

Education, Ranges, and Archery Committee



Meeting Agenda
Commission Hearing Room, Headquarters, Raleigh
Tuesday, October 20, 2020
2:00 – 4:00 pm

Welcome/Open Meeting

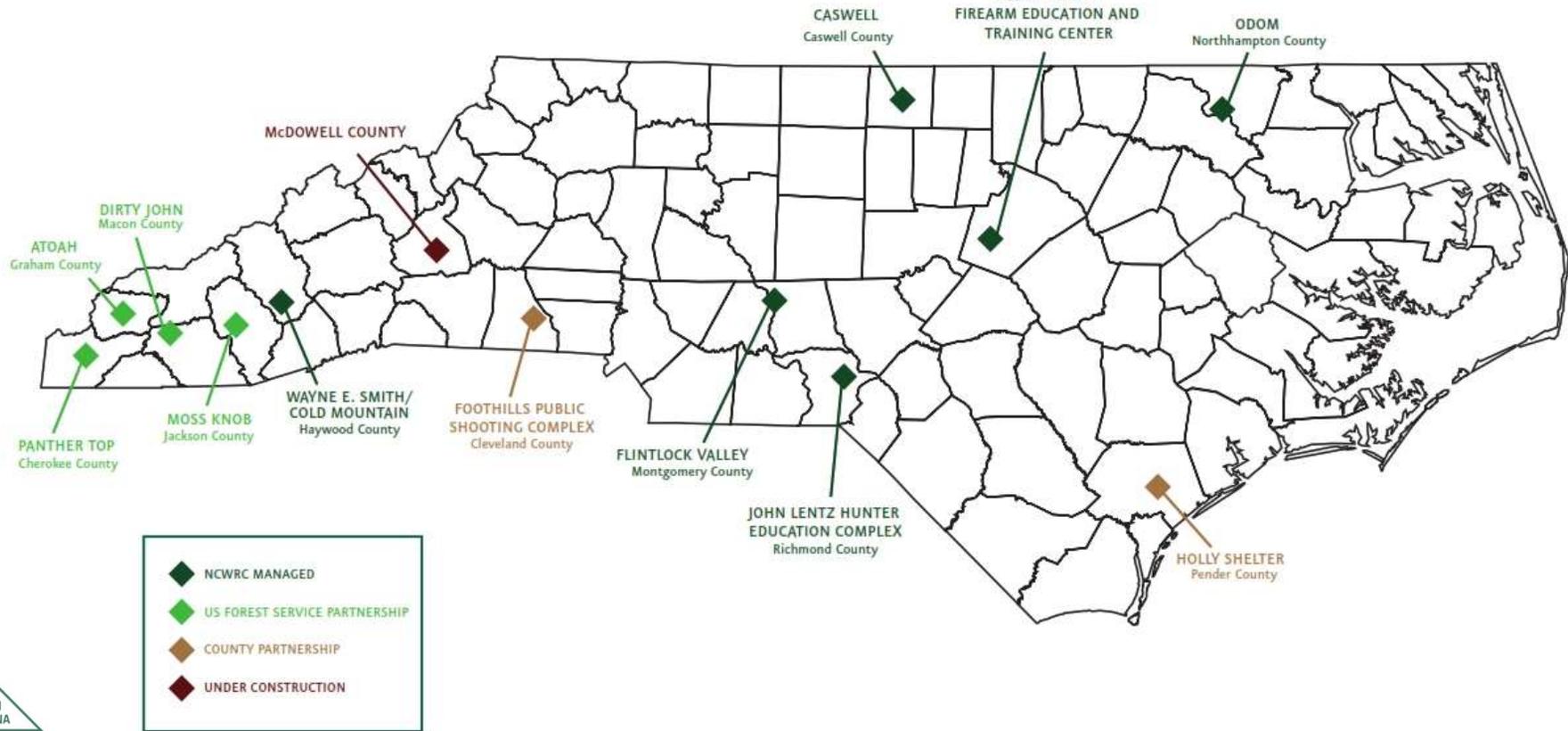
Kelly Davis

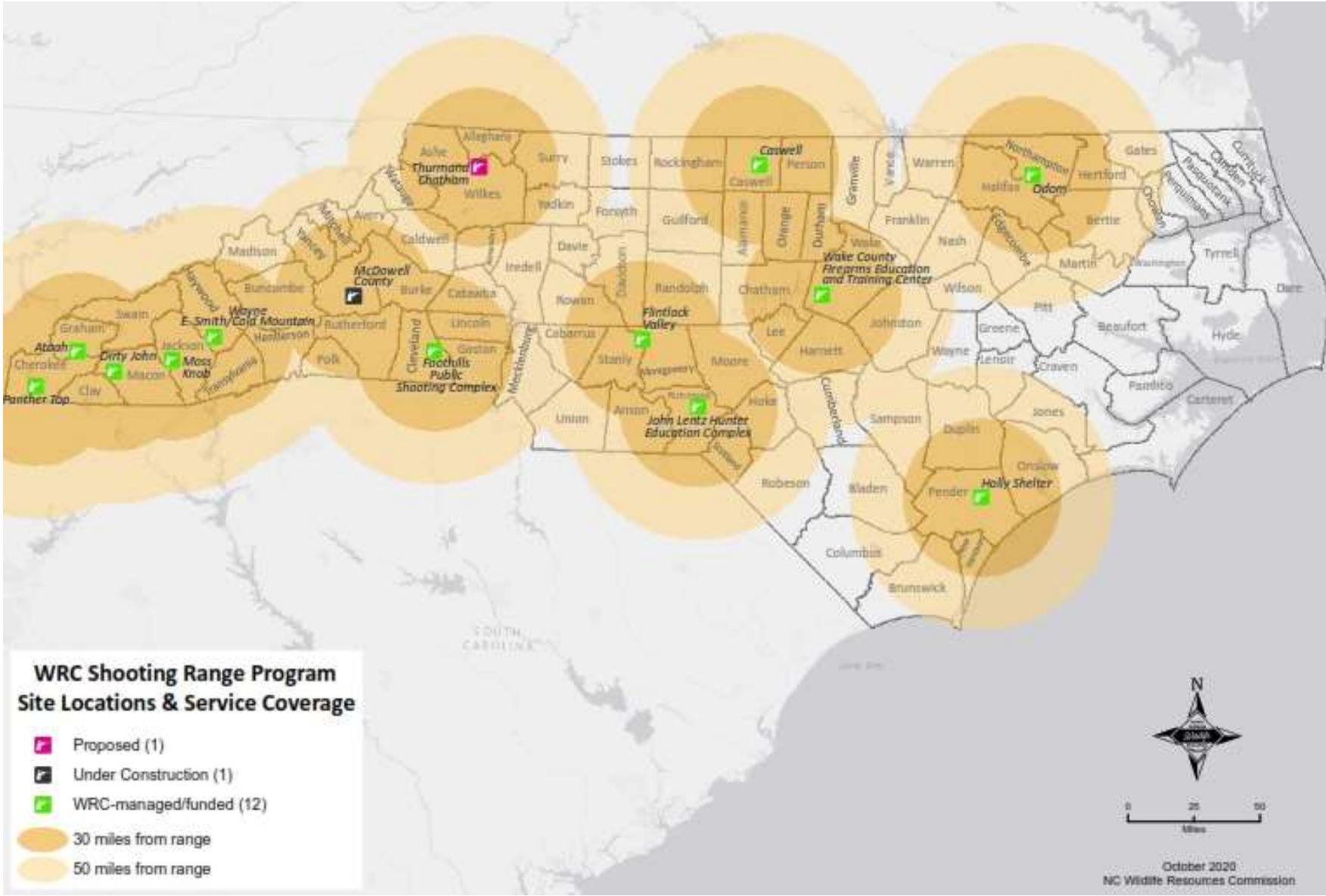
- Shooting Range Updates
John Lentz Hunter Education Shooting Complex
McDowell Shooting Range
Wake County Firearm Education and Training Center Kristopher Smith
- Hunter Education Program
Hunter Education Program During COVID Kristopher Smith
- Education Centers Operations Review
Outer Banks Center for Wildlife Education
John E. Pechmann Fishing Education Center
Pisgah Center for Wildlife Education Kristopher Smith
- Wildlife in North Carolina Magazine Kristopher Smith

Additional Topics
Adjourn

Kelly Davis

Shooting Range Program Update





**WRC Shooting Range Program
Site Locations & Service Coverage**

- Proposed (1)
- Under Construction (1)
- WRC-managed/funded (12)
- 30 miles from range
- 50 miles from range

N

 0 25 50
 Miles
 October 2020
 NC Wildlife Resources Commission

John Lentz Hunter Education Complex



Complete Renovation: \$2.7M

3 New Ranges and Shooting Structures

- 25 yard
- 50 yard
- 100 yard



Range Reopening: Tuesday, October 20, 2020



John Lentz Hunter Education Complex



Expanded Shotgun area

New 5-Stand structure and area

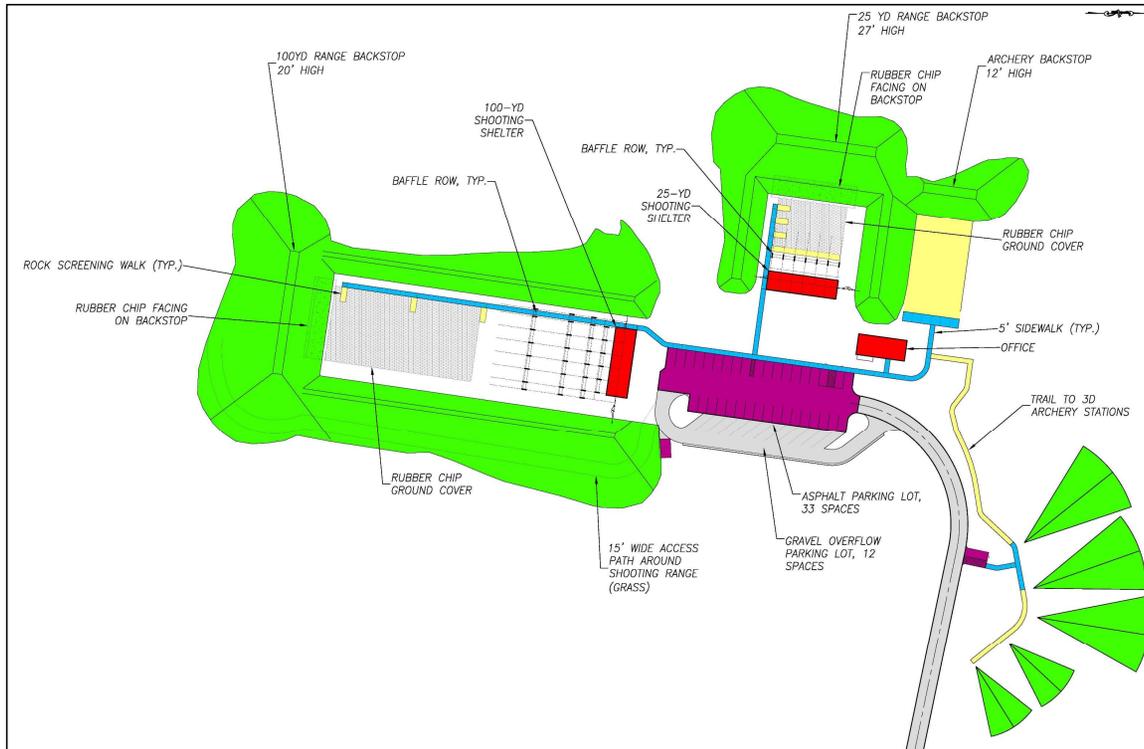
Wider access road for increase traffic



McDowell County Shooting Range

Range Construction Cost: \$2.5M

Road Construction Underway



Ground Breaking Ceremony: Monday, October 26, 2020



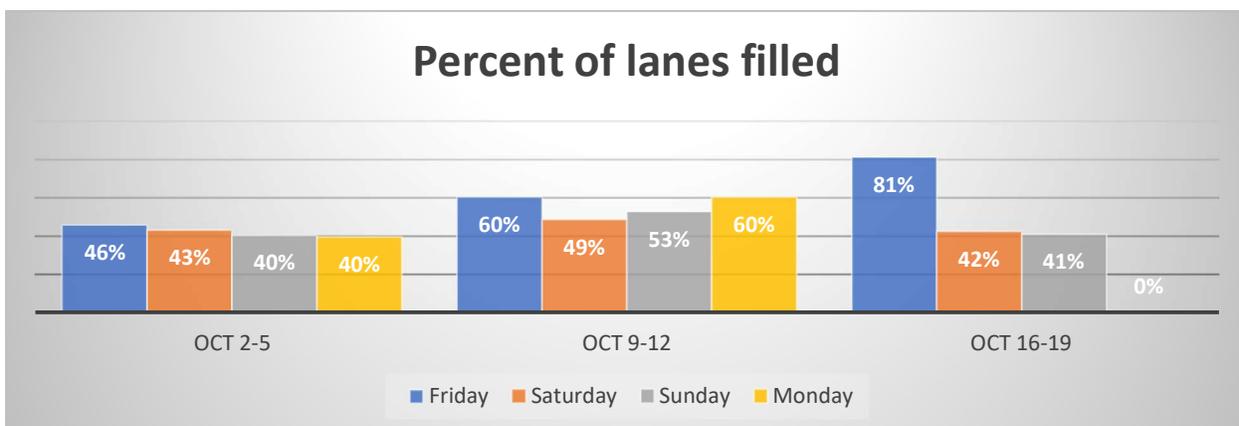
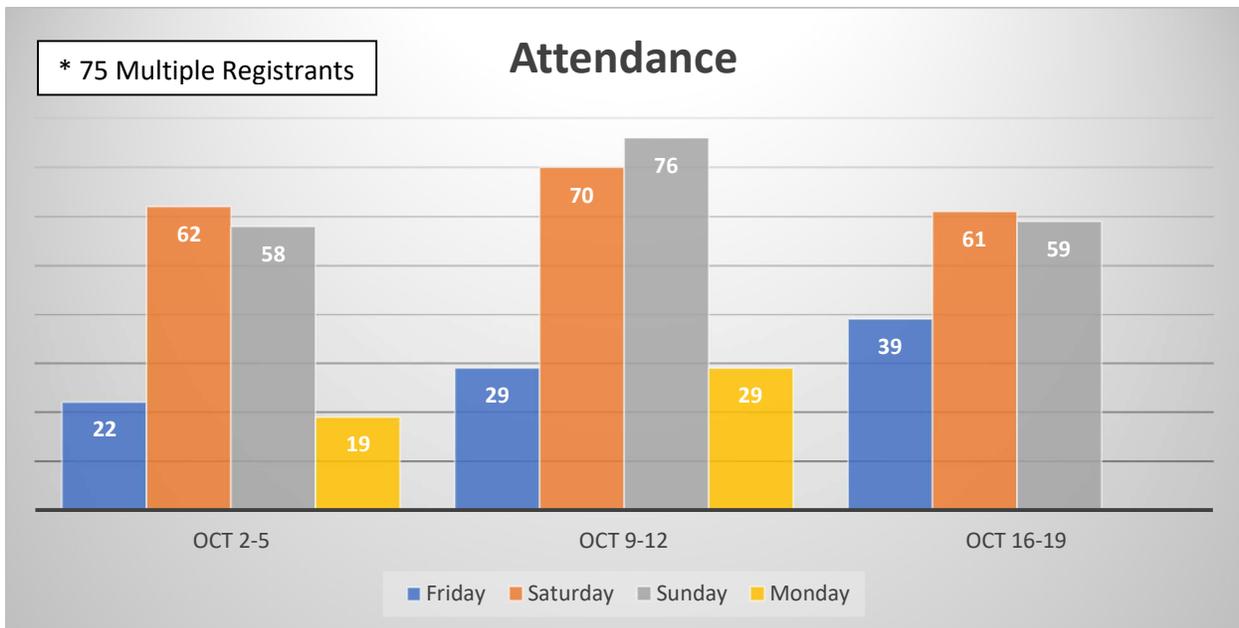
Wake County Firearms Education and Training Center WCFETC

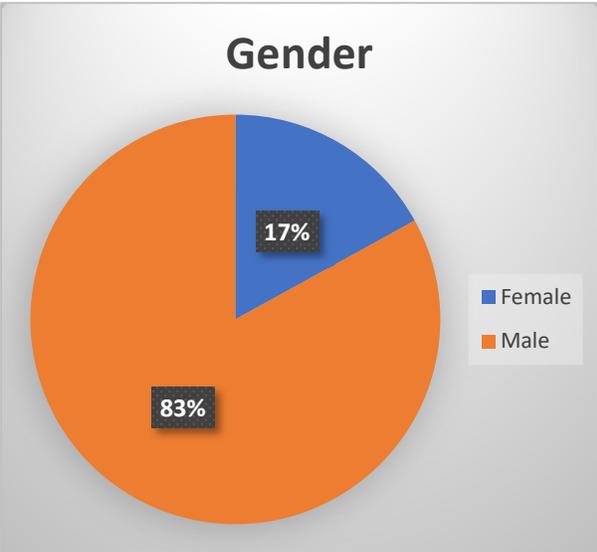
A partnership with Wake County Parks and Recreation and NC Wildlife Resources Commission

The WCFETC opened October 2, 2020 and has seen 524 range visitors over the three weeks of operation. Covid-19 operating restrictions involves an online registration system which limits each days attendance. Friday and Monday allow for 3 registration time slots with a capacity of 16 per time slot. Saturday and Sunday allow for 9 registration time slots with a capacity of 16 per time slot. This provides for a maximum capacity of 48 on Monday and Friday and 144 on Saturday and Sunday for a total capacity of 384 per week.

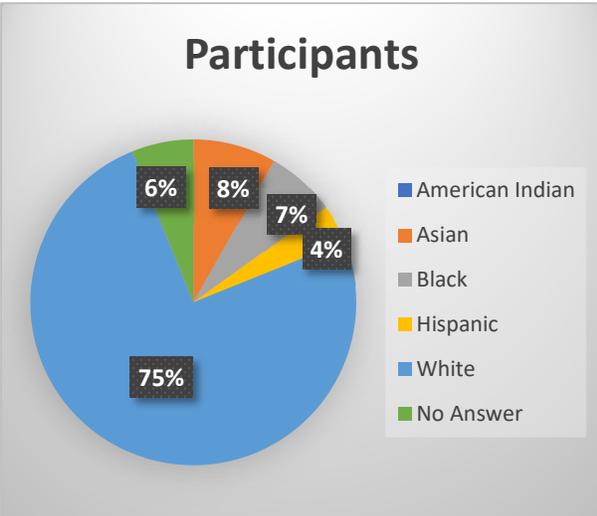
Data takeaways:

- 17% Female; 25% non-white
- 43% 48-67 years old
- 59% from Raleigh, Cary, and Apex
- 36% have been shooting for less than 3 years
- 44% shoot less than 10 days/year
- 54% first time visitors to a WRC range

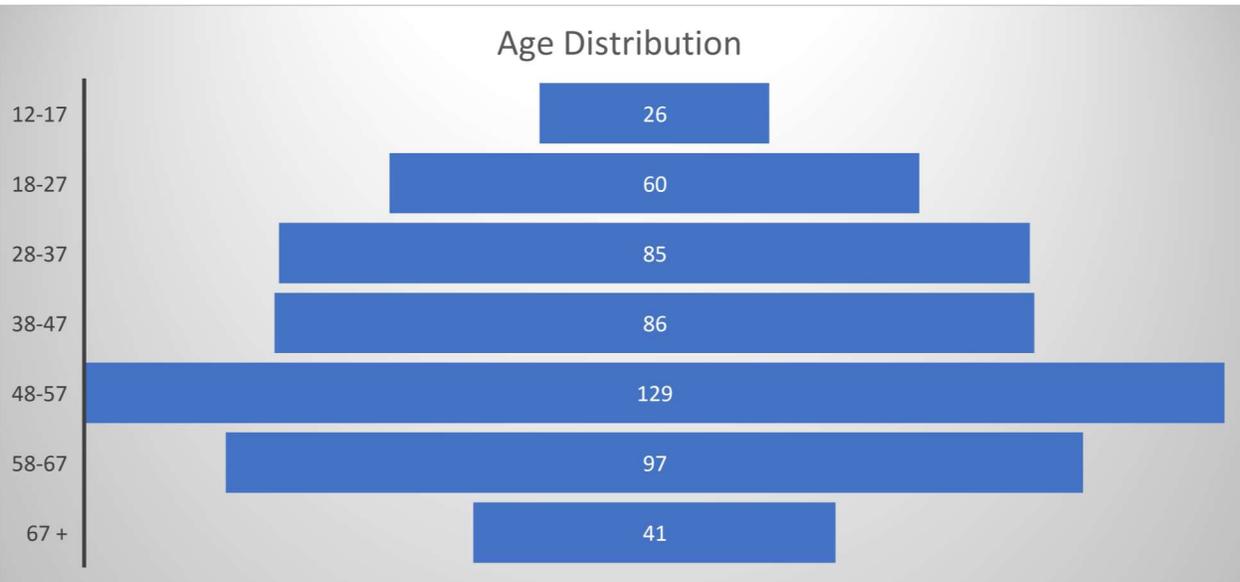




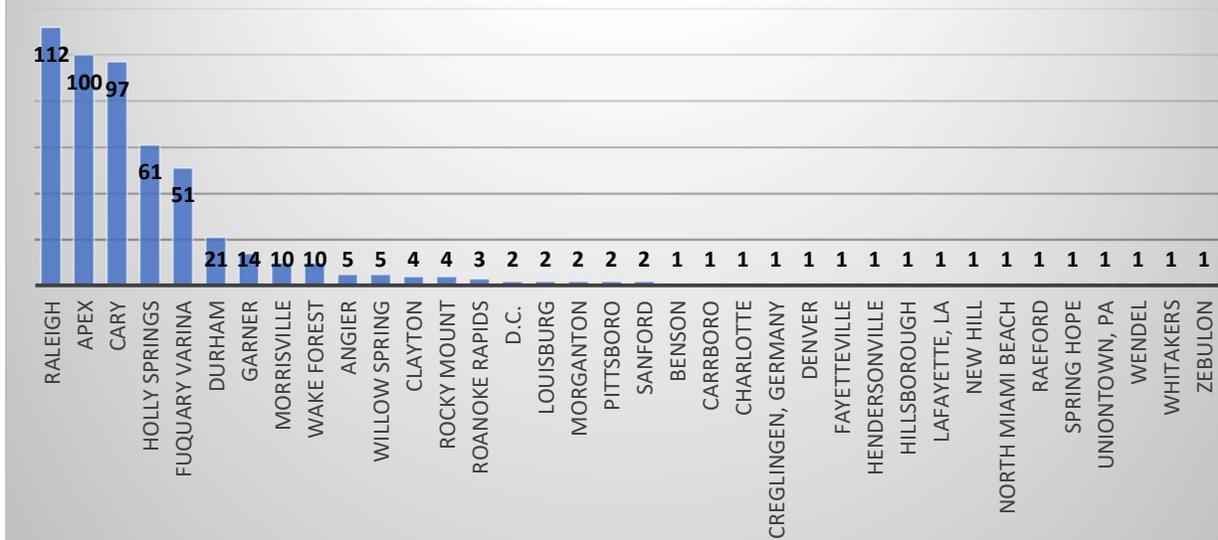
Gender	Participants
Female	89
Male	435



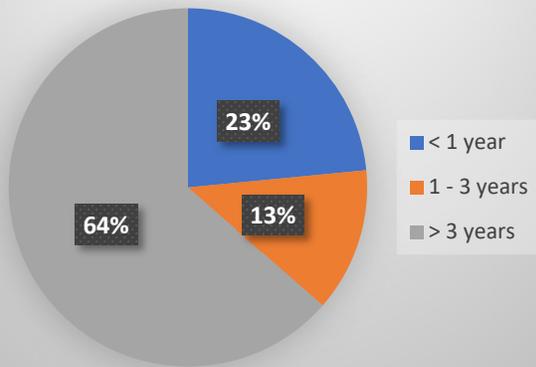
Ethnicity	Participants
American Indian (Including Alaskan Native)	0
Asian (including Pacific Islanders)	43
Black (Non-Hispanic)	36
Hispanic (Mexican, Puerto Rican, Cuban, Central or South American, Other Spanish origins regardless of race)	20
White (Non-Hispanic)	393
Prefer not to answer	32



Participant Zip Code

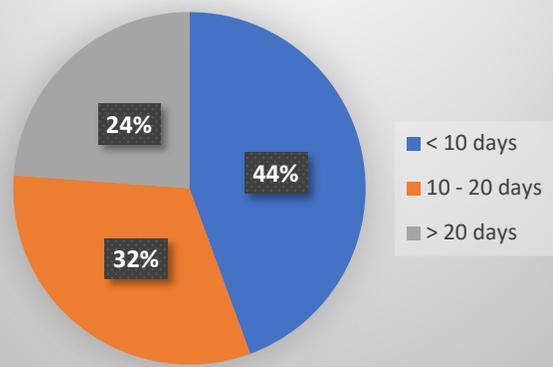


How long as a recreational shooter



How long as a recreational shooter	Participants
< 1 year	123
1-3 years	68
> 3 years	333

Annual shooting frequency



Annual shooting frequency	Participants
< 10 days	233
10-20 days	167
> 20 days	125

HUNTER EDUCATION PROGRAMS

FY2019:

1,090 Courses Offered (16,000+ people)

16 Advanced Hunter Education Courses

- 5 Bowhunter (36 participants)
- 11 Trapper Ed (155 participants)

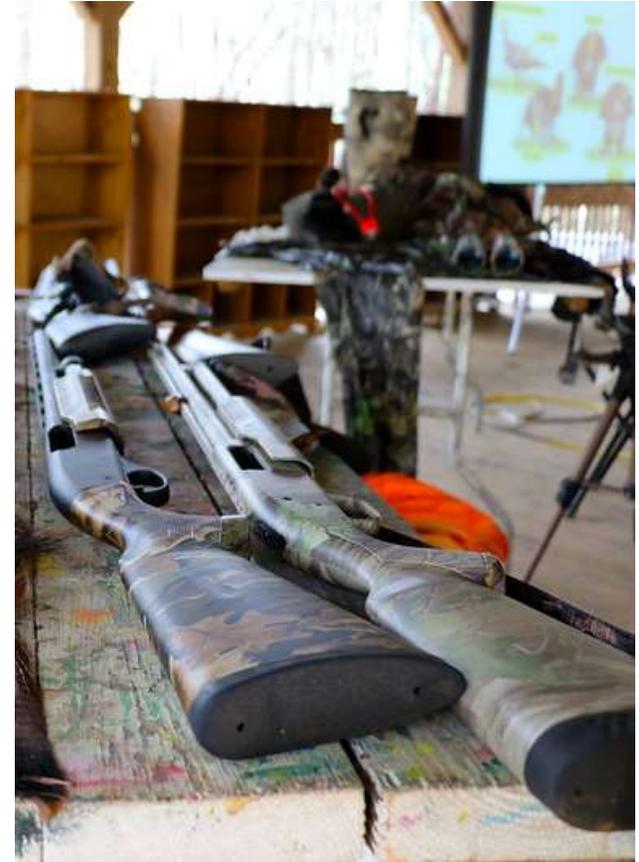
Hunter Education Instructors

- 871 active instructors (61 new)

Youth Hunter Edu Skills Tournament

- 339 Teams (4,070 participants)

61 Live Fire events (5,000 participants)



HUNTER EDUCATION PROGRAMS

COVID changes beginning March 16, 2020

- YHEST events canceled
- All in-person courses canceled
- Field Day requirement waived for online HE courses

June, July and August 2020

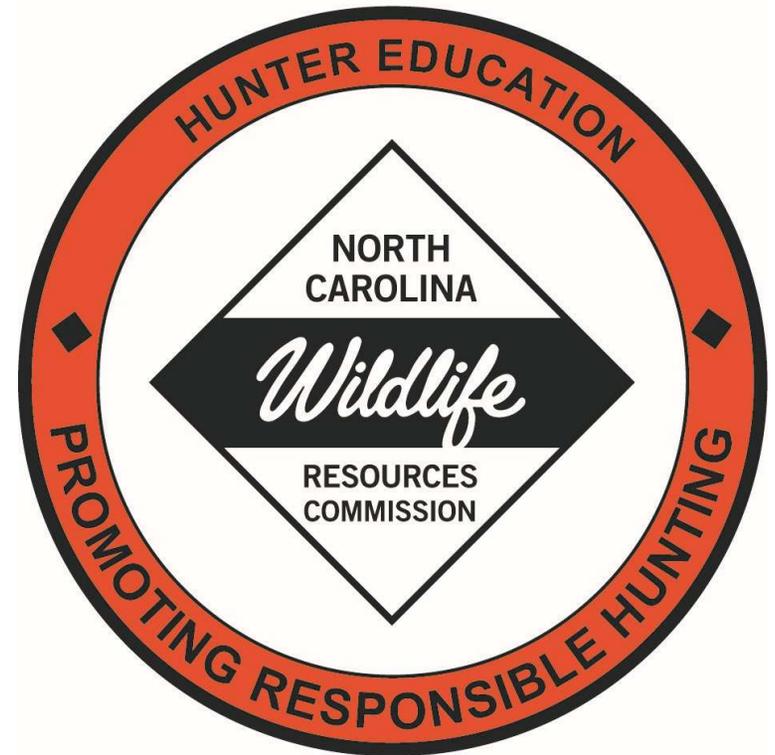
- Virtual trainings for LE and WED staff
- Virtual instructor trainings
- Online Hunter Education courses continued

September 2020

- Virtual Hunter Education courses began
- Online Hunter Education courses continued

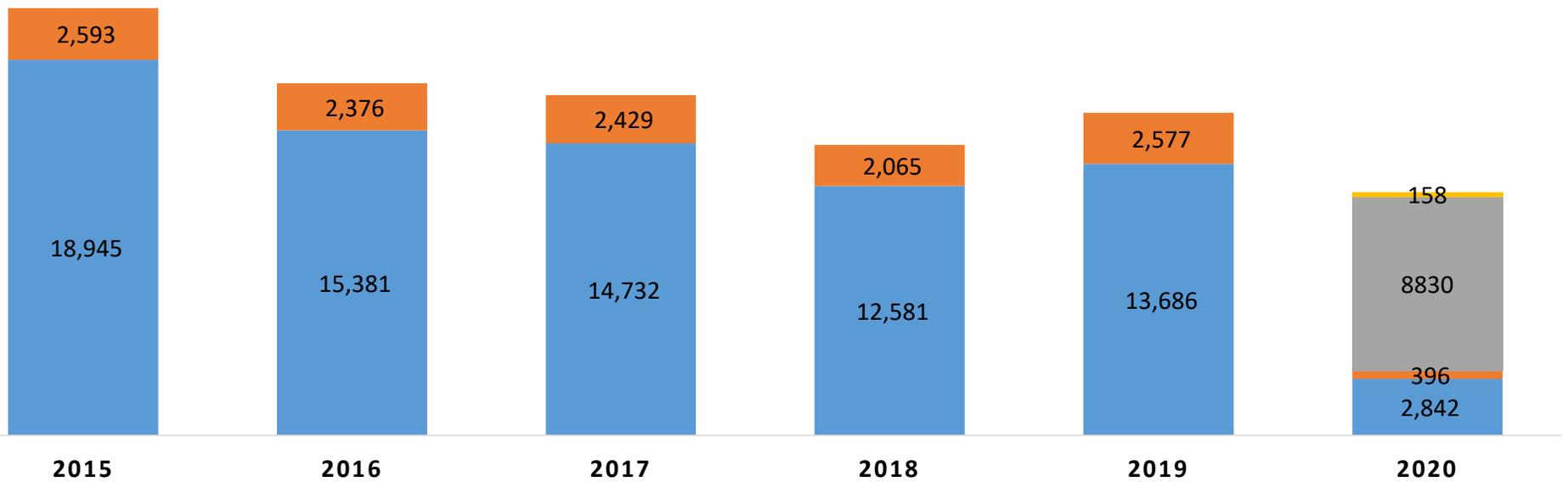
October 2020

- In-Person courses are being scheduled
- Online Hunter Education courses continued
- Virtual Hunter Education courses continued

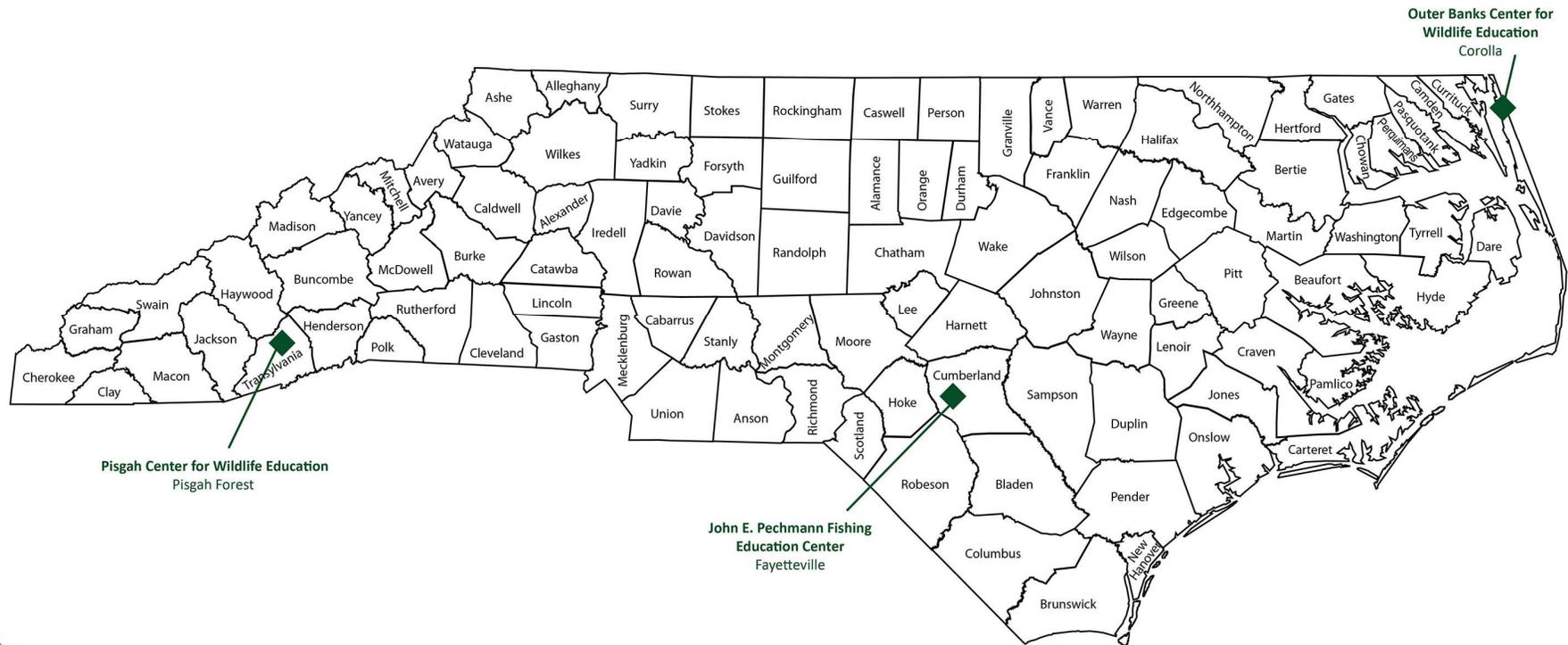


HUNTER EDUCATION CERTIFICATIONS

- Virtual Certifications
- Online Only Certifications
- Online Certifications (w/ Field day)
- In-Person Certifications



WILDLIFE EDUCATION CENTERS



OUTER BANKS CENTER FOR WILDLIFE EDU.



Visitation (FY2019)

Front Door – 111,100 people

Gallery – 84,475 people

COVID Changes

- Closed March 2020
- Most staff began working remotely
- Virtual Beach Classes are being held via ZOOM
- Virtual Citizen Science Training – NEST, NABat, CASP, USA Frog Watch
- Partnership with Arboretum
ECO-Explorer – Live Social Media events
- Reopened October 19, 2020
Following COVID safety guidelines
Limited outdoor programming



JOHN E. PECHMANN FISHING EDU CENTER

Visitation (FY2019)

Programs – 400 people

Youth, Families, Military

Ponds are currently being repaired – Phase 4

Funds spent FY19 - \$829,825

COVID Changes

- Closed since March 2020
- Only Maintenance staff working on site
- Virtual Fishing Skills Courses
- How to Videos produced
- Reopened October 19, 2020

Following COVID safety guidelines

Limited outdoor programming



PISGAH CENTER FOR WILDLIFE EDUCATION



Visitation (FY2019)

Front Door – 91,000 visitors

Programs – 17,646 participants

School groups – 1600 kids (227 Adults)

Wildlife Expo Events

- 229 offsite programs in schools

COVID Changes – Closed since March 2020

- Maintenance staff only at center

- How to videos for fly-fishing

- Videos on stream investigations

- Development of Teacher Resources

- Reopened October 19, 2020

Following COVID safety guidelines

Limited outdoor programming





Wildlife Education Centers' Operational and Program Summary

Prepared: September 18, 2020

Outer Banks Center for Wildlife Education

*Opened in 2006 - 17,000 sq. ft. w/ 5,000 sq. ft. gallery
Current Positions: 3 Full Time Employees / 3 Temporary Employees*

Center Programs: Citizen Science, Aquatic/Fishing, Wildlife Diversity & Archery

Fiscal Year	Salary Expenses	Operational & Temp Employee Expenses	Capital Expenses	Total Annual Expenses	Total Programs	Total Program Participants	Total Visitation***
2019-20	\$232,165	\$124,772	\$0	\$356,938	560*	8,367	60,335**
2018-19	\$227,396	\$141,463	\$0	\$368,859	802	9,250	111,101
2017-18	\$158,966	\$97,176	\$0	\$256,141	907	9,233	111,228
2016-17	\$211,166	\$103,354	\$0	\$314,520	801	8,901	No Data

Total Expenses (4 years) = \$1,296,459

*Estimated 230 programs canceled

**Centers were closed to the public March 15, 2020 – June 30, 2020 (FY end)

***This column reflects number of "walk-thru" center visitors. It does not include the program participant count.

John E. Pechmann Fishing Education Center

*Opened in 2007 - 4,200 sq. ft. w/ exhibit space & classroom
Current Positions: 3 Full Time Employees / 2 Temporary Employees*

Center Programs: Basic & Advanced Fishing Skills, Military & Disabled Veterans

Fiscal Year	Salary Expenses	Operational & Temp Employee Expenses	Capital Expenses	Total Annual Expenses	Total Programs	Total Program Participants	Total Visitation***
2019-20	\$212,052	\$139,421	\$0	\$351,472	68*	1,165	161**
2018-19	\$209,141	\$293,890	\$302,544	\$805,575	83	1,150	537
2017-18	\$202,036	\$177,648	\$76,210	\$455,894	110	3,304	1,052
2016-17	\$188,309	\$159,798	\$0	\$348,108	89	3,148	1,231

Total Expenses (4 years) = \$1,961,049

*Estimated 75 programs canceled

**Centers were closed to the public March 15, 2020 – June 30, 2020 (FY end)

***This column reflects number of center visitors (Facility use). It does not include the program participant count.

Pisgah Center for Wildlife Education

*Opened in 1998 - 6,500 sq. ft. w/ exhibit space
Current Positions: 6 Full Time Employees / 3 Temporary Employees*

Center Programs: Aquatic/Fishing, Wildlife Diversity and School Expo

Fiscal Year	Salary Expenses	Operational & Temp Employee Expenses	Capital Expenses	Total Annual Expenses	Total Programs	Total Program Participants	Total Visitation***
2019-20	\$436,308	\$162,083	\$0	\$598,391	253*	10,183	52,946**
2018-19	\$427,453	\$184,953	\$176,274	\$788,680	505	17,646	91,000
2017-18	\$412,939	\$183,718	\$9,630	\$606,287	439	10,064	104,086
2016-17	\$458,389	\$206,473	\$0	\$664,861	535	13,238	119,979

Total Expenses (4 years) = \$2,658,219

*Estimated 250 programs canceled

**Centers were closed to the public March 15, 2020 – June 30, 2020 (FY end)

***This column reflects number of "walk-thru" center visitors. It does not include the program participant count.

Wildlife Resources Commission's Education Centers

ABOUT THE NCWRC EDUCATION CENTERS

The North Carolina Wildlife Resources Commission has been operating education centers since 1998 when it first opened the Pisgah Center for Wildlife Education near Brevard. This was followed by the opening of the Outer Banks Center for Wildlife Education (OBX) in Corolla in 2006, and both the Centennial Center for Wildlife Education in Raleigh and the John E. Pechmann Fishing Education Center in Fayetteville in 2007. The three Centers for Wildlife Education were housed under the Division of Conservation Education, whereas the Pechmann Center was under the Division of Inland Fisheries.

In 2010, the Division of Conservation Education was eliminated, and all four education centers were placed within the Division of Inland Fisheries. Additionally, in 2010, the N.C. General Assembly selected the Commission's Conservation Education program to undergo a Continuation Review. The Continuation Review focused on state appropriations attributed to the Wildlife Education Center Program excluding the John E. Pechmann Fishing Education Center because it was primarily funded through Sport Fish Restoration Act funds. As a result of this review, the WRC began realigning center staff to achieve more efficient operations.

Another reorganization took place in 2015, when many of the educational assets of the agency were put back under the Wildlife Education Division. It was during this reorganization that the Centennial Center changed its focus to the Wildlife Hub and no longer operated as a public center.

What's Working:

- Passionate staff with over 140 years of collective experience
- A dedicated volunteer base at each center
- Partnerships with schools, local, state and federal government agencies, and various NGOs
- Ability to adapt to a changing world by embracing new technologies such as use of Social Media, online learning and video

Obstacles:

- Aging facilities infrastructure
 - Pechmann is built around ponds from a century old fish hatchery
 - OBX is in a harsh saltwater environment that is taking its toll on the facility
 - Pisgah is in a remote location in the Appalachian temperate rainforest region where rainfall totals are more than 60 inches a year and has its own wastewater management system similar to a municipality
- IT networking at OBX and Pisgah
 - Internet at both facilities have less than a 10 M/bit rate that limits virtual opportunities
 - Pisgah's computer network is one of the most hacked in North Carolina Government
 - Pisgah phone and internet cable upgrades will cost more than \$200,000 due to the remote location
- Location of facilities
 - The Outer Banks Center for Wildlife Education is in the extreme Northern Outer Banks just a mile from where Highway 12 becomes the four-wheel drive beach access area.
 - The Pisgah Center for Wildlife Education is in the middle of the Pisgah National Forest

Opportunities:

- **Strategic planning**
 - focus on marketing, partnership development and program evaluation
 - Move forward together as the WRC Education Center team
 - Support the mission and vision of the WRC
 - Develop a plan that has intra-divisional support and programs that all agency divisions and offices can benefit from and help execute
- **Volunteer development**
 - Staff multiplier - focus on training the trainers
 - Identify partnerships and move forward with a collective and focused effort
 - Outdoor recreation opportunities in Local Government
 - Universities
 - Other state agencies such as State Parks
- **Improve and streamline programming**
 - Perform a thorough, unbiased program needs analysis
 - Define SMART goals and objectives for all center programs
 - Develop and implement a simple evaluation process for ALL programs
 - Promote programs that are unique and beneficial to the legislative charge of the NC Wildlife Resources Commission
 - Use the needs analysis to refine and/or develop programs that will diversify center funding sources
 - Share programs between centers as feasible for consistency and efficiency
- **Utilize obvious natural resources and connections**
 - Each center has a strong tie to Fishing and Aquatic Education
 - Each center has a historical Connection to Wildlife Conservation
 - OBX is located where waterfowl conservation started, Currituck is the birthplace of Ducks Unlimited
 - Pisgah is in the middle of a trout fisherman's paradise with the access to the Davidson River
 - Pechmann has stocked ponds that were part of old fish hatchery and Lake Rim
- **Explore and develop partnerships**
 - OBX- Currituck County, NC Aquariums, NC Marine Fisheries
 - Pechmann- Fayetteville and Cumberland County, NC Marine Fisheries
 - Pisgah- US Forest Service, Trout Unlimited, Tourism Industry

Wildlife in North Carolina Magazine



Historical Overview

Wildlife in North Carolina magazine predates NCWRC by 10 years.

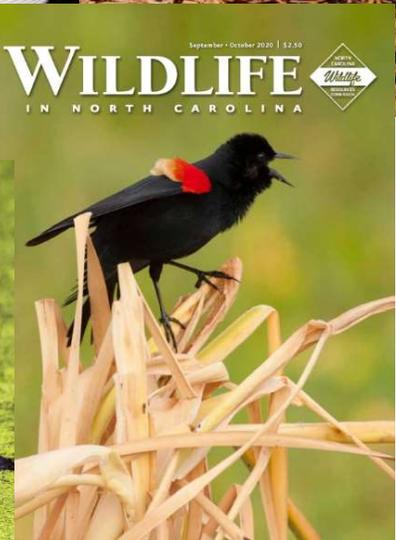
The first edition of Wildlife in North Carolina, then called Wildlife Management in North Carolina, appeared in November 1937.

The initial publication was eight pages long, and a drawing of a bobwhite quail adorned the cover.

Initially, the magazine was published as joint venture with the Division of Game and Inland Fisheries and the Department of Zoology at N.C. State.

The magazine began publishing monthly in September 1948

The magazine is the official educational publication of NCWRC



Mission and Value

Mission:

Wildlife in North Carolina is dedicated to the sound conservation of North Carolina's wildlife and other interrelated natural resources and also to the environment we share with them.

Value:

The magazine helps communicate the agency's message by illustrating the beauty, diversity and worth of North Carolina's wildlife and wild places. In doing so, it gives the Wildlife Commission a consistent public voice. WINC is the best means the agency has to communicate its message without going through the press.

WILDLIFE
I N N O R T H C A R O L I N A



WILDLIFE IN NORTH CAROLINA · 2019

HUNTING

Women on Point (Dog hunting/training)
Aging in the Outdoors (Hunting safety)
Keep 'Em Clean (Firearm cleaning/safety)
Stand and Consider (Tree stand options/safety)
Muzzleloader Musings (Muzzleloading)
Hunger in Their Sights (Hunters and deer processors donating)
A Different Kind of Deer Hunt (Charity hunt)
I Got One (Youth duck hunt)
A Waterfowler's Journey (Duck hunting photo essay)
Turning Waste into Wonder (turkey hunting)
The Stradivarius of Turkey Calls (Turkey hunting)
New Hunting Frontier (Urban deer hunting)
Dressed for Success (Taxidermy)

FISHING

Kayaks Launch New Fishing Craze (Kayak fishing)
Get a Line on Catfish (Tips on fishing for catfish)
Monuments to a Golden Time (Pier fishing)
Taking Stock (Fisheries management)
A Prehistoric Fish Returns (Lake sturgeon)
Take a Kid Fishing (Tips)

CONSERVATION

A Real Good Burn (Controlled burn photo essay)
Protect the Turtles (Sea turtles)
A Rare Bird Comes to North Carolina (Wood storks)
Life Beneath Carolina Waters (Coastal biodiversity)
Build a Nestbox for Songbirds (How to)
A River on the Rise (Haw River)
One Critter's Poop Is Another's Treasure (Dung beetles)
Consider the Vulture
Gone with the Wind (Champion trees)
Shadows in the Mash (King rail)

AGENCY PROFILE

How to Build a Bat House
The Land They Love (controlled burns/bald eagles)
Cooking with Fire (how-to outdoor cooking)
Avian Arithmetic (Land management for birds)
All Part of the Job (LEO profile)
Not Your Typical Mountain Game Land (Johns River)

OTHER

Photo Competition
Forest Gold (Chanterelle picking)
Wild & Tasty (Chanterelle recipe)
Coming Home (Plott hound feature)
The Most Perfect Red Maple Leaf (Nature watching)

** Stories in bold written by Commission Staff*

WILDLIFE IN NORTH CAROLINA · 2020

HUNTING

A Season of Their Own (Youth turkey season)
The New Nature Boy (Chris Douglas profile)
My First Deer (anecdotes)
Getting Started Outdoors
Permit Hunting Program
On Becoming a Hunting Mentor
Hunting Dogs Photo Essay
Grouse Hunting
Marsh Rabbit Hunting
The Eureka Moment (turkey hunting)

FISHING

For the Love of the Game (Fishing memoir/shocking)
Going Deep for Summer Bass (Deep cranking)
How to Get Started Fly-Fishing
Life of a Pond (Farm pond renovation)
Hook, Line & History (Fly-fishing museum)

CONSERVATION

Creating a Buzz for Native Pollinators
Birds of a Feather (Feather photo essay)
State of the Birds (Decline in songbirds/conservation efforts)
The Fox Squirrels of Eagle Springs
The Wildlife We Fear (wildlife perceptions)
Swamp Things (Amphiuma)
Southern Devils (Scorpions)
The Thrill of Discovery (Species discovered in NC)
Beetles of North Carolina

AGENCY PROFILE

A Frog on the Edge (Gopher frogs)
What is R3?
The Alligators Among Us (How Commission is studying alligators)
An Outdoors Education (Ed Centers)
Staying Connected (At-Home Outdoors Activities)
Gordon Myers appreciation
Fishing and Boating Summit
NASP
Duane Raver Memoir

OTHER

Now and Then One Needs to Go Solo
Photo Competition
Wild & Tasty (Crispy fried squirrel)
The Trail Outside My Door (Outdoors anecdotes)
Wild & Tasty (Yellow fin crudo)

** Stories in bold written by Commission Staff*

WiNC Subscriptions

Subscription Rates:

Print Only - \$12

Digital Only - \$10

Print and Digital - \$15

Print Subscriptions:

Paid	26,279
Comp	4,224
Lifetime	<u>13,012</u>
Total	43,515

Digital Subscriptions:

Paid	1150
Comp (Teachers)	<u>1500</u>
Total	1650



Subscribe or renew your subscription to *Wildlife in North Carolina* magazine at full price and automatically be entered for a chance to win a **YETI COOLER**.

Enter Today!

Order anytime at ncwildlife.org/winc or call 800-786-2721.
Offer expires July 1, 2020.



Wildlife In NC Revenues and Expenditures Statement Fiscal Year 2018-2019

Revenues		
438135	Transfer from Endowment (WINC Interest)	47,530.00
438138	Transfer from 24350/2135 (Publications Revenue)	253,242.43
	Total Revenues	300,772.43
Expenditures		
531XXX	Salaries	506,416.48
532XXX	Purchased Services	556,248.33
533XXX	Supplies	2,185.72
534XXX	Property, Plant, & Equip	2,625.91
535XXX	Other Expenses & Adjustments	7,667.27
	Non-Magazine Related Expenditures	(177,725.30)
	Total Expenses	897,418.41
Excess of Revenues Over (Under) Expenditures		\$ (596,645.98)

Wildlife In NC Revenues & Expenditures Statement Fiscal Year 2019-2020

Revenues		
438135	Transfer from Endowment (WINC Interest)	122,288.00
438138	Transfer from 24350/2135 (Publications Revenue)	277,797.21
434160	Revenue from Professional Services (Ad sales)	7,498.00
	Total Revenues	407,583.21
Expenditures		
531XXX	Salaries	509,639.39
532XXX	Purchased Services	597,593.75
533XXX	Supplies	5,632.92
534XXX	Property, Plant, & Equip**	10,092.65
535XXX	Other Expenses & Adjustments	6,530.50
	Non-Magazine Related Expenditures	(171,813.44)
	Total Expenses	957,675.77
Excess of Revenues Over (Under) Expenditures		\$ (550,092.56)

Subscriptions:

Paid	26,238
Comp	4,222
Lifetime	<u>13,103</u>
Total	43,563
Digital	649

Paid	26,279
Comp	4,224
Lifetime	<u>13,012</u>
Total	43,515
Digital	1149

Costs Per Printed Magazine Subscription (\$12/year current price) 2019
 =total expenses-BlueToad costs/total print subscriptions \$20.54

2020
 \$21.95

Cost Per Digital Media Subscription (\$10/year current price) 2019
 =total expenses - printing & shipping costs/total subscriptions \$10.48

2020
 \$9.31

Notes:

Non-Magazine Related Expenditures constitutes mileage, salaries and fringe, and other NCAS expenditures charged to cost centers not related to the magazine.

**Design Team was purchased new apple computers this fiscal year - two were changed towards the 1135 budget fund.

WiNC Planning Goals

Continue to Support Agency Mission and Strategic Plan

Continue to Reduce Expenditures

Increase Circulation and Revenue

Increase Staff Submissions to Decrease Freelance Costs

Marketing / Promotions brought back in house

WILDLIFE
I N N O R T H C A R O L I N A



Reducing Expenditures

Budget Reductions Currently Underway:

- Reduced grade of magazine paper stock in bimonthly editions
- Changed Wild Notebook section from four to two pages and eliminated freelance authors
- All staff are tracking time in FAMRS (time spent on magazine vs interdivisional projects)

Additional Budget Reductions:

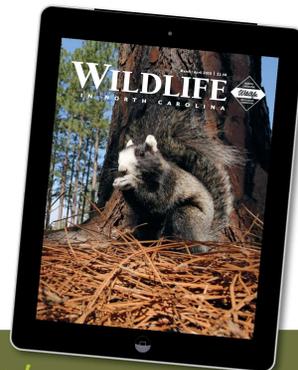
- Remove all schools from Comp List → provide teachers with Free Digital Edition
- Evaluate savings of removing Guides and adding pages to bimonthly editions
- Increase Staff contributions and reduce Freelance contracts
- Cut Infonet Marketing contract and bring services in house
- Evaluate placing advertisements in bimonthly editions

Teacher APPRECIATION



We're thankful for our teachers now more than ever. With so many teachers now working remotely, we're offering a complimentary one-year subscription to the digital edition of *Wildlife in North Carolina* magazine to all teachers in North Carolina to use as an educational resource.

To redeem your complimentary subscription, send an email to teachers@ncwildlife.org from your school system email address. Please include your name and school in the body of the email.



Complimentary Digital Subscription for Teachers!



Wildlife in North Carolina Magazine

Inhouse Promotions and Marketing

The Infonet marketing contract will expire March 2021 and some activities will be brought inhouse in to reduce contract costs. This action potentially saves the magazine \$100,000.

Recurring promotions:

Renewal notices sent to expiring subscribers – MONTHLY

E-newsletter promotions or special offers – MONTHLY (typically end of the month)

Social Media Promotions – BIMONTHLY (mid-month)

January – Promote Photo Competition winners on social media. Include subscription information in these posts.

January to July – Fishing themed insert in all mailings to license holders through CES. Primary cost will be printing of insert; no postage cost since included in existing mailings.

March – Special offer eblast or direct mail to select license holder groups.

March – Dixie Deer Classic special offer/raffle. Subscribe to enter a Yeti raffle or sponsored fishing trip (if DDC is held this year).

March/April – Include magazine subscription information and sample magazines at Deet's Turkey Hunting workshops.

March to May – Include a complimentary one-year offer to participants in our Getting Started Outdoors workshops. Will get a renewal letter as subscription ends.

June – Market Photo Competition to local photography clubs through eblasts and social media. Either a special introductory offer (1 year for \$10) or promote the existence of the Photo Competition that only subscribers to WiNC can enter. Could possibly include a testimonial from one of our regular photo comp entrants.

August to December - Hunting themed insert in all mailings to license holders through CES.

September – Begin gift subscription promotion. We currently sell roughly 5,000 gift subscriptions annually. Either offer a discounted subscription (1 year for \$10) to give as a gift or bulk subscription discounts if providing as a gift to multiple people.

September/October – Subscription plus camo hat for \$20. Camo hat is the most popular item sold at the State Fair. We can order the hats in bulk and combine them with the magazine in a promotion.

November – Magazine and calendar combo offer for \$15. One-week only sale leading up to Thanksgiving. Promote through Wildlife Update eblast and social media.

December – Last-minute Christmas gift offer.