

ARCHERY IN THE SCHOOLS INTRODUCES KIDS TO ARCHERY

School archery programs are designed to introduce students to archery during the school day. These programs are usually coordinated by the state wildlife agency in an effort to recruit people into archery and bowhunting. Increased participation in shooting sports and hunting provides financial and public support for wildlife education and conservation. In addition, state agencies' involvement in these education programs assures long term growth in recreational archery and bowhunting.

The National Archery in the Schools Program (NASP) is the most successful school archery program and has taught archery to thousands of students in many states. In Kentucky, where the program began, NASP is a joint venture between state departments of Education and Wildlife. The program's focus is to provide archery training in K-12 physical education classes administered through a two-week Physical Education program.

There are significant benefits derived from archery programs. In Kentucky, NASP engaged more students in the educational process, improving classroom performance and reducing dropout rates. Most dropouts indicate they were not involved in extra-curricular activities. Archery taught through this program is accessible to all students of nearly all ages and skill levels. Educators report that the archery in the schools program "engages the unengaged" and inspires students to greater achievement in school.



ARCHERY IN THE SCHOOLS

PROGRAM DESIGN

- The written curriculum exceeds national PE standards.
- The core content includes safety, equipment, technique, mental concentration, self-improvement and archery history.
- The curriculum is Olympic-style archery and can be used in grades 4 and up.
- Equipment is usually pre-packaged and includes bows (most of which are universal draw length, lightweight designs), arrows, targets, back-stop netting, ground quivers and plans for a storage box so that the program can be conducted in the school gymnasium.

ADDITIONAL HIGHLIGHTS

- Most school insurance policies recognize the safety of archery by providing coverage under existing policies that cover all other recreational activities.
- A section on teaching students with disabilities is included.
- Teachers take National Archery Association (NAA) Level I training so that they can teach archery safely and with proper technique.
- There are currently 25 states conducting school archery programs; the plan is to have all states on board by 2007.

WHAT DOES THE RESEARCH TELL US?

In November 2004, ArrowSport commissioned a research study of the Kentucky National Archery in the Schools Program which was conducted by Responsive Management, a nationally recognized research firm. The objective of the research was to determine the impact of the program on youth and the industry. Nearly 1,500 Kentucky students responded to a survey administered by teachers certified to teach the archery in the schools program.

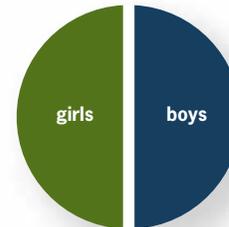


PARTICIPANT BACKGROUND

WHAT WERE THE DEMOGRAPHICS OF KIDS RESPONDING TO THE SURVEY?

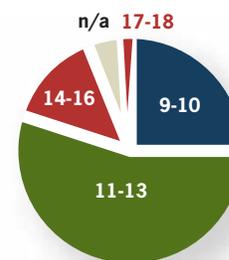
GENDER

- 50% were girls and 50% were boys



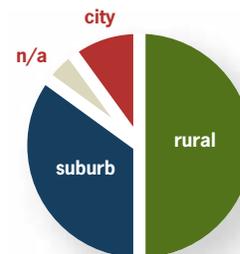
AGE

- 25% were 9-10 years old
- 55% were 11-13 years old
- 14% were 14-16 years old
- less than 1% were 17-18 years old
- the rest did not answer



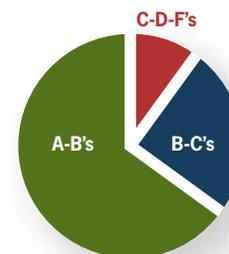
RESIDENCE

- 50% were from a rural area or farm
- 35% were from a small town or suburb
- 5% were from a large city
- the rest did not know



GRADES:

- 65% reported getting mostly A's and B's
- 25% reported getting mostly B's and C's
- Only 10% reported getting mostly C's, D's or F's



FAVORITE SUBJECTS:

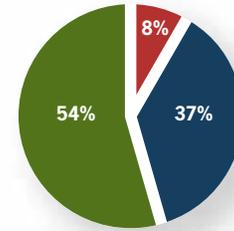
- Two favorite subjects in school were math (26%) and PE (24%)

PARTICIPANT BACKGROUND / POSITIVE EXPERIENCE

WHAT DID THE STUDENTS REPORT ABOUT THEIR FAMILIES?

FAMILY RELATIONSHIPS

- 54% enjoy doing lots of things together as a family
- 37% enjoy doing some things together as a family
- Only 8% of students reported that they either do not enjoy doing much or almost never do things together as a family



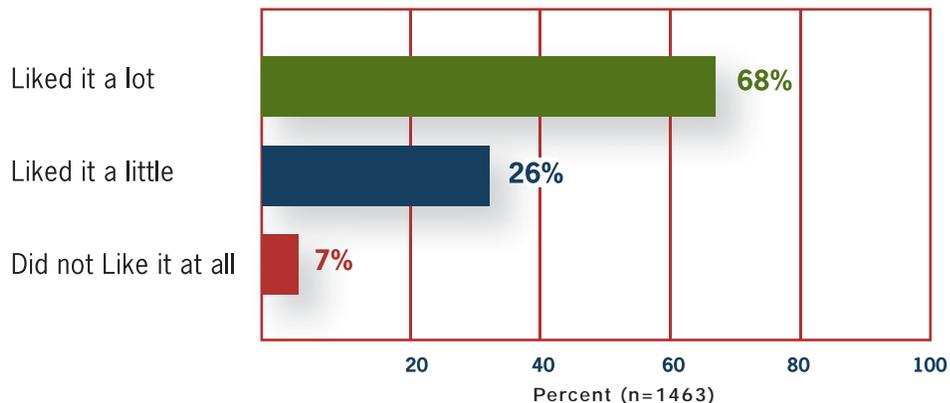
Of the students who reported family members being involved in archery, most reported having an uncle (41%), father (39%), or other male family member participating in archery (brother, step-brother or grandfather).

A much smaller percentage of students reported having a female member participating in archery; 13% aunt, 12% mother and less than 10% grandmother, sister or step-sister.

STUDENTS REPORT A POSITIVE EXPERIENCE

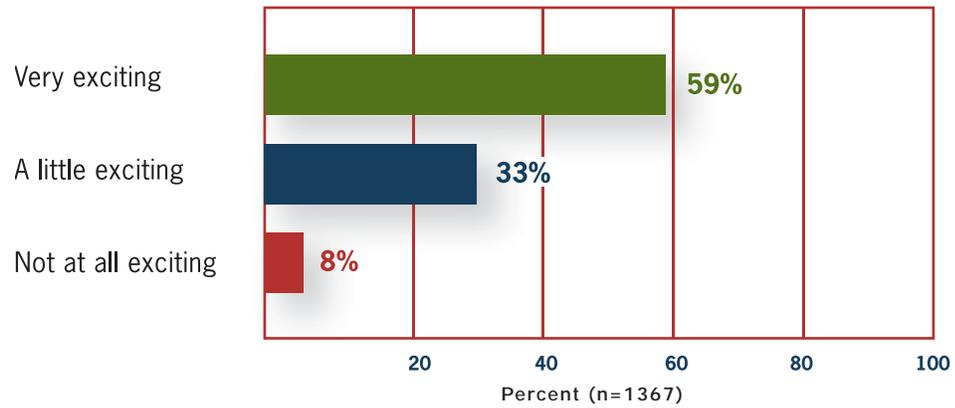
In general, students liked the archery program and considered it to be exciting. The course also made them feel better about themselves, about PE class and about school. They enjoyed most aspects of the program, some much more than others. Most students thought the program was not that difficult and improved their shooting skills while taking the course.

Q. Overall, how much did you like the archery program?

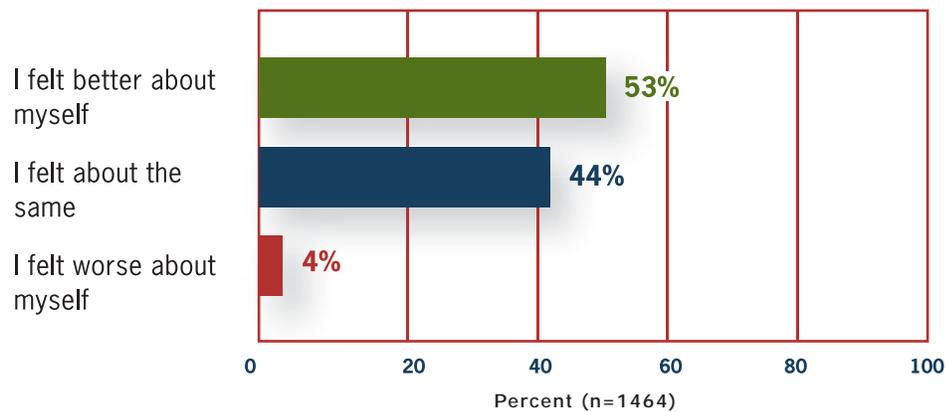


A POSITIVE EXPERIENCE

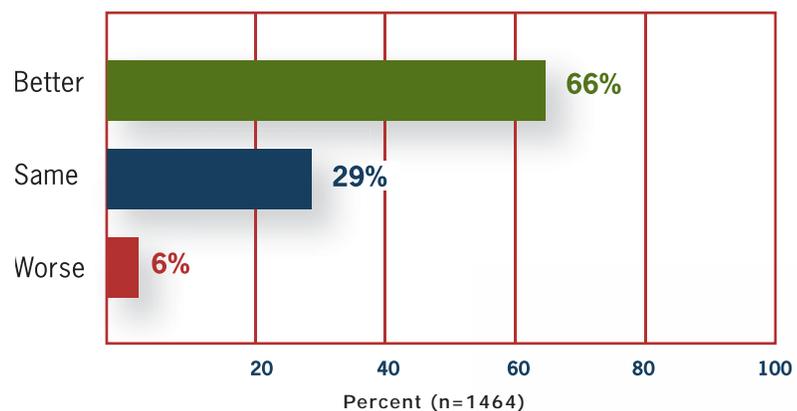
Q. How exciting was the archery program?



Q. Did you feel better or worse about yourself when you finished the archery program?

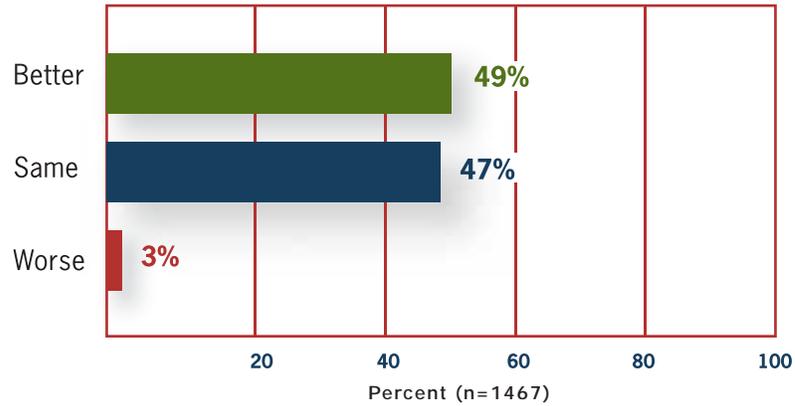


Q. Did the archery program make PE class better, about the same or worse?

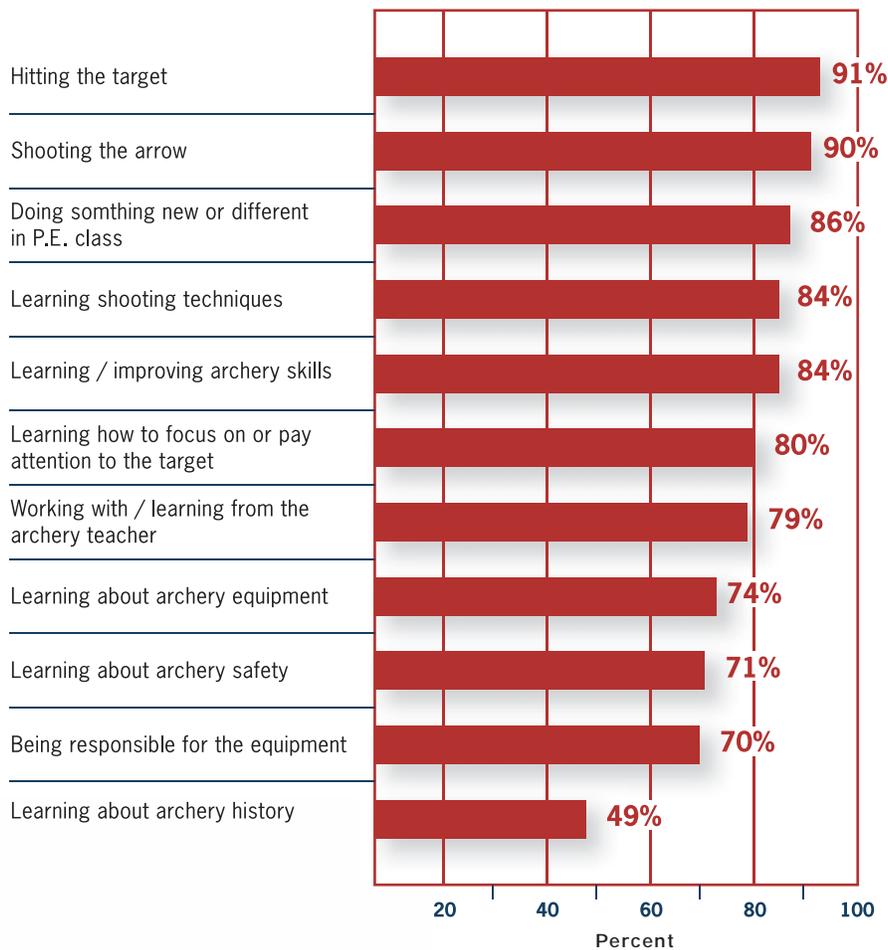


A POSITIVE EXPERIENCE

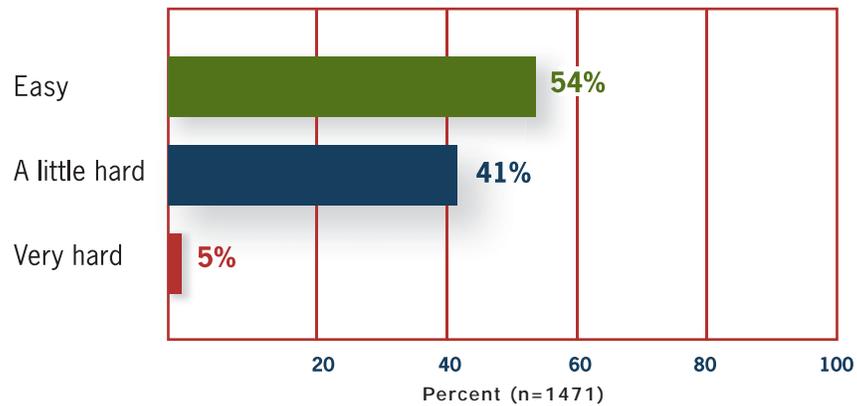
Q. Did the archery program make school better, about the same or worse?



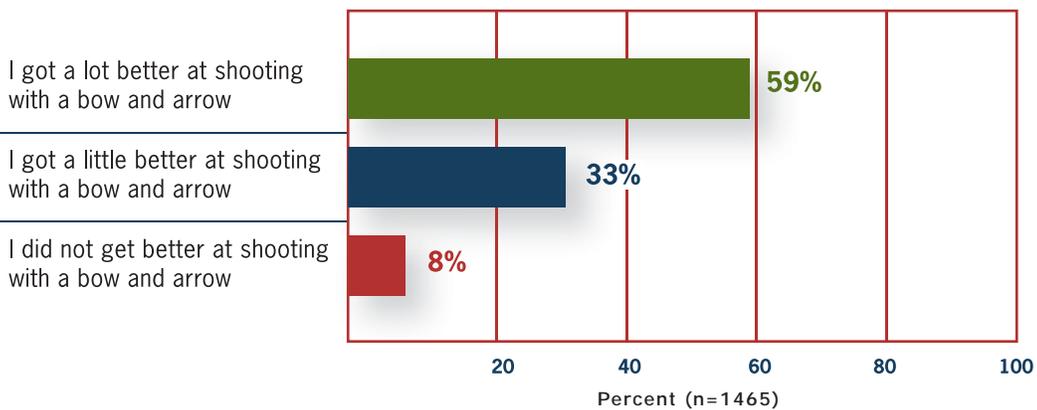
Q. What did you like about the archery course?



Q. How hard was the archery program?



Q. Did you get better at shooting a bow and arrow while taking archery in the schools?



SCHOOL AND STUDENT BENEFITS

SCHOOL AND STUDENT BENEFITS

Students who had experience in archery, target sports or sports in general found that the program made school and/or P.E. better. One way of looking at this finding is that those who participate in sports have an interest in physical activity that is met by a physical activity-oriented program. Through archery, schools can benefit by providing yet another means of keeping children interested and engaged while they are in school.

Additionally, children benefit from opportunities to acquire and/or demonstrate competence. In short, improvement of skills builds confidence. Good teaching leads to those improvements, so the schools are the perfect place to help children gain confidence through good teaching. But the relationship is symbiotic in that greater confidence makes for better students, and better students benefit the school system.

The finding that mastering a new skill improved students' perceptions of themselves has been replicated in many other studies. One study found that children who were poor performers in math became confident and skilled in math by being taught strategies for solving increasingly more difficult math problems. In that study, the method of instruction had a tremendous impact on children's feelings of confidence. Schools can harness this same beneficial result using archery. Even children with little exposure to or few skills in archery can improve and feel competent. Opportunities for learning and enjoying the feelings of competence in school help make school more enjoyable and rewarding.

The more varied the venues available for children to learn and demonstrate competence, the more opportunities for school to stimulate children's interest in learning and keep them learning. Programs and clubs like band, foreign languages, history and sports all have potential for improving education for students by allowing them to see progress in their skills (process) and performance (outcome). Archery is another tool that can be used to improve education.



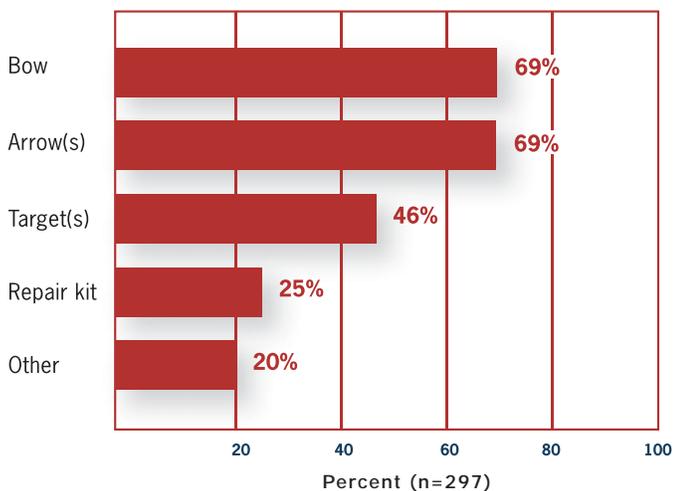
INDUSTRY BENEFITS

SCHOOLS PROGRAM SPARKS INTEREST IN ARCHERY

The researchers also asked questions about how and if the kids continue to participate in archery after the course and the types of activities and information they look for.

- 41% of the kids who never participated in archery prior to the course say that since the course they have participated a few times or a lot.
- 84% of kids expressed some interest in participating in archery after the course.
- 77% of kids said they would be very or a little interested in joining an after-school archery program if their school had one and 29% of kids whose schools had an after-school archery program belonged to it.
- 30% of kids looked for a store selling archery equipment.
- 21% of kids actually purchased equipment.

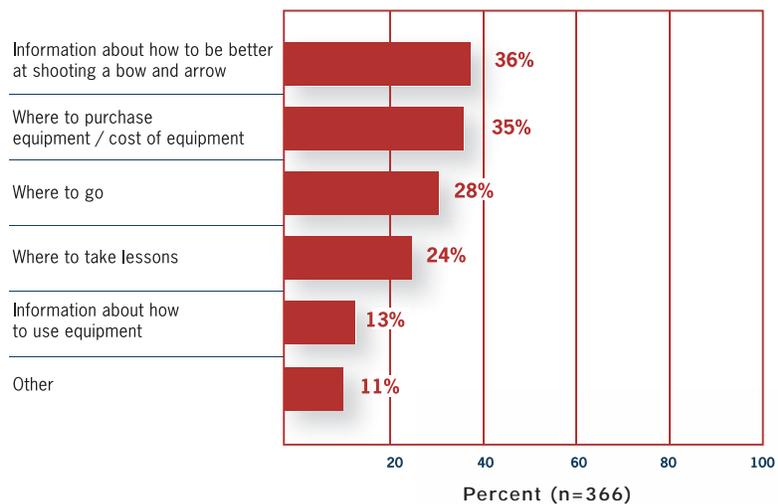
Those who purchased equipment after the course bought the following items:



KIDS LOOK FOR ARCHERY INFO

- 26% of kids said they tried to get more information about archery after taking the course, and the top two places they looked for information were the internet (54%) and sporting goods stores (38%).

The type of information they were looking for:



SUMMARY

SUMMARY & RECOMMENDATIONS

- ① Allow the greatest number of students to improve their skill level in archery – kids who show improvement learn confidence and experience achievement.

- ① Repeated exposure to archery is critical to increased participation.

- ① Increased internet information will support motivation.

- ① Archery programs should be designed to include families, peers and social groups.

THE ANSWER

More school and community archery programs



Two research reports produced by Responsive Management provided the information for this publication and are available through ArrowSport at www.archerysearch.com/communityarchery or by calling the ArrowSport office toll free at (866) 266-2776 x3.

HOW CAN I START A PROGRAM IN MY AREA?

- Contact your state archery in the schools coordinator to find out how to get involved in the program. The coordinator will know if there are schools in your area that have implemented the program. A contact list is available at www.nasparchery.com by clicking on Contact. Or call toll free at **(866) 266-2776 x3**.

- If your state is not listed, please contact the National Archery in the Schools Program's National Coordinator at **(800) 858-1549 x309** to inquire about your state.

- Find potential funding sources like local archery and bowhunting clubs, local retail shops, local conservation and sporting organizations, Parks & Recreation departments and local civic groups. The cost of equipment to start a school archery program generally runs about \$2,600.

- Get either your Level I or Level II National Archery Association instructor certification so you will be a recognized archery instructor and can help teach students and teachers. Contact your state coordinators to find out when trainings are held near you, or you can contact the National Alliance for the Development of Archery (NADA) to get a list of teachers or instructors certified to administer the class in your area.

National Alliance for the Development of Archery

Phone: **(352) 472-2388**

Fax: **(352) 472-2375**

www.teacharchery.org



ARROWSPORT

WHAT IS ARROWSPORT DOING TO HELP?

- ArrowSport provides funding directly to states to pilot archery in the schools programs. This funding goes directly through the state wildlife agency and you must contact the state archery in the schools coordinator to discuss its use.

- ArrowSport in conjunction with the Archery Trade Association created www.archerysearch.com where people interested in archery can locate ranges, clubs, instructors and retailers near them. If you are not currently listed on the website – please contact the Archery Trade Association toll free at **(866) 266-2776** or visit www.archerysearch.com/login.asp for an application.



ARCHERYSEARCH.COM



- ArrowSport and the Archery Trade Association have created “Explore Archery,” a media campaign promoting archery as a family sport. The TV, radio and print ads are customizable for retail use and can be seen at www.explorearchery.com. Or contact the Archery Trade Association toll free at **(866) 266-2776 x1** to find out more.



- The Archery Trade Association through its two foundations, ArrowSport and the Bowhunting Preservation Alliance, is developing a complete archery and bowhunting education package that will include units on all types of archery, including Olympic, Field and 3-D, Bowhunting, Bowfishing and Traditional. For more information about this program or any other archery and bowhunting program, please call toll free at **(866) 266-2776**.

