

WFFC OPERATING PROCEDURE

Number 202

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SUBJECT: Education Committee Operating Procedure

Dick Stearns
ORIGINATOR

RESPONSIBLE OFFICE: First Vice President

APPROVAL (Resp. Officer)

AFFECTED OFFICES: Second Vice President
Secretary

APPROVAL (President)

REFERENCES:

- ¹A. WFFC Bylaws, Article I E
- B. WFFC Bylaws, Article VIII, Section 3

I. PURPOSE:

This procedure provides guidance for conducting WFFC education programs.

II. SCOPE

This procedure applies to all educational programs carried out by the WFFC. These programs include, but are not necessarily limited to the following programs:

- A. Fly Tying Classes (Beginning & Advanced)
- B. Fly Casting Classes
- C. Rod Building Classes
- D. Youth Education in Conservation
- E. Fly Fishing Clinics
- F. Information and Fly-tying Booths at Sport Shows
- G. Information Brochures, Pamphlets, Media Releases, etc.
- H. Fly Tier's Round Table

III. REQUIREMENTS:

A. Background: The WFFC has a long-standing policy of public and membership education. This policy has been the primary means of implementing Article II of the WFFC constitution, and has been foremost in formulating the Club's image within the fly fishing community. From the Club's earliest years when WWII Italian POWs and wounded veterans were taught fly tying at their hospital beds, to times where the art of split-cane rod building was conducted in Andy Hall's basement shop to now when yearly fly tying and casting classes are offered to the general public, education has been a tradition to be taken seriously. This procedure therefore establishes the necessary guidelines such that this tradition may continue; and that quality education for the general public and the WFFC membership will be the Club's number one program.

B. Procedures:

1. Committee Organization: The Education Committee will be organized in according with the Bylaws. Committee members should be selected as soon as possible based on 1) their experience and 2) their desires and interest to educate others in the sport of fly fishing. As a minimum the Education Committee should consist of:

a. Education Committee Chair.

b. Chief instructor/Coordinator (for each class planned).

c. Other instructors/coordinators as may be required. These additional instructors or coordinators shall assist in coordinating educational activities with those of related Club activities. Added committee members may possibly be obtained from:

1. Publicity Committee
2. Youth Activities Committee
3. Outdoor Committee
4. Program Committee

2. Planning Activities: The WFFC is a quality organization and our education activities often interface with the general public and should reflect this high-level quality and purpose. It is imperative that a good plan be established as early as possible for the year's educational activities. Typically, if Spring classes are to be held, classroom locations, instructors, publicity, course materials and other logistical matters must be identified and commitments be made a reasonable time before the first class begins. Items to consider in the planning activities are:

a. **Publicity:** There are many prospective students in and around the Seattle area, but the challenge has been to get them to know about WFFCactivities. Suggested media include local print and broadcast news, sporting publications, the WFFC Website and other Websites.

Follow-up communication is often required. Additionally possibilities include fliers or posters at tackle shops, schools, and sport shows. The media notification and materials distribution should be conducted prior to the actual course, and in a manner timely that multiple notifications could occur and allowing students adequate time to plan and sign up.

b. Classroom/Location: Where the course is held is not as important as the facility. Students have driven from as far away as Hoquiam to attend classes in North Seattle. If the course is fly tying, make sure there is good lighting, or be prepared to furnish extension cords for student-furnished desk lights. For fly casting classes, a casting pier is not as important as a large grassy area where students can spread out and get more individualized instruction. One of the biggest problems is in forecasting facility size requirements. (One year over 100 students showed up at a casting pier that could only accommodate 40!). If there are too many students, attempt to split the class into manageable sizes and recruit more instructors. Additionally, reasonable maximum class sizes should be determined based on facilities, staff, materials and equipment available, as well as the curriculum being taught to ensure students receive adequate attention and quality instruction.

c. Course Literature: Student handouts should be well organized and effective. Currently, literature exists for beginning fly tying and casting classes. It should be reviewed and updated regularly for accuracy, currency and neatness. The instructors or coordinators should obtain and secure master copies or magnetic media to preclude having to make copies from marginal copies or worse, having to re-type from scratch.

d. Instructors: Membership involvement is important. Beginning fly tying and casting classes should ideally have a student/instructor ratio of about 4:1. Since every instructor can't always be expected to be at every class, to ensure adequate instructors are available at each instruction event commitments from as many as 15 to 20 Club members should be obtained to accommodate a 6 to 8 week class of 30 to 40 students. These commitments should be firmed up early and should be specific as to date, time, etc. Also, it's important that the instructors be briefed as to accepted "lesson plans", procedures and their responsibilities. It is confusing to the student and counter-productive to the learning process if contrary statements or instructions are given. Experience has proven that beginning fly tying and casting students learn faster by doing, so a rule should be to leave the demonstrations to the chief instructor and let the assistant instructors guide the students by helping correct their mistakes and by answering questions.

3. Emphasis on Youth: One of the Club's aims and purposes is to encourage and assist others to become fly fishermen and sportsmen, particularly of high school age. Education plays a large part in satisfying these aims and purposes, and as such, should be directed, whenever possible, to this age group. This is difficult, again from a publicity standpoint, because one of the last things that a young person thinks about is going to yet another class after school. One approach is to offer incentives in the way of a tuition discount to adult students who are accompanied by a teenager. Or, conversely, to encourage a parent to participate with their child in a class, offer a discounted rate to the parent if the parent enrolls with the child. Other ideas should be formulated with the Youth Chairman to establish youth initiatives in education.

IV. RESPONSIBILITIES:

A. Education Chair: The Education Chair shall be directly responsible to implement the requirements of this procedure. To this end, the Chair shall be responsible for the use and/or expenditure of Club resources, to include rods, reels and lines, fly-tying materials, budgeted money, educational brochures and literature. It shall also be the responsibility of the Education Chair to ensure that these resources are adequate and are replenished as necessary.

B. First Vice-President: The First Vice-President shall monitor the activities of the Education Chair in carrying out the requirements of this procedure, and shall assist in coordinating the educational activities among other affected Club offices.

C. Publicity Chair: The Publicity Chair shall establish contacts with the media to publicize Club education programs and shall assist in composing news releases, posters, brochures, etc. Follow-up contacts with the media shall be accomplished to assure that releases to the public are timely and accurate.

D. Youth Activities Chair: The Youth Activities Chair shall support the Education Chair in whatever way necessary to implement the Youth-related components of this procedure.

¹ Reformatted and corrected

² Updated to reflect Bylaws change which removed male membership restriction. R. Rohrbeck 2/24/2013