

Colorado Archery in the Schools Program



On Target for Life



Tabbi Kinion

Statewide Education Coordinator

NASP® Basic Archery Instructor
Trainer Specialist

The Beginning...



Pilot: 2005

Region – Southeast

Teachers– Project WILD/TEN
previously trained teachers

Result – Success!

Now:

400+ teachers trained

60+ schools with equipment



NATIONAL ARCHERY
IN THE
SCHOOLS PROGRAM

Promote international-style target archery as part of in-school curriculum to improve educational performance and participation in the shooting sports among students in grades 4-12.



Guiding Principles

Safety

Target Archery Emphasis

Students in Grades 4-12

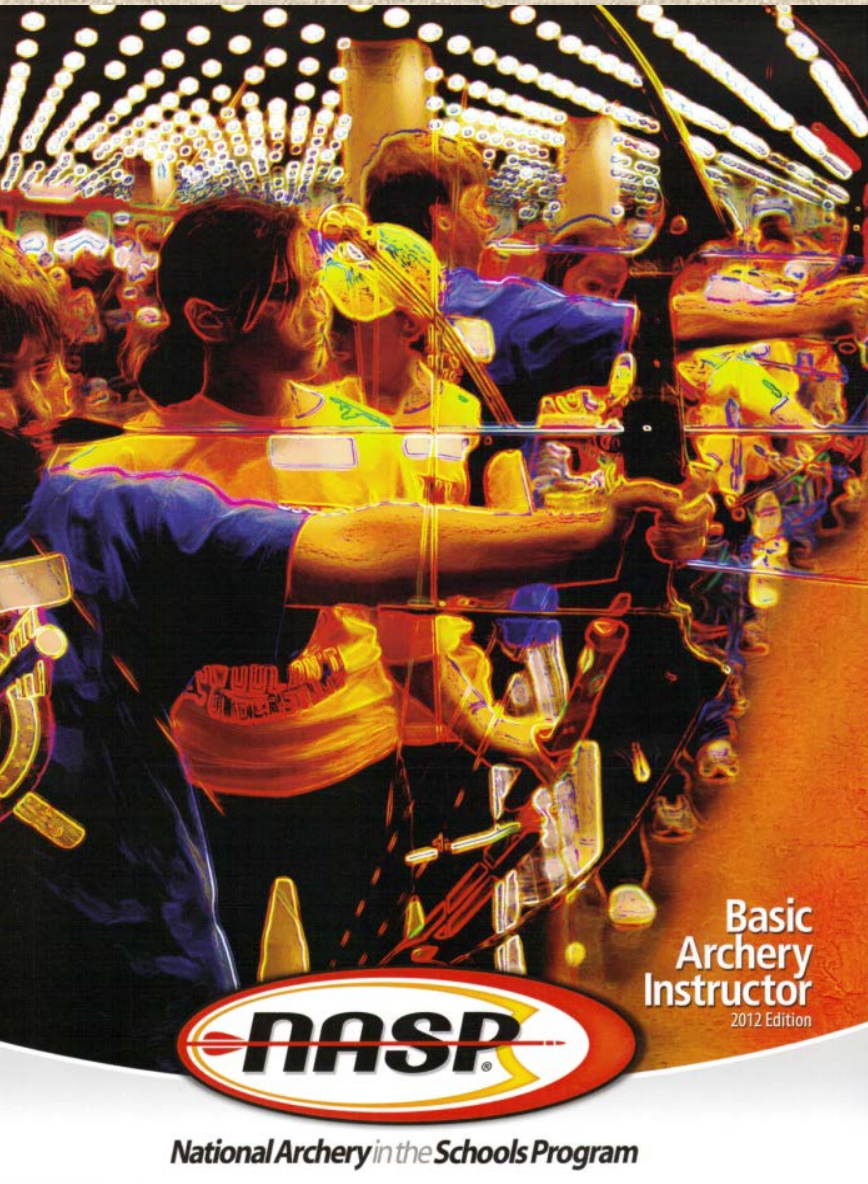
NASP-Trained Teachers

In-School P.E. Curriculum

Identical equipment



Basic Archery Instructor (BAI) Certification



Identical certification training
Taught by NASP-certified
instructors
Follows rigid safety rules
Uses only positive language
Participants use the *String
Bow* training tool
11 Steps Method



National Archery in the Schools Program

11 Steps to Archery Success

1. *Stance*
 2. *Nock*
 3. *Draw Hand Set*
 4. *Bow Hand Set*
 5. *Pre-Draw*
 6. *Draw*
 7. *Anchor*
 8. *Aim*
 9. *Shot Set-Up*
 10. *Release*
 11. *Follow Through/Reflect*
- www.archeryintheschools.org**

"like" NASP on Facebook

Universal Fit Equipment



Not So Big Kids

Big Kids

All students enjoy success using the Genesis bow





Current Status of NASP®

2,055,000 students annually
6,500+ schools

47 States
5 Canadian Provinces
Australia
South Africa
New Zealand





Teachers Say...

Responsive Management 2009

93% Effective

84% Confidence

78% Motivation

76% Attention

74% Behavior

73% Attitudes

40% Attendance

40% Other Sports

“I can do this!”

Students Say....

*Easton Foundations National Archery in
the Schools Program Report 2011-2012*



1,236 responses

54% female

39 states & 1 province

Grades 4th -12th



89% Like NASP

63% LOVE It

*It's fun, everyone can
participate and NASP allows
us to socialize with friends.*

Students Say....

*Easton Foundations National Archery in
the Schools Program Report 2011-2012*



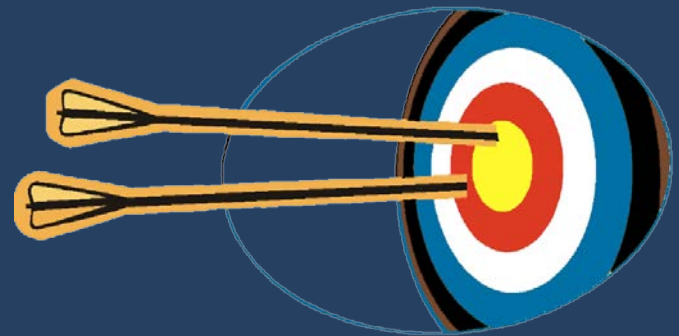
After Participation:

56% bought archery equipment

95.2% Shoot for Fun - 60% Often or Very Often

50% Have watched archery on TV

67% Likely to continue shooting





NASP[®] and Hunting

18% Bought Hunting Licenses

-73% Bought due to family

-27% Said NASP was reason

31% Think differently about hunting

45% Greater interest in hunting

41% Talk more about hunting

54% Greater interest in other shooting

Sporting Goods Manufacturing Association (SGMA) Surveys Report...

Archery is a Gateway to Outdoor Pursuits

56% Fish

50% Camp

39% Target rifle shoot

38% Hunt with rifle

32% Hunt with shotgun

29% Hunt with bows

49% Bowl (??)





NASP[®] School Set Equipment Costs

\$3,200 per school

- 12 Genesis Compound Bows
(\$111 each – retail around \$207)
- 5 Targets (\$156-\$195 each)
- 1 Arrow Curtain (\$282-\$310)
- 5 Dozen NASP-specific Arrows (\$141)
- 1 Repair Kit (\$110)
- 1 Bow Tree (\$200-\$275)



**All equipment is only
available directly from NASP**

Supporting Schools



CASP Equipment Grants
\$15,000 FY 12-13

Easton Foundations Grants
\$6,000 FY 12-13

Regional Education Budgets

School P.E. Budgets

School District P.E. Grants

NWTF Chapters & Other
sportsmen's groups

Local Businesses

Looking Forward



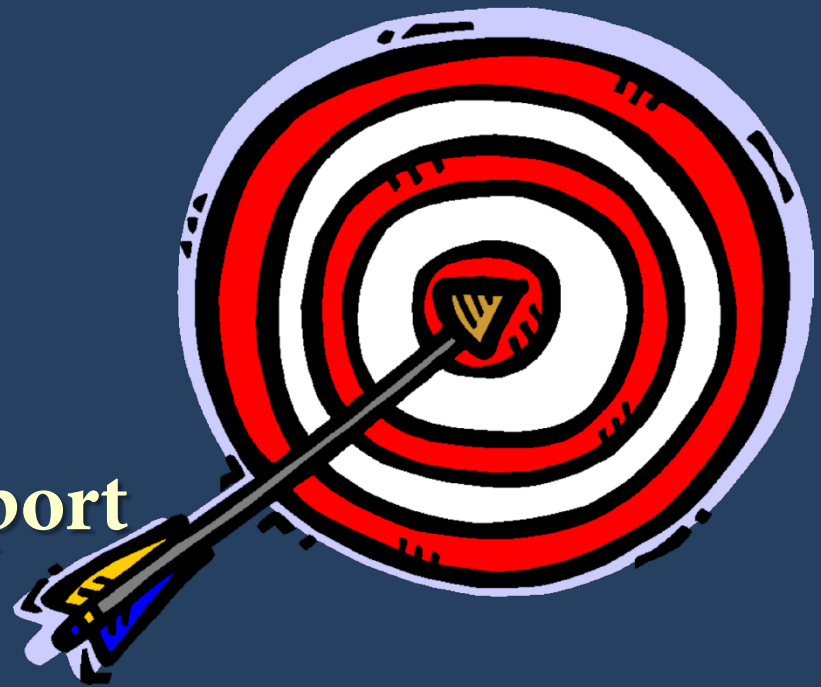
Hosting Tournaments

Meeting Demand

- grants
- training
- maintenance/support

Finding Partners

Measuring Success



Thank You!

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