

INTERNATIONAL HUNTER EDUCATION ASSOCIATION



Responsible Hunting

Business Report - 2019

EXECUTIVE SUMMARY

For the past twelve months IHEA-USA staff and Board have spent a considerable amount of time evaluating the Association's structure and strategic goals as well as how day-to-day business is executed. It is imperative we challenge ourselves in the new age of changing hunting dynamics, demographics and participants. This process will continue into 2020 as we move toward how to best position the Association to play its proper role in the overall hunting and shooting industry and culture.

First and foremost, we will continue to place top priority on providing the best hunter education process throughout the 50 state wildlife agencies seeking the ultimate results of hunter and firearm safety. At a time when our country's social culture, firearm ownership and use is under extreme scrutiny, we are proud of the collective safety results that hunter education has contributed as a whole. Hunting safety will never be less than priority number one for IHEA-USA.

Additionally, IHEA-USA recognizes that beyond the safety aspects of their mission are the challenges faced today within the hunting and shooting world in which hunter education can play a significant role. The R3 movement is well established today as a strategic tactic in the hunting world. Given hunter education is the foundation for entry into the hunting and shooting world it dictates that hunter education find its proper role in the overall R3 movement.

Another core focus for IHEA-USA moving into the new decade of 2020 will be a better premium placed on serving the over 50,000 volunteer hunter education instructors across the US. These men and women are the lifeblood of "mission delivery" for hunter education as they instruct, mentor and graduate some 650,000 new hunters annually. The challenges will be how to recruit younger volunteers to replace those terming or aging out and how to change the paradigm amongst the instructor volunteers to adapt to the "new hunter" demographic.

CURRENT IHEA-USA ELEMENTS

The current elements of IHEA-USA that makeup our core competencies include:

- **Hunting Incident & Investigation Academy**

A comprehensive 5-day school that educates and instructs law enforcement officials how to best investigate hunting incidents and accidents. Each school is conducted by selected, qualified instructors in the latest of investigation and forensic techniques aided by a traveling crime scene investigation trailer and tools. 2019 saw one HIIA event with 40 law enforcement representatives attending.



- **Independent Online Course Reviews**

Hunter education online courses continue to grow and expand in use and popularity. Maintaining consistent safety standards across both classroom and online courses is a must. IHEA-USA requires reviews of all hunter education online courses, conducted by an independent third party. Such reviews ensure an objective eye for consistency, proper testing methods, course integrity and the ultimate result of a hunter education graduate with proper knowledge of hunter and firearm safety.



- **Annual IHEA-USA Conference**

This annual gathering of hunter education administrators, state and federal wildlife officials, wildlife and conservation NGOs and volunteer instructors provides a forum to discuss and share hunter education techniques, strategies and innovations. Guest speakers and industry experts are featured along with social interaction with all 50 states' hunter education administrators throughout the three-day event. The IHEA-USA Annual Conference rotates location each year to another state.



HUNTING INCIDENT REPORTS

- **Hunting Incident Database**

A comprehensive and historical database reflecting annual statistics of hunter related incidents and accidents is housed by IHEA-USA. This database is a collaborative process between hunter education administrators and IHEA-USA to assemble and house the unique database for reference and historical recording. The database dates back to 1930 with a few reports but the records for each state begin are recorded state wide from up to the current year of 2019.



- **Hunters Connect**

A digital content library of How-To videos on all aspects of hunting. The new hunter demographic are Millennials and Gen Z'ers who seek and find most of their news and information from internet and social media platforms such as YouTube, Facebook and Instagram. Hunters Connect is designed to reach and engage these new hunters and anyone seeking more information about the What, Where, Why of hunting.

For more information visit <https://huntersconnect.org>

IHEA-USA Third Party Review of Online Hunter Education Courses and Approved Providers

Hunter education taught online is a growing portion of the hunter education world in nearly every state wildlife agency. Now in these times of the Corona Virus pandemic the use of online courses as an option for new hunters to complete a hunter education course has expanded significantly.

IHEA-USA provides and maintains a rigorous monitoring and review process for such online hunter education courses. In our service to state wildlife agencies, our priority to ensure that each online course provider is providing both the highest hunter education standards and the highest online testing techniques in an ever-changing cyber environment.

Areas of oversight include:

- IHEA-USA approved providers must have adequate resources to maintain and operate online Hunter Education courses.
- Online courses must maintain and teach the approved IHEA-USA content and delivery standards for hunting and firearm safety.
- All IHEA-USA approved online Hunter Education courses must conform to the accepted industry standards for protecting the cybersecurity of the students' personal data.
- All online course providers must ensure IHEA-USA that the provider is capable of "communicating" with state agencies to securely transfer the student's records and course data.
- All IHEA-USA approved course providers are evaluated for how they use the current and acceptable instructional online techniques to provide the best online Hunter Education experience.

Current IHEA-USA Online hunter education providers are:

- Beasafehunter.com (Jim Neale)
- Hunter-ed.com (Kalkomey)
- Huntercourse.com (Kalkomey)
- Hunter-edcourse.com (Kalkomey)
- HUNTINGsmart.com (Campfire Collective)
- NRA.yourlearningportal.com (NRA Hunter Education)

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