



The Importance of Being a “Two”

This is actually a column on how to run your first NAA Level 2 course, but first, I'd like to review some reasons why you should do it in the first place.

During my tenure of working with the archery trade organization, the general feeling in the industry was that national programs must be developed to increase bowhunting as a way in insure archery's growth and survival. The purpose of developing recreational archery programs was, in part, an effort to create new bowhunters from their ranks. Again, the feeling was (and supported by research data) that a known percentage of new recreational archers would be exposed to bowhunting through affiliation with local archery clubs and would then take up the sport. Since it was known (again by research data) how much a typical bowhunter would spend on new equipment each year, a monetary value was placed on each new bowhunter. Developing recreational archery programs was seen as a means to achieve the goal of increasing the number of bowhunters.

But guess what? Recreational archery is now taking on a life of its own, separate from the goal of creating more bowhunters. To many recreational program directors, archery isn't some grand historical activity that needs preserving. Many are seeing it as a newly emerging recreational sport that helps them achieve their goals of fostering positive youth development. They couldn't care less about bowhunting, but they do care about finding ways to create archery programs for their members and constituents. I believe with the right coaxing, this mentality could turn into a nationwide trend which will elevate recreational archery back into the role of a national past-time by elevating the role and status of the local certified archery instructor.

NADA is promoting archery and instructor certification programs heavily to targeted recreational organizations with great success. When we started as an organization, we had a somewhat educated idea of the size of the potential market

for developing new archery programs, but after finishing our first year of operation, it's becoming clear just how large and willing it really is. The marketing is working, and the phones are ringing—our partnership with existing NAA-certified archery instructor course instructors is enabling us to help out many program directors in need, but their need is increasing. And from these increasing numbers is coming a clear new message—certified archery instructors have status and importance.

Additional NAA Level 2 instructors are needed now more than ever to serve these new frontiers. But a Level 2 course is a radically different animal from a Level 1 course. While a Level 1 course is designed for, and attracts, short-term archery program instructors, a Level 2 course attracts participants who are ready to make a stronger commitment to being an instructor or coach. The course time is much longer, too—30 hours must be spent. As a result, Level 2 courses are run by advanced certified course instructors generally nearer to home and with less frequency than Level 1 courses. Because of all these factors, it's critical that you plan well ahead in scheduling and conducting a successful Level 2 course. Also in planning a course, be sure to budget your time and resources so as not to burn out too quickly. It's important to be able to have the energy and motivation to conduct additional Level 2 courses in the future than it is to burn out all your enthusiasm and stamina on a single course.

How does an experienced Level 2 Course Instructor prepare? For example, Tom Parrish (a NAA Level 4 National Coach and member of the NAA Coaches Development Committee) has just ordered printed course material from NADA to conduct a Level 2 course he's running in a few weeks. He scheduled the course over a 3 day weekend about 2 months in advance. He advertised the course on the Texas State Archery Association's website message board (www.texas-archery.org), as well as the NAA website (www.usarchery.org), and communicated with

interested participants by email—sending them motel information and maps to the course location. In addition, he passed out information flyers at regional tournaments and developed a word-of-mouth network. As a result, he was able to max out his course at 26 participants with a waiting list of ten more interested people who may make up a core for a second class in the future. Tom set a course fee that included materials and utilized his archery club's indoor range as the course location.

Okay, so what if you've never taught the course before but want to get started? What if you don't have a word-of-mouth network developed yet—what do you do? The first thing you do is decide that you're going to do it, then give yourself plenty of time for planning. An excellent example of a successful first-time Level 2 Course Instructor is Clay Cooper from Michigan. Clay and I took the NAA Level 3 training at the same time early last summer at ARCO and he coaches a JOAD club at home. In September 2002, Clay called us to schedule his first Level 2 course. I sent him a set of Level 2 materials for his own use and review, and spent time on the phone with him brainstorming marketing and curriculum ideas. He advertised through his club and local archery pro-shops and had eight participants attend.

What made Clay successful? He says, "When I started to do this class, I had three goals in mind: 1) to give my students the information they needed to pass the

exam and be certified; 2) to give them enough new information so they felt it was worth their time and money; 3) give them as many coaching tools as possible through my experience and what I had learned from my Level 3 course.

"The only secret is preparation. I spent many hours studying and learning the Level 2 materials forwards and backwards, setting up a course outline to move my class forward that makes sense, and creating a backup plan for any eventuality. I believe my students learned a lot from me and I know they taught me a lot. I'm looking forward to doing it again."

NADA will provide a free advance student/instructor packet to any course instructor for personal study. Just give us a call and we'll send you out a set no charge. We also have archery equipment if you need it. Through a generous loan agreement with Mathews Genesis, we can now offer you a choice of NADA boxes with recurve bows or Genesis compound bows to be used free of charge in your course if you have at least 6 participants.

I hope this encourages you to conduct your own Level 2 course this year. If we can be of any help, don't hesitate to give us a call.

with NADA, instructors are well equipped!

- Exclusive source for NAA Level 1 and Level 2 Instructor Certification course materials,
- Archery equipment rentals for your start-up programs,
- Convenient source for low-cost program equipment sales,
- Assistance in locating certified instructors for your local programs,
- NADA membership that provides vital instructor professional/personal insurance coverage.

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