



Faculty of Fishing Profile - Have you heard about Faculty of Fishing?

Faculty of Fishing is a new, quickly growing, unique online training course that educates students of all ages on all aspects of the sport of fresh water fishing.

When the idea for Faculty of Fishing first came up, Terry McClymont an avid angler, a commercial airline pilot and owner of an aviation consulting company was chatting with a fishing buddy about recent work he was doing for an online aviation training program. His friend suggested that he create a similar program for anglers. After some time and consideration, Terry decided that if the idea was developed well, there would be real value in offering an in-depth online educational fishing program. He also felt that this was his opportunity to give something back to the sport that he was so passionate about and that he'd been enjoying for many years.

From these basic ideas, Terry began to map out the plan for Faculty of Fishing and additionally he began to think about who he needed to work with to make it happen. In the very early stages of developing the idea, Terry turned to friends and experts in the angling community and industry around North America. He knew their input in putting together high-level plans for his subject matter and format was necessary. In doing this, it quickly became clear that there was a lot of material to cover in order to offer something truly unique and educational. Content about presentations, gear, and species wouldn't be enough; to truly help anglers become more successful they would have to dive into the scientific side of fishing, and tackle topics like meteorology, water properties, and fish biology to really establish the foundation that would help people catch more fish.

Once Terry felt comfortable with the core concepts that had been developed, it was time to create a business plan and start to move forward into the process of growing Faculty of Fishing from an idea into a one of a kind program. He knew that it wasn't going to be easy, because it needed to be a thorough, dynamic, quality and professional learning experience.

Bringing this together in an online format would require the talents of many different types of experts. The next step was assembling a group of fishing experts who would dive into the research and content development necessary to turn Faculty of Fishing into an unprecedented educational experience. Outside experts, like biologists and meteorologists were also important contributors, making certain that no necessary organism, habitat, or condition would go unexplored. The material was developed around the freshwater fishing in North America however it truly is global in its reaches and will benefit freshwater anglers around the world.

As the content was compiled for a particular subject, Terry set many other parts in motion, including web, graphic, animation development, video production, narration editing, and studio recordings. Each of these pieces had to come together on every one of the many lessons that formed the primary modules that were to be ready for the official launch in the spring of 2010. The fast-approaching launch date meant that many of the people involved in the creative development of the program had to work fast and sometimes, around the clock. Actually many of them worked other jobs or were still in full-time school courses, yet were so committed to the project they stayed the course. Fortunately, their tireless efforts were put to good use, as one by one each lesson was reaching its point of completion, ready to be integrated into the first 4 learning modules.

As Terry began to realize just how much work was involved in developing the lessons, in addition to all of the marketing and logistics that needed to accompany them, it became clear that Faculty of Fishing needed to set some roots. This meant that the company needed to set up an office and enlist the help of full-time staff, including programmers and project managers. At the same time, Terry and his staff had to present the idea to the fishing industry, to seek out support and partnerships to help ensure a successful launch.

Terry was very fortunate as his good friend Andrew Klopak fell in love with the idea and volunteered his time and effort to see to it that Terry and his company would have a successful launch. Andrew founded and successfully lead the “not for profit” Young Angler program, which introduces young anglers to the sport of competitive fishing in a fun and family environment, and he recognized that Faculty of Fishing was another initiative that would support the growth of the sport that he himself was also very fond of. Andrew, with his valuable industry knowledge and experience as former President of Lund Boat Company, was convinced that the fishing industry would benefit from this unique initiative and felt that it was time to educate the angling community through a new format that would teach them on how to become better anglers and add to their fishing experience. Like the Angler Young Angler program that now caters to young anglers across North America, Andrew was confident that the program would have a long lasting effect on the participants that would sign up to take the course. His support for the program and the leadership role he offered up to Terry is sure to make a difference and bring that edge that Terry was looking for.

It was time to test the market with a sampling of the lessons that would make up the certification program and Faculty of Fishing was presented to various companies in the industry and was met with excitement, enthusiasm and the support Terry was looking for. Some partnering companies wanted to purchase enrollment vouchers to give to their customers as part of their marketing strategies; others wanted to contribute to the Faculty of Fishing grad gift by providing fishing tackle that would be presented to the program’s graduates as an acknowledgement for their achievement when graduating. Others still offered to do what they could to help spread the word about this new program. Big name industry players like Lund Boat Company and Pure Fishing partnered up quickly as they too recognized the value and positive impact that The Faculty of Fishing would have on the fishing community.

Additionally, Faculty of Fishing has even been approached by retail stores that are interested in using this program to train their fishing department staff and even a few lodges and resorts have inquired about certifying their guides using this program. Upon completing the official launch of the site with Fishing courses 1 – 4, the next steps for the Faculty of Fishing team is to create Species Specific courses and other specialty lessons which will allow graduates to really focus on becoming an expert on their favourite species or with techniques like precision fishing boat control. Subject Matter Experts comprised of some of the most recognized professional anglers in the industry will be revealing their best kept secrets in these specialty courses.

Thanks to the passion and efforts of Terry and Andrew, their staff, and other contributors, the idea is growing and is now ready to improve angler's success on waters all over North America. It has been said, "Knowledge is Power", and Faculty of Fishing agrees "More Knowledge, More Bites".