



UNIVERSITY
of ARKANSAS
AT PINE BLUFF
1873



YOUTH AWARENESS & UNDERSTANDING OF THE AGFC FAMILY AND COMMUNITY FISHING PROGRAM

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Types of Evaluation (Barrett, 2015)

Table 1. Evaluation Types, Purposes and Uses

Type	Purpose	Possible Uses
Needs Assessment	Identify new programs	Reach new audiences; increase revenue
Improvement	Make adjustments	Increase efficiency
Justification	Document goal attainment	Reporting to funding agencies

Qualitative or Quantitative Data (Barrett, 2015)

Table 4. Comparison of Qualitative and Quantitative Evaluations

	Qualitative	Quantitative
Purpose	Answers the question “Why is this happening?”	Answers the question “What is happening?”
Major Strength	Describes the process	Describes the outcome
Major Weakness	Lack of objectivity	Lack of context
Principal Use	Needs assessment, Program improvement	Outcome attainment

Data Collection/Sources (Barrett, 2015)

- **Surveys**
- **Focus Groups**
- **Interviews**
- **Observations**
- **Document Reviews**



Survey Types (Barrett, 2015)

- **Forced Choice Questions, select answers from prescribed list**
- **Open-ended Questions, answer using own knowledge & feelings**
- **Scaled Questions, choose from a range of values**

1. Please indicate your age group.

- Less than 9 years old
- 9-10 years old
- 11-12 years old
- 13-14 years old
- 15-16 years old

9. If you were aware of the Family and Community Fishing Program before today, please tell us in the black space below how you heard about the Program.

5. How often do you fish at Family and Community Fishing Program lakes?

- Never
- Rarely
- Sometimes
- Often
- Always

Methodology

- **Survey administered, July 13, 2017**
- **Annual Inclusion and Multicultural 700 Youth Empowerment Summit**
- **Chenal Country Club, Little Rock, Arkansas**
- **700 youth attended the event**
 - **Selected based upon 6 week work program**
 - **They are screened and selected to participate**
 - **16-21 years old**
- **241 were completed**



Let's Welcome 2017!

**Executive
Spotlights**

Learn about the executives:
Starting on Pg. 20

**Upcoming
Events:** Pg. 6

www.inclusionmagazine.com

Methodology

- **Initially the surveys were administered by groups, Group A (Incentive) and Group B (Non-incentive)**
- **Based on the information provided, the incentive did not matter**
- **Scantrons were scored**
- **Descriptive statistics (SAS, 2017)**



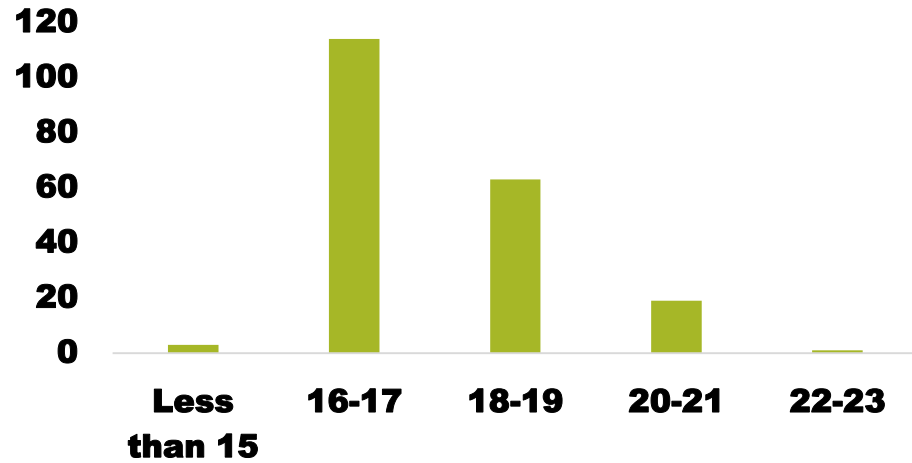
Results

- **Total Usable surveys = 216**
- **All data analyzed together**
- **By Sex**
- **By Fishing Participation**

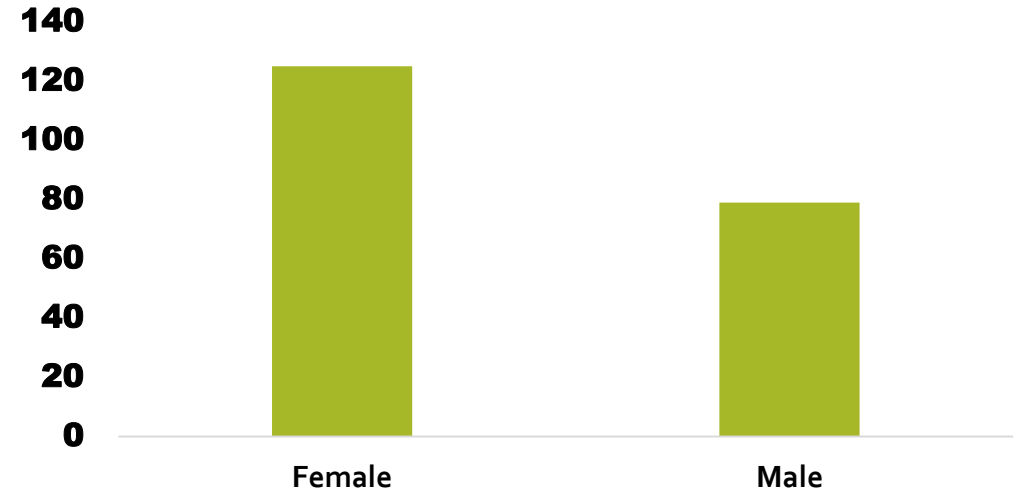


Overall...

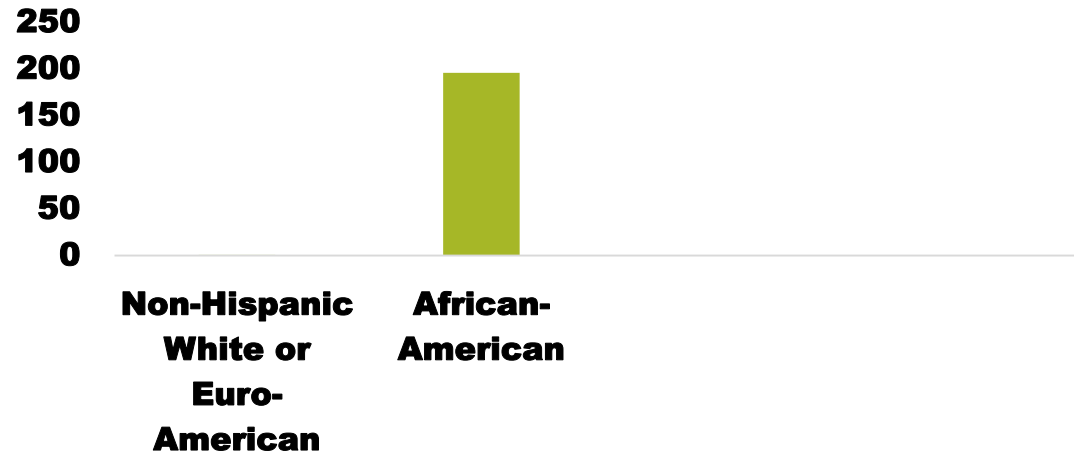
Age Distribution



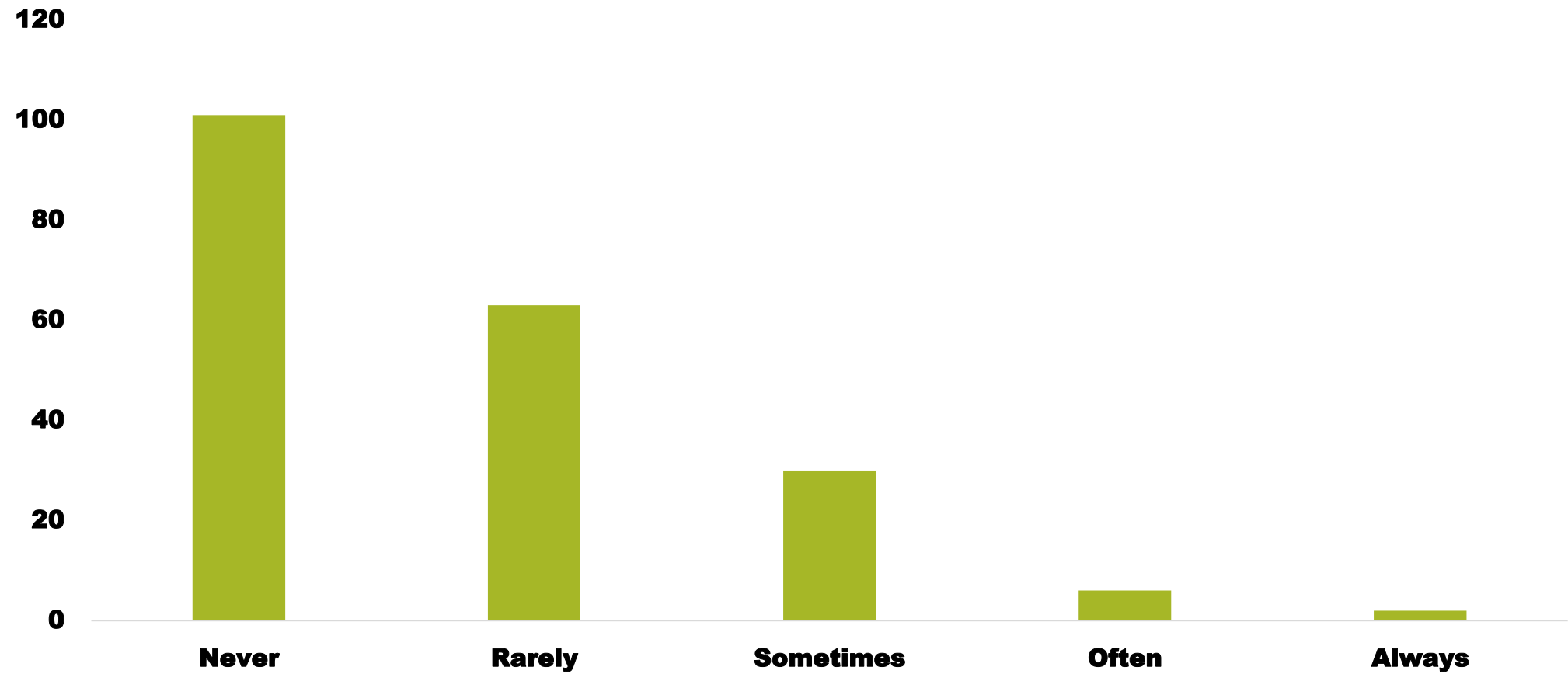
Gender



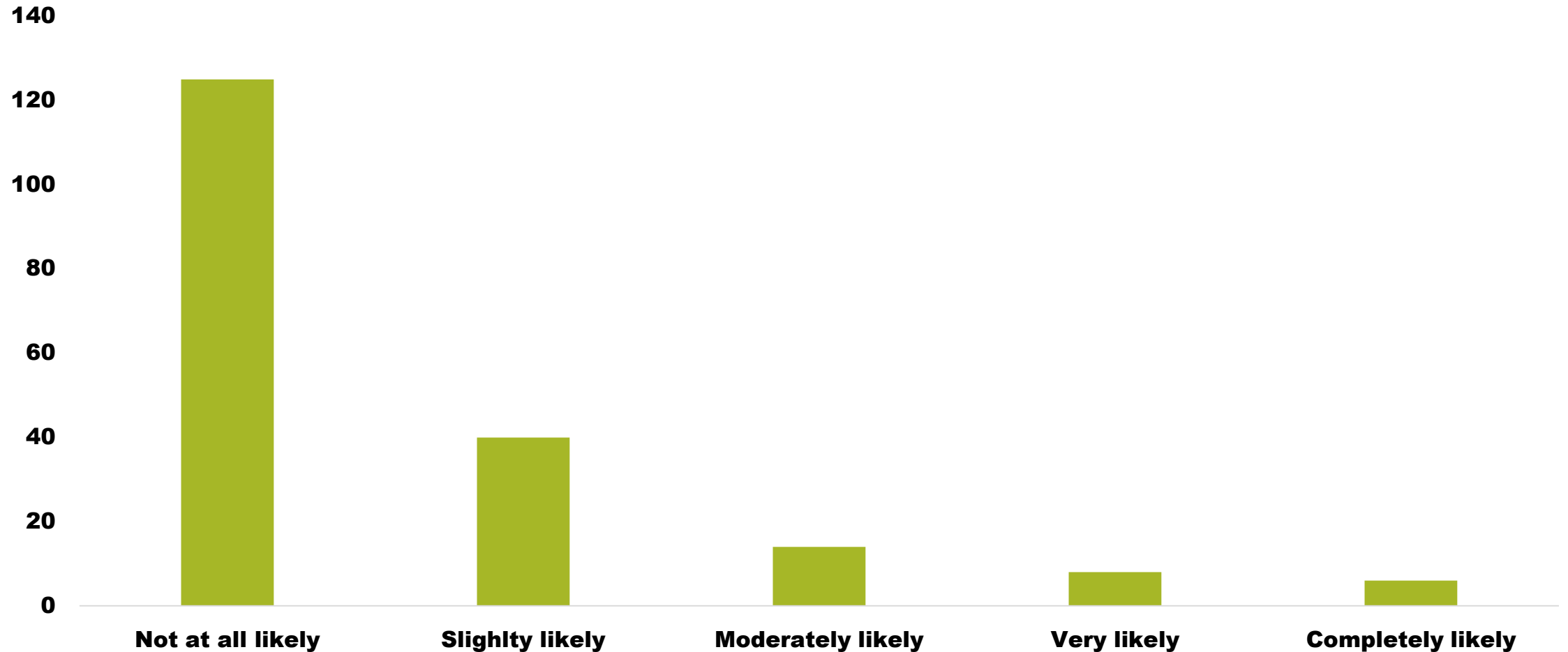
Race



Fishing Frequency



How likely are you to buy a fishing license in the future?



Which of these best describes the activities of the FCFP

The Program...

- a. manages hunting and fishing activities within all city limits.**
- b. makes regulations especially for families that fish together.**
- c. raises fish to stock in public waters.**
- d. enhances and creates fishing destinations in urban areas**
- e. educates youth about conservation of water resources**

Now....Pop Quiz!

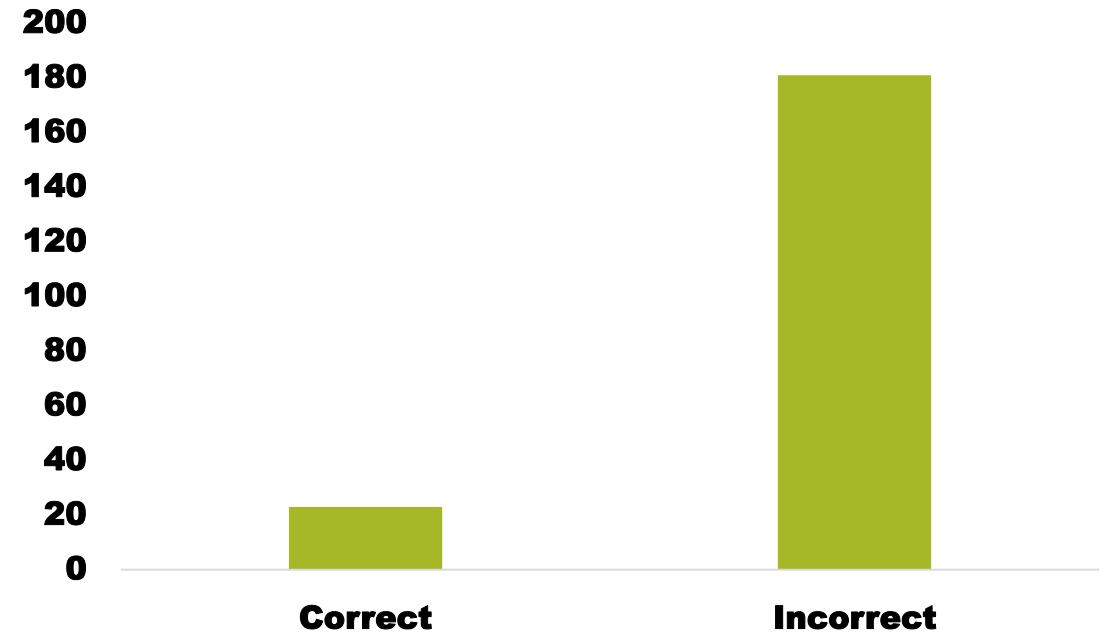
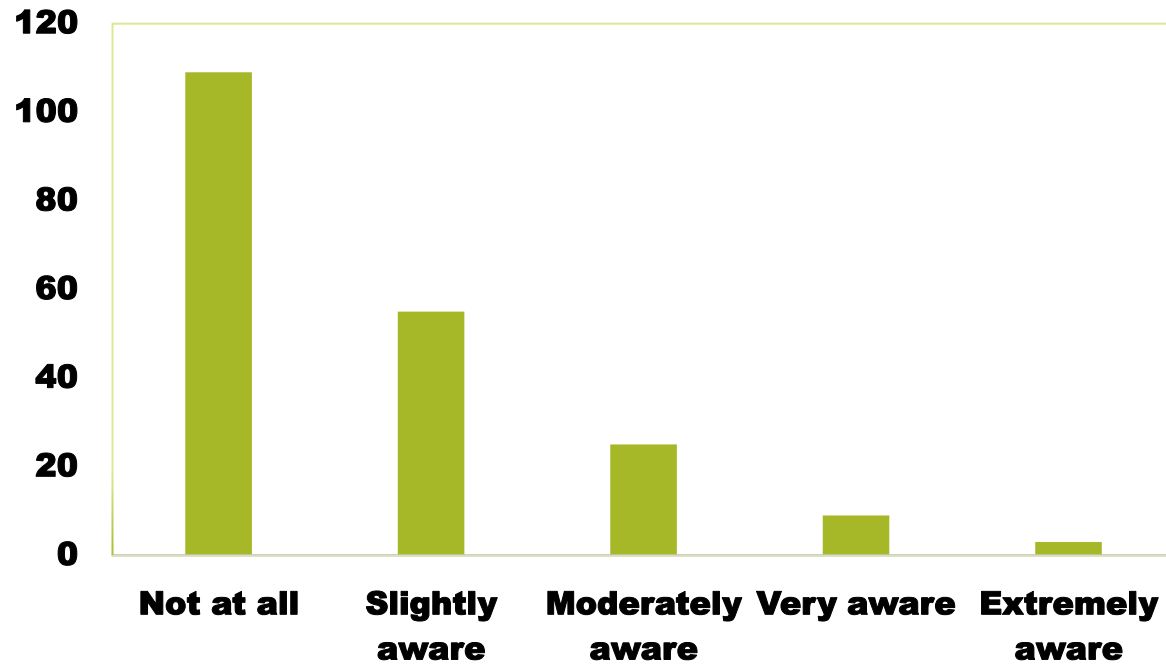
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The Program...

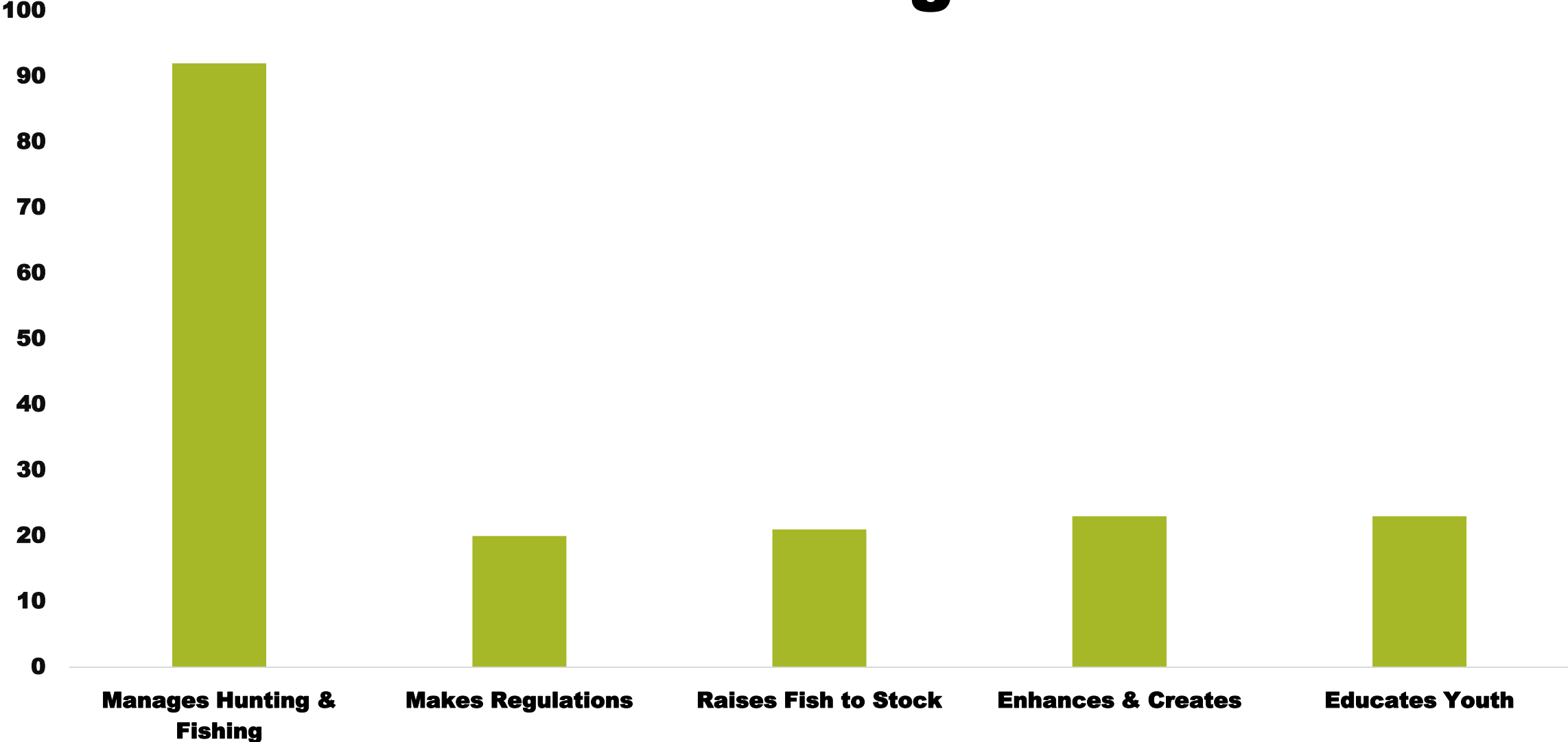
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d = correct understanding, any other answer = incorrect

Awareness & Understanding

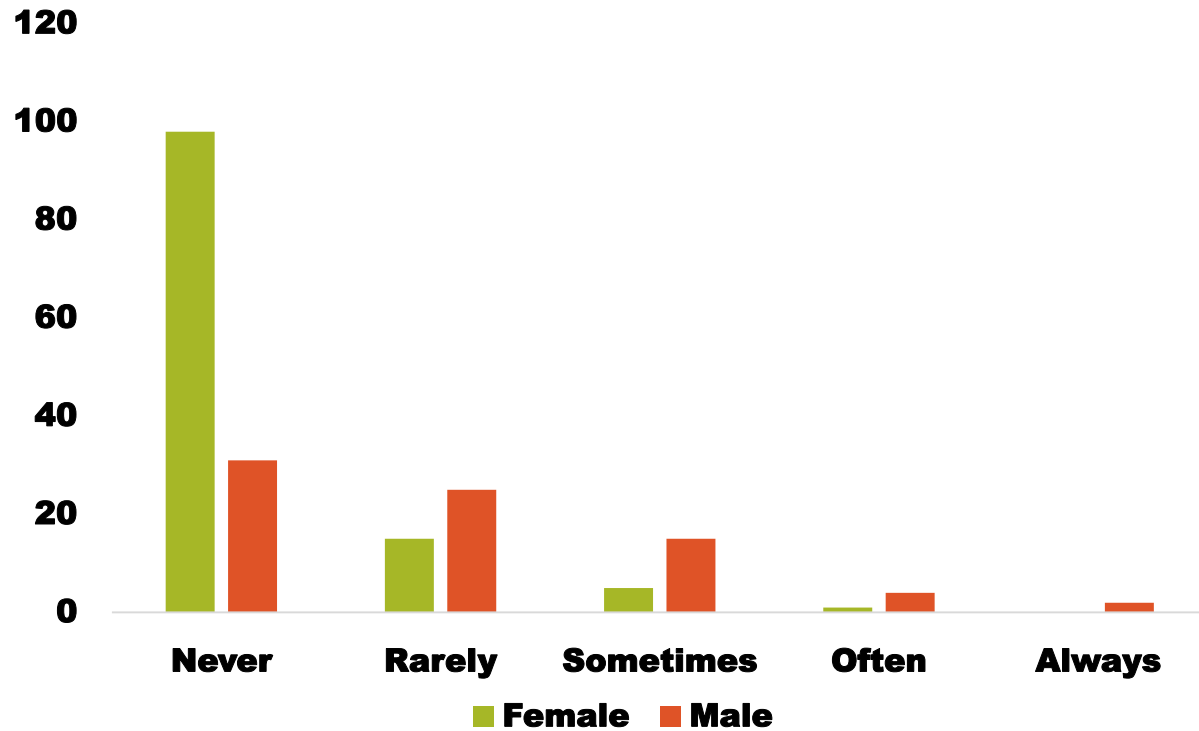


Frequency of Wrong Answers Regarding Understanding of FCFP

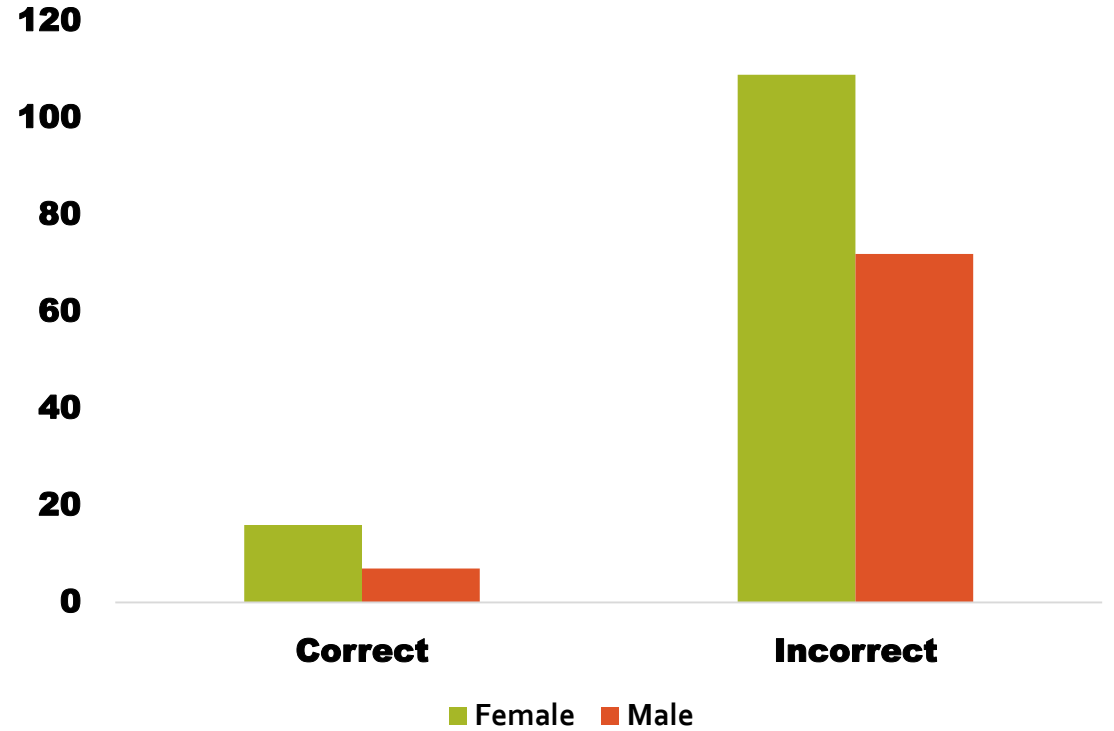


Use of FCFP Lakes & Knowledge by Sex

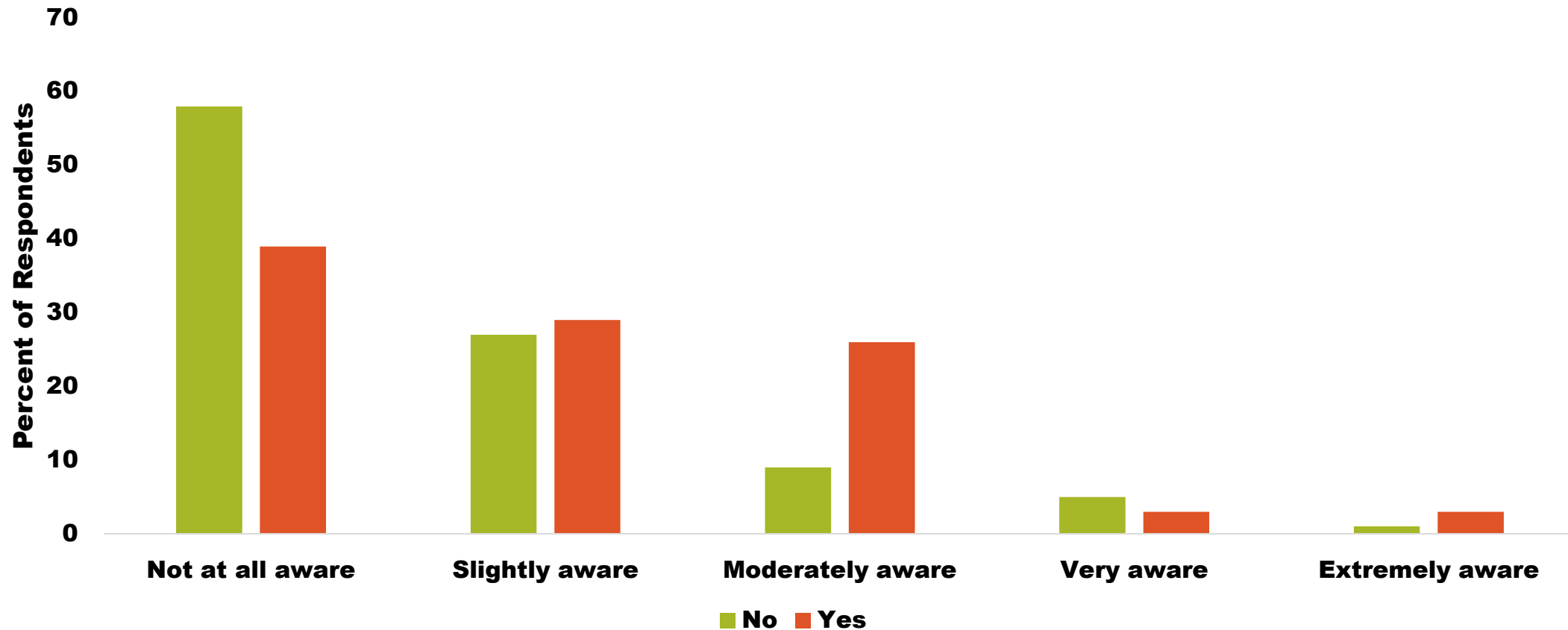
Use of FCFP Lakes



Knowledge of FCFP

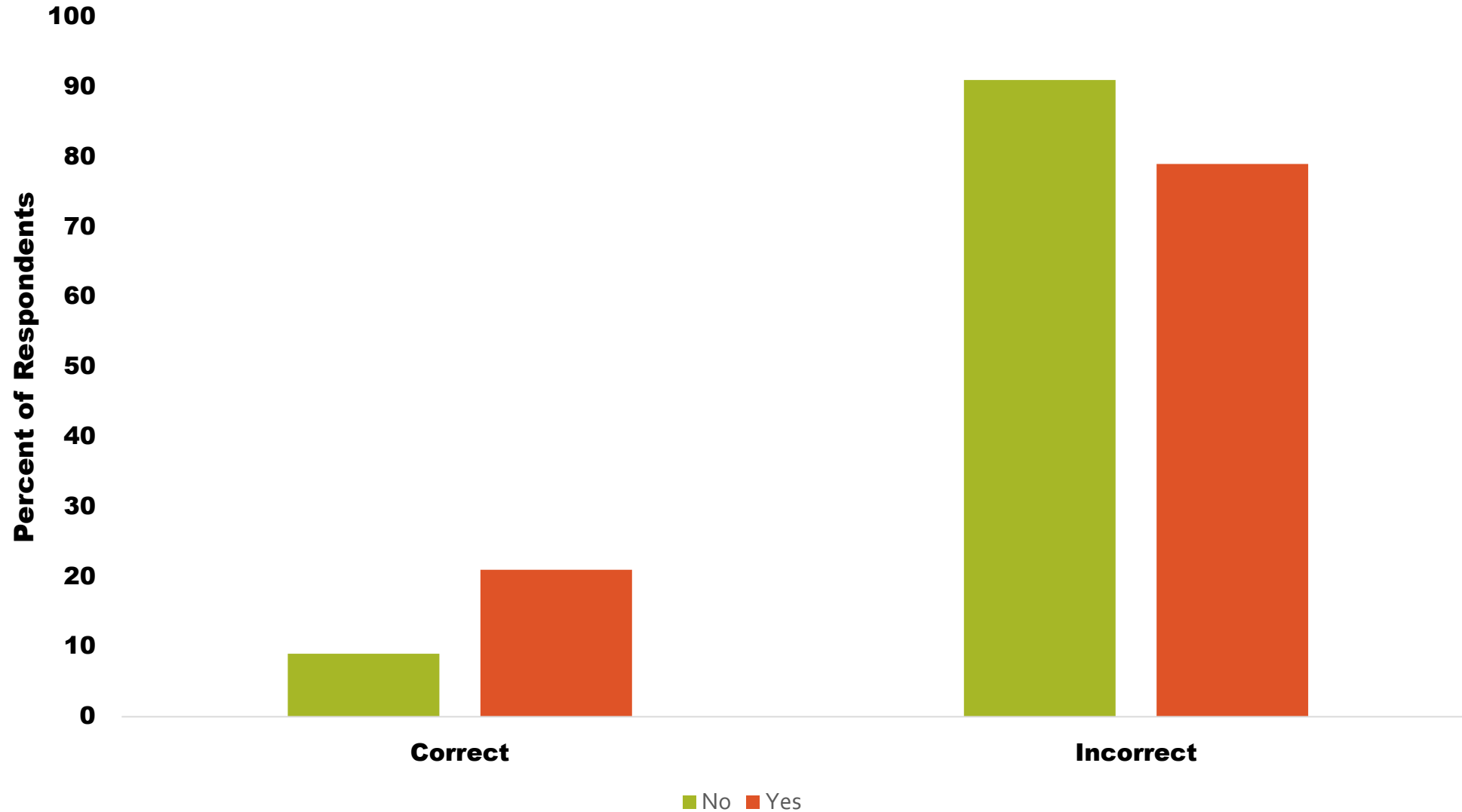


Awareness by Participation



If fishing frequency = never, rarely, or sometimes then participation = no
If fishing frequency = often or always then participation = yes

Understanding by Participation



Preliminary Conclusions

Among African-Americans between 16-19 years old...

- **82% were unaware of FCFP**
- **89% did not understand what FCFP does**
- **80% fished rarely or never**
- **85% are not likely to purchase a fishing license in the future**
- **Even among those that fish routinely, 79% don't understand what FCFP does and few reported using FCFP lakes**

OK, Now what?

If goal is to get more anglers to use FCFP locations...

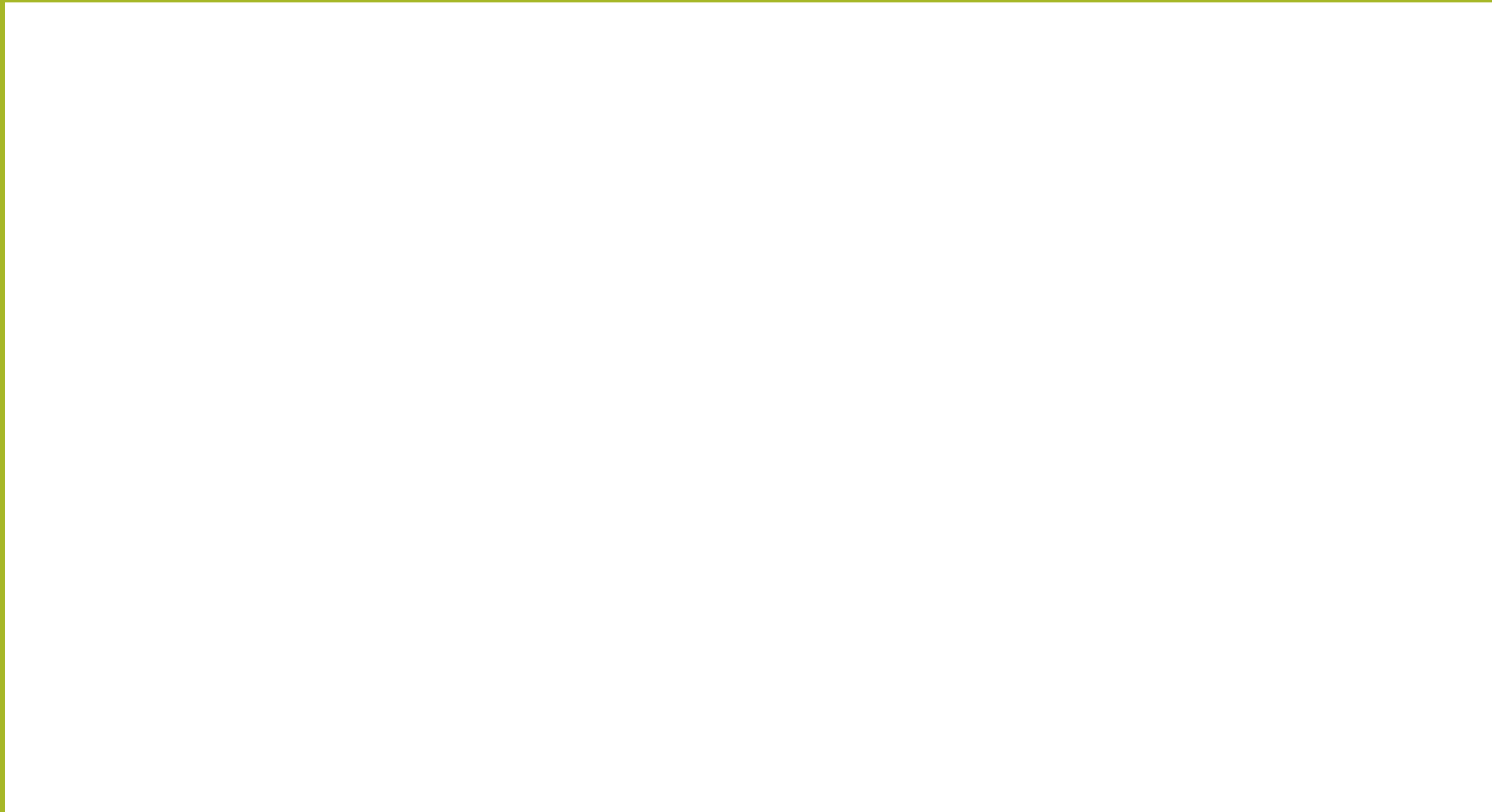
If goal is to use convenient fishing to grow license sales...





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End of Presentation



Recommendations

1. Identify programs poised for evaluation...
 - Free Fishing Weekend
 - Fishing Derbies
 - Mobile Aquarium Program
 - Family & Community Fishing Program
 - Trout Program
2. Identify what kind of program evaluation is appropriate (Needs assessment, Improvement, Justification)



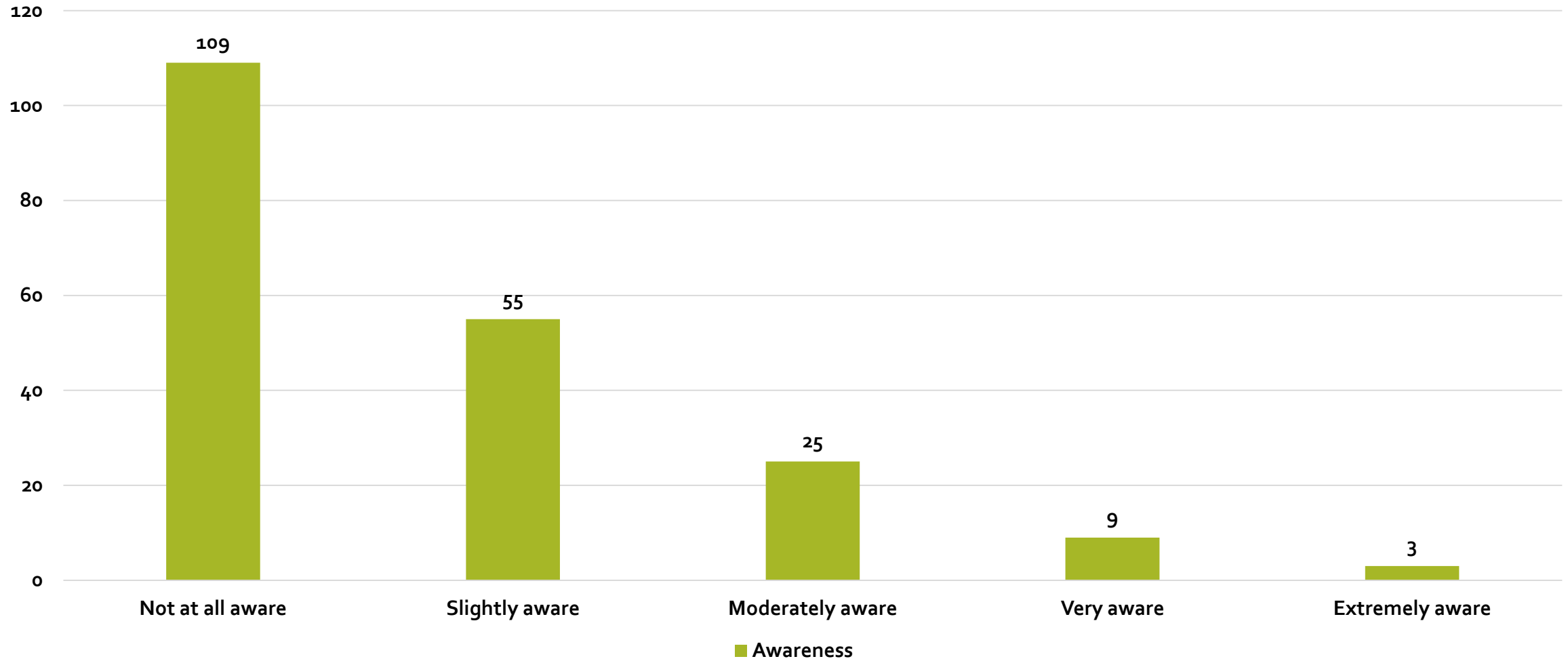
Recommendations

- **Secure explicit statements of program goals and objectives. Are the objectives SMART?**
 - **Specific**
 - **Measurable**
 - **Achievable**
 - **Relevant**
 - **Time-based**
- **Fields Research... Client Satisfaction vs. Benefit/Cost**

Reference

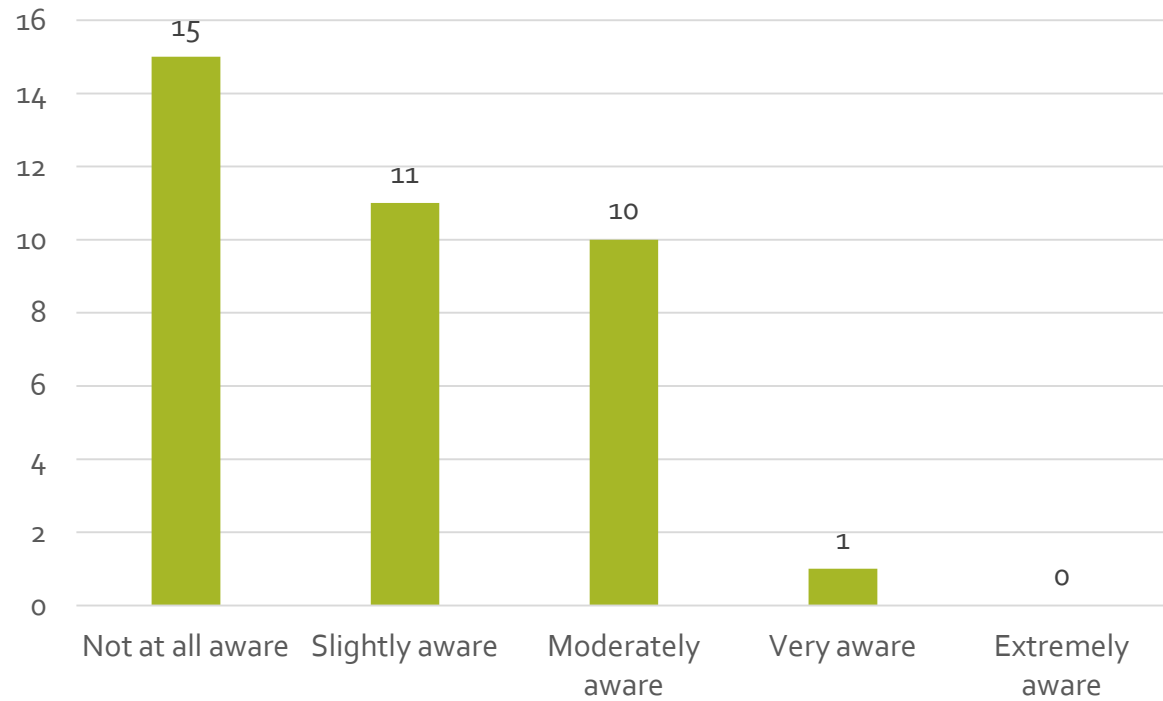
Barrett, N. (2015). Program Evaluation: A Step-by-Step Guide (Revised Edition). Sunnycrest Press; 2 edition (November 19, 2015).

Knowledge of FCFP

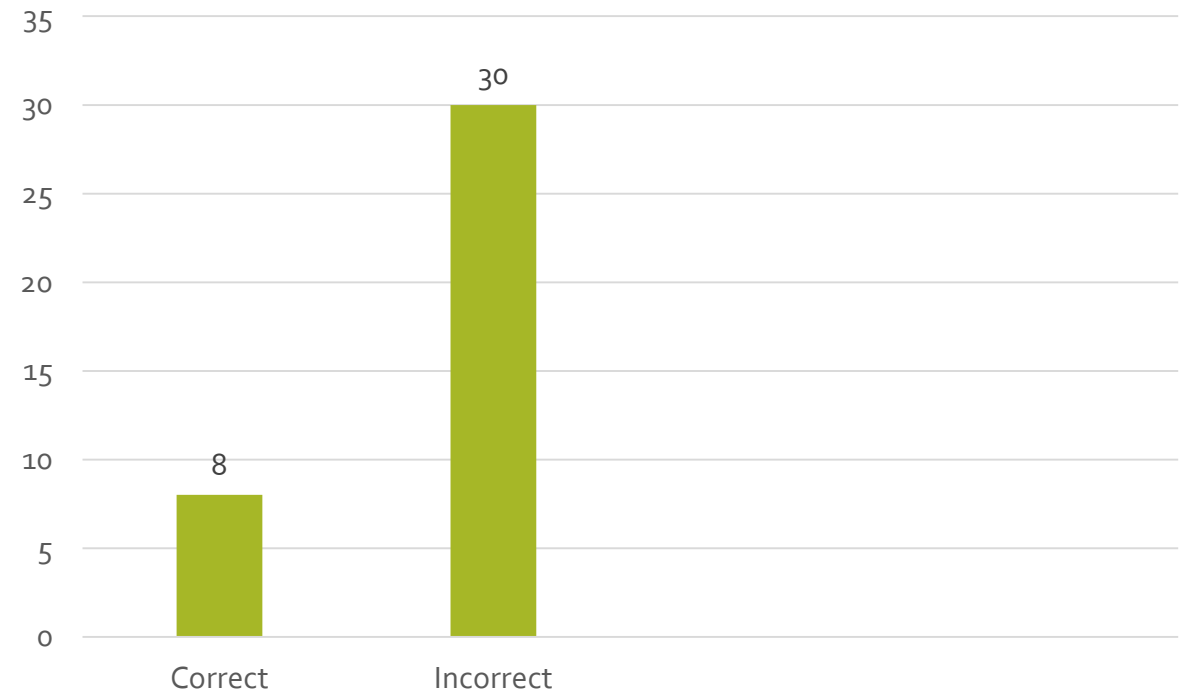


Among those that fished

Awareness



Understand



Understanding of FCFP

