

## **I. Cover Letter**



December 1, 2023

Fall Semester INOV 2010, 3010, 4010 Section 001

Dr. Colleen Stiles and Ms. Barbara Clementi

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It was a privilege working alongside Mr. Greg Art and Mr. John Swindle over this semester. Both are incredibly dedicated and passionate individuals. They strove to be more than simply our clients, but to give us real, practical knowledge. They never faltered to offer their experiences or turn a moment into a learning opportunity. We are grateful for their contribution to our professional development.

The following report is an overview of the team's accomplishments working for Gun Dog and Hunter Safety (GD&HS). It begins with an explanation of the Bachelor of Innovation program and what it offers students. It then goes on to explain the purpose of GD&HS and their goals for the team this semester. Afterward it details what the team was able to complete from said goals. This segues into the Scope of Work document, which describes the limitations of what the client could ask for. It is then followed by the NDA forms. The remainder of the report

goes into further detail regarding each aspect of the project, and what was delivered by each member. It begins with the Logo, followed by the Social Media platforms, Website, and Survey.

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### III. Introduction and Bachelor of Innovation Overview

The University of Colorado, Colorado Springs (UCCS) offers a degree program known as the Bachelor of Innovation (BI), a program that is not offered anywhere else. The BI is offered as an alternative to other bachelor's degree programs, such as Bachelor of Science and Bachelor of Arts. Twenty-two majors from all schools of learning are associated with the BI. This range of educational backgrounds encourages cross-disciplinary education for students in the program. Students enroll in eight required courses to fulfill the requirements of the Bachelor of Innovation. The BI defines innovation as the 'transformation of ideas into impact.' Throughout the required BI courses, students not only learn the innovative process, but practice and apply it through the INOV Teams classes, demonstrating the transformative process of innovation.

As part of the required courses for the BI, students enroll in three consecutive courses, INOV 2010, INOV 3010, and INOV 4010. Students progress through these courses, where each semester they are assigned to a client and a team. Students in the INOV 4010, who have passed INOV 2010 and INOV 3010, become the team leads and coordinate the collaboration of the team and the client. Prior to team formation, team leaders interview all the students in both the 2010 course and the 3010 course to assess each individuals' skills, experience, and personal interest in the client project. Team leaders then choose their team based on their own judgement and the perceived expertise needed to fulfill the clients' project goals. The teams must consist of students from all three course levels to provide a range of class experience. Throughout the semester, the team of students work alongside each other and an assigned client to apply their skills in a practical environment.

Over the semester, teams conduct weekly meetings with the client, either in person or online. These meetings enable students to learn how to manage and conduct business briefings that inform the client of the team's progress and to demonstrate what the team has accomplished or to communicate any struggles the team has been experiencing. The INOV Teams courses practice ontological learning, meaning that students learn new corporate skills through working with the client as opposed to more lecture-based educational methodologies. Through working alongside both a client and a team, students in these courses learn and implement invaluable career skills, such as problem-solving and communication, and how to effectively execute these skills in a team-based environment. Due to the nature of the course, failure can be an outcome, but these failures provide invaluable information to the team. Depending on the progression of the team's project, students learn how to productively manage and navigate any adversities encountered along the way. Through the Bachelor of Innovation, students, with the aid of coursework and professors, learn and practice skills that are essential in any career path.

## IV. Executive Summary

### **Project Overview:**

Gun Dog & Hunter Safety, LLC, is a start-up company that aims to improve the safety of experienced hunters and their gun dogs by delivering a comprehensive and serious hunting education program. When looking at prominent organizations within the hunting safety industry, such as the National Rifle Association (NRA) and the International Hunter Education Association (IHEA), there was a concerning lack of effective training within the courses offered by these organizations. Specifically, the current safety training material covered by these organizations and by state hunting associations neglects to cover hunting safety for hunters who work with gun dogs. Given this disconnect between training material and the reality of the tragedies that occur during hunting, Gun Dog & Hunter Safety was created to bridge this gap of protecting and saving the lives of hunters and their gun dogs.

### **Project Objectives:**

The overarching objective of Gun Dog & Hunter Safety is to provide improved hunting safety education to a market that the current industry has overlooked. The Fall semester team has worked on completing four primary objectives for Gun Dog & Hunter Safety:

#### **Objective 1:**

The first objective was to remake the company's current logo from a rasterized image to a vectorized image. The new vectorized logo could then be resized and reformatted to fit various marketing materials, such as social media, without damaging the logo's image quality. The team and the clients expanded this objective to include various redesigns of the logo to focus on different applications such as social media banners and icons.

#### **Objective 2:**



The second objective was to create and manage social media accounts to promote the business. Facebook and Instagram were used to host the business' account to foster a community where people could discuss their own experiences with hunting. Furthermore, the team and the clients held discussions regarding the content the social media would cover.

**Objective 3:**

The third objective was to begin converting the clients' teaching materials into a marketable, online course that can be bought by customers in the future. The tool for this objective is a web-building tool known as Kajabi, that specializes in creating online coursework and fostering a community of customers. Given the time and scope of this semester's project, the team worked on adapting the first two modules of the clients' teaching material.

**Objective 4:**

The final objective was to create a survey using Google Forms to send out to hunters and veterinarians to gauge the need for Gun Dog & Hunter Safety's products within the market. For this objective, the team chose to utilize Google Forms to fulfill this purpose, due to its free access, easy accessibility, and its ability to link survey results to a Google spreadsheet.

**Project Accomplishments:**

Working alongside Mr. Art and Mr. Swindle, the team was able to accomplish the agreed objectives for the semester. The team recreated the current company logo in scalable vector art and compiled various redesigns of the logo. All logos were submitted to the clients for feedback and suggested improvements were considered or implemented into subsequent redesigns. More details on the logos can be found in Appendix I.

The company's social media accounts were established on Facebook and Instagram. The team accomplished this task by setting up business accounts on Facebook and Instagram that were tied to the clients' accounts, giving them admin control of the accounts. In addition to this, the team accessed professional photos for these accounts because of the clients' contact with professional photographer, David James to begin populating the pages with content. For more information on the social media pages, see Appendix J for more details.

Over the course of the semester, the third objective went through several revisions. At first, this objective was conceptualized by the team as an online hunting simulation made in the Unity game engine. This simulation could then be converted by a future Innovation team to a virtual reality implementation. After analyzing and comparing this approach with a web-building tool, Kajabi, the team and the client agreed to pursue it as the primary tool for this objective.

The surveys for hunters and veterinarians were developed and refined in Google Forms. In collaboration with the clients, a final version was created and will be delivered to a client-provided email list. The results will be replicated to a connected spreadsheet to provide the clients with an overview of the data they will require as they continue to build Gun Dog and Hunter Safety. Both surveys have been completed but have not been sent out to the contacts on the mailing list. The surveys and the spreadsheets can be found in the company's Gmail account. The login information for this account can be found in Appendix F.

For a more detailed list of the team's accomplishments over the Fall semester, please see Section V. Statement of Accomplishments

## V. Statement of Accomplishments

### **Objective 1:**

The first goal was to redesign the company logo, with the primary objective of making the logo scalable for use in varying media applications. Through many revisions and refinements in consultation with the client, a new scalable square logo was produced, a direct descendant of the original rectangular logo. In addition, the team delivered other scalable logos, including multiple round versions in both monochrome and colored iterations, as well as a rifle scope logo and a horizontal banner shotgun logo.

### **Objective 2:**

The next goal was to establish a social media presence for the client. Both a Facebook and an Instagram presence were established for Gun Dog & Hunter Safety and combined using the Meta Business Suite. A website was discussed and will be established on a chosen hosting platform once client analysis of options is complete. The Facebook and Instagram platforms are ready to host content developed by the client. Standard Operating Procedures were created and delivered to the client to act as a guide and strategy for creating engagement and increasing followers for their hunting communities.

### **Objective 3:**

The client intends to create and sell various training programs online. The team analyzed the Kajabi platform and presented the capabilities available to the client. The first module was created on a trial version of the platform, to act as a “proof of concept” and provide a basis for creating additional modules. The Kajabi platform will be tied via its web-hosting capabilities to the social media presence previously established. Near semester end another training hosting

platform, LearnWorlds, was investigated and the capabilities of the new platform were presented to the client. A decision will be made before the spring semester starts on which platform to implement for hosting their training modules and marketing efforts.

#### **Objective 4:**

Better and broader information was required by the client to tailor their training and marketing efforts. The client provided outlines of two surveys, which were then created by the team in Google Forms for dissemination to various email lists the client already possesses. The first survey is targeted at hunters that use gun dogs and the second survey is targeted at veterinarians. The next team will help the client create appropriate email blasts to deliver the surveys and help the client to analyze the collected data.

#### **Objective 5:**

This record of work along with the work product already delivered to the client was produced to serve as a basis for continuing work in the spring semester. The next team will be empowered to create additional training modules, populate the company social media with content, develop a website and marketing mechanism and gather data with the prepared surveys.

## VI. Recommendation & Innovation Discussion

With the shortened time that the team had to work with the client, it was important to focus on items directly related to the requirements in the Scope of Work. A certain amount of client meeting time was devoted to discussing and exploring the client-provided information on the nature of project management and various tools and structures that could be deployed in management of the project. The information was valuable but detracted from the more immediate needs of the project goals. Keeping a more streamlined focus on the Scope of Work items is recommended for the future.

The team and client initially considered creating a “serious game” training simulation prototype to deliver both the training desired along with some interactive elements such as situational awareness simulation and safe target identification. The client had also taken some training offered by an acquaintance on an online hosting platform. That training took the form of more traditional continuing education courses. After research and analysis of the Kajabi platform and the Unity Game Engine (Appendix N) the team and client pivoted to providing the more traditional type of training program that could be delivered by Kajabi.

Originally, the client wanted a social media page to facilitate an advocacy group to appeal to those looking for a place to share their experiences and stories regarding hunting safety or the lack thereof. Gun Dog and Hunter Safety eventually decided to give up that idea for now, as the focus should be the business page and having an outreach group would take up too much bandwidth while not giving much in return. The team would advise keeping the scope clear and concise to avoid nurturing a tree that bears no fruit.

Due to the lack of a Non-Disclosure Agreement (NDA), the team and the client pivoted away from implementing confidential training materials into a training module and transitioned

to finding and setting up the bones of a proper education style website. While not having an NDA was frustrating, the team managed to mitigate the effects and turn them into something that could be considered more productive, as the team discovered the shortcomings of Kajabi and investigated LearnWorlds as an alternative and potentially better platform for hosting the training materials. The team would recommend that the Spring semester team assigned to Gun Dog and Hunter Safety be prepared for the potential that an NDA will not be completed and have a backup objective that can benefit both the team and the client.

## VII. Conclusion & Discussion

We are honored to have worked with Mr. Greg Art and Mr. John Swindle on the initial steps in establishing Gun Dog & Hunter Safety. Over the semester, the team has successfully completed the following objectives: redesigned and vectorized logos, established both a Facebook and Instagram business page, researched a potential online course tool, Kajabi, and created two surveys for hunters and veterinarians, using Google Forms.

The team has applied for a new team in the Spring 2024 term, see Appendix E. The primary goal of the Spring 2024 semester team is to implement the clients' training material into an online commercialized product. For this purpose, the team recommends that members of the next team consist of Digital Film/Media, Education, and Marketing majors to develop and sell the training material. Team members with prior or current hunting experience are not required, but it is recommended given the project work.

We have researched various applications for producing commercial online courses. The primary application the team worked with over the semester was an online tool called Kajabi. This website enables users to develop training products, promote this product with social media landing pages and to foster communities of users on the Kajabi website. However, towards the end of the semester another tool, LearnWorlds, was brought to the team's attention. Given the lack of time left in the semester, the team was unable to fully explore this website, but preliminary research proved that LearnWorlds is a potential candidate for the final product development.

To expedite the process in the Spring semester, the team recommends that the clients use the time between the two semesters to research and familiarize themselves with both tools, Kajabi and LearnWorlds, to decide which one best suits the needs of their company. Both tools

offer free trials that can be utilized to explore the capabilities of the websites without paying a subscription fee upfront. During this time, the team also recommends that the clients continue to manage the social media business pages by adding content to help grow the number of followers.

The bulk of the Spring 2024 team's work will be dependent on the completion of the Non-Disclosure Agreement (NDA), as described in Appendix H. It is essential that the next team work on the NDA immediately once assigned to the project to complete it while still having time within the semester to begin work on the clients' product.



## VIII. Appendices

### Appendix A: Scope of Work Original

#### Scope of Work:

Fall 2023

#### Overview:

The University of Colorado, Colorado Springs offers the only Bachelor of Innovation degree program in the world. The purpose of this program is to teach students the innovative process through practical application. Students enrolled in this program go through a three-class sequence, INOV 2010, INOV 3010 and INOV 4010. In these classes, students have the opportunity to work with clients, businesses, government departments, among other entities, as consultants throughout the semester.

#### Bachelor of Innovation Team:

4010 – Aimée Branine	<a href="mailto:abranine@uccs.edu">abranine@uccs.edu</a>	(719) 431-1535
2010 – Dave Genevich	<a href="mailto:dgenevic@uccs.edu">dgenevic@uccs.edu</a>	(719) 337-0300
2010 – Hawken McLaughlin	<a href="mailto:hmclaugh4@uccs.edu">hmclaugh4@uccs.edu</a>	(907) 831-6111
2010 – Patrick Rhody	<a href="mailto:prhody@uccs.edu">prhody@uccs.edu</a>	(717) 608-5722

#### Client Name:

Greg Art [<Greg.Art@gundogandhuntersafety.com>](mailto:<Greg.Art@gundogandhuntersafety.com>)

John Swindle [<John.Swindle@gundogandhuntersafety.com>](mailto:<John.Swindle@gundogandhuntersafety.com>)

**Project Name:** Gun Dog & Hunter Safety LLC

#### Project Purpose:

The purpose of the project is to develop a computer simulation based on the training materials created by the clients for their company, Gun Dog & Hunter Safety LLC. Currently, the hunting safety industry is focused on providing materials for novice hunters, not experienced hunters, particularly those who hunt with the aid of a hunting dog. Experienced hunters are more likely to invest money and time into training a gun dog and currently, the hunting industry fails to reflect this reality.

#### Project Benchmarks:

The team and the clients have agreed upon the completion of the benchmarks at the end of the semester as listed below, order of completion date:

- **Deliverable 1:** Game Design Document
  - The purpose of the game design document is to outline and organize everything the game simulation will need to be complete. The document will serve two purposes:

- 1.) To make the concept of the game-based training simulation clear to the current development team.
- 2.) To serve as a guide for future INOV Teams that will work on this project.
- This is a living document and can be subjected to change over the course of development, by both current and future teams, should the need arise.
- Projected Date of Completion: October 20, 2023
- **Deliverable 2: Unity Prototype**
  - The purpose of the Unity prototype is to create a simple yet effective version of the game simulation that encompasses the primary mechanics. This prototype will serve more as a proof of concept rather than a final product and can be given to future INOV Teams for refinement and polish.
  - Projected Date of Completion: November 20, 2023

### **Meeting Agreement:**

The team and the clients have agreed to meet on the following day and time for the course of the semester: Friday 10:00am – 12:00pm at the BI House, Cragmor Village Rd #2, Colorado Springs, CO 80918.

The team lead agrees to provide both the client and the team with a meeting agenda prior to the agreed meeting date. All notes taken during the meetings will be provided at the end of the semester.

## Appendix B: Scope of Work Revision 2



### Scope of Work:



Fall 2023

### Overview:

The University of Colorado, Colorado Springs offers the only Bachelor of Innovation degree program in the world. The purpose of this program is to teach students the innovative process through practical application. Students enrolled in this program go through a three-class sequence, INOV 2010, INOV 3010 and INOV 4010. In these classes, students have the opportunity to work with clients, businesses, government departments, and other entities, as consultants throughout the semester. Students practice ontological learning, which is learning by doing. Through this type of learning, students can directly apply what they have learned in a practical setting, allowing them to better practice and improve their skills in a team-based environment.

### Bachelor of Innovation Team:

4010 – Aimée Branine 	<a href="mailto:abranine@uccs.edu">abranine@uccs.edu</a> <a href="mailto:aimee.branine@gmail.com">aimee.branine@gmail.com</a>	(719)431-1535
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2010 – Hawken McLaughlin	<a href="mailto:hmclaug4@uccs.edu">hmclaug4@uccs.edu</a>	(907)831-6111

		
2010 – Patrick Rhody 	<a href="mailto:prhody@uccs.edu">prhody@uccs.edu</a>	(717)608-5722

**Client Name:**

Greg Art [<Greg.Art@gundogandhuntersafety.com>](mailto:<Greg.Art@gundogandhuntersafety.com>)

John Swindle [<John.Swindle@gundogandhuntersafety.com>](mailto:<John.Swindle@gundogandhuntersafety.com>)

**Project Name:** Gun Dog & Hunter Safety LLC

**Project Purpose:**

The purpose of the project is to develop a computer simulation based on the training materials created by the clients for their company, Gun Dog & Hunter Safety LLC. Currently, the hunting safety industry is focused on providing materials for novice hunters, not experienced hunters, particularly those who hunt with the aid of a hunting dog. Experienced hunters are more likely to invest money and time into training a gun dog and currently, the hunting industry fails to reflect this reality. Gun Dog & Hunter Safety, LLC, prioritizes safety above all else and believes that when it comes to the livelihoods of both hunters and their dogs, safety is non-negotiable.

**Project Benchmarks:**

The team and the clients have agreed upon the completion of the benchmarks at the end of the semester as listed below by order of completion date:

- **Deliverable 1: Logo**
  - The purpose of the logo is to repurpose the current raster logo into a vector logo that will be able to scale to different dimensions without losing information or clarity, enabling multiple uses across multiple platforms.
  - **Projected Date of Completion:** October 31, 2023

- **Deliverable 2:** Begin a social media presence
  - Given the short timeframe of the project, this benchmark will be focused on creating various social media accounts associated with Gun Dog & Hunter Safety LLC. The login information for these accounts can be passed onto the next team who can continue expanding the company's presence.
  - Based upon communication with the client, this includes Facebook, Instagram and a personal website.
  - **Projected Date of Completion:** November 20, 2023
- **Deliverable 3:** Adapt Chapters 1-2 of Course Material to Online Course on Kajabi
  - Given the limited timeframe of the project, the team will work on completing the online course for the first two chapters of the clients' course materials. This will serve as an example for future teams in how to continue adapting the material into an educational, interactive experience on Kajabi.
  - Dependency: This deliverable
  - **Projected Date of Completion:** December 1, 2023
- **Deliverable 4:** Create Survey for Hunters
  - The purpose of the survey is to collect data to better assess the target market for the company. A survey has already been written by the clients but will be converted into a Google Form to make it easier to collect responses.
  - **Projected Date of Completion:** October 20, 2023

### **Meeting Agreement:**

The team and the clients have agreed to meet on the following day and time for the course of the semester: Friday 10:00am – 12:00pm at the BI House, Cragmor Village Rd #2, Colorado Springs, CO 80918.

The team lead agrees to provide both the client and the team with a meeting agenda prior to the agreed meeting date. All notes taken during the meetings will be provided at the end of the semester.

### **Signatures:**

#### **Team:**

Aimée Branine



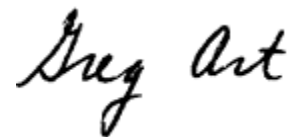
Patrick Rhody



Dave Genevich

#### **Client:**

Greg Art



David (Am)

Hawken McLaughlin

Hawken McLaughlin

## Appendix C: Scope of Work Revision 3

### Scope of Work:

Fall 2023

#### Overview:

The University of Colorado, Colorado Springs offers the only Bachelor of Innovation degree program in the world. The purpose of this program is to teach students the innovative process through practical application. Students enrolled in this program go through a three-class sequence, INOV 2010, INOV 3010 and INOV 4010. In these classes, students have the opportunity to work with clients, businesses, government departments, and other entities, as consultants throughout the semester. Students practice ontological learning, which is learning by doing. Through this type of learning, students can directly apply what they have learned in a practical setting, allowing them to better practice and improve their skills in a team-based environment.

#### Bachelor of Innovation Team:

4010 – Aimée Branine	<a href="mailto:abranine@uccs.edu">abranine@uccs.edu</a> <a href="mailto:aimee.branine@gmail.com">aimee.branine@gmail.com</a>	(719) 431-1535
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#### Client Name:

Greg Art [Greg.Art@gundogandhuntersafety.com](mailto:Greg.Art@gundogandhuntersafety.com)

John Swindle [John.Swindle@gundogandhuntersafety.com](mailto:John.Swindle@gundogandhuntersafety.com)

**Project Name:** Gun Dog & Hunter Safety LLC

#### Project Purpose:

The purpose of the project is to develop a computer simulation and related commercialization elements of the training materials created by the client, Gun Dog & Hunter Safety, LLC. Currently, the hunter safety industry is focused on providing materials for novice hunters, not experienced hunters, and not at all on those who hunt with the aid of a hunting dog. Experienced hunters are more likely to invest money and time into training a gun dog and currently, the hunter safety industry fails to reflect this reality. Gun Dog & Hunter Safety, LLC, prioritizes

safety above all else and believes that when it comes to the livelihoods of both hunters and their dogs, safety is non-negotiable.

### **Project Benchmarks:**

The team and the client agreed upon the completion of the following benchmarks by the end of the semester as listed below by order of completion date:

- **Deliverable 1: Logo**
  - The purpose of the logo is to repurpose the current raster logo into a vector logo that will be able to scale to different dimensions without losing information or clarity, enabling multiple uses across multiple platforms.
  - **Projected Date of Completion:** December 1, 2023
- **Deliverable 2: Begin a social media presence**
  - Given the short timeframe of the project, this benchmark was focused on creating various social media accounts associated with Gun Dog & Hunter Safety, LLC. The login information for these accounts can be passed onto the next team who can continue expanding the company's presence.
  - Based upon communication with the client, this included Facebook, Instagram, and a Company website.
  - **Projected Date of Completion:** December 1, 2023
- **Deliverable 3: Adapt Chapter 1 of Course Material to Online Course on the online training course platform Kajabi**
  - Given the limited timeframe of the project, the team completed chapter 1 of the client's course materials. This will serve as a "proof of principle" example for future teams to continue adapting the material into an educational, interactive experience on Kajabi.
  - This deliverable has been revised to reduce the overall scope given the time left in the semester and the incompleteness of the NDA.
  - **Projected Date of Completion:** December 1, 2023
- **Deliverable 4: Create Survey for Hunters**
  - The purpose of the survey was to collect data to better understand the target markets for the company. Two surveys were developed by the client and converted into a Google Form to make it easier to collect responses.
  - **Projected Date of Completion:** December 1, 2023

### **Meeting Agreement:**

Beginning on October 6 through December 1, 2023, the team and the client met weekly every Friday from 10:00am – 12:00pm at the BI House, Cragmor Village Rd #2, Colorado Springs, CO 80918.

The team lead agreed to provide both the client and the team with a meeting agenda prior to the agreed meeting date. All notes taken during the meetings will be provided at the end of the semester.



**Signatures:**

**Team:**

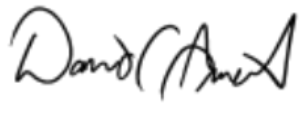
Aimée Branine

A handwritten signature in cursive script that reads "Aimee Branine".

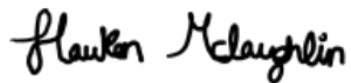
Patrick Rhody

A handwritten signature in cursive script that reads "Patrick Rhody".

Dave Genevich

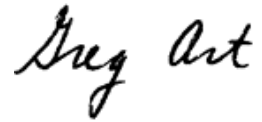
A handwritten signature in cursive script that reads "Dave Genevich".

Hawken McLaughlin

A handwritten signature in cursive script that reads "Hawken McLaughlin".

**Client:**

Greg Art

A handwritten signature in cursive script that reads "Greg Art".

## Appendix D: Fall Semester Client Application



**COMPANY CONFIDENTIAL**

### Application for a UCCS–BI Student Team Project

**Project Description:** Assist newly formed, Colorado-based Gun Dog & Hunter Safety, LLC in completing, producing, and promoting its first online course entitled "Hunting Safely with Gun Dogs in the Upland Field"

#### Background and important Issues for the Selection Team to Understand

With the first Hunter Education courses being offered over 50 years ago<sup>[1]</sup>, more than 600,000 students are trained and certified each year courses in the U.S.<sup>[2]</sup> each year at a cost of \$134M.<sup>[3]</sup> In spite of the investments made, *"Bird dogs are shot and killed accidentally more often than any seasoned hunter cares to admit"*.<sup>[4]</sup> The reason for this is that very little content in the Hunter Education materials addresses the specific issue of hunting with dogs.

For example, the Colorado Parks & Wildlife Huntmaster/Huntsman Manual last updated in March 2017 first mentions "dogs" in the context of safety on page 92 of 166. It simply says the obvious – "When conducting an upland hunt, you have to always be centered on safety. There are lots of people, dogs, and guns, safety concerns are great, and this is JOB 1." In later pages, it rightly mentions the scenario where one needs to be especially careful when a bird flushes too close to a dog or hunter – but that's the extent of the "be careful when hunting with dogs" topic covered. These are the only two instances of dogs being mentioned in the manual.

The Oklahoma Department of Wildlife Conservation Hunter Education Manual last updated in 2020 first mentions "dogs" in the context of safety on page 51 of 80 when they mention to be mindful of how the forecasted weather might affect both hunters and dogs. Again, that's the extent of the "be careful when hunting with dogs" topic covered in this document.

The Texas Hunter Education Instructor Manual revised July 2020 first mentions "dogs" in the context of safety on page 132 of 246 when they suggest a text question related to shooting birds on the ground in the presence of dogs. The last four lines of page 167 offer a number of sound safety-related suggestions. But again, that's the extent of the "be careful when hunting with dogs" topic covered in this document.

All these state-sponsored courses provide good, sound, important content, but they don't address the higher level of understanding needed for people to safely hunt with dogs. As a result, there is a significant gap in the training available for people to safely and responsibly hunt with dogs. The number of dogs either maimed or killed each year bares this out.

#### Footnotes

[1] <https://wgfd.wyo.gov/education/hunter-education>

[2] <https://www.ihea-usa.org/about-ihea/>

[3] [https://www.targettamers.com/guides/hunting-accident-statistics/#\\_ftnref8](https://www.targettamers.com/guides/hunting-accident-statistics/#_ftnref8)

[4] 2017. The Orvis Guide to Upland Hunting, p. 135. Available at

[https://www.amazon.com/gp/product/0789327740/ref=ppx\\_yo\\_dt\\_b\\_search\\_asin\\_title?ie=UTF8&psc=1](https://www.amazon.com/gp/product/0789327740/ref=ppx_yo_dt_b_search_asin_title?ie=UTF8&psc=1)

CONFIDENTIAL-GD&HS\_UCCS-BI\_Client\_Application\_230510.docx

Registered in the State of CO on April 13, 2023 by founders John Swindle and Greg Art (see relevant backgrounds below), the **Mission** of Gun Dog & Hunter Safety, LLC is: ***"Ensuring great memories through comprehensive, advanced hunter safety training."***

Our company **Vision** is ***"We save the lives of hunters and their gun dogs."*** To that end, we have drafted a deck of approximately 170 slides with narrative text which deals specifically with the topic of Hunting Safely with Gun Dogs in the Upland Field. We intend to develop subsequent versions for other dog hunting settings such as waterfowl, doves, rabbits, squirrels, and pigs.

Without these materials being developed and made available to the dog hunting community, countless hunters and especially their dogs will continue to be injured and/or killed.

### **Initial Target Markets**

Our first target market is existing, experienced upland hunters who currently own and hunt with a gun dog and secondarily, the organizations they belong to (e.g., Pheasants Forever, Quail Forever, the National Rifle Association (NRA), local hunting clubs, etc.). Our rationale for choosing this group is that it is these individuals who have the most invested in time, money (cost and maintenance of dog), effort (training), and emotional connection with the dog they already own, i.e., they have the most to lose by the lessons of this course not being followed by them and those they hunt with.

Potential markets (customer segments) for these courses include the following:

1. Hunters who have already passed a basic Hunter Safety course required by their state to hunt, but who want to get a better understanding of hunting (with dogs) before they acquire a dog or hunt with someone who does.
2. Hunt clubs who have property damage and liability exposure.
3. Insurance companies who offer coverage to individual hunters, hunt clubs, and businesses offering hunter-related products and services.
4. States where gun dog hunting is prevalent, e.g., Kansas, Colorado, Nebraska, South Dakota, etc.
5. Businesses which offer daily access to properties populated with hunting birds for individuals to hunt using either their own dog(s) or dogs owned by the business and have property damage and liability exposure.
6. Companies who sponsor employee events that involve shooting birds with the assistance of dogs.
7. Hunting lodges that host individuals and groups to hunt on their property and have property damage and liability exposure.
8. Hunting guides
9. Landowners who agree to allow hunters on their property and also have property damage and liability exposure.

UCCS BI Team Application  
Developing and Promoting Course #1: Hunting Safely with Gun Dogs in the Upland Field  
May 10, 2023

#

### **Project Description**

We would like a team of BI students to help us transform our draft training materials into a commercial grade computer-based training program, including, if possible, some scenario simulations using games including virtual reality. We would also like help in crafting content for the company website including a storefront which offers products recommended in our training.

### **Project Goals**

The goal of this project is to have v1.0 of the course "Hunting Safely with Gun Dogs in the Upland Field" commercially available through the Gun Dog and Hunter Safety website by August 4, 2023.

### **Time Availability**

Both John Swindle and Greg Art are retired from the full-time corporate world and can be available to meet with a student team on a regular basis – either in person via or Zoom or MS Teams.

### **Financial resources available**

We are currently in the process of raising monies from Federal, State, and private sources including sponsorships from companies who cater to the needs of hunters.

### **Staffing Needs**

Our current thinking is that we would like/need students with the following background/interests:

- Education
- Gaming
- Website design
- Computer-based training
- Database management
- Marketing

Students having firearms experience is preferred, but not needed.

### **Intellectual Property**

We plan to protect the content of our training materials via the usual copyright and trademark approaches.

### **Partners and Go To Market Strategy**

We have identified a number of dog and hunting organizations with which to partner including the National Rifle Association (NRA), Pheasants and Quail Forever, and Ducks Unlimited as well as a number of hunting dog trainers. At the proper time, we plan to approach these organizations, modify our teaching materials as needed to meet their respective needs/requirements, and then partner with them to market our course to their respective membership at a discount to the members and a "commission" to the referring organization.

### **Exit Strategy**

We intend to be open to acquisition / purchase from the various existing online hunter education providers and any other organization that might be interested.

### **Background of Founders**

#### **John Swindle**

John Swindle spent his career in sales management providing guidance and high-level technical sales approaches to the industries he has served. This responsibility of overseeing salespeople in an ever-changing industry required him to make sure that the companies he served continually evolved products that were always of the highest level of technology and ultimately safe for the users. Recently retired from the corporate world, John decided to pursue his passion of hunting over his gun dogs and pursuing both American Kennel Club (AKC) and American Pointing Labrador Association (APLA) titles for his dogs which have included the currently highest titled dog in the APLA and AKC Master Hunter. John is past President and current Vice President of the Rocky Mountain Pointing Labrador Club.

Over the years of hunting, John has witnessed several dangerous situations with his fellow hunters, including watching a highly titled dog of a friend being killed by an unsafe and under safety educated hunter while pheasant hunting. John has also known three people that have been killed in the field while bird hunting, including a friend who was killed just this past year. Over the many years of hunting over gun dogs he found that there was little information or safety programs that addressed the very dynamic environment of hunting with dogs and people. Logically, John decided to make a difference by starting a company with Greg Art to address a need for a higher level of safety while hunting over gun dogs. John is highly motivated to make a difference and eliminate anybody else from losing a friend or beloved gun dog to a preventable accident in the field.



UCCS BI Team Application

Developing and Promoting Course #1: Hunting Safely with Gun Dogs in the Upland Field

May 10, 2023

#

**Greg Art**

Greg has been a New Product Development professional for over thirty years. He currently consults in New Product Development where he helps companies improve the processes by which they develop new products and teaches project teams how those processes and associated tools should be used.

In 2014, Greg was the point person to a UCCS-BI student team on behalf of Surniak Enterprises, Inc. to develop a novel divot repair tool. As part of that engagement, he offered a two-day course entitled "Fundamentals of New Product Development Project Management & Leadership" at UCCS.

As a co-founder of Value Innovations, Inc., he presented "Applying "Value Innovation" Methodologies to Transform a Commodity into a Breakthrough" to the UCCS-BI program in 2008, and in 2003, he taught a two-day course entitled "Virtual Teams in Product Development" at the University of CO at Denver's Continuing Engineering Education Program in the Mechanical Engineering Department.

Greg has been a shooter for over 50 years including being an NRA-certified Expert Marksman, captain of his university rifle team, and a range safety officer. In 2016, he adopted Bud, a 1-year-old American Pointing Labrador Retriever and began hunting upland birds shortly thereafter. Greg and Bud also compete in a variety of dog sports including Agility, Barn Hunting, and Nose Work; they currently hold thirty-three titles in five different dog-sport disciplines.

Both Swindle and Art come from industries that are extremely safety conscious, i.e., where safety-mindedness is required and non-negotiable.

## Appendix E: Confirmation of Spring Semester Client Application

# CLIENT APPLICATION

### Bachelor of Innovation Client Application Form for a Innovation Student Team

Thank you for applying for a student innovation team. Your application has been received.

GoogleForms

This form was created inside of VAST Lab.

1/1

## Appendix F: 2023 Fall Semester Team Contact Information

The meeting notes and agendas from the Fall 2023 team can be found under Meeting Minutes in the company's Google Drive. Should the Gun Dog & Hunter Safety Spring 2024 team need to contact the Fall 2023 team about the project, or the work done in the Fall semester, the previous team members' contact information is listed below:

### Fall Semester Team:

<u>Name:</u>	<u>Primary Contact:</u>	<u>Project Work:</u>
Aimée Branine	<a href="mailto:abranine@uccs.edu">abranine@uccs.edu</a>	Survey & NDA
Dave Genevich	<a href="mailto:dgenevic@uccs.edu">dgenevic@uccs.edu</a>	Kajabi
Hawken McLaughlin	<a href="mailto:hmclaug4@uccs.edu">hmclaug4@uccs.edu</a>	Logo Designs
Patrick Rhody	<a href="mailto:prhody@uccs.edu">prhody@uccs.edu</a>	Social Media

### Client:

Greg Art	<a href="mailto:greg.art@gundogandhuntersafety.com">greg.art@gundogandhuntersafety.com</a>
John Swindle	<a href="mailto:john.swindle@gundogandhuntersafety.com">john.swindle@gundogandhuntersafety.com</a>



## **Appendix G: Login Information**

### **Gmail:**

The surveys, Kajabi, and logo designs can all be found on this account.

The username and the password for the Gun Dog & Hunter Safety account is listed below:

Username: [GunDogSafety@gmail.com](mailto:GunDogSafety@gmail.com) (Capitalization is optional)

Password: GD&HS-BI#12023

If the password has been changed in between the two semesters, then the team should contact the clients for the updated password. See Section I. Cover Letter or Appendix F for team and client contact information.

### **Social Media:**

There is no required login information to access the Gun Dog social media pages. For more information on how to access and edit the business pages, see Appendix J Social Media Materials.

## **Appendix H: NDA Materials:**

### **Description of NDA:**

The Non-Disclosure Agreement (NDA) document for the project is essential for the completion of the project. It is imperative that the next team lead begins work on the NDA immediately as this is a time-consuming process. The Fall 2023 team began the process of signing the NDA, but due to time constraints and communication issues, was not able to complete it. The purpose of the NDA is to protect the clients' proprietary market insights, information, marketing plans and strategies of the development of their flagship course 'Hunting Safely with Dogs in the Upland Field' and potential customer/client lists related to the proprietary material of the clients' Landowner/Hunter Recruitment system. Project work on the clients' product cannot begin until this NDA is signed and approved by the client, the team members, Bachelor of Innovation faculty and the Office of Sponsored Programs.

There are two documents that need to be completed for the NDA. The first document is the Non-Disclosure Agreement itself. This document needs to be signed by the following parties listed in the Important Information section below. Additionally, team members need to initial each page. The Fall team was not able to initial the document digitally but was able to print it out and physically sign each page. The second document is the Miscellaneous Agreement Approval form. This is an internal document within the university that needs to be signed by the listed parties described in the Important Information section below. The completion of the NDA is dependent on this Agreement form. Clear and consistent communication between all signing parties is key for the success of the NDA. If possible, the next team leader should try to organize a meeting between the client, the Innovation Team instructor and the Office of Sponsored Programs, Ms. Gwendolyn Gennaro and Mr. Paul Anderson to clarify the language within the NDA to avoid any issues with communication.

**Important Information for NDA:**

Links to Documents (if needed):

NDA: <https://osp.uccs.edu/resources/forms#NonDisclosure>

(Listed under Non-Disclosure Agreement)

Misc. Agreement Approval: <https://osp.uccs.edu/resources/forms#Awards>

(Listed under Awards)

Non-Disclosure Agreement Signing Parties' Contact Information:

Client: Greg Art

Course Instructor:

Team Members:

Office of Sponsored Programs Executive Director: Gwendolyn Gennaro

Misc. Agreement Approval Signing Parties' Contact Information:

Team Members:

Course Instructor:

Bachelor of Innovation Chair: Benjamin Kwitek

College of Language, Arts and Sciences, Department Head: Kelli J. Klebe

## **Appendix I: Logo Materials:**

### **Description of Logo:**

Gun Dog & Hunter Safety LLC had an existing logo. However, it was simplistic, monochromatic, and utilized stock imagery. Another concern was the use of a font included with Microsoft Windows. The team researched licensing for Windows fonts and discovered that any font included in the operating system is available for commercial use with no licensing or attribution required. The document can be found in Appendix N. Additional Information. The primary problem with the existing logo was that it was not vectorized, which means that it could not be scaled up or down without losing quality. This made it difficult to incorporate into websites, course materials, and social media that the client planned to create. They asked the team to recreate the logo using vectorized imagery to solve this issue. Adobe Illustrator was chosen as the software to perform the logo work. Various updated forms of the logo utilizing different elements, shapes and color schemes were also developed during the course of the logo work.

### **Important Information for Logo:**

Each version of the logo and their variants has been given to the client in a series of folders labeled V1, V2, V3...V7. Each contains a series of '.png', '.jpg', and '.svg' files along with a single '.ai' file. The '.ai' file contains vector information compatible with Adobe Illustrator, which is used to create the logo and its variations. The '.ai' file within each subsequent folder contains most of, if not all, the same data from all previous versions and variations of the logo. However, some later versions of the file have removed content (such as birds) from the original logo and its variants in accordance with client feedback.

Within the '.ai' files each version of the logo is contained in a distinct separate layer, except for the original logo and some of its variants which have several elements on separate

layers. These layers have distinct titles from each other, however, only the final version's '.ai' file will have the layers labeled to distinguish which elements belong to which variant of the logos. The other variant logos are still within the file but contained in invisible layers. Therefore, they are unable to be edited without toggling the visibility of the layer back on. Having multiple layers visible at once will cause visual clutter and cause difficulties while editing.

Keeping this in mind, future teams wishing to create additional versions by reusing or editing existing vector images should consider the following: The client has access to embroidery services which may incorporate physical versions of the logo. Future iterations or changes added to the existing files should keep in mind the sizing (particularly spaces between elements) and the number of colors, as price typically increases with the number of colors.

#### Logo Iteration 1:

For the first V1 logo iteration, the goal was simply to recreate the logo that was provided using vectorized images. In this version there was an image artifact as part of the logo, and it was implemented as an underline in the slogan. This was later removed at the client's request. Other corrections of a few small errors such as the awkward positioning of the gun were also addressed.



### Logo Iteration 2:

For the second V2 logo iteration, several changes were made, some at the request of the client and others simply to experiment with options. The aspect ratio was changed to square rather than rectangular, which allowed an increase in the length of the hunter's torso. The silhouette of the dog, the pheasants, and the hunter were also slightly modified to avoid the use of stock imagery; This version also reoriented the sizing and positioning of the title and corrected a small error in the font selection.



Also, the birds were changed to each have a unique silhouette (by tracing images of actual birds) and an alternate was created which used ducks rather than pheasants. Additional models were introduced to experiment with colors, particularly dark vs. light backgrounds and foregrounds.



### Logo Iteration 3:

For the third V3 logo iteration, alternate grass designs were included (after negative reviews of the cattail design), and gaps were added within the silhouette to create depth. Bird types were also mixed within the logo. The first version of the circular logo was also introduced,

which did not include any birds at all. Various colored versions were also submitted for the client's consideration.



Numerous other small details were changed as well, such as the exclusion of the 'LLC.' in the title, and the removal of the trigger finger within the trigger guard. The 'TM' trademark symbol was inadvertently left off this version.

#### Logo Iteration 4:

For the fourth V4 logo iteration, the missing 'TM' trademark symbol was reintroduced, as well as removing the gaps within the silhouette of the dog. Additionally, the company name was adjusted to be larger and more prominent. The barrel of the shotgun was also shortened and therefore not as close to the lettering.





Another alternate logo came about because of a suggestion from Patrick, which utilized a crosshair and the convenient fact that “gun” and “dog” have the same number of letters, as did “hunter” and “safety”. The ‘TM’ trademark symbol was accidentally not included on the new crosshair logo, which was then added back in V5.

#### Logo Iteration 5:

For the fifth V5 logo iteration, the design was changed to be more centered and bird-less, incorporating the new design from the circular logo in the square format instead. Another

**GUN DOG &  
HUNTER SAFETY**



variation was an alternative rectangular logo and several variants that only used the shotgun.



#### Logo Iteration 6:



For the sixth V6 logo iteration, the circular logo was updated with a thicker border as well as one without a border. Additional color schemes were also demonstrated based on the collection of colors selected by the client using [palleton.com](http://palleton.com), a color palette generating tool.

#### Logo Iteration 7:

For the final V7 logo iteration, a few recolors were exported based on the client's request and one new color scheme suggested by Aimée. Additionally, an alternate version which



featured a vest for the dog was created.

In total seven iterations of the logo have been created this semester, with rectangular, square, and spherical versions. Additionally, two alternate logos were also created, the shotgun

and crosshairs. All of the logo iterations were created with numerous colored versions and minor variations.

## **Appendix J: Social Media Materials:**

### **Description of Social Media:**

Gun Dog and Hunter Safety had no presence on social media and asked the team to create a Facebook and Instagram page for their business. We were able to successfully create and link the two pages and manage them under the Meta Business Suite. Currently the pages have little content on them, but the team has devised a strategy to grow the audience and keep the followers engaged as outlined in the Standard Operating Procedures for managing a Facebook page. There the Spring semester team will also find several procedures to facilitate administrative activities to ensure the smooth running of the pages. Mr. Art and Mr. Swindle would like to eventually connect the social media pages with their website to create a cohesive environment and push traffic towards their training products.

### **Important Information for Social Media:**

Gun Dog and Hunter Safety social media pages are located on the following links:

<https://www.facebook.com/profile.php?id=61552386968116>

<https://www.instagram.com/gundog.huntersafety/>

There is no specific login for the Facebook business page or the Instagram page for Gun Dog and Hunter Safety. As outlined in the Standard Operating Procedure (SOP) for managing a Facebook business page, the already existing administrators of the page must add your personal account as an admin to manage the Facebook, Instagram, and Meta business pages. Once a person is an administrator on the Facebook page, this status will replicate to the other pages.

## **Appendix K: Kajabi Materials**

### **Description of Kajabi:**

Gun Dog & Hunter Safety wants to create and market various training programs, with their initial offering to be centered specifically on hunting in the upland field with hunting dogs. Their plans are to eventually offer multiple training programs and hunting information systems, encompassing topics such as first aid, property owner protections and hunting dog testing. The clients had previously taken a training course offered on a platform called Kajabi and were acquainted with the owner of the training program, so were able to gather feedback on the platform. The clients asked the team to evaluate this platform against developing a training simulation game on the Unity game engine. The team performed an analysis of the implementations and together with the client, chose to implement their training systems on the Kajabi platform.

Kajabi.com is an online platform designed to host training programs, communities, and coaching services. Kajabi also contains an expansive array of marketing and web-hosting tools, including email campaigns and funnel and landing page systems. Once the decision was made to pursue implementation on Kajabi, the team was able to establish a free trial period and explore Kajabi in more detail.

The client declined to commit to a subscription to the platform at this time, so the training module the team created will not be accessible on the platform after December 2, 2023.

### **Important Information for Kajabi:**

Since the platform was established with a free trial that will have lapsed, there is no valid login information available. Each of the 31 pages of the training module has been saved, along with photo and other assets, in a .zip file on the [GunDogSafety@gmail.com](mailto:GunDogSafety@gmail.com) Google Drive. The

login information for this Google account is listed in the Appendix F. Some of the Kajabi  
Module 0 training pages are embedded here for reference:



### Module 0 - Introduction

**Welcome!**  
We'd like to thank you for taking the first step in educating yourself in the unique and dynamic ...

**Notice**  
We hope you find this course to be a great resource for your safety training. Our goal is that L...

**Why This Matters**  
To our knowledge, this is the first Hunter Safety program of its kind. This course focuses on pre...

**What We Don't Know**  
No Required Reporting - No Statistics Plenty of Stories Dogs Shot Dogs Severely Injured or Kl...

**What We Should Know**  
There is little or no safety training for hunting with Gun Dogs. State Agencies provide adequate ...

**0 of 32 Lessons Completed**

Hunting Safely with Gun Dogs in the Upland Field / Modules / Module 0 - Introduction / Welcome!

**Module 0 - Introduction** 32 Lessons

- Welcome!
- Notice
- Why This Matters
- What We Don't Know
- What We Should Know
- Hunting with Dogs is Different

[Mark As Complete](#)

## Welcome!

### Module 0 - Introduction

We'd like to thank you for taking the first step in educating yourself in the unique and dynamic environment of upland hunting with dogs and people present. The upland field demands that you as a gunner be continually engaged with many factors during the hunt, including your mental preparation, mental clarity and understanding of your surroundings at all times. This includes the movement of dogs and people, navigation of the terrain and finally the potential for the surprise of an upland bird presenting itself in a non-predictable flight direction. This non predictable flight of the bird makes it critically important to know where your hunting buddies and dogs are AT ALL TIMES. The decision window of whether to shoot or not shoot is very often no more than a couple seconds and it is during this time that there is the largest potential for a bad outcome in the upland field. Gun Dog & Hunter Safety is committed to doing its part in helping all our students have great memories when thinking about wonderful hunts with friends and our best dog buddies.



9	Goals and Considerations
10	Who Should Know This?
11	What to Expect
12	What Should You Know Already?
13	Who is John Swindle?
14	Greg Art
15	Let's Start to Think

Mark As Complete

## Who is John Swindle?

### Module 0 - Introduction

#### John Swindle

- Past President and Vice President – Rocky Mountain Pointing Lab Club
- Master Level Senior judge for the American Pointing Lab Association
- Owner of 2 Master Level Pointing Labradors; 1 Top Titled in the Country
- Avid bird hunter for many years
- Witness to a number of "near-miss" and not so near-miss "accidents"

We want to share a little bit about us. John Swindle has been an avid bird hunter for many years and currently owns two master level pointing Labrador Retrievers. Yes, they really do point.

During his many hours in the field, John has witnessed a good number of "near-miss" and not so near-miss "accidents".

You'll hear about a number of them during this course.

Finally, John is a past President and Vice President of the Rocky Mountain Pointing Lab Club and a Master Level Senior judge for the American Pointing Lab Association. John knows his stuff.

John continues to be a strong proponent for safety in the field as well as the hunt test world.

**John feels one of the saddest statements fellow friends and buddies say is "I have stopped hunting with several of my friends due to them being too unsafe to be around while hunting."**



10	Who Should Know This?
11	What to Expect
12	What Should You Know Already?
13	Who is John Swindle?
14	Greg Art
15	Let's Start to Think
16	Poor Puppet!

Mark As Complete

## Greg Art

### Module 0 - Introduction

#### Greg Art

- Past Treasurer – Rocky Mountain Pointing Lab Club
- Avid shooter for many years
- Past captain, collegiate rifle team
- Past indoor Range Safety Officer
- Witness to too many "range safety" violations in the field

I met John a number of years ago when he recruited me to be the Treasurer for the Rocky Mountain Pointing Lab Club shortly after I purchased my own Pointing Lab.

My background is more focused on the shooting side of firearms sports. I started shooting a rim fire rifle at the age of five and was a past Captain of my collegiate rifle team.

I've been a Range Safety Officer and witnessed way too many "range safety violations" out in the hunting field. We will spend quite a bit of time talking about the differences between operating a firearm on the range versus in the field, because what isn't safe on a shooting range isn't safe in the field either.



26	On the Level
27	Don't Look Back
28	Target Practice
29	Target Rich Environment
30	I'll Hold It for You!
31	Thank You!
32	Just a Few Questions for Example Q&A

Mark As Complete

## Thank You!

### Module 0 - Introduction

**Thank you for sharing our love of Gun Dogs and our deep commitment to Gun Dog & Hunter Safety.**

No part of this presentation may be copied or reproduced in any form by any process without permission in writing from Gun Dog & Hunter Safety, LLC.

Every effort has been made to make this presentation and its accompanying materials as accurate and complete as possible. All information contained in this presentation and accompanying materials have been compiled from sources believed to be the most accurate and reliable on the subjects covered at the time of its development.

## **Appendix L: LearnWorlds Research**

### **Description of LearnWorlds:**

The team was asked to evaluate another platform that is competitive with Kajabi in terms of their training hosting, community, and marketing tools. The new platform was first mentioned early in November, so a short first-look analysis and comparison of Kajabi and LearnWorlds was prepared and presented to the client. The client will evaluate LearnWorlds more extensively during the semester break and determine which direction they'd like to pursue.

### **Important Information for LearnWorlds and Kajabi Comparison:**

Kajabi doesn't appear to offer any way to add a 3rd party quiz tool into its offering. There are a variety of quiz solutions that range from free to hundreds per month. Some of them offer features such as embedding quizzes, secure exams and question banks which would allow you to categorize your questions and pull selected numbers of questions from each category. One such tool that was looked at is called ProProfs, [www.proprofs.com](http://www.proprofs.com). ProProfs was reviewed briefly as a representative of what's available.

In a look at LearnWorlds, the team was impressed. We felt they had very comparable features to Kajabi and what looks to be a more robust assessment building tool. LearnWorlds' pricing is a little higher per month for a similar set of features, at \$195 per month paid annually versus Kajabi's \$159 per month.

LearnWorlds seems to offer a larger variety of tools in their course structure as well, including the ability to add interactivity to videos, including questions, buttons for things like tips or feedback, pop-ups, and transcripts. Based on conversations the team and the client have had regarding learning methods, LearnWorlds warrants a more in-depth review. The time this semester was too short to evaluate another platform fully, but the team recommended, and the

client agreed, that their own research over the semester break might lead to a change in the delivery platform for their training and marketing.

This is the LearnWorlds plan comparison chart: <https://www.learnworlds.com/plans/>



## Appendix M: Survey Materials

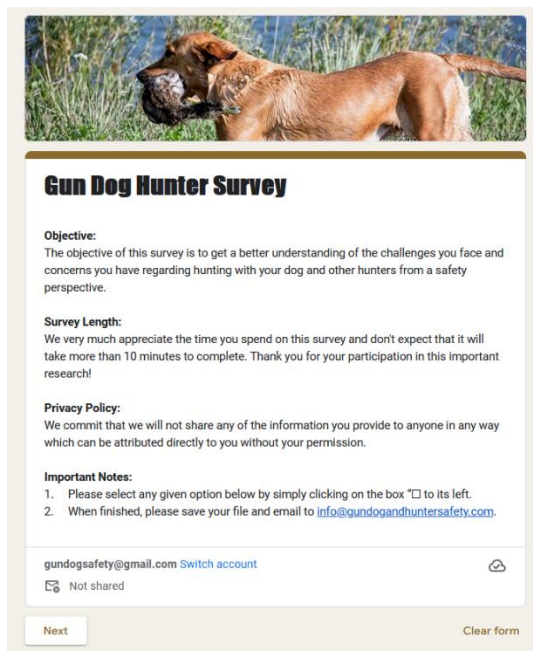
### Description of Survey:

The two surveys for hunters and veterinarians were completed using Google Forms.

Example screenshots of the completed surveys can be found below the Important Information section. However, the content of these surveys is subject to change if the need arises. Should the Spring 2024 team need to access or modify the surveys, the team can do so by logging into the company's Gmail account.

### Important Information for Survey:

The username and the password for the Gun Dog & Hunter Safety account can be found in Appendix G Login Information.



**Gun Dog Hunter Survey**

**Objective:**  
The objective of this survey is to get a better understanding of the challenges you face and concerns you have regarding hunting with your dog and other hunters from a safety perspective.

**Survey Length:**  
We very much appreciate the time you spend on this survey and don't expect that it will take more than 10 minutes to complete. Thank you for your participation in this important research!

**Privacy Policy:**  
We commit that we will not share any of the information you provide to anyone in any way which can be attributed directly to you without your permission.

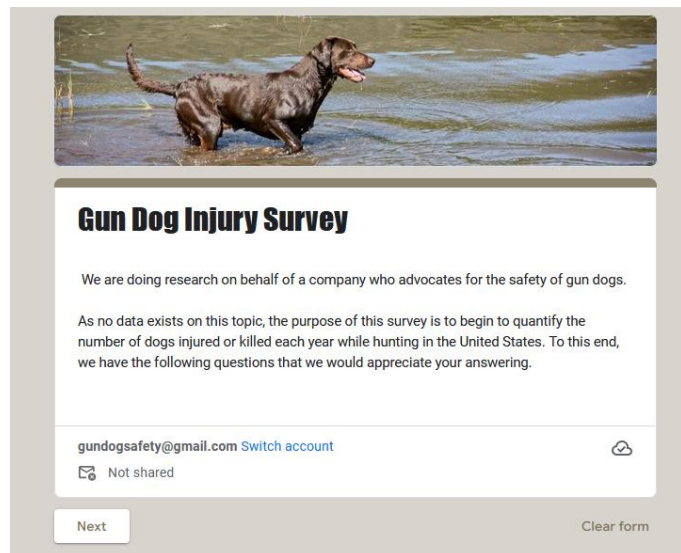
**Important Notes:**

1. Please select any given option below by simply clicking on the box ☐ to its left.
2. When finished, please save your file and email to [info@gundogandhuntersafety.com](mailto:info@gundogandhuntersafety.com).

[gundogsafety@gmail.com](mailto:gundogsafety@gmail.com) [Switch account](#)

Not shared

Next Clear form



**Gun Dog Injury Survey**

We are doing research on behalf of a company who advocates for the safety of gun dogs.

As no data exists on this topic, the purpose of this survey is to begin to quantify the number of dogs injured or killed each year while hunting in the United States. To this end, we have the following questions that we would appreciate your answering.

[gundogsafety@gmail.com](mailto:gundogsafety@gmail.com) [Switch account](#)

Not shared

Next Clear form

## Appendix N: Additional Research

We performed several smaller research and opinion tasks during the semester. The initial investigation of the Kajabi platform and a comparison with the Unity game engine resulted in the client selecting to move forward with Kajabi. Aside from presenting pricing information for each platform, our analysis was presented in the following slides:

Kajabi:

A presentation slide titled "Pros & Cons" for Kajabi. The slide has a dark teal background with a red vertical bar on the right side. The title is in white. Below the title, there are two columns: "Pros:" and "Cons:". The "Pros:" column lists five items: "Built to create and manage online courses.", "Does not take percentage of revenue", "Payment integration (Stripe, Paypal)", "Includes marketing, website and email capabilities", and "Manages memberships and communities". The "Cons:" column lists two items: "Unsure if it can support training simulations." and "Expensive per month at start-up".

### Pros & Cons

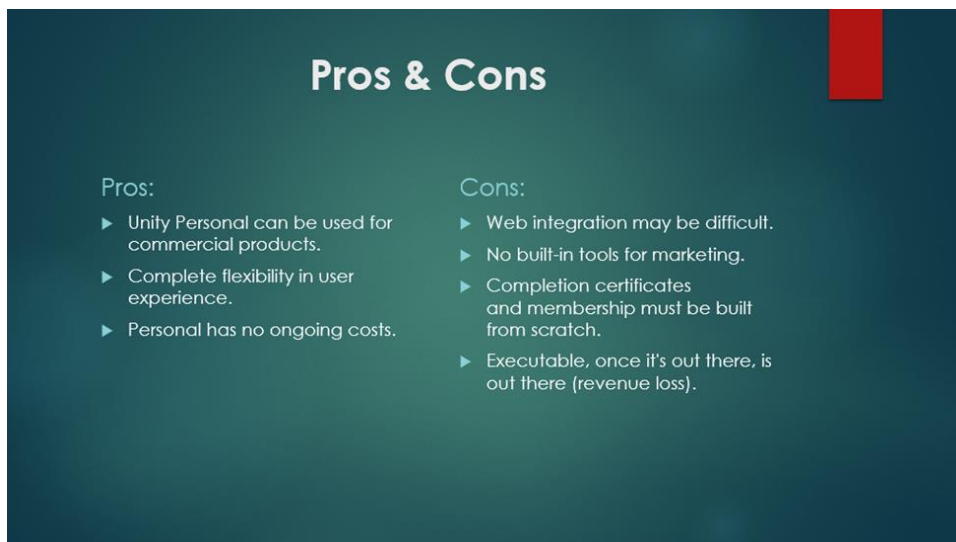
Pros:

- ▶ Built to create and manage online courses.
- ▶ Does not take percentage of revenue
- ▶ Payment integration (Stripe, Paypal)
- ▶ Includes marketing, website and email capabilities
- ▶ Manages memberships and communities

Cons:

- ▶ Unsure if it can support training simulations.
- ▶ Expensive per month at start-up

Unity:

A presentation slide titled "Pros & Cons" for Unity. The slide has a dark teal background with a red vertical bar on the right side. The title is in white. Below the title, there are two columns: "Pros:" and "Cons:". The "Pros:" column lists three items: "Unity Personal can be used for commercial products.", "Complete flexibility in user experience.", and "Personal has no ongoing costs.". The "Cons:" column lists four items: "Web integration may be difficult.", "No built-in tools for marketing.", "Completion certificates and membership must be built from scratch.", and "Executable, once it's out there, is out there (revenue loss).".

### Pros & Cons

Pros:

- ▶ Unity Personal can be used for commercial products.
- ▶ Complete flexibility in user experience.
- ▶ Personal has no ongoing costs.

Cons:

- ▶ Web integration may be difficult.
- ▶ No built-in tools for marketing.
- ▶ Completion certificates and membership must be built from scratch.
- ▶ Executable, once it's out there, is out there (revenue loss).

We were also asked to complete a portion of the NRA Firearm Safety Course to gain a fuller understanding of the type and caliber of training currently available in the marketplace. That training is located here: [NRA Training](#)

During the initial conversations on the logo redesign, the question of font and artwork licensing was discussed. We provided information from Microsoft regarding Windows font licensing and usage: [Microsoft Learn Font FAQ](#) Based on this information, the client and the team felt confident that using a Windows font commercially was permissible.

The team also reviewed training programs offered by another organization that would be considered a direct competitor to Gun Dog & Hunter Safety, named Kalkomey, [www.kalkomey.com](http://www.kalkomey.com). The analysis of Kalkomey was summarized verbally in the weekly meeting with the client as an organization that had a broad offering of outdoor recreational training videos. While they offered Hunter Safety training, it seemed to be an afterthought and not something they cared about in the same way as Gun Dog. Kalkomey started out in boating safety, and then grew from there, so they came at training offerings from a very different perspective.

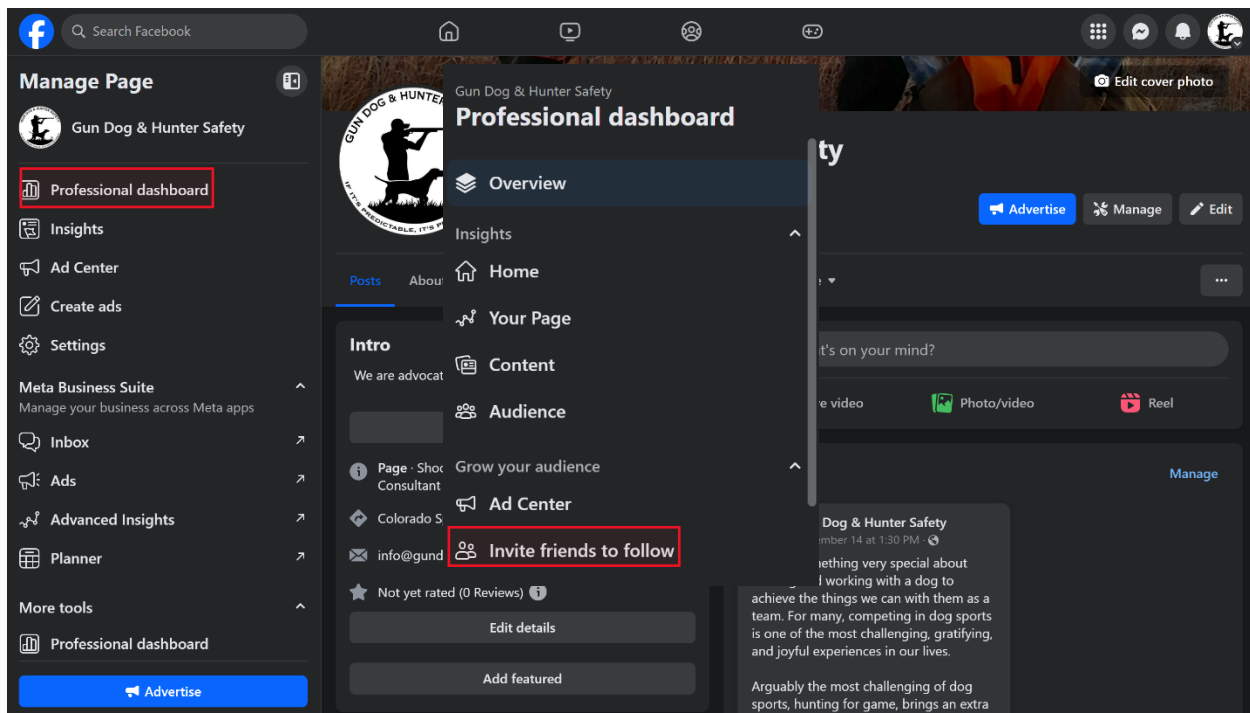
As plans were formulated for the style of training we eventually wanted to deliver, each team member also performed incidental research and anecdotal observations of personal experiences with online instruction and training. We referenced information from [Harvard University](#) regarding teaching styles and delivery of online content. The consensus was to deliver training in a multi-faceted approach, including text, video, photographic, graphical, and audio offerings, understanding that the more ways this information could be delivered the higher the likelihood of meaningful retention would be.

## Appendix O: Social Media Standard Operating Procedures

### MANAGING A FB BUSINESS PAGE, INSTAGRAM PAGE, AND USE META BUSINESS SUITE

#### INVITING PEOPLE TO FOLLOW YOUR PAGE.

- Click the “Manage” button or the “Professional Dashboard” button. (highlighted)

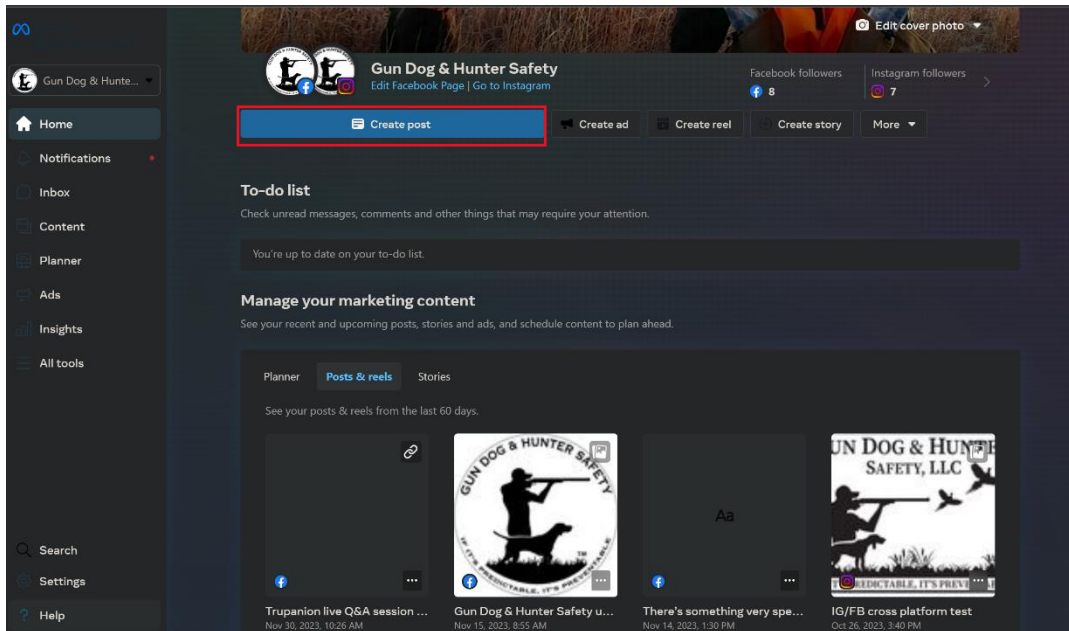


- Then on the left-hand side of the screen under “Professional Dashboard”, there is a dropdown titled “Grow your Audience” and there you will find “Invite Friends to Follow”
- A pop-up will appear asking you to switch your profile. Go ahead and click the blue “Switch Now” button.
- Your profile has been switched and a new pop-up with your friends list should have appeared. From here you can select all the people you want to invite.
- When you finish selecting, hit the blue “Send Invites” button. They should all get a notification to join the page. (Be mindful to not use this feature repetitively on the same people as it could annoy them.)

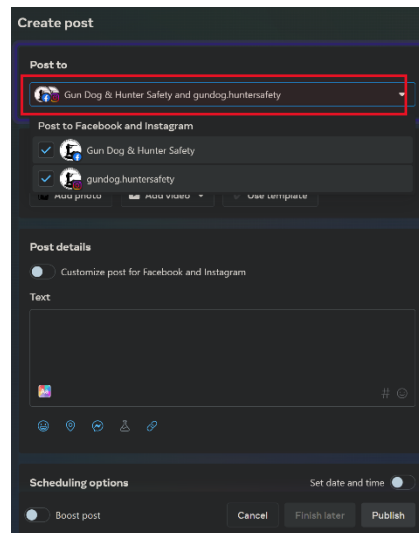
#### CROSS POST WITH FB AND IG

- Click the “Manage” button that is located on the right-hand side of the screen just below the banner.

- Scroll down on the left side of the screen till you see “Meta Business Suite”. Click that.



- From there at the very top is a “Create Post” button.
- You can then select which platforms you want to post to and what each of them will contain. Select the dropdown under “post to” and check the boxes for the platforms you



want to post to.

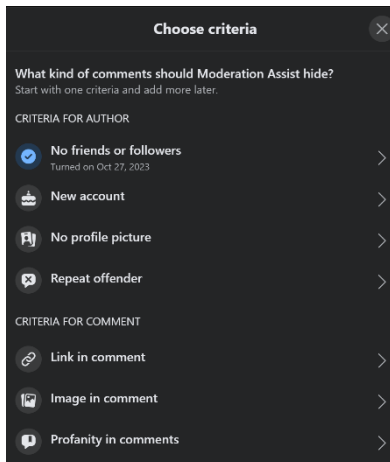
- You can also boost the post for a wider audience reach (may cost money), and schedule when it will be posted.

## MODERATING COMMENTS MANUALLY (case by case basis)

- When someone comments on a post, you have the option to delete or hide the comment.
- Press the 3 dots button next to the comment and select the appropriate action.
- Note: This means the comments will be visible for an amount of time until you take action.

## MODERATING COMMENTS AUTOMATICALLY

- Hit the manage button.
- Scroll down to “Moderation Assist”.
- From there you can choose criteria for accounts you don’t want to have any comment power or to censor certain words to keep the comment section squeaky clean.



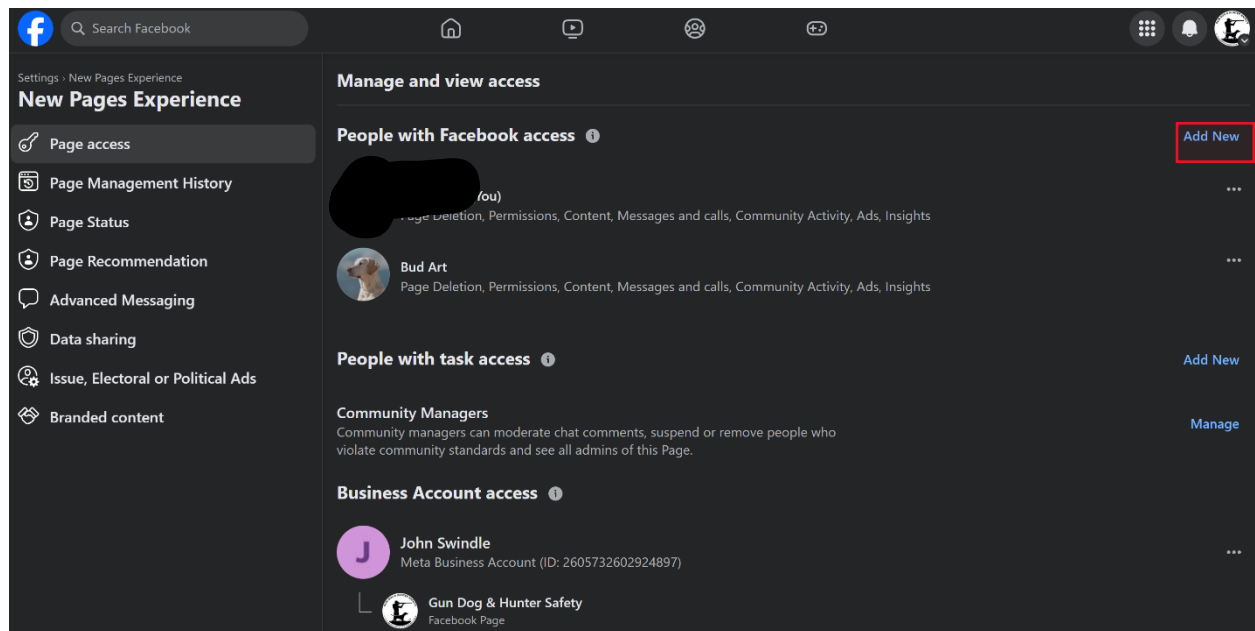
## CREATING ADS

- <https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page>
- Would be best completed through meta business suite.

## ADDING AND REMOVING ADMIN PRIVILEGES

- There is no specific account that is used to login to the business page. It requires an already established admin to add privileges to individual people of which can “switch into” admin.
- On the left-hand side of the page, click “Professional Dashboard”.

- Scroll down to “Page Access” From there, you can “add new” or “manage” administrative privileges.



## METHODS FOR GENERATING TRAFFIC ON THE FB/IG PAGES

- Play the algorithm game.
  - Consistently post multiple times a day to encourage people to interact.
  - When people reply to your post, react to their comment with one of the predefined reactions such as a like or a laugh.
  - Reply to comments to continue the engagement.
- For Instagram:
  - Browse around and find pages that have similarly aligned motives or motifs.
  - Like the pages and the posts to increase visibility of your page.