



*Joint Migratory Birds/Waterfowl and Education and Outreach Committee Meeting Summary  
February 27, 2014, 11:40 am  
NCWRC, 5<sup>th</sup> Floor Commission Room*

**Meeting Attendees**

• **Committee Members:**

Nat Harris – Vice Chair Education and Outreach  
Richard Edwards – Vice Chair Migratory Birds/Waterfowl  
John Litton Clark  
Mark Craig  
Tommy Fonville  
Wes Seegars  
Joe Barker

• **Commissioners:**

Jim Cogdell

• **Staff:**

Erik Christofferson  
Lisa Hocutt  
Chris Dillon  
Deet James  
Travis Casper  
Bob Curry  
Russell Wong  
Margaret Martin

Mallory Martin  
Perry Sumner  
Gordon Myers  
Betsy Haywood  
Brad Gunn  
David Cobb  
Chris Kent

• **Visitors:**

Lloyd Goode – Ducks Unlimited  
Don Manley – DU  
Larry Wilkins – DU

Greg Rhue – DU  
Craig LeSchack – DU  
Jay Taylor - DU

*Migratory Birds/Waterfowl Committee Vice Chair* Richard Edwards called the joint meeting of the Migratory Birds/Waterfowl Committee and Education and Outreach Committee to order at 11:40 am. He introduced Craig LeSchack of Ducks Unlimited to give an overview of a Ducks Unlimited initiative.

### **Discussion and Background**

Craig LeSchack thanked the committees for meeting. He reviewed some past projects between Ducks Unlimited, including the SoundCare initiative that raised 28 million dollars.

- 40 projects with WRC have been accomplished on game lands.
- \$800,000 spent by WRC on game lands. These dollars are leveraged 8:1 by DU.

North Carolina has become a conservation priority area for migratory waterfowl and wetlands. Funding for acquisitions is indirectly linked to habitat management. These priorities have risen out of the agency Strategic Plan.

Engineering and Lands Management works with Ducks Unlimited on a large number of projects. Some projects mentioned were Falls Lake, Mattamuskeet, and the impoundment at Roanoke River Game Land.

Chairman Jim Cogdell requested that a presentation be given to the committees by Tommy Hughes about the money that is spent by the WRC working with Ducks Unlimited.

The committee took a short recess and reconvened at 12:25 pm.

### **Discussion about Ducks Unlimited Project Plans**

Craig LeSchack stated that Ducks Unlimited plans more focus on outreach and attracting youth.

Don Manley mentioned the Green Wing Program sponsored by DU and stated that the program is directed at colleges and high schools as well. DU wants younger members to join the organization.

Lloyd Goode announced that Ducks Unlimited has hired a Youth and Education Coordinator in Memphis.

### **DU Campaign – Southeast Wetlands Initiative**

Objective is to lower median age of DU members. Will focus on wintering grounds in North Carolina, breeding grounds in Canada, and youth component. Lloyd Goode is in charge of fundraising.

- There are 127 DU chapters in NC; 2000 volunteers
- Sportsmen for Tomorrow – young women and men. Committee asked how the WRC can help. Discussion of need for cooperate effort among organizations to encourage youth participation and to enhance habitats.

### **Strategic Recruitment and Retention Initiative (SRRI) Discussion**

*Executive Director* Gordon Myers introduced Deet James, *SRRI Coordinator*, to discuss the WRC agency pathway and process to equip staff to identify recruitment and retention opportunities and adapt to challenges in involving young people in wildlife sports and conservation activities. James discussed pilot programs that have been targeted for improvement.

- Hats on Mentoring Campaign – has brought awareness to hunter mentoring and conservation and wildlife management. What are barriers to recruitment? What is the next step?
- Skilled based workshops – facilitated by conservation partners – National Wild Turkey Federation, Quality Deer Management Association
- Four mentoring workshops have been planned at the education centers – only two percent of hunters begin hunting on their own. Mentoring workshops provide opportunities for mentors to reach out to interested novice hunters
- Social media is critical to meeting the recruitment and retention objectives

### **Suggested Action by WRC**

- Gordon Myers stated that there is a need for skill classes. Hunter apprentice license holders in Raleigh and across the state are plotted on a map. He suggested that Deet James meet with DU, quail and turkey partners, with the focus on a project to expand skill classes for bird hunting. This is an opportunity to see immediate results and to build relationships.
- Possible Youth Apprentice Game Land – Myers stated that a 1600-acre tract has been identified near Wilmington that would be ideal for developing youth hunting and holding skill-based workshops. It has wetlands and uplands (5 Eagles Tract).

### **Presentation**

*Ducks Unlimited President-Elect* Jay Taylor presented a gun to the WRC to be used in Hunter Safety training. Travis Casper thanked DU on behalf of the agency Hunter Education Program.

The meeting was adjourned at 1:30 pm.