

FFF Strategic Plan for Education 2009

Federation of Fly Fishers Overall Mission, Vision, and Goal

FFF Mission: Conserve, restore and educate through fly fishing

FFF Vision: Broad recognition of the FFF as the definitive voice of fly-fishers providing educational opportunities and resources that offer inspiration and create stewardship; and promoting healthy and diverse fisheries that offer recreation and sustain ecological function.

FFF Goal: Create recognition as an education and conservation leader; improve credibility and relationship among and within Committee, Councils, Clubs, members.

The purposes of the Federation described in 1965 by its founders are as follows:

- a. Cultivate and advance the art, science and sport of flyfishing as the most sporting and enjoyable method of angling and the way of fishing most consistent with the preservation and use of game fish resources;
- b. Be the voice for organized fly fishing;
- c. Promote conservation of recreational resources;
- d. Facilitate and improve the knowledge of fly fishing;
- e. Elevate the standard of integrity, honor, and courtesy of anglers;
- f. Cherish the spirit of fellowship among anglers everywhere;
- g. Establish and maintain liaison with other organizations of anglers and conservationists and government agencies concerned with the sport of angling; and
- h. Keep its members informed of developments of interest to the membership.

Strategic Plan for Education

FFF Education Vision: Instill in the membership and Clubs the importance of promoting and utilizing angling and aquatic education programs as a means to protect and preserve our fly fishing resources and heritage.

FFF Education Goal: Provide Councils, Clubs and members with the tools and resources needed to improve their success and grow through education programs and, also become skilled and ethical anglers. Gain recognition within, and outside of the FFF, as the leader in fly fishing education. Improve communication between and within the Education Committee, Councils and Clubs.

A number of popular and effective programs are currently implemented including the fly fishing equipment loan program, FFF fly fishing instructors handbook, Growing Together program, the Boy Scout fly fishing merit badge program, Mustad hook program, fly tying materials program, National PE teachers boating and fishing grants, and club education support. These programs embody the true mission of the

FFF and promote education and conservation through fly fishing. Interest in club education programs has grown as a result of these programs.

FFF Education Program – Areas of Emphasis

1. FFF International Casting Instructor Education Program

Vision: Educate and enhance the growth of flycasting instructors worldwide by establishing high and consistent standards for casting instructors; conduct instructor education workshops; and administer instructor certification tests that fairly and consistently assess the applicant's knowledge of casting, teaching ability, and casting proficiency.

The FFF Casting Instructor Certification Program (CCICP) was developed in 1992 to enhance the overall level of instruction in flycasting by increasing instructor knowledge, casting proficiency, and teaching ability. A secondary goal was to create a common understanding of casting terminology and casting mechanics that would serve the fly-casting community, both in North America and internationally. By 2008, the CICIP has become the gold standard for fly-casting instructor certification worldwide and offers certifications as Instructor, Master Instructor, and Two-Hand Instructor. The CICIP currently includes more than 1200 instructors from 30 countries throughout the world.

Action Programs

- Casting Instructor Certification Program

Evaluation: Program evaluation and consistency is provided by the Casting Board of Governors, who provide administrative oversight to the Casting Instructor

Certification Program, as well as overseeing and implementing an ongoing continuing education program for certified instructors.

2. FFF National-level Education Programs

Vision: Provide angling and aquatic education support materials and programs to partner organizations outside of the FFF. Assist national programs to succeed and grow with the assistance of FFF education materials, resources, and volunteer help.

These national programs use and apply FFF education materials and volunteers to make their fly fishing programs a success. These programs are also a great way for people to connect or reconnect with fishing and the natural world. Many of the programs are healing programs that use fly fishing to reach out to wounded veterans or to breast cancer survivors. FFF volunteers provide expertise locally to help these programs run smoothly.

Action Programs

- Boy Scout Fly Fishing Merit Badge
- Project Healing Waters
- Casting for Recovery
- National Boating and Fishing Grants

Evaluation: Participants in each program evaluate the specific event using materials provided by FFF. Evaluation forms also report information on the event including student numbers/student time, teacher numbers/time, volunteer numbers/time mileage, and participant suggestions for improvement.

3. FFF Education Support for Council, Clubs, and Members

Vision: Supply clubs and members with materials, gear, ideas, and support to create and sustain education programs.

These programs provide a direct benefit to both the sport of fly fishing and our aquatic resources. Our education programs reach close to 30,000 people annually. Specific action programs have been identified to achieve success in education. Each program listed below provides clubs and members the tools to provide quality angling and aquatic education programs.

Action Programs

- Fly Fishing Lesson Plans
- Fly fishing Equipment Loan Program
- Casting Instructor Certification Program
- Fly Fishing Instructors Handbook

- Fly Tying Materials Program
- Program Specific Education Support
 - (tailor-made programs to meet Club specific needs)

Evaluation: Participants in each program evaluate the specific event using materials provided by FFF. Evaluation forms also report information on the event including student numbers/student time, teacher numbers/time, volunteer numbers/time mileage, and participant suggestions for improvement.

4. FFF Education Programs in Montana

The FFF has developed specific programs in aquatic conservation education and angler education for youth in the state of Montana. The programs' goal is to increase awareness, understanding, and interest in fish and the unique world they live in for Montana students. The Montana FFF education programs also seek to build relationships within Montana with government and NGOs in creating student interest in fly fishing and aquatic resources.

Last year, we conducted 267 programs within the state of Montana and reached 4,446 students and 210 teachers. This program has shown steady growth since its inception in 1999 and has reached more than 35,000 students in Montana. The Montana program serves as a model for developing fly fishing and aquatic education programs in other states.

A. Aquatic and Conservation Education

Vision: Provide education programs on aquatic conservation on site in Montana schools and at the Fly Fishing Discovery Center (FFDC) in Livingston.

The FFF provides aquatic and conservation education programs free of charge to public schools, and several non-profit organizations including BSA, Girl Scouts, 4-H, Boys and Girls Clubs, BOW programs, Trout Unlimited, Ducks Unlimited, local watershed boards, county extension agencies, and many more. These programs are state and region specific. Several state agency partners and an extensive member volunteer network make this program a success.

Action Programs

- On-site school classroom visits
- FFDC visits and field trips
- Aquatic macroinvertebrate study
- Fish Dissection
- Riparian health and ecology
- Invasive species

- Water quality
- Montana native fishes

Evaluation: Participants in each program evaluate the specific event using materials provided by FFF. Evaluation forms also report information on the event including student numbers/student time, teacher numbers/time, volunteer numbers/time mileage, and participant suggestions for improvement.

B. Angling Education Support

Vision: Provide angling education programs on site in Montana schools and at the Fly Fishing Discovery Center in Livingston.

Purpose is to increase awareness and interest in fly fishing, and in local aquatic resources. Specific action plans address the growing need for continued and increased interest in FFF, and FFDC aquatic and angling programs. Participants in angling education programs include (but not limited to) Montana public and private schools, BSA, Girl Scouts, 4-H, Boys and Girls Clubs, BOW programs, Trout Unlimited, Ducks Unlimited, local watershed boards, county extension agencies, and many more. These programs are state and region specific. Several state agency partners and an extensive member volunteer network make this program a success.

Action Programs

- On site public school classroom visits
- FFDC visits and field trips
- Fly fishing equipment loaner program
- Fly Fishing Instructors Handbook
- Local FFF volunteer network
- Fly tying materials program
- Mustad hook program
- Fly fishing lesson plans
- Support for development of individualized education programs

Evaluation: Participants in each program evaluate the specific event using materials provided by FFF. Evaluation forms also report information on the event including student numbers/student time, teacher numbers/time, volunteer numbers/time mileage, and participant suggestions for improvement.

5. Education Partnerships

Vision: Communicate, collaborate, and support education efforts with partner organizations that align with FFF vision.

FFF partners with other education organizations, agencies, educators and fly fishing industry to increase the strength and effectiveness of our education efforts in

achieving our education goals. These collaborative partnerships also allow us to improve our credibility and expand the breath of people we connect with. These actions will morph as new and different needs arise, but primarily come in the forms listed below.

Actions:

- Cultivate and maintain relationships with fly fishing industry leaders that supply products and other materials to facilitate education program success
 - Mustad Hook Program
 - Temple Fork Rods and Sierra Club Youth Program
 - Whiting Farms – Fly Tying Materials Program
 - WAPSI – Fly Tying Materials Program
 - Griffin Tools – Fly Tying Vice and Tools Program
 - Project Fish (University of Michigan program; supplies materials and tools
 - Scientific Angler – lines, leaders, tippetts
- Provide expertise and recommendations to partners
- Participate in appropriate advisory capacities

Evaluation: FFF Education staff will seek feedback from partners to constructively evaluate the effectiveness of the partnership and explore ways the partnership can be strengthened.