



Women in the Outdoors Committee Report July 2011

Submitted by Katrina Skrapits

Below is an email and the attached documents sent from Teresa Carroll, National Women in the Outdoors Coordinator to the event coordinators as a PGC guideline to follow when planning an event. Please share this with your chapters.

Subject: Pennsylvania WITO Program
Date: Fri, 8 Jul 2011 13:18:28 -0500
From: Teresa Carroll <tcarroll@nwtf.net>

PA WITO Event Coordinators and Chapters -

Hope this email finds you all doing well and enjoying your summer! I appreciate all the work that you and your committee have continued to do to make NWTF's Women in the Outdoors program strong in PA!

As you may already know, we have a contract with the Pennsylvania Game Commission that will extend through June 2012. As part of this contractual agreement, WITO participant records are to be kept through the PA Game Commission's Event Manager online registration system. Reporting of participants in this manner allows the PGC to determine if participating in WITO has an effect on hunting/trapping license sales in the female population - for example, are the majority of WITO participants already license buyers prior to participating in the event, or is the contrary true? Do women tend to buy licenses after participating in a WITO event, perhaps because of the interest they gained during their WITO experience?

This is a great opportunity for our program!

We made the process of finding the PGC's PA WITO Event Manager Calendar much easier by providing a link directly to the calendar on our website www.womenintheoutdoors.org, in addition to its home already through the PGC's webpage. Women interested in looking for a PA WITO event to participate in simply need to go to the PA WITO Event Manager Calendar and type in their zip code and the distance they are willing to travel to an event, and all pertinent scheduled events will come up for their choosing.

Once a participant chooses an event to register for, they are taken to a registration page where they are able to download the event's individual flyer/registration form; here they are also instructed to not only register on-line, but also to download and complete the event's flyer/registration form and mail, along with payment, to the event coordinator.

The PA WITO Event Manager also has multiple benefits for event coordinators if they would like to be an administrator of their event (this is optional). Event coordinators are able to go in to their event on Event Manager and manage registrant data, such as downloading a real-time list of those registered for the event. One such use for this would be to cross-reference this list with those who have mailed their registration form and payment - for example, if the event coordinator notices that a few participants registered on-line, but have not yet mailed in their registration form and payment, the event coordinator can then contact those individuals and remind them to do so. On the flip side, if a participant only registers through the paper registration form sent directly to the event coordinator, the event coordinator can cross-reference the Event Manager roster, see this, and register that student automatically through Event Manager (this could also be done if a participant does not have internet access). Please let Jeff Souders know if you have an interest in this.

Another benefit of registering WITO participants through the PA WITO Event Manager Calendar is to provide participants continued access to PA hunting/trapping information through a free, one-year subscription to the PA Game Commission's magazine, Game News. Research shows that by keeping individuals engaged in the hunting culture in ways such as this, recruitment and retention is increased.

As you plan PA WITO events
please help us capture the following
information:

Volunteer hours (see the attached form)

**The following information should be included on flyers which will
provide directions for participants on registering through
PGC's event manager:**

*"All participants must register for this event on the Pennsylvania Game
Commissions (PGC) website: www.pgc.state.pa.us.*

*On PGC's homepage, click on the "Education" tab, scroll down to "special
events and programs" and click on "Women in the Outdoors." On the document
that opens, click on "WITO Events Calendar" - find this event on the
calendar and select it to continue with the registration process. Once
your on-line registration is complete, please send your payment and class
preferences to the event coordinator listed below."*

**List the PGC as a Women in the Outdoors sponsor
through any press coverage including:**

- Event flyers
- News releases (see attached template with PGC mentioned)
 - Publications
 - Presentations
- Verbally recognize them during the event
 - Hang PGC banner at your event
(these will be sent/delivered to you)

**Please forward Jeff all flyers so that they can also be posted on PGC's
site - this will provide additional advertising and has proven very
successful. It is important that we encourage participants to register
online. However, if a participant is adamant about foregoing this step,
Jeff will manually enter the data. We do not want this to become an issue
with our participants but we would like capture this data from the
participant through this process, if possible.**

I appreciate your help with this as we move forward. Please let me or Jeff know if you have any questions or concerns.

Jeff's contact information is as follows: phone (717) 395-8276
or jsouders@nwtf.net.

Best Regards,

Teresa Carroll
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