



OVERVIEW: OR Youth Mentoring Program June 1, 2022



endeavOR New Mexico

Outdoor Recreation Youth Mentoring Program

Overview

ABOUT THIS DOCUMENT

endeavOR New Mexico, the state's outdoor recreation (OR) business alliance, is launching the first-ever statewide OR youth mentoring program. This document highlights key aspects of the new program, and the support endeavOR needs to bring this initiative to fruition. We encourage readers to contact us to learn more.

NEED FOR OR YOUTH MENTORING

New Mexico's outdoor recreation industry is expanding and becoming a major economic driver in the state. Now is the right time to ensure New Mexico youth and young adults understand they have great opportunities to get outdoors and also enjoy a lifelong, sustainable career in the OR economy. Why the OR Youth Mentoring Program is so vital:

- ❖ Youth today are spending an average of 7 to 9 hours a day indoors on digital devices and 7 to 9 minutes outside. Americans are inclined to stay indoors rather than seek outdoor experiences.
- ❖ It's imperative that New Mexico be proactive in educating youth and young adults about outdoors and OR job/career opportunities.
- ❖ There is a strong desire to hire New Mexicans to work in this sector.
- ❖ Most New Mexico youth and young adults are unaware of OR job/career opportunities. Without an introduction to the OR sector and what it takes to be successful, many worthy candidates will seek employment elsewhere.

Goal

Ensure New Mexico youth and young adults gain appreciation for job and career opportunities in the outdoor recreation economy

PROGRAM COMPONENTS

- ❖ Encourage youth and young adults to learn more about OR job/career opportunities
- ❖ Establish a network of OR professionals willing to mentor New Mexico youth and young adults
- ❖ Provide youth a chance to explore various sectors of the OR economy in an informal and positive setting
- ❖ Enable youth and young adults to connect with leading OR professionals
- ❖ Ensure youth and young adults better understand what it takes to be successful in the OR economy
- ❖ Enhance the OR workforce and keep youth and young adults in New Mexico for years to come



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OPPORTUNITIES ACROSS ALL ASPECTS OF OR

Jobs and career opportunities can be found across all the ten major OR sectors. Whatever a youth's OR passion, a sustainable career can be pursued.

- ❖ **Camping:** RV, camping, rustic lodge
- ❖ **Fishing:** Recreational fly, non-fly
- ❖ **Hunting:** Shotgun, rifle, bow
- ❖ **Motorcycling:** On-road, off-road
- ❖ **Off Highway Vehicles (OHV):** ATV, ROV, Dune buggy, 4x4 and Jeep
- ❖ **Snow Sports:** XC/downhill skiing, Nordic, snowboarding, snowmobiling, snowshoeing
- ❖ **Trail Sports:** Hiking, backpacking, rock/ice climbing, running, horseback riding
- ❖ **Water Sports:** Kayaking, rafting, canoeing, scuba diving, paddle boarding, motor boating
- ❖ **Wheel Sports:** Road biking, mountain biking, gravel biking, skateboarding
- ❖ **Wildlife Viewing:** Nature hikes, photo safaris, birding

OR JOB/CAREER CLASSIFICATIONS

There are many job/career opportunities available in the OR economy across numerous job classifications and outdoor recreation sectors. The following list highlights some of the employment categories available in the OR industry.

Water Management
Wildlife and Fisheries
Forestry
Retail, Rental & Repair
Guides and Outfitters
Conservation

Geoscience
Branding and Marketing
Outdoor Youth Development
Manufacturing
Parks and Recreation
Land Management

Conservation/Stewardship
Environmental Education
Outdoor Recreation
Media and Reporting
Admin, IT and Operations
Outdoor Advocacy



New Mexico's Outdoor Equity Fund is enabling underserved youth to get outdoors. Through the OR Youth Mentoring Program, endeavOR wants to ensure that all youth are able to explore OR job and career opportunities.

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HOW THE PROGRAM WORKS

endeavOR has strong ties with hundreds of OR businesses and organizations around the state, including cities, counties, tribes, and state & federal agencies. endeavOR will use this vast network to identify mentors and manage the initiative. The following are key steps of the program.

STEP 1: endeavOR will recruit OR professional who are willing to mentor youth and young adults interested in learning about the OR economy.

STEP 2: endeavOR will provide training to mentors how to best engage mentees seeking to learn more about the OR economy. Further, endeavOR will develop a system to track interaction between OR mentors and mentees and to assess progress and satisfaction.

STEP 3: endeavOR will utilize well-recognized youth and young adult organizations/programs around the state to offer the OR youth mentoring program to their participants. endeavOR will partner with these recognized organizations to determine the best approach to integrate endeavOR mentors into their programs.

STEP 4: endeavOR will develop the marketing tools to promote the OR mentoring program designed to inspire and encourage youth and young adults to seek out the mentoring opportunity wherever they may reside in the state. The marketing theme will emphasize diversity, equity and inclusion and highlight the benefits associated with the OR economy.

STEP 5: Working with our partner youth and young adult organizations, we will determine the interest of mentees to seek out additional OR mentoring to further broaden their understanding of OR jobs and careers. If mentees are interested, we will work to ensure a follow-up mentoring opportunity exists.

Join Us

If you are interested in becoming a mentor or supporting this program, please contact endeavOR today!

CALIBER OF MENTORS

New Mexico's OR sector is comprised of high-caliber professionals and industry experts. endeavOR will tap into this extensive and diverse array of individuals to recruit potential OR mentors. This brief list highlights the caliber of interested OR mentors:

- ❖ **Dale Davis:** 505 Cycles
- ❖ **Toner Mitchell:** Trout Unlimited
- ❖ **Michael Dax:** Wildlands Network
- ❖ **Ernie Kos:** Clovis/Curry County Chamber
- ❖ **Dustin Berg:** Global Unlimited Opportunities
- ❖ **Christy Tafoya:** NM State Parks (Retired)
- ❖ **Bjorn Fredrickson:** USDA Forest Service
- ❖ **Colleen Baker:** NM State Parks
- ❖ **Garrett VeneKlasen:** New Mexico Wild
- ❖ **Glen Rosales:** Freelance OR reporter

CONTACT INFORMATION

To learn more about the OR Youth Mentoring Program, please contact us:

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