



CHANGING LIVES ONE ARROW AT A TIME.



National Archery in the Schools Program

**2024-2025
ANNUAL
REPORT**

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"I can think of no other program that offers such an opportunity for both students and parents to become involved both in archery and in the schools."

"NASP® presented a family with no previous experience in archery and has created a passion sport for all of us. My daughter is in her third year with the program, I am now BAI certified, and my wife is planning to attend BAI next fall. This program truly transcends beyond what any sport or other activity could accomplish!"

– Coach



Hello and thank you for reviewing our 2024 -2025 Annual Report

We have tried to capture many of the wonderful things that in-school archery is doing for young people, schools, DNR efforts, and the shooting sports. There are some incredible examples here where student archers have gone on to contribute to their communities as adults and are making a positive difference every day. Spend some time with this report and you will understand what wonderful things that NASP® continues to do in the lives of young people as well as the power of NASP® to recruit and retain outdoor minded youth across the country.

Every young person in our country needs success. Never has this been more critical. NASP® appeals to almost every student and is often pursued by students that have experienced physical, developmental, or other challenges. NASP® appeals equally to both genders as our male and female students compete side-by-side. For over two decades now, we have continued to hear a familiar story from parents, grandparents, and guardians as well as urban and rural educators who discover NASP®. They tell us about the many positive attributes they see developing in their students such as confidence, humility, ability to handle pressure, sportsmanship, dealing with success (and failure), and becoming a part of a team; all these essential life skills are imparted through participation in the shooting sports.

I discovered NASP®, while serving as a principal in a public high school in 2003. I volunteered to coach our district archery team of elementary, middle, and high school students. I went through the training and soon began spending time after school with a group of mixed age students. I saw them quickly pick up the 11 steps of shooting, improve in their skills, and soon form into a cohesive, supportive group. Many of them had never spent any time with each other or had ever represented their school or district in any activity or sport. Their rapid success soon translated into many of them taking every opportunity to tell others about their newfound success. They were proud of what they were accomplishing, and I saw this positively affect other areas of their life. Simply put, NASP® helped them become better at whatever they did. Since those early days as a NASP® coach/principal, later as a superintendent of a public school district in KY, and now in my work directly with NASP®, I have witnessed the transformational effect and positive culture building that is possible wherever the shooting sports are introduced. NASP® is a perfect example of exactly what the shooting sports do for young people!

As a 30+ year public school educator and administrator, I cannot state with enough emphasis how much I believe that the shooting sports are good for young people!

Thomas G. Floyd Ed. D.
President, NASP®

SURVEY SAYS...

In 2024, we (NASP®) conducted an extensive survey of program participants, something we had done once before in 2017. We found was that once again, NASP® proved to be unmatched in its ability to connect with students, male and female alike and in its ability to motivate students toward success! Here are some of the highlights from the survey findings.

SURVEY DETAILS

7,572 student responses
1.3 million total students
+/- 1% margin of error;
95% confidence level

91.2%

 Like Archery.

TAKEAWAY: "Students love to shoot archery! I challenge any educator striving to build a more positive school culture to find another student activity that ignites a positive response of this magnitude. As a former public-school administrator, I saw first-hand how NASP® engaged young people and how it empowers educators to utilize this unmatched interest as a catalyst to connect students with their school and to reach students who weren't otherwise performing at their best...NASP® is great for kids!"

-Tommy Floyd

67.9%

feel more connected to their school.

TAKEAWAY: Every educator in every educational setting is looking for a way to connect with students, especially those previously unreachable. NASP® helps educators accomplish just that!

34.0%

work harder in the classroom.

TAKEAWAY: NASP® is so motivational that over one third of current NASP® participants report that because of NASP®, they wanted to work harder in the classroom.

37.0%

have participated in other outdoor activities.

TAKEAWAY: Over half of all NASP® archers have been motivated to participate in the outdoors leading to healthier lifestyles for our youth and a greater number of supporters for state conservation efforts. All thanks to NASP®'s far reaching influence!

39.0%

have purchased a personal bow for hunting or target shooting.

TAKEAWAY: NASP® provides the support needed for kids to choose to stay involved in archery which has a profound impact on industry and conservation.

27.0%

have participated in target shooting with a rifle, pistol or shotgun.

TAKEAWAY: NASP® serves as a conduit to many other shooting sports by providing kids new skills and opportunities!



To see the entire survey report: <https://www.naspschools.org/download/student-survey/?wpdmdl=2397&refresh=680f9df5146a31745853941>



WHERE ARE THEY NOW?



ALUMNI Q&A

One of the great things about NASP® is the impact it makes on young people and what it does for them that helps them later on in life. Since NASP® has been around for 23 years, we thought it would be interesting to hear from some NASP® alumni who are now adults and ask them how archery impacted their lives. Here are the Q&A responses from five former NASP® archers.





NASP® ALUMNI Q&A

Taylor Cundiff

(first ever elementary champion)

Where were you a participant in NASP®?

I was a participant in NASP® at Hopkins Elementary School and Meece Middle School and Somerset High School. I shot from 2004 to 2011 in Kentucky.

What are some of your favorite memories of your time in NASP®?

Some of my favorite memories are winning the national championship in 2005 and being in the scholarship shoot off. Also winning state and national championships in 2007 and a couple more state and regional titles around that time as well. And meeting some great shooters and mentors as well through the years to having Coach Tommy Floyd as a head coach in the schools and having Jennie Richardson and Curtis Beverly and as well as Tim Strickland who had helped me out through my archery career. And also traveling all over the United States to shoot from Kentucky to all over the south and out to Las Vegas as well.

What would you say is the one attribute that NASP® helped develop in you as an archer and beyond high school that you use today?

One attribute that has helped me today that I learned from NASP® would be patience and hard work. You must be patient and trust the process of your coaches and the work they put into you to get you to be able to shoot the way you are capable of. And you must put in the long hours and the hard work for what it takes to get to your potential with shooting. And the way these things have helped me today is that you must work hard in the career field you want to be in and never give up and be patient with things that get thrown your way or that you have to deal with on a day-to-day basis. In the end if you have that hard work ethic and patience everything will fall into place and work out.

How did NASP® prepare you for some of the life skills that you utilize today in your current profession?

The life skills that NASP® helped me with in my career include being able to talk to people, being able to be open-minded and learn new things and being able and willing to go the extra mile to achieve a goal. And honesty and integrity also play a big role in my career, and you would use it in NASP® from scoring your arrows or writing down your score. NASP® can teach you so many things if you just listen and learn from the people that you meet along the way.

Based on your experience as an archer, what would be your advice to anyone considering getting involved as a NASP® archer?

My advice for someone getting into NASP® would be to have fun. It's a very enjoyable experience and you will make a lot of memories along the way. I would get started in your school and if you are able to practice outside of school do it as much as you can. The old saying practice makes perfect; it's very true it helps you a lot. Work hard and give it your all because it can absolutely change your life if you stick with it and enjoy it.

What is your profession today?

I am now a police officer in Somerset, KY.



NASP® ALUMNI Q&A

Hailey Higgs

Where were you a participant in NASP®?

I was a part of the first middle school team at St. Athanasius in Louisville, KY in 2015 when I was in 5th grade. I continued through into the high school level at Bullitt East High School in Mt. Washington, KY until my Freshman year in 2018.

What are some of your favorite memories of your time in NASP®?

Practices. I looked forward to those two nights every week when I could shoot and spend time with my friends. My coaches definitely played a large role in the experience, always eager to teach or just to talk about whatever was on my mind. Practices before holidays or special events were my favorite, with friendly competition and activities that were fun and useful for honing our skills as archers. No matter what was going on at home or at school, that was an hour every Tuesday and Thursday night where I could de-stress and do the things I love.

What would you say is the one attribute that NASP® helped develop in you as an archer and beyond high school that you use today?

In my time with NASP®, I developed perseverance. I will be the first to admit I was never the greatest athlete, but I still always tried my best to improve. A hard lesson I learned and continue to learn every day is to not be too hard on myself and to focus on trying to be better. Some days are harder than others, and progress is not always in the direction I want it to go, but I always work to become better in every aspect of my life. Not just as an archer but as a healthcare provider, student, daughter, sister, girlfriend, partner, friend, and person.

How did NASP® prepare you for some of the life skills that you utilize today in your current profession?

I have always had trouble rushing and getting ahead of myself. In my years with archery I developed patience and the ability to take a step back to breathe. When I made a bad shot, I leaned to put my bow down, breathe, and figure out how to make the next shot better. Taking those few seconds meant all the difference both then and now. I work in an oftentimes high stress environment where I am the highest level of care. It is my job as a paramedic to control the scene and take care of my patient while also ensuring the safety of myself and everyone else I work with. When I feel myself becoming overwhelmed I do the same thing I did in practice and tournaments: I take a step back, I breathe, and I decide on the best course of action.

Based on your experience as an archer, what would be your advice to anyone considering getting involved as a NASP® archer?

Do it, make that leap even if you're uncertain. It is okay if you aren't the best at first, we all have to start somewhere. Improvement comes with practice and hard work, and you will never stop learning. Archery has been a passion of mine since I was a child, and as an archer I was able to improve my skills, meet many amazing people who have impacted my life, make lasting friendships, and grow not only as an archer but as a person. I have learned so much from coaches and other archers. I would not be the person I am today if it weren't for the experiences and lessons I learned as an archer with NASP®.

What is your profession today?

I am now a paramedic at Spencer County EMS where I have served the people of Spencer County for over two years. Before that I worked as an EMT in my home county at Bullitt County EMS. I am proud of the title that I have earned through years of dedication and hard work.



NASP® ALUMNI Q&A

Ronnie Burke

Where were you a participant in NASP®?

I started in the sport of archery at Leatherwood Elementary School (Perry County Kentucky) from 2003 - 2008. I continued shooting at Perry Central High School in 2010 - 2012 after advocating for a club to be started.

What are some of your favorite memories of your time in NASP®?

NASP® was more than just a sport to me, it was a family. I remember our team traveling to the NASP State event in Louisville and just bonding at the hotel. It built friendships that were long lasting and helped me to overcome my timidity. The greatest memory of all was when I broke my arm and felt that I let my team down because I could not compete. This is where my determination and commitment arose and I told myself, "If Tim Farmer can shoot with his teeth so can I." So, I embarked on a challenging journey teaching myself to compete with my teeth and ultimately went on to win the regional tournament as the 1st place male.

I had the honor of being interviewed and aired on KY Afield, then personally met Mr. Farmer at the State Event. I used that specific moment in my life to influence others today in the teams that I coach; ironically having one of my athletes say to me after she injured her draw arm, "if you could shoot with your teeth, so can I." Proving to myself even years later at how influential every moment can become.

What would you say is the one attribute that NASP® helped develop in you as an archer and beyond high school that you use today?

There are many attributes the NASP® helped me develop but the one most important is determination.

How did NASP® prepare you for some of the life skills that you utilize today in your current profession?

When I started my NASP® career, I was extremely timid. NASP® allowed me to break those barriers through team building events and the challenges NASP® provides. In addition, our coaches truly cared about every team member and created a positive atmosphere allowing personal growth in many areas. If I had to specify life skills that I use everyday in my profession it would be: being patient, having attention to detail, active listening, being courageous, and being selfless.

Based on your experience as an archer, what would be your advice to anyone considering getting involved as a NASP® archer?

My advice to any athlete new or experienced would be to focus on building confidence and challenge yourself. Archery offers so many avenues for growth and many miss those opportunities because they are not willing to step out of their comfort zone to try something new or to be open to change. Keeping an open mind, being confident in yourself, and continuing to challenge yourself will allow growth and opportunities that will impact you throughout your life.

Advice I give every athlete I coach:

Always treat life like archery and live like the arrow. An arrow will always fly forward and that is the direction you should always be striving to go. Let the negatives of life be left in the past, and focus on your future; keep moving forward.

What is your profession today?

Sergeant and Hostage/Crisis Negotiator with the Boone County Sheriff's Office.

Head NASP® Archery Coach with Gray Middle School
Assistant NASP® Archery Coach with Ryle High School



NASP® ALUMNI Q&A

Sarah Purtee

Where were you a participant in NASP®?

I started NASP® at Southern Middle School when the program started in 2009 when I was in 7th grade, and I shot until I graduated from Southwestern High School in 2015.

What are some of your favorite memories of your time in NASP®?

There are so many good memories, but three specific ones come to mind. My first memory is when I shot my first year and just barely missed the top 24 to go shoot at the regionals that year. I was super excited because it was at the University of the Cumberlands, but the day before another teammate came down with the flu and I got put in, eventually winning 4th in the female division. It was the first time I thought I may actually be decent at something. Another awesome memory was when I got 2nd place in the World's Championship of 2012 at Epcot in Orlando, FL. My final favorite memory was my first place overall female win for my senior regionals at Northern Middle School in 2015.

What would you say is the one attribute that NASP® helped develop in you as an archer and beyond high school that you use today?

Honestly? That I can be worth something. I came from a dysfunctional and abusive home, and only tried archery to make a family member proud of me for once. Most of the time, I felt unwanted and invisible within my home and family.

When I started shooting, I was told I had perfect form for the sport, and I remember tearing up a bit because my father figure never really complimented me like that. NASP® taught me many things, but it showed a girl who thought her life was worthless that I can be someone to be proud of and allowed me to work hard at something I loved.

How did NASP® prepare you for some of the life skills that you utilize today in your current profession?

I am currently a licensed therapist for Quest Counseling LLC. And work primarily in the schools here in Somerset and Stanford. NASP® taught me problem solving, teamwork, discipline and work ethic, as well as having joy and pride within yourself. These principles I use every day in my work, and it allows me to help kiddos who are like I was as a child find their worth and be proud of who they are.

Based on your experience as an archer, what would be your advice to anyone considering getting involved as a NASP® archer?

My advice is simple: DON'T GIVE UP! One bad arrow does not make you who you are. My very first shot bounced off the floor and put a hole in our gym's bleachers...now I am a well decorated archer who went on to shoot for Kentucky Christian University and University of the Cumberlands, and now help coach the school where it all began for me. You never know how you will grow, so don't give up.

What is your profession today?

I am currently a licensed LPCA therapist for Quest Counseling LLC. I work with all ages, but primarily in the schools.



NASP® ALUMNI Q&A

Sophia Bingham

Where were you a participant in NASP®?

I was a participant of NASP® from 6th grade (2012) until graduating high school in 2019. I shot for Scott County Middle School and Scott County High School in Georgetown, Kentucky.

What are some of your favorite memories of your time in NASP®?

My favorite memories are certainly from tournaments. My school had a travel tournament every year which was always especially fun. We got to ride together on a bus and go to a school we didn't usually get the chance to shoot at. That added a new level of excitement, everyone always seemed to shoot really well on those days. After the tournament we would go to a restaurant (usually one with an arcade) and have a good time eating together.

What would you say is the one attribute that NASP® helped develop in you as an archer and beyond high school that you use today?

Archery is a very mental sport. As a result, I was able to learn to stay focused on things that matter and also maintain a positive mindset. I think it has benefited me in my current profession where I am working with children. Attitude is everything! That wasn't always easy for me. I remember being really hard on myself when I felt I wasn't shooting well enough.

I would be frustrated and upset, which ended up just making me shoot worse. Throughout my time in archery, with help and encouragement from my coaches and teammates, I learned that I can control how I react to situations. Now even if something is not working out the way I was hoping it would, keeping a positive mindset allows me to rationally and calmly resolve any issues. I can also be a good example and fun teacher for my students.

How did NASP® prepare you for some of the life skills that you utilize today in your current profession?

Some life skills I gained from my time in NASP® are leadership and attention to detail. I feel that NASP® made me a better leader in two ways. First is that when I joined the archery team in 6th grade I had good role models amongst my upperclassmen teammates. Following in their footsteps I was able to become a leader for my teammates by the time I was a senior in high school. As far as attention to detail is concerned, archery is a sport that requires patience and attention to detail in order to see results. Having experience with that is helpful in many different ways when working.

Based on your experience as an archer, what would be your advice to anyone considering getting involved as a NASP® archer?

If anyone is considering joining NASP® I would say absolutely go for it! Archery is a sport that anyone and everyone can do. It is also one of the most fun in my opinion. Based on my time in NASP®, the best advice I have is that it has to be fun! Work hard and you will see results. You'll be able to meet great people and have fun experiences that will last a lifetime.

What is your profession today?

I am currently working as an assistant language teacher in Japan through the JET program. JET stands for Japanese Exchange and Teaching, and is a competitive program that places individuals in Japan to work with English teachers in improving English language abilities and cultivating positive cultural exchange. I am working in Yamanashi, Japan in an elementary school and a junior high school. I really like teaching! I've even been able to talk with my students about NASP® and the differences in the archery I did in school and kyudo, which is traditional Japanese archery. It is really cool that I am able to share these differences in culture with them.

BY THE NUMBERS

NASP® in-school growth is off the charts!

24.7+

MILLION PARTICIPANTS
Since Inception - Grades 4-12

2024-2025 STUDENT PARTICIPATION

1,183,419

951,892 in-school/231,527 outside of school

9,535
PARTICIPATING
SCHOOLS

1,343
NEW SCHOOLS

2024-2025

17,925

NASP® TRAINED
INSTRUCTORS

118,817

Trained Since
Inception



TOP PARTICIPATING STATES

Participating Schools TOP 5 STATES

1. Kentucky	874
2. Missouri	668
3. Texas	650
4. Indiana	464
5. Oklahoma	316

Number of Participants TOP 10 STATES

1. Kentucky	155,437
2. Indiana	84,326
3. Missouri	77,912
4. Texas	65,136
5. New York	45,849

6. Iowa	44,239
7. Wisconsin	40,493
8. Ohio	38,970
9. Virginia	34,782
10. Minnesota	33,329

NASP® Growth in After-School Competition is Amazing.



2024-2025 COMPETITION

2,042

Tournaments

98,853

Unique Tournament Competitors

615,540

Scores Recorded

TOP 10 STATES

2024-2025 Competition Participants

Kentucky	16,709	Texas	5,179
Missouri	8,271	Iowa	4,926
Oklahoma	5,427	Alabama	4,049
Indiana	5,369	Arkansas	3,487
Mississippi	5,334	Minnesota	2,815

2024 ECONOMIC IMPACT REPORT

Total 2024 Economic Impact from all three national events:

\$22,704,940.00

See below for data on how Impact was derived.

DAYTONA BEACH:

The 2024 NASP® Championship was held in Daytona Beach, Florida which resulted in an estimated economic impact of \$2,380,893 to the area!

SALT LAKE CITY:

The U.S. Western National Tournament, held in Salt Lake City, Utah, generated an estimated economic impact to the region of \$2,624,047.

LOUISVILLE:

The U.S. Eastern National Championship, the largest of the three national tournaments, generated an estimated economic impact for Louisville, Kentucky of \$17,700,000!

2026 NASP® National Tournaments

US WESTERN NATIONALS

April 23-25 Sandy, Utah

US EASTERN NATIONALS

May 7-9 Louisville, Kentucky

THE NASP® CHAMPIONSHIP

June 18-20 Daytona, Florida

Making a difference in the lives of students, so they can make a difference in the world.

Each year a shoot-off is held at the NASP® Championship with scholarships being awarded to the top 5 male and female archers from the national tournaments.

NASP® has awarded
**\$5.385 MILLION
IN SCHOLARSHIPS**
to thousands of NASP®
student archers since
inception.

\$5,000

each for 1st place female and male

\$4,000

each for 2nd place female and male

\$3,000

each for 3rd place female and male

\$2,000

each for 4th place female and male

\$1,000

each for 5th place female and male

\$30,000

Total scholarships to individual archers



NASP® also matches tournament
scholarships up to
\$10,000 per state/province.

**In 2024-2025 these states/provinces
took advantage of a match!**

KANSAS	MISSOURI
GEORGIA	IOWA
TEXAS	VIRGINIA
KENTUCKY	NORTH DAKOTA
WASHINGTON	FLORIDA
LOUISIANA	MINNESOTA
MARYLAND	OREGON
INDIANA	MISSISSIPPI
SASKATCHEWAN	WISCONSIN
SOUTH CAROLINA	ILLINOIS
NOVA SCOTIA	UTAH
NEBRASKA	BRITISH COLUMBIA
PENNSYLVANIA	

At Nationals (Eastern and Western combined),
scholarships are also awarded to the
members of the top three teams:

Up to 24 1st place
High School
team members
will receive a
**\$1,000
Scholarship**

Up to 24 2nd place
High School
team members
will receive a
**\$750
Scholarship**

Up to 24 3rd place
High School
team members
will receive a
**\$500
Scholarship**

ADDITIONALLY

120 random \$500 scholarships
are awarded to participants.

It's About More Than Archery

STUDENT DESIGNERS

One unique way NASP® celebrates our students is through t-shirt design. Current NASP® archers were invited to design artwork that would become the official 2025 design for State and National NASP® tournament shirts.



NATIONALS

Aleea Miedema
Princeton High School -
Minnesota



CHAMPIONSHIP

Colin Olson
North Sargent
High School



STATE

Abigail Madden
Centennial High
School -Illinois



PIN DESIGN

Mackenzie Shaffer
Meade County High
School- Kentucky

VOLUNTEER

Jennifer Gurule - Carbon High School - Utah

STUDENT WRITERS

2024 was the third year for the NASP® Student Contributor program which gives student writers the chance to write articles that are featured in the Archer-to-Archer section of the NASP® website as well as shared on social media.

Being part of a team

Sophie Huff – I think being part of an archery team is the best thing that has ever happened to me. With endless opportunities, I get to experience humanity again with the kindness in the archery community, especially in such a negative world. It's something that you don't normally see in a competitive sport. How being a part of an archery team is much more in this community that it goes out of the team you are assigned to. My involvement with the archery team has been the most transformative experience of my life. Archery stands out in a world full of hatred.

(continued) <https://www.naspschools.org/a2a/sophieh3/>

NASP® recognizes the special people involved in the program and encourages giving back.



On Target For Life is the NASP® recognition program that allows us to recognize and celebrate the special people that do special things as part of NASP®.

We've created six unique award categories that allow us to bring the deserved attention to these special students, teams, coaches, volunteers and alumni. The candidates are nominated by those around them and their story is submitted to NASP® for consideration. All of the winners are then presented their On Target For Life Awards prior to the National Tournament Award Presentation.

- 1 Community Service Award (Team Award)
- 2 Bullseye Award (Student Award)
- 3 Superhero Award (Volunteer Award)
- 4 Courage Award (Student Award)
- 5 Outstanding Alumni Award (Alumni Award)
- 6 Coach of the Year (Coach/Educator Award)

STUDENT FUNDRAISERS

Again in 2025, The National Archery in the Schools Program (NASP®) hosted a virtual fundraiser to support St. Jude Children's Research Hospital. During the month of January, all NASP® schools and teams were encouraged to participate. Donations were made by archers, parents, family and friends in the name of the school or team on the tournament website.

This virtual event raised an astounding \$31,032.38 for St. Jude Children's Research Hospital. This is yet another example of archery saving lives one arrow at a time!

<https://www.naspschools.org/2025stjude/>



Jeff's Journey

I drew the six-gun from the worn leather holster as my eyes locked onto the target. I felt a familiar hand on my shoulder as my Dad told me to focus on the front sight. Down range, an old Coke can awaited its turn to bounce off the sawhorse. And so it did! Whether it was a 22 or my old Bear bow, during these target shooting outings, time stood still. My life was transformed...

The great outdoors has been a significant part of my life since childhood. Growing up in Nebraska provided me with a solid foundation of work ethic, values, and a profound connection to the outdoors, whether playing outside until the sun went down, climbing trees, shooting my pellet rifle or my bow. Some of my earlier memories with my Dad were of him taking me to the family farm or the abandoned missile base adjacent to my Uncle's farm to target shoot. This was the only place where a kid could strap on a six-gun and, for a moment, be back in the Wild West! I think it was in 1983 that I took Hunter Education and my world would never be the same!

When it was time for college, there was little question about where I would go with my life. Fish and Wildlife Management was about the best degree I ever saw on paper and that was my direction. While studying at the Fish and Wildlife College at the University of Nebraska, I married my wife, Jennifer, who also came from a strong outdoors family. It was here that I started volunteering as a Hunter Education Instructor and felt a profound calling to outdoor education. I had no clue my connection to hunter education would set my career trajectory. After a Master's Degree and a few years working for UNL Cooperative Extension, I found my way home to the Nebraska Game and Parks Commission.



In mid-2024, Jeff Rawlinson, a respected and experienced administrator from Nebraska Game and Parks Commission, became the second-ever Vice President of NASP®.

Jeff served as an Assistant Division Administrator with the Nebraska Game and Parks Commission where he worked for the last 25 years. While serving Nebraska, his team had oversight of recruitment, retention and reactivation of hunters and recreational shooters, hunter/bow hunter education, hunter outreach, National Archery in the Schools Program and shooting range development for the commission.

Jeff is a devout hunter, angler, shooter, wildlife viewer, naturalist, father and husband. He holds a Bachelor of Science and Master of Science degrees from the University of Nebraska, Lincoln. He has been a hunter and bowhunter education instructor for over 25 years, National Archery in the Schools Program (NASP®) Archery Instructor Specialist, NRA firearms instructor and range officer, and member of the NASP® and National Bowhunter Education Board of Directors.

We asked Jeff to tell us, in his own words, about his journey.

Working for Nebraska Game and Parks was my goal all my life. In my first few years as an Outdoor Education Specialist, I managed mentoring programs, shooting sports programs, and many hunter/shooter outreach programs. It was during this time, around 2003, I learned of a new archery program my counterparts in Kentucky had started. The idea of shooting archery in school and being able to shoot in an after-school program seemed like the perfect outreach effort for our growing R3 program (of course no one was using the term R3 just yet). We started working with a few schools in Nebraska and the program took off like wildfire.

I was so enamored with the program's impacts to kids and conservation that I began serving on the NASP® Board of Directors. I also began serving on the Board of Directors for the National Bowhunter Education Foundation. Both have been incredible experiences. A few years later I was promoted to overseeing the team that managed all of the Agency's outdoor skills programming including Hunter and Boater Education, Hunter Outreach, Shooting Sports, and Range Development. During this time I began heavy participation in the many Association of Fish and Wildlife Agencies (AFWA) and regional committees, including the Education and R3 Committees. In 2006 I led a team to develop the first state R3 Plan. During this time I was fortunate enough to develop and co-host two radio shows that focused completely on the outdoors. I also was part of an agency podcast and hosted a short weekly morning television show. The one takeaway for me was that our citizenry wants to be a part of the conservation effort. We just needed to bring them along on the journey!

In 2008 I was asked to oversee the development of the outdoor skills section of the AFWA Conservation Education Strategy. This was a big honor and an incredible learning experience.

We helped chart the course for conservation education that is still used to this day. I also began working with people and organizations from across the country on a new effort that would take a more scientific approach to creating new hunters, anglers, and target shooters. In Nebraska, we were calling this effort Recruitment, Development, and Retention (RDR). I remember a national group discussion where we first started using this term, R3, for recruitment, retention, and reactivation. In 2018 I worked with the Council to Advance Hunting and Shooting Sports to host the first R3 Symposium in Lincoln, Nebraska. In 2022, I was part of the Western Association of Fish and Wildlife Agencies R3 Committee which led the effort to develop a national R3 vocabulary along with nationally accepted metrics. To this day, those of us who started the R3 "movement" are still referred to as the "Old Guard". I have had the good fortune to speak at conferences and meetings all over the country on R3. I think it was in 2020 that I began co-chairing the Midwest Association R3 Committee. Along with leaders from Iowa and Wisconsin, we revamped the committee to be more impactful, bringing in several million dollars in grants to further the national needs of the R3 effort as well as developing and hiring the first Regional R3 Coordinator position.

In September of 2024, I began a new career serving as the Vice President for the National Archery in the Schools Program, the culmination of many years. It is an honor to help lead such a dedicated and impactful program. It embodies the very foundation of R3. The fact that this program reaches 1.3 million kids annually makes those impacts all the more incredible. Over the next few years, I look forward to taking all of my experiences, all the pieces I have learned from so many people on my journey, and using them to further support the NASP® program, expanding its impacts on kids and conservation for years to come.



NASP[®] brings more people into the outdoors.

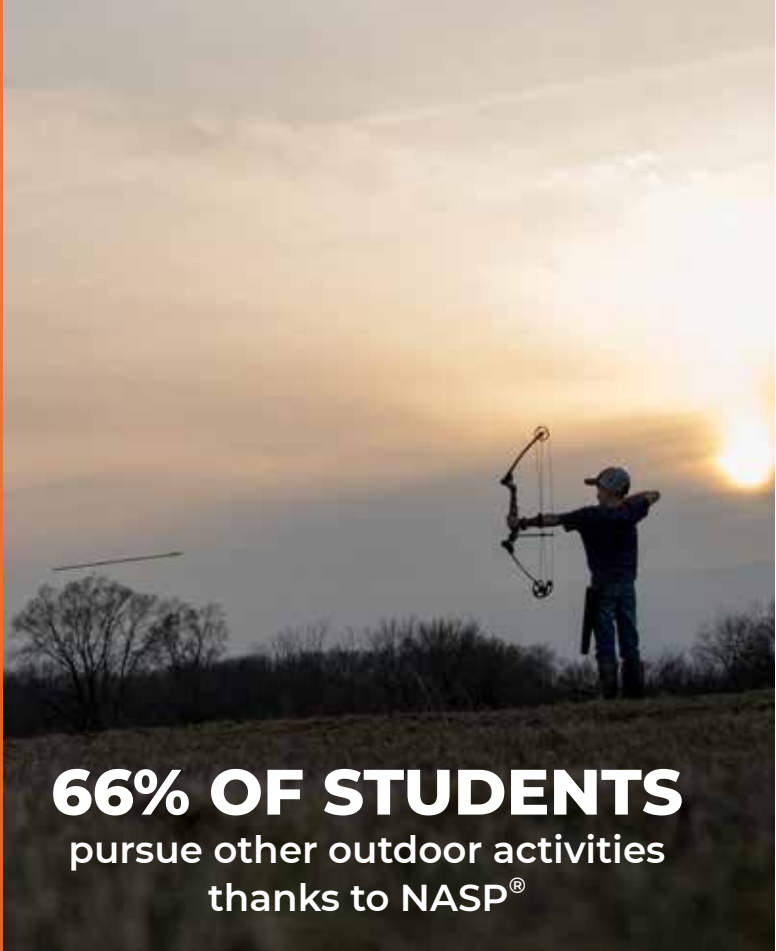
NASP[®] encourages young people to get into the active outdoors!

An independent survey of NASP[®] participants found that their involvement in NASP[®] had a dramatic impact in their propensity to participate in other outdoor related activities.*

66% OF STUDENTS
pursue other outdoor activities
thanks to NASP[®]

CONSERVATION IMPACT

	Have Participated	Want to Participate
Other outdoor activities	66%	25%
Fish with a rod and reel	31%	12%
Bought a non-NASP [®] bow	39%	34%
Take hunter education course	17%	19%
Small game hunt	13%	22%
Big game hunt with firearm	16.8%	19%
Bullseye archery other than NASP [®]	20%	22%
3-D archery competition	28%	21%
Bowhunt	14%	26%
Bowfish	5.8%	37%



NASP[®] Credited in Historic Participation of Youth in Archery in New Federal Report

A newly released addendum to the U.S. Fish and Wildlife Service's (USFWS) landmark 5-year survey on target shooting recreation participation acknowledges the National Archery in the Schools Program (NASP[®]) as a likely influence in the current archery participation rates of those 18 and younger across the United States.

This influential study, titled *Target Shooting in the United States: Participation, Demographics, and Relationship with Hunting and Fishing*, is widely regarded as the benchmark for tracking trends in hunting, angling, shooting sports, and wildlife viewing. The latest addendum, published in March 2025, includes—for the first time ever—comprehensive data on archery participation, spotlighting NASP[®] as a major catalyst for change in youth engagement.

“This level of recognition from a federal agency underscores what educators, parents, and conservationists have seen for years – NASP[®] works,” said NASP[®] President Tommy Floyd. “We’re proud to be a positive force in both youth development and the long-term future of conservation.”

Among the key findings:

- The report emphasizes that archery participation is highest among youth ages 6–15, a direct reflection of NASP[®]'s impact on engaging the next generation of outdoor enthusiasts.
- This high participation rate amongst youth is supported by the introduction and expansion of NASP[®], which has now reached more than 23.5 million students in over 9,500 schools across the U.S.
- In contrast to firearm target shooting, where participation peaks among adults aged 25–34, archery has firmly taken root with younger demographics, thanks in large part to school-based programs like NASP[®].



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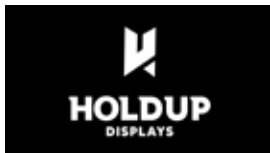
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Kentucky Properties and
Louisville Tourism



Bring NASP® to your School.

Take steps to learn if NASP® is the right program for your school and how to implement NASP® curriculum.

STEP 1

Seek leadership or administration support & approval.

We have found the most beneficial NASP® programs start with the full support of the school administration.

Your interest in bringing NASP® to a new school can aid in improving educational performance amongst students by introducing life lessons required to be successful in the classroom and in life. We believe NASP® is especially attractive to previously underserved student populations. The school principal's familiarity with staff may be key to identifying the "ideal" educator to run the required in-school program.

STEP 2

Select passionate educators to lead NASP® lessons.

NASP®, like educators, is passionate about helping kids. NASP® archery lessons provide a new avenue to positively engage students, and has proven to engage a demographic of students that have yet to be reached.

NASP® lessons are normally conducted in Physical Education, but also include curricula designed for Social Studies and Mathematics. Physical, emotional and social benefits can be gained from archery. In addition, safety strategies, skills and archery techniques necessary to participate in, and enjoy, archery as a lifetime activity will be fully addressed.

STEP 3

With administrator approval, register educators and volunteers who will instruct archery.

Basic Archery Instructor (BAI) certification was developed for instructors to present NASP® lessons that are safe for students, instructors, bystanders, and the facility.

This training will show you how to safely set up the range, teach the program and maintain equipment.

It is always a good idea to train multiple people at a school. In addition to the teacher that will be teaching the archery class in school, you can also train interested parents, coaches (for an after-school program/team), and other faculty at the school.

STEP 4

Order equipment, set-up your range and start shooting!

NASP® makes it simple for programs to find all of the approved equipment in one place. Using the Create a Quote function on the website, you can find the combination of equipment that works best for your school. Your order can then be submitted to NASP® online or by filling out the proper forms.

Equipment grants and fundraiser opportunities are available to help your program get started.

naspschools.org

If you want to make a difference in the world,
introduce NASP® to a school near you.