

Request for Proposal: Shooting Coach Education Curriculum Development

Multi-State Grant Project For Recruiting and Retaining Youth Shooting Sports Participants Through Targeted Marketing, Education and Peer Networking of Volunteer Coaches

Scholastic Shooting Sports Foundation, Inc.

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1. Background and Introduction

The Scholastic Shooting Sports Foundation, Inc. (SSSF) is receiving multi-state grant funding from the US Fish and Wildlife Service to address National Conservation Need #8 *Outdoor Heritage — Participation, recruitment, retention and reactivation in hunting, fishing, boating, and conservation-related recreational activities; enhanced relations among state fish and wildlife agencies and related industries.*

This project will address NCN 8 by providing new methods and tools that state agencies can use to recruit and retain youth shooting sports coaches to help grow and sustain participation in the shooting sports, thus driving revenue through excise taxes and creating a new audience for hunter recruitment. This project will also create industry/agency partnerships as state fish and wildlife agencies implement these tools with the help of the SSSF and other partners.

This project will result in a modernized, and scalable introductory shooting coach education program in shotgun, rifle and pistol for use by all 50 state agencies. Agencies can use the course to enhance their recruitment efforts by creating a large audience of shooting sports participants. Agencies may choose to customize additional content in addition to the core curriculum specific to state shooting sports programming needs.

This project will focus on volunteer coach education in shotgun, rifle and handgun shooting applicable, but not limited to the Scholastic Clay Target Program (SCTP) and Scholastic Action Shooting Program (SASP). The project includes development of learning tools and coursework using both online and range training. Much like popular hunter education courses, the project consists of online training for volunteers to complete at their convenience followed by a local

range session where coaches can network amongst area teams. This approach will result in coach education available to volunteers at a lower cost, higher quality and better convenience than conventional training.

The SSSF would like to invite requests for proposals (RFP) to assist in developing curricula for this project. More than one proposal may be selected, as necessary to satisfy the requirement of the various shooting disciplines.

2. Project Goals and Scope of Services

This project will require developing curricula suitable for new, volunteer shooting sports coaches leading youth teams involved in the disciplines of American trap, American skeet, sporting clays and SASP style action shooting with rifles and pistols.

This project will require the following from parties wishing to respond to this RFP:

- a. Development of an outline for curricula including online course content and Range Day content.
- b. Writing and development of all content including photographs, illustrations, videos, presentations, support materials, study guides, quizzes, tests, etc.
- c. Participating in professional video production of pertinent video material, as needed, to be used in curricula.
- d. Participation in assembly and testing of online course content.
- e. Participating in up to 7 “train-the-trainer” sessions for range day training.

Successful respondents will be expected to work closely with SSSF staff, grant committee and pilot state partners throughout the scope of the project including frequent updates and participation in committee meetings and conference calls. Respondents will be required to travel extensively in the 3rd and 4th quarters of 2019 to fulfil project obligations.

3. Anticipated Schedule

- a. February 8, 2019: Issue RFP
- b. March 1, 2019: Responses to RFP Due
- c. March 8, 2019: Successful vendor(s) are selected, others are notified
- d. May 15, 2019: Final draft curricula completed
- e. September 1, 2019: Online courses are built, tested and de-bugged. Online courses launched to public in pilot states
- f. September 30, 2019: Range Day session development completed and tested
- g. November 15, 2019: Completion of train-the-trainer sessions in pilot states
- h. December 31, 2019: Complete initial Range Day sessions in pilot states, compile course evaluations, completion of this project.

4. How to Submit Proposals

Proposals must be emailed to bberka@sssfonline.com no later than 5:00PM CST on March 1, 2019.

5. Elements of Proposal

All proposals must include the following information and materials:

- a. Background and qualifications of vendor including previous experience in shooting sports, coaching, successful development of related coursework, etc.
- b. Shooting discipline(s) proposal will be developing curricula for (i.e. trap, skeet, sporting clays, action shooting).
- c. Proposed outline for curricula.
- d. Samples of any other related work.
- e. Acknowledgement of ability to travel as required for project.
- f. List of three professional references with contact information.
- g. Compensation required and schedule / timeline of fee payments.

6. Evaluation Criteria

Responses will be evaluated by the grant project steering committee and SSSF staff based on the best fit with the elements of proposal and with project budget.

7. Budget

Total budget for this portion of the project is approximately \$25,000

8. Current Project Partners

- Amateur Trapshooting Association
- Arizona Game and Fish Department
- Indiana Department of Fish and Wildlife
- Iowa Department of Natural Resources
- National Skeet & Sporting Clays Association
- Nebraska Game and Parks
- Pheasants Forever
- Larry and Brenda Potterfield, Founders and owners of MidwayUSA