might focus on business direction not outdoor recreation or personal growth.
- Native Americans might feel being outdoors is part of their culture and feel ashamed or insulted to attend.
- Fear of guns—also fear of others in the woods.
- Economic barriers.
- Perception that BOW is for white people.
When discussing strategies, Education was the number one focus. Others mentioned:
Hold one-day, shorter clinics, closer to home.
Find the women in the community who are doing activities, and get them involved as mentors.
Train instructors in diversity issues along with other instructor training.

The Publicity/Message discussion generated a good variety of ideas.

Speak the same language as target audience.
Show images of minorities in publicity.
Advertise in movie theatre spots, black radio stations.
Have a pre-BOW field day or teaser activity in the community.
Advertise in ethnic newspapers, through sororities and church groups.
Peer mentoring (Step Outside)

We’ve got a lot of great ideas to try to implement. To finish up this conference, let’s go back to last night’s speakers. From Chris, we can be more aware of the color of our traditions, and our perceptions. I’d like to see us mix those colors like autumn leaves. Open our circle. From Russ, we can develop, and sell, the message that best reaches all of our constituents. And from Mamie, we have the opportunity to bring someone along, invest in others. No deposit, no return.

And accept the little steps. We’re a small group, attempting great things. And the rewards will be phenomenal. Thank you once again, and have a safe trip home.
Post-conference Summary

The following is a brief summary of the plans we have for concentrating on pilot strategies in the year 2000.

Texas Becoming an Outdoors-Woman Program/Texas Parks and Wildlife Department plan to offer a mini-BOW session in San Antonio. Urban women will be invited to a one-day seminar, which will include a slide talk overview of the BOW program. It will also include five or six classes, of which the participants can select two. These classes will serve as a "teaser" to attract the mini-BOW participants to an actual workshop. Women will register for the clinic to participate, and will complete pre- and post-clinic tests regarding their involvement and understanding of outdoor activities.

In Wisconsin, the mini-BOW will be similar, but the target invited audience will be women who work at the regional US Fish and Wildlife Service and district Department of Natural Resources offices in Milwaukee, the largest urban center of the state.

Missouri Department of Conservation/BOW plans to facilitate groups in three urban centers involving community residents. These groups will assist in making the invitation to BOW workshops. There will also be an effort involving minority instructor training in Missouri.

In general across North America, efforts will be made to expand BOW publicity to specific newspapers and community groups. Published materials will include more photographs of ethnic minority women.
Breaking Down Barriers II
Conference Committee

**Diane Lueck, International BOW Program**
Christine Thomas, University of Wisconsin-Stevens Point
Michael Schnell, International BOW Program
Darlene Lewis, Texas Parks and Wildlife Department
Ken Sloan, Missouri Dept. of Conservation
Sharon Rushton, National Shooting Sports Foundation

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**Contributor Sponsors:** Pope and Young Club, Lodge, Lawry's

*New for 2000
SPEAKERS AND ATTENDEES

MAMIE PARKER
USFWS MAIL STOP 3012
1849 C ST NW
WASHINGTON DC 20240

RUSS WHEELER
THE OUTDOOR EXPERIENCE
7270 HOBGOOD RD
FAIRBURN GA 30213

CHRISTINE THOMAS
ASSOCIATE DEAN
CNR UWSP
STEVENS POINT WI 54481

DARLENE LEWIS
TX PARKS & WILDLIFE
4200 SMITH SCHOOL RD
AUSTIN TX 78744

LISA YEE
NAT WILDLIFE FEDERATION
506 E LIBERTY, 2ND FLOOR
ANN ARBOR MI 48104-2210

AMANDA WUESEFELD
INDIANA DNR
FT HARRISON SR-NRED,
5785 GLENN RD
INDIANAPOLIS IN 46216-1066

MARY RILEY
MICHIGAN STATE UNIV EXTENSION
NAT RES BLD RM 13
E LANSING MI 48824

KATHLEEN ANDREWS
ILL DNR
524 S SECOND ST
SPRINGFIELD IL 62701-1787
JACKIE JACKSON  
MO DEPT OF CONS  
2901 W TRUMAN  
JEFFERSON CITY MO 65102

VICKI WISE  
RESPONSIVE MGMT  
130 FRANKLIN ST  
HARRISONBURG VA 22801

MILDRED WOODSON  
NATURE HERITAGE SOCIETY  
PO BOX 330594  
HOUSTON TX 77233-0594

DOROTHY SNYDER  
PROJECT WET  
CNR UWSP  
STEVENS POINT WI 54481

MIKE SCHNELL  
INT’L BOW  
CNR UWSP  
STEVENS POINT WI 54481

KARL CLONINGER  
TX PARKS & WILDLIFE  
4200 SMITH SCHOOL RD  
AUSTIN TX 78744

BARBARA PULLIAM  
KY WILDLIFE RESOURCES  
1 GAME FARM RD  
FRANKFORT KY 40601

PEGGY FARRELL  
WISCONSIN BOW  
CNR UWSP  
STEVENS POINT WI 54481

DIANE LUECK  
INTERNATIONAL BOW  
1703 FOURTH AVE  
FRIENDSHIP WI 53934
Appendix 2
Survey Instrument Used in Missouri Instructor Training
1. Before this workshop, had you heard about the Becoming an Outdoors-Woman program before?
   □Yes □No

2. Had you participated in Becoming an Outdoors-Woman sponsored activities?
   □Yes □No

3. Rank your comfort level with firearms. (1-10, ten is most comfortable) _______

4. Rank your comfort level with fishing. (1-10, ten is most comfortable) _______

5. Rank your comfort level with being out with nature. (1-10, ten is most comfortable) _______

6. Do you feel hunting and fishing are ethical sports?
   □Yes □No □Not sure

7. Check the TWO most important barriers that keep you from getting more involved in outdoor recreation:
   □Not enough time
   □No one to go with
   □Don’t have the equipment
   □Lack of training in the activity
   □Lack of child care
   □Distance to the activity too great
   □Feel unwelcome
   □Don’t know where to get hunting/fishing license
   □Don’t know how to get started
   □Don’t know where to go
   □Fear of personal safety
   □Other ____________________________

8. Would you prefer learning outdoor skills from a minority instructor and/or role model?
   □Yes □No □Not sure

9. Where do you live?
   □Large city □Suburb □Rural □Small city

10. Would you be more willing to attend a Becoming an Outdoors-Woman workshop in a more urban setting rather than a rural setting?
    □Urban □Rural □Doesn’t make a difference

11. From what source do you get the most information about outdoor programs?
    □Major city newspaper
    □Neighborhood newspaper
    □Radio (which station) _______
12. Which outdoor activities would you most like to see at future workshops?

13. What clubs do you belong to?

14. What outdoor activities do you enjoy the most? (check your top three)
   □ Hiking        □ Camping
   □ Birdwatching □ Target shooting
   □ Canoeing      □ Hunting
   □ Fishing       □ Fly fishing
   □ Other

14. Do any of your family members participate in the above activities? (Check all that apply.)
   □ No one participates
   □ Yes, Father    □ Mother
   □ Grandparents   □ Brothers
   □ Sisters        □ Children
   □ Uncles         □ Aunts
   □ Cousins

15. Do your friends participate in the above activities?
   □ Yes, many of my friends □ Yes, a few of my friends □ None of my friends

17. What do you feel we can do to promote outdoor activities for minority adults in general?

18. Did you feel welcome at this workshop?
   □ Yes  □ No

Optional Responses

Age? ______

□ Male
□ Female

Ethnicity
□ African-American
□ Hispanic
□ Asian
□ Native American
□ White, non-Hispanic

Household income?
□ less than $20,000  □ 20,000 – 20,999
□ 30,000 – 39,999  □ 40,000 – 49,999
□ 50,000 – 59,999  □ 60,000 – 79,999
□ 80,000 – 100,000 □ more than 100,000

Marital Status
□ single
□ married
□ separated / divorced
□ widowed

children
□ yes
□ no
if yes, ages: __________________________

Thank you very much for your responses!
Appendix 3

Results from Mini-Barriers 2 Session in MO Pilot Workshop
• When sending out brochures about the event to the target audience, send out a personal letter/invitation along with it.

• At universities, there are sometimes opportunities to send out a “Message of the day.” At these universities, especially those with significant diversification in the student population, send out a message about the BOW program.

• To help identify the applications of women of color, send out differently colored or marked application forms to our target audience.

• Put an article or ad in “St. Louis Argus,” a local paper with a large distribution to people of color in the St. Louis area.

• Advertise at colleges and universities with radio station significant minority enrollment.

• Make contacts in “Big Brothers” and “Big Sisters” organizations, which often have high levels of involvement by African-American men and women.

• Have a cultural component as an evening program

• Make it clear why we’re reaching out to people of color; what’s the motivation and why should people of color want to participate. (In Missouri, one of the best reasons is that people of color contribute to the MDC funding through the 1/8th of one percent sales tax, and so they deserve to receive something in return for their money.)

• Girl Scouts and YWCA in African-American communities – make special effort to invite the leaders of these organizations to participate.

• Offer programs in parks near diverse neighborhoods where transportation is not an issue, and people of color feel welcome.
• Equip spokeswomen of color to deliver presentation to civic groups, church groups, etc., which have been successful in involving people of color. In these presentations, showcase the BOW program, making sure we make it clear why we want women of color to come to BOW.
Appendix 4

Survey Instrument Prepared for Texas Pilot Workshop
1. What agency is responsible for managing Texas’s fish and wildlife?
__________________________ (list agency)  □Don’t know

2. What agency sponsors Becoming an Outdoors-Woman in Texas?
__________________________ (list agency)  □Don’t know

3. As a result of Becoming an Outdoors-Woman, Taste of the Outdoors has your attitude changed towards your natural resource agency?
□ More positive  □ Less positive  □ Not sure

4. Before this workshop, had you heard about the Becoming an Outdoors-Woman program before?
□ Yes  □ No

5. Had you participated in Becoming an Outdoors-Woman sponsored activities?
□ Yes  □ No

6. Rank your comfort level with firearms. (1-10, ten is most comfortable) _______

7. Rank your comfort level with fishing. (1-10, ten is most comfortable) _______

8. Rank your comfort level with being out with nature. (1-10, ten is most comfortable) _______

9. As a result of your participation in Becoming an Outdoors-Woman has your comfort level with the above changed?
□ More comfortable  □ Less comfortable  □ No change

10. Do you feel hunting and fishing are ethical sports?
□ Yes  □ No  □ Not sure

11. Check the TWO most important barriers that keep you from getting more involved in outdoor recreation:
□ Not enough time
□ No one to go with
□ Don’t have the equipment
□ Lack of training in the activity
□ Lack of child care
□ Distance to the activity too great
□ Feel unwelcome
Don’t know where to get hunting/fishing license
Don’t know how to get started
Don’t know where to go
Fear of personal safety
Other __________________________

12. Did you meet anyone at this workshop who would participate in outdoor activities with you?
Yes  No  Not sure

13. As a result of this workshop are you likely to attend a future Becoming an Outdoors-Woman workshop?
Yes  No  Not sure

14. Would you prefer learning from a minority instructor and/or role model?
Yes  No  Not sure

15. Where do you live?
Large city
Suburb
Rural
Small city

16. Would you be more willing to attend a Becoming an Outdoors-Woman workshop in a more urban setting rather than a rural setting?
Urban  Rural  Doesn’t make a difference

17. Are you interested in joining the San Antonio chapter of Texas Outdoors Woman Network?
Yes  No  Not sure

18. From what source do you get the most information about outdoor programs?
San Antonio Express
Neighborhood newspaper
Radio (which station) __________
TV
Brochures in local businesses
Information mailed to me
Word of mouth
Other __________________________

19. What outdoor activities do you enjoy the most? (check your top three)
Hiking
Birdwatching
Fishing
Fly fishing
20. Which outdoor activities would you most like to see at future workshops?

21. Do any of your family members participate in the above activities? (Check all that apply.)
☐ No one participates
☐ Yes, Father
☐ Yes, Mother
☐ Yes, Grandparents
☐ Yes, Brothers
☐ Yes, Sisters
☐ Yes, Children
☐ Yes, Uncles
☐ Yes, Aunts
☐ Yes, Cousins

22. Do your friends participate in the above activities?
☐ Yes, many of my friends
☐ Yes, a few of my friends
☐ None of my friends

23. What clubs do you belong to?

24. What do you feel we can do to promote outdoor activities for minority adults in general?

25. As a result of this workshop will you participate more in outdoor based recreation?
☐ Yes ☐ No ☐ Not sure

26. Did you feel welcome at this workshop?
☐ Yes ☐ No

27. What did you like best about this workshop?
28. What would you like to see changed at this workshop?

Optional Info
Age? ____

Ethnicity
☐ African-American
☐ Hispanic
☐ Native American
☐ Asian
☐ White (Non-Hispanic)

Household income?
☐ less than $20,000
☐ 20,000 – 20,999
☐ 30,000 – 39,999
☐ 40,000 – 49,999
☐ 50,000 – 59,999
☐ 60,000 – 79,999
☐ 80,000 – 100,000
☐ more than 100,000

Marital Status
☐ single
☐ married
☐ separated / divorced
☐ widowed

Children?
☐ yes
☐ no

if yes ages?

____  ____  ____  ____  ____

Sponsored by the International Becoming an Outdoors-Woman Program and the Texas Parks and Wildlife Department.
Appendix 5
Survey Instrument Used in Wisconsin Pilot Workshop
Tell us about your day! Please take a few minutes to give us your feedback on the BOW TOO field day. Thanks for participating and making this a fun day for your instructors!

Please check the activities you did at this field day:

- [ ] shotgun  
- [ ] archery  
- [ ] fishing  
- [ ] outdoor cooking  
- [ ] camping  
- [ ] canoeing

1. The Becoming an Outdoors-Woman (BOW) program is sponsored in part by the Wisconsin Department of Natural Resources. As a result of BOW Taste of the Outdoors has your attitude changed towards your natural resource agency?

- [ ] More positive  
- [ ] Less positive  
- [ ] Not sure

2. Had you heard about the BOW program prior to this event??

- [ ] Yes  
- [ ] No

3. Had you participated in BOW sponsored activities?

- [ ] Yes  
- [ ] No

4. Rank your comfort level with:

- [ ] Firearms (1-10, ten is most comfortable) ________
- [ ] Fishing (1-10, ten is most comfortable) ________
- [ ] Being in nature (1-10, ten is most comfortable) ________

5. As a result of your participation in BOW TOO has your comfort level with the above changed?

- [ ] More comfortable  
- [ ] Less comfortable  
- [ ] No change

6. Please the top 3 barriers that keep you from getting more involved in outdoor recreation:

- [ ] Not enough time  
- [ ] Distance to the activity too great  
- [ ] Don’t know how to get started  
- [ ] No one to go with  
- [ ] Feel unwelcome  
- [ ] Don’t know where to go  
- [ ] Lack of training in the activity  
- [ ] Don’t know where to get hunting/fishing license  
- [ ] Fear of personal safety  
- [ ] Don’t have the equipment  
- [ ] Other  
- [ ] Lack of child care  
- [ ] Lack of child care hunting/fishing license

7. Did you meet anyone at this workshop who might participate in outdoor activities with you?

- [ ] Yes  
- [ ] No  
- [ ] Not sure

8. As a result of this workshop are you likely to attend a future BOW workshop?

- [ ] Yes  
- [ ] No  
- [ ] Not sure

9. Would you prefer learning from instructors/role models who are of your same ethnicity?

- [ ] Yes  
- [ ] No  
- [ ] No preference

10. Where do you live?

- [ ] Large city  
- [ ] Small city  
- [ ] Rural  
- [ ] Suburb

11. Would you be more willing to attend a Becoming an Outdoors-Woman workshop in an urban rather than a rural setting?

- [ ] Urban  
- [ ] Rural  
- [ ] Doesn’t make a difference
12. What outdoor activities do you enjoy the most? (check your top three)

☐ Hiking  ☐ Bird-watching  ☐ Fishing  ☐ Fly fishing
☐ Canoeing  ☐ Camping  ☐ Target shooting  ☐ Hunting
☐ Others ______________________________________________________

13. In which outdoor activities would you be most likely to participate at future BOW programs?

14. Do any of your family members participate in the above activities? (Check all that apply.)

☐ No one participates
☐ Yes, Father
☐ Mother
☐ Grandparents
☐ Brothers

☐ Yes, Sisters
☐ Children
☐ Uncles
☐ Aunts
☐ Cousins

15. Do your friends participate in the above activities?

☐ Yes, many of my friends  ☐ Yes, a few of my friends  ☐ None of my friends

16. What do you feel we can do to promote outdoor activities for minority adults?

17. As a result of this workshop will you participate more in outdoor-based recreation?

☐ Yes  ☐ No  ☐ Not sure

18. Did you feel welcome at this workshop?

☐ Yes  ☐ No

19. What did you like best about this workshop?

20. What would you like to see changed at this workshop?

Optional Info

Age? ______  Household income?
☐ less than $20,000
☐ 20,000 – 29,999
☐ 30,000 – 39,999
☐ 40,000 – 49,999
☐ 50,000 – 59,999
☐ 60,000 – 79,999
☐ 80,000 – 100,000
☐ more than 100,000

Ethnicity
☐ African-American
☐ Hispanic
☐ Native American
☐ Asian
☐ White (Non-Hispanic)

Marital Status
☐ single
☐ married
☐ separated / divorced
☐ widowed

Children?
☐ yes  ☐ no

If yes ages?

_____  _____  _____  _____