

# Youth Engagement : K through College

How and why to create a strong Stream of Engagement for your chapter

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80%

Urban Living

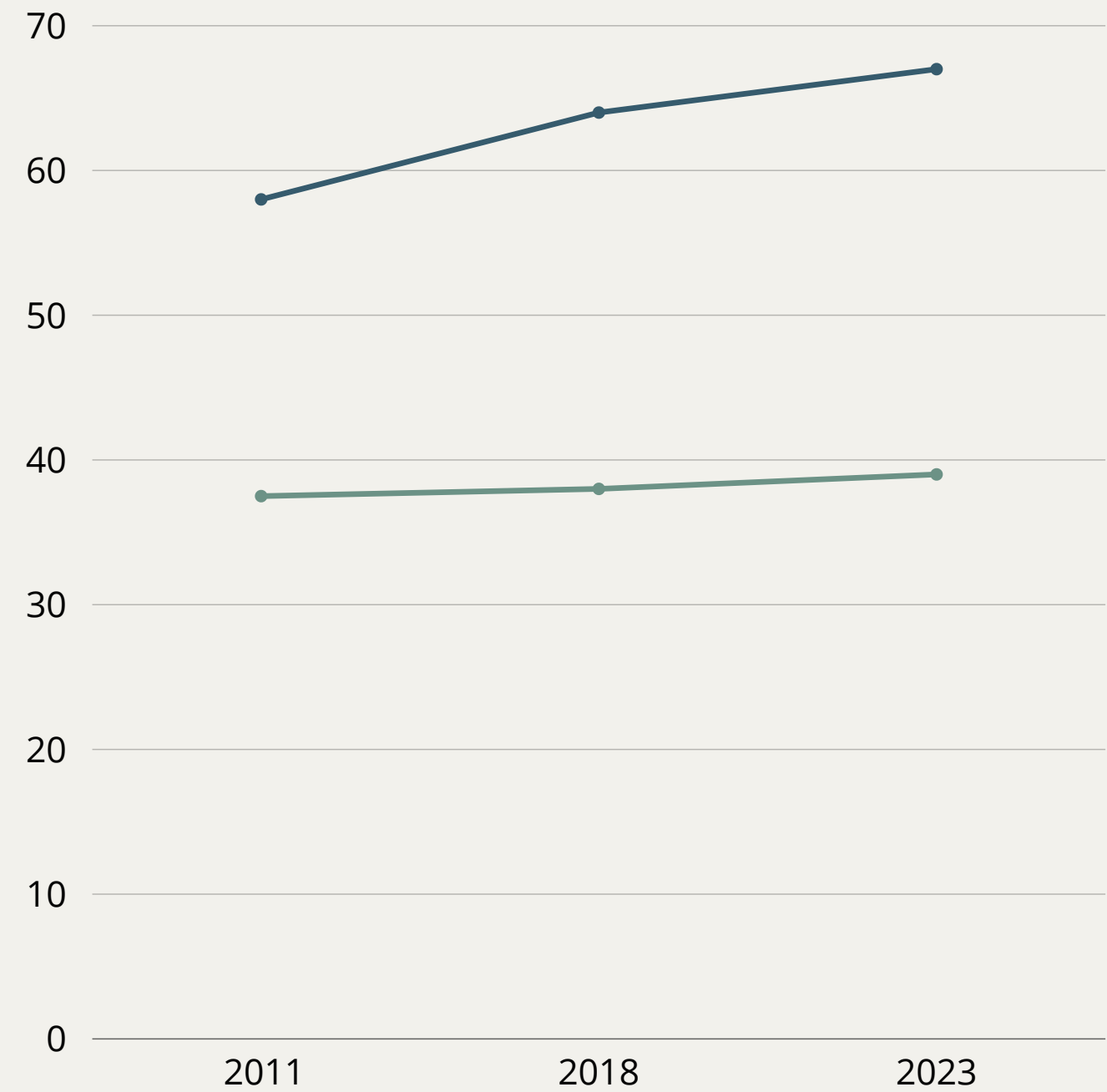
51%

Environmental  
Education Integrated

55%

Outdoor Recreation  
Participation

# Average TU Member Age vs US Population



S – science

T – technology

R – recreation

E – engineering

A – arts

M – mathematics



## Elementary

- STREAM Girls/Keepers
- Trout/Salmon in the Classroom

## Middle School

- STREAM Girls/Keepers
- Trout/Salmon in the Classroom
- Summer Youth Camps
- Adopt-A-Trout
- Summer on the Fly
- Scouts Merit Badge

## High School

- Youth Leadership Council
- TU Teen Clubs
- Expeditions/TU Teen Summit
- Save our Streams
- Trout in the Classroom

## College

- 5 Rivers Clubs
- TU Youth Camp Counselor
- Expeditions

# TU STREAM of Engagement

TROUT  UNLIMITED

# STREAM Girls/Keepers



# A look into the Field Notebook

8 core activities

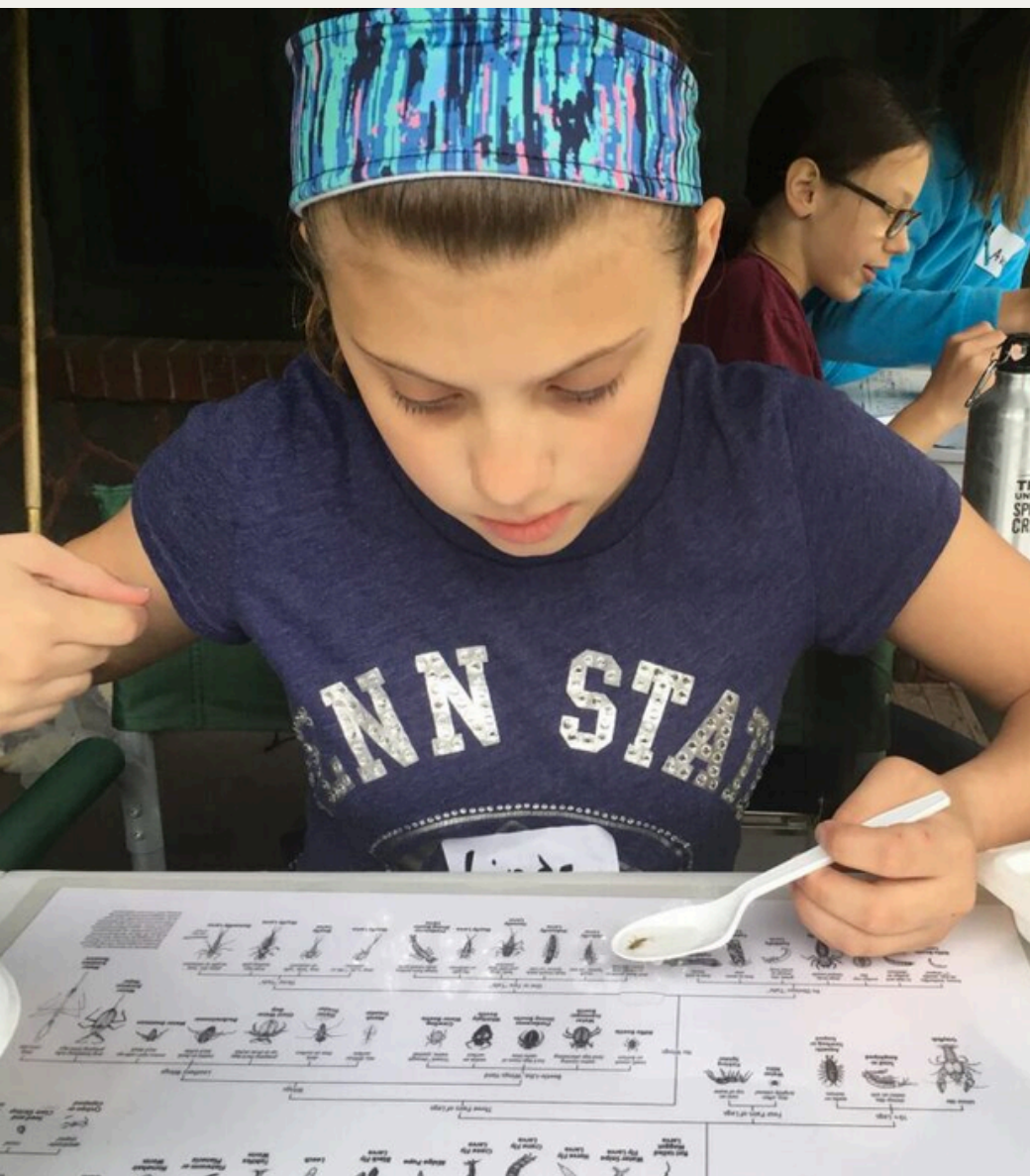
- 1 STREAM walk: explore & connect
- 2 Go with the Flow: measure & calculate
- 3 Macroinvertebrate Survey: collect & assess
- 4 Fly Tying
- 5 Intro to Casting
- 6 Scavenger Hunt
- 7 STREAM Girls Bracelet
- 8 Reflection, discussion, & sharing



# Girl Scouts Badge



# STREAM Keepers



1

**Customizable**

2

**Low Cost**

3

**Can access  
pre-established  
communities**

TROUT  UNLIMITED

# Trout/Salmon in the Classroom



**1**

**Classrooms  
connect with  
local chapters**

**2**

**Eggs to Alevin**

**3**

**Trout release  
in local  
watershed**

# Chapter Engagement

**Volunteering  
Opportunities**

**Diversity & Equity**

**Exposure**

# Conservation Camps

- 26 camps across the US
- Retention opportunities
  - camper to jr counselor to counselor
- Paying for a youth chapter member's fee's is a great way to directly support kids in your area
- Summer on the Fly



# Background Checks

- When, how, & why - varies state to state
  - overnights, repeat volunteers, multi-day volunteering
- When in doubt, get background checks
- Reach out to either Q Collins ([quentin.collins@tu.org](mailto:quentin.collins@tu.org)) or Cecily Nordstrom ([cecily.nordstrom@tu.org](mailto:cecily.nordstrom@tu.org))



# TU Teens & 5 Rivers

Bringing teens and college students to TU

Cliff Watson

TU Costa Youth Fly Fishing Programs Manager

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# TU Costa 5 Rivers College Program



# What is 5 Rivers?



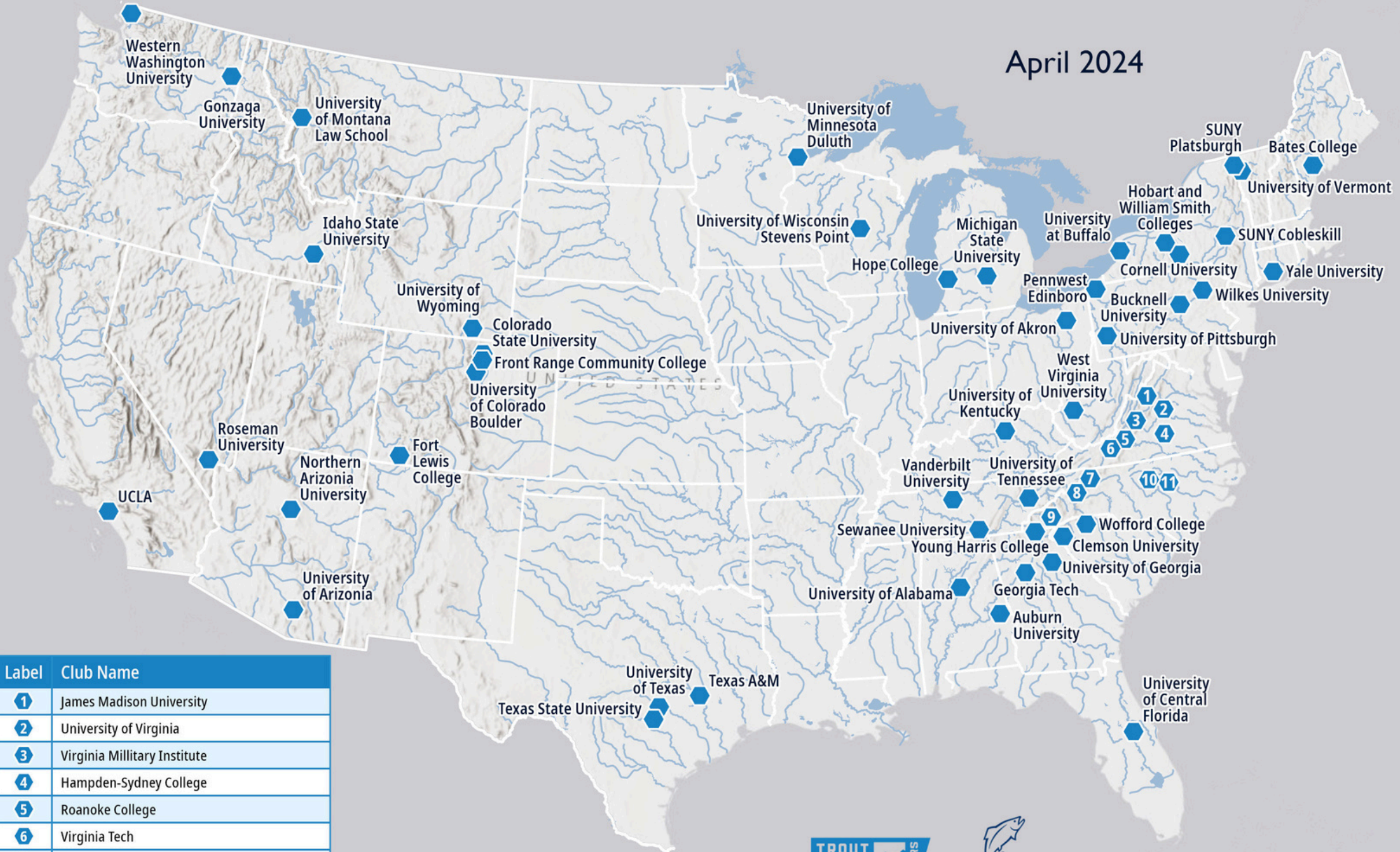
National network of college fly fishing clubs

The most empowered, educated, and engaged generation of conservation-minded college fly anglers

Each club is managed entirely by students

# Locations of TU Costa 5 Rivers Clubs

April 2024



Label	Club Name
1	James Madison University
2	University of Virginia
3	Virginia Military Institute
4	Hampden-Sydney College
5	Roanoke College
6	Virginia Tech
7	Appalachian State University
8	Lees-McRae College
9	Western Carolina University
10	The University of North Carolina at Chapel Hill
11	North Carolina State University



## Current Stats:

- 65+ clubs
- 2,500 active members

# TU Teens

At TU, we need more engagement with this age group

High school fly fishing clubs

- Conservation
- Community
- Fly fishing

Need an adult advisor

Clubs will host meetings, events and fly fishing trips



# TU Expeditions

Volunteering, community engagement, fishing

- June 16th-15th, 2024
- July 11th-20th, 2024 (full)
- August 2nd-11th, 2024





# How can TU Chapters help?



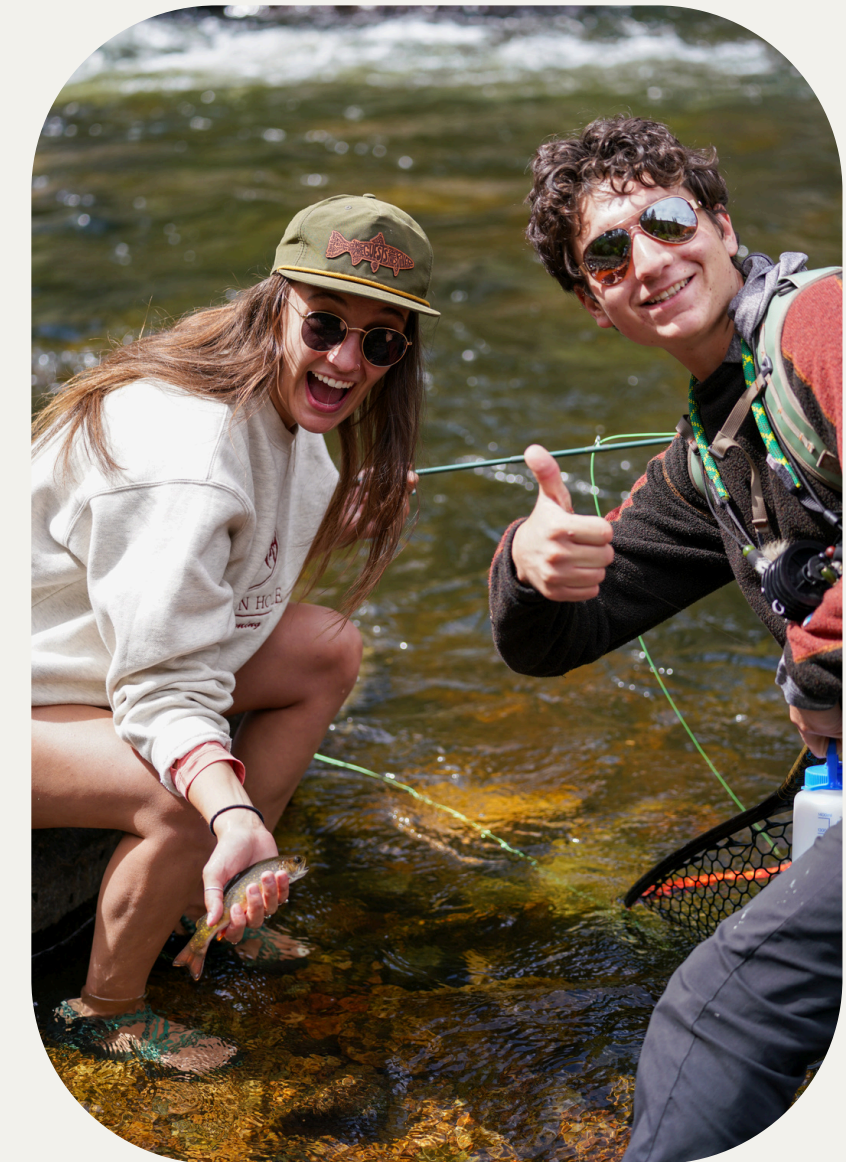
# TU Chapters and 5 Rivers clubs in the Western US



University of Colorado Boulder	<b>Boulder Flycasters</b>
Colorado State University	<b>Rocky Mountain Flycasters</b>
Front Range Community College	<b>Rocky Mountain Flycasters</b>
Fort Lewis College	<b>Five Rivers</b>
University of Wyoming	<b>Laramie Valley</b>
Idaho State University	<b>Southeast Idaho</b>
University of Utah	<b>Stonefly Society</b>
Western Washington University	<b>North Sound TU</b>
Gonzaga University	<b>Spokane Falls</b>
Oregon State University	<b>Blueback Chapter</b>

# TU Chapters and 5 Rivers

- 5 Rivers students on your board
- Initial funding
- Invite students to your meetings, events and projects
- Offer to take students fishing
- Offer knowledge
- Internship opportunities
- ...and more!







# TU Chapters and TU Teens

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- Be the adult advisor
- Help provide initial funding
- Volunteer for club events
- Offer to take students fishing
- Invite teens to your events
- ...and more!

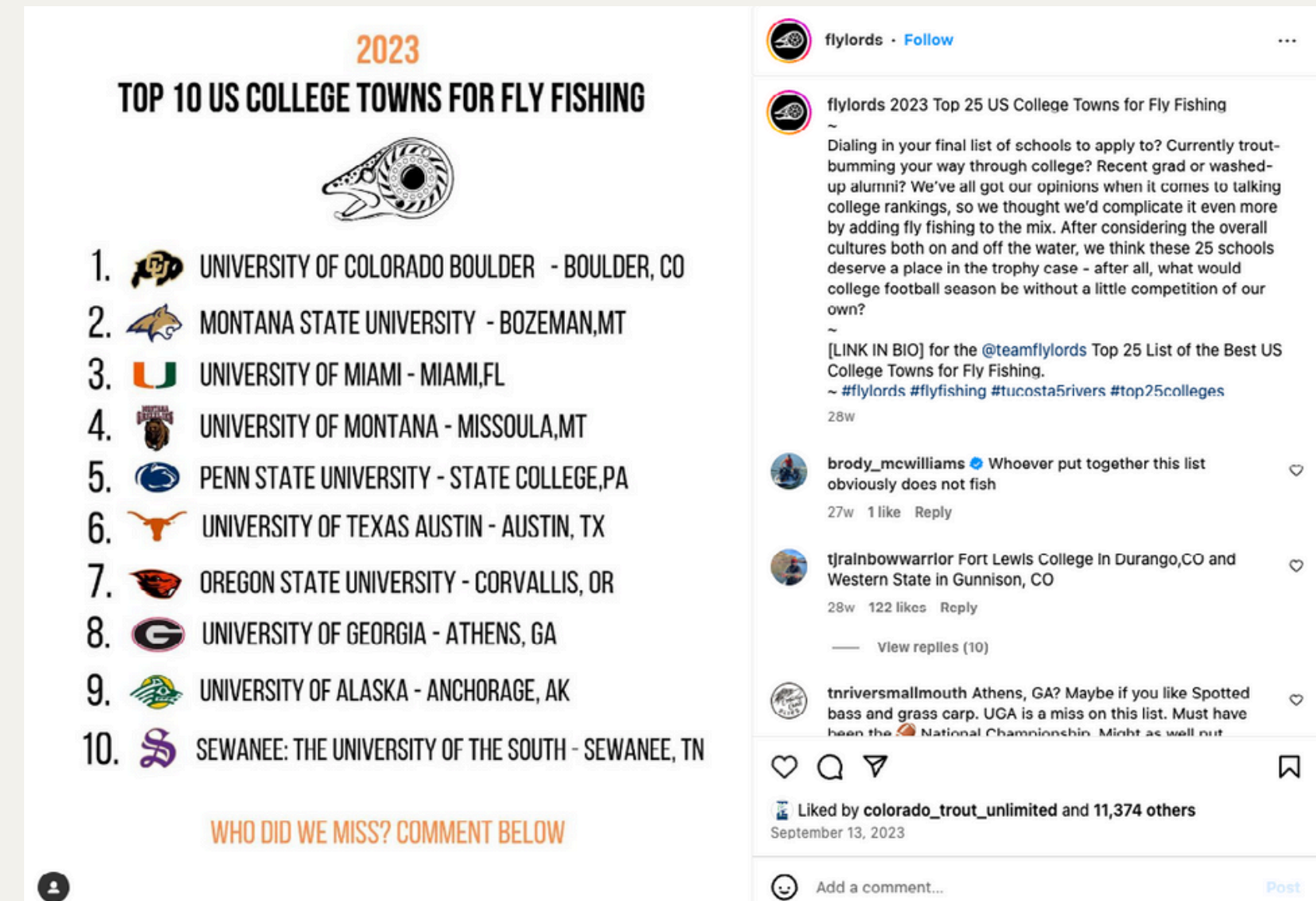
# TU Chapters and Young People

- You are competing for the most precious commodity... time
- Dedicate a board position to the task of youth engagement
- Create a chapter that is appealing to young people
- Engage folks that have never fished before














# The Future of 5 Rivers

- 5 Rivers has been wildly successful
  - Alumni network of over 17,000
- Plenty of room to grow
  - 684,000 college aged fly anglers
- People care about college fly fishing clubs



**2023**  
**TOP 10 US COLLEGE TOWNS FOR FLY FISHING**



1.  UNIVERSITY OF COLORADO BOULDER - BOULDER, CO
2.  MONTANA STATE UNIVERSITY - BOZEMAN, MT
3.  UNIVERSITY OF MIAMI - MIAMI, FL
4.  UNIVERSITY OF MONTANA - MISSOULA, MT
5.  PENN STATE UNIVERSITY - STATE COLLEGE, PA
6.  UNIVERSITY OF TEXAS AUSTIN - AUSTIN, TX
7.  OREGON STATE UNIVERSITY - CORVALLIS, OR
8.  UNIVERSITY OF GEORGIA - ATHENS, GA
9.  UNIVERSITY OF ALASKA - ANCHORAGE, AK
10.  SEWANEE: THE UNIVERSITY OF THE SOUTH - SEWANEE, TN

**WHO DID WE MISS? COMMENT BELOW**

**flylords** · Follow

**flylords** 2023 Top 25 US College Towns for Fly Fishing

Dialing in your final list of schools to apply to? Currently trout-bumming your way through college? Recent grad or washed-up alumni? We've all got our opinions when it comes to talking college rankings, so we thought we'd complicate it even more by adding fly fishing to the mix. After considering the overall cultures both on and off the water, we think these 25 schools deserve a place in the trophy case - after all, what would college football season be without a little competition of our own?

[LINK IN BIO] for the @teamflylords Top 25 List of the Best US College Towns for Fly Fishing.

~ #flylords #flyfishing #tucosta5rivers #top25colleges

28w

**brody\_mccwilliams** Whoever put together this list obviously does not fish

27w 1 like Reply

**tjrainbowwarrior** Fort Lewis College in Durango, CO and Western State in Gunnison, CO

28w 122 likes Reply

— View replies (10)

**tnriverssmallmouth** Athens, GA? Maybe if you like Spotted bass and grass carp. UGA is a miss on this list. Must have been the National Championship. Might as well put

Liked by colorado\_trout\_unlimited and 11,374 others

September 13, 2023

Add a comment...

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# The Future of TU Teens Clubs

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- Validation, this idea works!
- 250,000 youth fly anglers
- 45 high school bass fishing teams
- Teens want to be outside!

# Let's talk...

- What are you seeing in your chapter?
- How have you tried to engage youth?
- Where else can TU chapters and members help?

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