

Hunting, Fishing and Wildlife Recreation Participation Committee

Southeastern Association of Fish and Wildlife Agencies

2018 Annual Report

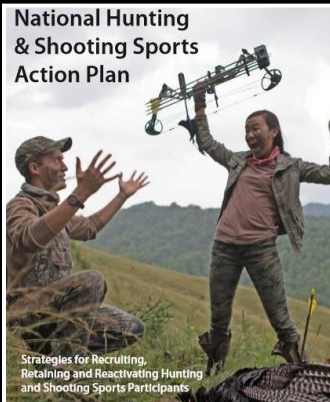


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2018-19 Committee Roster

State Agency

Alabama Department of Conservation & Natural Resources
Arkansas Game and Fish Commission
Florida Fish and Wildlife Conservation Commission
Georgia Wildlife Resources Division
Kentucky Department of Fish and Wildlife Resources
Louisiana Department of Wildlife and Fisheries
Mississippi Department of Wildlife, Fisheries and Parks
Missouri Department of Conservation
North Carolina Wildlife Resources Commission
Oklahoma Department of Wildlife Conservation
South Carolina Department of Natural Resources
Tennessee Wildlife Resources Agency
Texas Department of Parks and Wildlife
Virginia Department of Game and Inland Fisheries
West Virginia Division of Natural Resources

Member

Bill Freeman
Ben Batten
Chris Wynn
Tina Johannsen
Brian Clark (chair)
John Sturgis
Russ Walsh
Jason Sumners
Walter "Deet" James
Wade Free
Capt. Billy Downer
Don Hosse
Josh Havens
Brian Moyer
Zack Brown

U.S. Territory

U.S. Virgin Islands, Department of Planning and Natural Resources
Puerto Rico, Department of Natural Resources and Environment

Affiliate Member

U.S. Fish & Wildlife Service, Region 4, WSFR Program
Wildlife Management Institute, Southeastern Field Rep
The Wildlife Society, Southeastern Section

Representative

Mike Piccirilli
Jon Gassett
Michael Mengak

SEAFWA
Hunting, Fishing and Wildlife Recreation Participation Committee

2018 Meeting Agenda

Sunday, October 21, 2018

2:00 pm – 5:00 pm

Mobile Bay II Room, Renaissance Hotel, Mobile, AL

- | | |
|-------------|---|
| 2:00 | Welcome
Brian Clark, Committee Chair |
| 2:10 | Introductions
Members, Partners & Guests |
| 2:20 | *Business Item: Report on SEAFWA Travel Grants to National R3 Symposium
*Business Item: Opportunities for Committee Recommendations to Directors
*Business Item: State Reports |
| 2:30 | Update from the Archery Trade Association
Josh Gold, ATA |
| 2:40 | Update from Recreational Boating & Fishing Foundation
Stephanie Hussey, RBFF |
| 2:50 | Update from Southwick Associates
Rob Southwick, SA |
| 3:00 | Update from American Sportfish Association
Emily Beach, ASA & Rob Southwick, SA |
| 3:15 | Update on National Survey of Fishing, Hunting & Wildlife-Associated Recreation:
Brian Clark |
| 3:20 | Break |
| 3:30 | Discussion: Regional Priorities for National R3 Plan Implementation
(continued from National R3 Symposium) |
| 5:00 | Adjourn |

HUNTING, FISHING & WILDLIFE PARTICIPATION COMMITTEE		
2018 Meeting Attendance – October 29, Louisville, KY		
Committee Members	Name	Present?
Alabama	Bill Freeman	
Arkansas	Ben Batten	
Florida	Chris Wynn	
Georgia	Tina Johannsen	
Kentucky	Brian Clark	Yes
Louisiana	John Sturgis	Yes
Mississippi	Russ Walsh	
Missouri	Jason Sumners	
North Carolina	Walter "Deet" James	
Oklahoma	Wade Free	
South Carolina	Capt. Billy Downer	
Tennessee	Don Hosse	
Texas	Josh Havens	Yes
Virginia	Brian Moyer	
West Virginia	Zack Brown	
Affiliate Members	Name	Present
U.S. Fish & Wildlife Service	Mike Piccirilli	Yes
Wildlife Management Institute	Jonathan Gasset	
The Wildlife Society, Southeastern Section	Michael Mengak	
Other Attendees Present	Name	Member's Proxy?
Alabama	Marisa Futral	Yes
Alabama	Justin Grider	
Alabama	Daniel Musselwhite	
Arkansas	Chris Culclasure	Yes
Louisiana	Jack Montoucet	
Louisiana	Buddy Baker	
Louisiana	Rob Shadoin	
West Virginia	Kayla Donathan	Yes
Auburn University	Emily Nichols	
Council to Advance Hunting & the Shooting Sports	John Frampton	
Archery Trade Association	Josh Gold	
Archery Trade Association	Dan Forster	
Recreational Boating & Fishing Foundation	Stephanie Hussey	
Recreational Boating & Fishing Foundation	Dave Chanda	
Kalcomey	Mitch Strobl	
Dakota Partners	Bill Creighton	
U.S. Fish & Wildlife Service	Marilyn Lawal-Carter	
U.S. Fish & Wildlife Service	Bill Uihlein	
Southwick Associates	Rob Southwick	

2018 Annual Meeting Minutes - SEAFWA Hunting, Fishing and Wildlife Recreation Participation Committee

Sunday, October 21, 2018 | 2:00 pm – 5:00 pm | Renaissance Hotel, Mobile, AL

Committee Chair Brian Clark welcomed members and guests and provided an overview of the agenda.

Attendees introduced themselves, and state committee members/proxies provided brief updates on selected R3 activities in their respective states.

The National R3 Symposium, held in June 2018 in Lincoln, NE, was briefly discussed, focused on the regional breakout session conducted. Chair reported that \$4,200 of the \$5,000 travel grant made available by the directors was equally divided among 6 SEAFWA states that requested the assistance to help send a committee member/proxy to the National R3 Symposium. The committee expressed appreciation to the SEAFWA directors for their important support of this initiative.

Chair presented the opportunity for the committee to join two other SEAFWA committees (Wildlife Resources and Wetlands) in voting to recommend that SEAFWA submit letters issued to U.S. Congressional leadership in support of three pieces of federal legislation: NAWCA Reauthorization, Recovering America's Wildlife Act, and the 2018 Farm Bill. Attending members and proxies, and committee members who voted in absentia by email prior to the meeting, unanimously voted to recommend this action for all three bills.

Chair communicated a reminder to submit state reports to him as soon as possible. The deadline was extended due to recent hurricanes affecting several of our member states. Chair also shared 1) that the annual committee reports (including meeting minutes, state reports and handouts) will be compiled and posted to the committee page on the new SEAFWA website, and that there may be opportunity to also post presentations from each year's meeting on the committee page for those unable to attend.

Several presentations were given to update the committee on the recent work of several partnering organizations. These included:

- The Council to Advance Hunting & the Shooting Sports
John Frampton, President
- The Archery Trade Association
Josh Gold, Manager of R3 Programs
- Recreational Boating & Fishing Foundation
Stephanie Hussey
- Southwick Associates
Rob Southwick, President

Summary reports or graphics from these updates are provided in Appendix B.

Committee Chair shared a brief updates on the status of reports on the 2016 National Survey of Fishing, Hunting & Wildlife-Associated Recreation and related methodological research. The national report is now available from the U.S. Fish and Wildlife Service and U.S. Census Bureau. State reports are forthcoming from the 50 State Reports contractor, Rockville Institute.

Considerable time in the committee meeting was devoted to reviewing and discussing the notes from the Southeastern regional breakout session at the R3 National Symposium (see Appendix B), whose priorities are to be communicated to and addressed by the National R3 Implementation Workgroup. This workgroup is currently being developed and will work in conjunction with the regional AFWA Committees (including this committee) and partners to help advance R3 priorities and related initiatives at all levels.

The meeting was adjourned.

APPENDIX A:
STATE REPORTS

Alabama Department of Conservation and Natural Resources



New Programs or Initiatives

R3 Planning /Activity: ALDCNR Information and Technology section has updated and introduced a new interactive website for the department. This updated website has streamlined the public hunt registration, and licensing process, while providing information on events, rules and regulations in an easy to use format. For the Smart phone users, the same information can be accessed by using the new Outdoor Alabama app. The departments Information and Education/Marketing section has conducted news releases thru a wide variety of media outlets to include radio, television, and other news outlets. A new partnership has been formed between the ALDCNR and the Alabama Bicentennial Commission, to inform the public of conservation efforts of the past and the future in Alabama.

Collegiate Mentoring: The Collegiate Mentoring Program which was initiated in the fall of 2016 has been a success. The program focuses on providing students with practical hands on experience in a wide range of outdoor skills. Since its beginning over 80 students have participated in the program from Tuskegee University. At the present time plans are in effect to implement additional College Mentoring Programs at Auburn University, Troy State University, and Alabama A&M University.

Adult Mentored Hunt & Special Opportunity Areas, programs: ALDCNR Wildlife & Freshwater Fisheries Division launched the new Adult Mentored Hunt program for the 2017-2018 seasons. The program is designed to bring new hunters into the sport, provide opportunities to hunters with limited lifetime hunting experiences, and to reactivate hunters with limited previous hunting experiences. This program works in conjunction with ALDCNR's, Special Opportunity Area program. In its first year the 2017-2018 seasons, the Adult Mentored Hunt program held 18 events with 104 participants. Due to high number of applicants for these events the program was expanded to include a series of one day events, to be held on public Wildlife Management Areas. In an effort to keep the new hunters in the field ALDCNR has started a new Facebook page for the "New Alabama Hunter". Hunters that have participated in the Adult Mentored Hunt Program and their friends will be able to use this forum to access information.

Hunter Education/Range Days: This year marks the 25th year that completing the Alabama Hunter Education Program was mandatory. Approximately 4,846 students have participated in 203 courses, and another 7365 have taken the online course, resulting in 12,211 receiving certification. Range Days are offered and conducted throughout the state. ALDCNR conducts the "Range Days" as part of Hunter Education classes, as well as for special events. Twelve shooting ranges continue to receive excellent public use. Two ranges were renovated in 2018 to include new shelters and benches. One range is now fully staffed.

Updates on Existing Programs

National Archery in the Schools Program (NASP): 400 schools and over 60,000 students participated in the classroom program; 3,789 student archers from 180 schools participated in nine regional tournaments; 1,236 student archers qualified for and shot in the state tournament. Next year we will expand the state tournament into a two day event instead of one.

Community Archery Development Program: Fifteen community archery parks continue to receive excellent use. All facilities have a youth range, adult range, and an elevated platform. Three new archery ranges were opened in 2018, in Madison, Tallapoosa, and Elmore Counties.

Jr Olympic Archery Program: ALDCNR continues to partner with the various parks and recreation departments in the state to provide training and equipment for their archery programs.

Mentor Training Workshops: ALDCNR works with partners and volunteers to provide training for prospective mentors.

Youth Hunts: ALDCNR staff participates in a large number and variety of youth hunting events held in the state. This year our youth dove hunts involved 33 hunts. The hunts are a cooperative effort between DCNR, Auburn University, NGO's, local vendors and private landowners. Additionally, 21 WMAs host youth deer hunts and 23 WMAs host 23 youth turkey hunts.

Aquatic Education Program: ALDCNR fisheries Section conducted 39 fishing events reaching 4,643 participants; 135 Fishing classes conducted for various audiences reaching 3,561 participants; 102 casting classes were taught for 4,905 participants; eight presentations were made to 65 instructors about casting, fishing,/ aquatic education; additional information was presented to the public through displays, and the Sportfish ' Simulator was used at one event.

Becoming an Outdoors Woman: ALDCNR Hunter Education section has conducted the Becoming an Outdoors Woman for 22 years now in Alabama. The participants choose from more than forty classes, which include shooting, hunting, and fishing events. This program is offered two weekends a year and has a maximum capacity of 140. It is normally full.

Explore Bow hunting: EB in Alabama has trained 105 instructors since the program's onset. The program is taught in Vo-Ag High School classes& Parks and Recreation programs.

Arkansas Game and Fish Commission



New Programs or Initiatives

Catfish Tagging Promotion: The AGFC Fisheries Division's, Family and Community Fishing Program (FCFP) work with generous local retailers and a local land owner to sponsor a new summer catfish tagging promotion. AGFC has noticed, that due to hot summer climates, the FCFP urban fishing locations experience less use. To combat that and encourage fishing, the program stocked large Blue Catfish that were generously donated to us from Baxter Land Company in South Arkansas. Each of the FCFP's 36 locations got five tagged catfish that ranged in size up to 40 lbs. Anglers that caught and reported the tagged fish were eligible to receive a prize that was donated from one of eight local Little Rock retailers. Prizes included gift certificates, merchandise, or even a new kayak. The promotion was extensively advertised via AGFC media outlets (website, radio, print, and social media). Of the 180 tags, 55% were reported.

Fishing Event Evaluations: Starting in spring 2018, the Family and Community Fishing program hosted the first five 'Family Fun Day' events. This was also the first time our agency has implemented an online and on-site event registration form. This registration form was used to track attendance but also provided a means to collect an e-mail address for a post-event survey. Four post-fishing event surveys were sent via e-mail to registrants of the individual events. Information collected included basic demographics, but also behavioral information such as fishing frequency, site selections, and intended behaviors. Over 85% of respondents across the events indicated that they would attend another FCFP fishing event within the next 12 months if available!

Hunt Natural Mentor Program: Arkansas Game and Fish Commission is launching a new Hunt Natural Mentor Program this fall that is committed to increasing hunting opportunities for beginner hunters. This new program is finding existing hunters that are community leaders across all 75 counties that can serve as volunteer coordinators for mentor hunts in their county. These Chief County Volunteers will work with AGFC staff to provide safe and rewarding experiences for Arkansans who otherwise would not have the occasion or connections to learn how to hunt.

Outdoor Skills Program: The new Outdoor Skills and Abilities courses from the AGFC Education Division this Fall will offer a wide range of training that will help develop the skills necessary to become a sustainable member of the hunting community. Courses will include fishing, hunting, archery, trapping, conservation leadership, paddle sports, game calling, watchable wildlife, marksmanship and game processing. The courses will be open to all Arkansans and will be based on existing knowledge and skill sets. Participants will hone their skills with training from some of our states best outdoorsmen and outdoorswomen guiding them from beginner to mentor level technique. Skills and training courses

will be offered year-round at AGFC Nature and Education Centers and by Regional Educators at local community centers.

Partnership with 4H: AGFC signed an MOU agreement with the University of Arkansas Extension Service that has coordinators for youth programming at a county level. We are working to collaborate across mutual programs like mentoring hunting, shooting sports, habitat management projects and a student videography team.

Hunters Pledge and Mentor Contest: On National Hunting and Fishing Day, the AGFC launched hunters pledge initiative focused on bringing awareness to the decline in hunting and fishing participation in Arkansas. This fall we have a series of multi-channel marketing campaigns focused on driving consideration of existing and lapsed hunters taking a beginner hunting this season. There is an online pledge component at HuntersPledge.com We are partnering Ducks Unlimited, NWTF, Delta Waterfowl, Friend of the NRA and the Arkansas Dog Hunters Association to promote and award hunters that are taking the pledge. There are several sweepstakes that are part of this effort. We are also promoting this at large-scale events like the Arkansas State Fair where we will be giving out over 3,000 prizes to hunters taking the pledge.

Mid-season this effort will shift gears to start celebrating those who are mentoring this season. The mentor contest allows users to submit photos and short stories of their hunts for a chance to win free hunting gear. The grand prize winners for deer, duck, predator and small game mentor will win a new firearm from the Arkansas Game and Fish Foundation.

Updates on Existing Programs

Family and Community Fishing Program: AGFC partnered with municipalities to stock 36 waterbodies in population centers across the state with 150,000 Fish. Catchable trout were stocked in the winter and channel catfish in the spring and summer. The group also hosted over 20 community fishing events with partners including municipalities and NGOs to increase awareness of the program stockings and locations. In the spring, the program held its first 5 “Family Fun Day” events that were half-day interactive events, centered on fishing. Other activities that were available included kayaking, catfish cleaning, and cooking demonstrations, as well as staff on site to be instructional and assist with fishing activities. For one of the Family Fun Day events, the program partnered with Univision Spanish language television station to do exclusive marketing to the Hispanic community. Over 500 Hispanic residents attended.

Additionally, the program co-sponsored the largest community fishing event to date. The Family and Community Fishing program partnered with Community First Alliance to host a family day that included fishing at our central Little Rock location, MacArthur Park, and had outdoors activities for children as well as vendors that hosted health screenings, food, and prize giveaways. The April event brought in over 3,000 people!

Aquatic Resource Education: Through this past fiscal year (July 2017-June 2018), the Aquatic Resources Education worked with the Fisheries Division to supply catchable fish to 239 different fishing derbies across Arkansas that included 24,191 participants. The also offered 39 fishing clinics that covered topics such as Fishing 101, Lure Craft and Fish biology, reaching 2,393 participants. The AGFC Mobile aquarium was present at 116 venues with an estimated reach of 211,577 people.

Becoming an Outdoors Woman: Arkansas BOW had 138 attendees at their fall workshop. Women were offered class choices that included 1/3 each of fishing, hunting, and non-consumptive use offerings.

Arkansas Youth Shooting Sports Program: This program is statewide and focuses on the next generations of target shootings. We have starting to draft shooters out of this program for hunting opportunities. Targeting those who have shooting skills and the mandatory hunter education course to participate in this program. We identify those who have an interest in hunting but don't have access to hunting opportunities. This program just finalized training for over two new volunteer coaches and have well over 900 volunteer coaches working with students across the state.

Florida Fish and Wildlife Conservation Commission (FWC)



During the last year, R3 has been adopted into the Commission's strategic initiative *Expanding Participation in Conservation* (EPIC), one of six areas of focus for the Commission. The FWC R3 Steering Committee, made up of members from across our agency, has provided advice and counsel to our two full-time R3 Coordinators as they continue to work internally, and with our stakeholders and partners to enhance our R3 efforts. The Fish and Wildlife Foundation of Florida, the Commission's citizens support organization has joined our R3 effort by providing funds to conduct focus groups with college-age residents and create pilot programs to reach that unique market.

Upcoming

Florida Fishing R3 Summit: The FWC will be hosting their first R3 fishing stakeholder summit in April 2019, located in Orlando, FL. The FWC will be working with industry and manufacturing leaders, angler organizations, and members of the fishing community to discuss Florida's R3 Fishing Action Plan, The Sport Fish Restoration Program, and ways of creating partnerships that work towards common goals of R3.

R3 Program Updates

[The Florida Youth Conservation Centers Network](#) is the foundation for achieving FWC's strategic initiative, "Expanding Participation in Conservation." This initiative is creating the next generation that cares by empowering youth and families to participate in traditional outdoor recreation at four youth conservation centers operated by FWC and at over 350 partner locations.

[Youth Licenses](#): FWC developed youth fishing and hunting license options for youth under the age of 16. These licenses allow youth to proudly carry a license and support conservation while learning about the North American Model of Wildlife Conservation. Nearly 4,000 youth licenses have been issued since their introduction in October 2012.

[Boating Re-registration](#): Boating is a gateway to the outdoors and leads to increased recreational participation. FWC partnered with the Recreational Boating and Fishing Foundation to send 100,000 mailers to lapsed registration owners encouraging them to re-register their vessels. During the 42-day period, 4,530 boat owners re-registered their vessels.

[TrophyCatch](#): This incentive-based conservation program promotes the catch and release of largemouth bass weighing 8 pounds or heavier in Florida. The purpose of TrophyCatch is to transform and activate the angling community into becoming "Champions for Conservation" by empowering anglers as citizen scientists that assist the FWC in making informed decisions for managing Florida's freshwaters. In six seasons, TrophyCatch has recorded more than 7,846 trophy bass caught and released in Florida waters and has more than 25,000 registrants.

[Catch a Florida Memory](#) rewards anglers for their fishing achievements while encouraging them to target a variety of species, cultivating an interest in saltwater fishing, expanding fishing experiences for seasoned anglers and strengthening marine fisheries conservation ethics. It includes three programs (Saltwater Grand Slams, Saltwater Fish Life List and Saltwater Reel Big Fish) that are free, available year-round and open to all ages and experience levels. Nearly 800 people have participated by submitting photos of their saltwater catches, with more than 350 submissions in the past year alone; and over 1,300 user accounts have been created on [CatchaFloridaMemory.com](#).

[High School Fishing Initiative](#): In 2016, FWC partnered with RBFF, FLW, and several other organizations to establish new high school fishing clubs and teams throughout Florida, as well as support existing clubs and teams. Grants of up to \$500 were provided to 46 clubs/teams, resulting in more than 1,200 students either beginning or continuing their involvement in high school fishing. This school year, FWC continued their High School Fishing Program by developing a new approach, consisting of 15 new clubs and 15 existing clubs. Throughout the school year, the 30 clubs will use a curriculum and materials that support Florida's Education Standards, while enhancing their fishing skills and knowledge of conservation and resource management. Evaluation for this program will be completed by 2019.

[Fishing Education Programs](#) include Women's Fishing Clinics, Adult Fishing Clinics, Kids' Fishing Clinics, Nature Coast Fishing for Youth and Fish Camps. All events are designed to introduce participants to basic saltwater and freshwater fishing skills, how to be responsible resource stewards, and build confidence and excitement in fishing. Over 100 events are held each year, reaching thousands of participants throughout Florida.

[Youth Hunting Program of Florida](#) introduces youth and their parent(s)/guardian(s) to safe, responsible hunting. The program encourages outdoor activities through hunting trips led by trained volunteer hunt masters and other volunteers in cooperation with private landowners who host the weekend events. During the 2017-18 hunting season, the program provided 73 hunts influencing 1,082 youth and parents.

[The National Archery in the Schools Program](#) is a partnership between Florida Department of Education and the FWC. The program promotes education and participation in the shooting sports by providing Olympic-style target archery training in physical education classes for 4th-12th graders. As of June 30, 2018, 15,150 students are participating in the program from 144 schools.

[Becoming an Outdoors Woman](#) workshops focus on providing conservation education and outdoor skills training for adults interested in activities such as hunting, target shooting, fishing, canoeing, and camping. These workshops quickly and consistently sell out. Two workshops were held in 2017 with 208 total participants.

[GoOutdoorsFlorida.com](#): Customer experience and engagement through the recreational licensing system has been an effective way to stay connected and reduce churn. Automated renewal reminder emails keep customers licensed without lapsing; license package options allow new and returning customers to choose what they need by activity; automatic renewal programs allow customers to be continuously licensed by opting-in to have licenses and permits auto-renewed; and in partnership with Brandt Information Services, FWC's digital marketing campaign uses a blend of strategies to reach new people online, specifically aiming for adults with outdoor interests.

Georgia Wildlife Resources Division



Georgia R3 Initiative & State-Level R3 Plan: The Georgia R3 Initiative began in December 2015 with the hiring of an R3 Coordinator. The position is employed by the Georgia Wildlife Federation, with support provided by: Wildlife Resources Division, Safari Club International, Quality Deer Management Association and National Wild Turkey Federation. The *Georgia Hunting Action Plan* was developed to define the strategies and actions needed to increase participation in and societal acceptance of hunting in Georgia. Implementation of the actions is being conducted by the R3 Coordinator, stakeholders, and R3 committees. All of the committees have made progress and there have been several exciting initiatives, including but not limited to the Georgia Mentor Competition, "How I Became a Hunter" video series, and Hunting Safety and Liability Fact Sheet.

Field to Fork Program: Field to Fork was adopted in Georgia in 2016 to teach adults interested in taking ownership of their protein source how to hunt. The program just finished its third year in Athens, GA. This program is starting to reshape the way the hunting community thinks about targeted recruitment and likely has a wide-reaching ripple effect within local food-focused communities. With funding from the National Shooting Sports Foundation (NSSF), the entire program in GA was documented this year and a video will be released early 2019 to help industry, the existing base of hunters, and potential participants better understand why this program is having an impact.

College Learn to Hunt Programs: Georgia Wildlife Federation received a grant from NSSF to expand the college learn to hunt programs in Georgia. These funds will allow for the purchase of equipment to start a program at Abraham Ballwin Agricultural College (ABAC). Additionally, funds will be used to hire two Campus R3 Coordinators (student interns) to run the University of Georgia and ABAC programs.

National Archery in the Schools Program: Over 30,000 students participated in the 2017-2018 National Archery in the Schools Program under the direction of 200 NASP certified teachers and coaches and our state was 4th in the nation in the NASP Academic Archer program, which honored the over 1,200 Academic Archers in Georgia schools.

Give it a Shot: Modeled after NSSF's First Shots Program, WRD hosts basic firearms classes at staffed shooting ranges for novice and first time shooters. Last year we hosted 13 programs for 93 (69 adults, 24 youth) participants across the state, and we are currently expanding this program to other ranges. So far, women's handgun classes have filled quickly and generated waiting lists.

Youth Shotgun Programs: The Scholastic Clay Target Program is a varsity sport in two of Georgia's independent school systems. Last year almost 500 students participated in program. Teams in the program are given grants by the Wildlife Resources Division. One grant stipulation is that the school team must complete two advanced hunter education programs. These programs can include processing a deer, helping plant wildlife opening or dove field or going on a hunt. Many teams have chosen to meet their advanced hunter education requirement by participating in youth hunts for dove, rabbit, quail and raccoon.

Hunt and Learn programs, held primarily at Charlie Elliott Wildlife Center, but also at Chattahoochee Fall Line Wildlife Management Area near Geneva, introduced 69 parent-and-child pairs to the dynamics of a hunt, game animal biology, and hunting as a means of conservation. These programs are a bridge to young people being taught firearm safety basics and hunting ethics. Classes include the appropriate basics of squirrel, deer, rabbit, quail, falconry, or turkey hunting and how to care for harvested game. In FY18, we hosted 9 Hunt & Learn Programs for 144 youth and adult hunters. In fiscal year 2019 we are adding adult only programs.

Becoming an Outdoors-Woman (BOW) and Beyond: BOW is an educational program offering hands-on workshops to women of all ages and fitness levels. These workshops are hosted at various locations in the state and allow participants to develop hunting, fishing, boating and other outdoor recreation skills, while also providing insight into the management and preservation of the natural, historical and cultural resources of Georgia. These sessions provide novices and more experienced participants with the knowledge and experience to pursue their outdoors interests at the conclusion of the workshops. During FY18, we hosted 5 BOW workshops for 76 participants. Programs held during FY 18 included our annual BOW workshop for 32 women. Our Beyond BOW events included Handgun 1 Workshop (17), Coastal BOW workshop (7), Handgun II workshop (4), and The Land of the Trembling Earth workshop (12).

Keeping Georgia Wild Day (Previously called JAKES Day) drew an estimated 1,150 guests. Activity stations included a kids fishing events, archery, BB gun tent, live animal presentations, and trap shooting.

Fish and Learn program Pilot program for nine parent-child pairs. Participants not only learned basic fishing techniques, they were introduced to types of rods and reels, fished in three ponds at Marben Public Fishing Area and investigated fish biology.

Give Wildlife a Chance Poster Contest: Students from 31 schools participated in the 28th annual Give Wildlife a Chance Poster Contest. This art contest encourages students to explore the wonders of Georgia's native plant and animal species. Taking to heart the 2018 "Nature at Night" theme (which also was the State Parks Division annual theme), K-5th graders submitted about 1400 posters. State winners' artwork was displayed at the State Botanical Garden and announced via the Division's social media sites.

Youth Birding Competition: In April 2018, WRD and partner organizations sponsored the 13th annual Youth Birding Competition to cultivate an interest in birding and wildlife conservation. About 80 youth ages 4-18 took part in the birdathon, competing on 27 teams to identify as many bird species as possible within 24 hours. Eight of the teams were new in 2018 and received help from more seasoned YBC participants. The winning team observed 161 species. Fundraising for wildlife conservation and a T-shirt Art Contest that drew 123 entries also took place in conjunction with this event.

Youth Birding Competition: In April 2017, WRD and partner organizations sponsored the 12th annual Youth Birding Competition to cultivate an interest in birding and wildlife conservation; 25 pre-K-12th grade teams competed to identify as many bird species as possible within 24 hours. The winning team hit a new record with 170 species. The GA Youth Birding Competition was the template used by the Race 4 Birds Foundation that is working to introduce the youth birding competition concept across the nation in an effort to engage young people with birds and the outdoors.

Outdoor Adventure Days: Each year WRD hosts Outdoor Adventure Days for the public often in conjunction with National Hunting and Fishing Day. Participants are exposed to a variety of outdoor

education and recreational opportunities including: wildlife education programs, fishing, boating, air rifle and archery. Surveys of some Outdoor Adventure Days suggest over half of participants tried a new outdoor activity at these events.

Kentucky Department of Fish and Wildlife Resources



R3 Strategic Planning: In April 2017, KDFWR held a full-day “R3 Workshop” with support and assistance from the Council to Advance Hunting and the Shooting Sports (Samantha Pedder) and the Wildlife Management Institute (Matt Dunfee). We invited stakeholders such as statewide/regional sportsmen’s and conservation groups to send representatives to participate. The program consisted of ½ day of introductions and presentations on the status of participation nationally and in Kentucky, followed by breakout sessions aimed at identifying strengths, weaknesses, opportunities and threats to participation in wildlife-related recreation. Participants had opportunity to volunteer for service on several related committees, addressing topics such as planning and evaluation, marketing and communications, etc., whose input would be used to formulate a written, statewide R3 plan. These committees helped to formulate strategies and develop priority action items for the first iteration of the plan, which is being finalized in winter 2018-19.

Collegiate Mentoring: Since the original student-mentor hunts with Murray State and Eastern Kentucky University were first held in 2013, our collegiate programs have flourished. We have formed new partnerships with Morehead State University, Western Kentucky University, and Campbellsville University; through these, 473 students were introduced to hunting and the shooting sports through programs like shotgun and crossbow clinics, Field to Fork workshops, and student-mentor hunts. The program further expanded in 2018 by inclusion of University of Kentucky in an AFWA Multistate Grant Project designed to evaluate the potential benefits of R3 efforts with college students (project spearheaded by Lincoln Larson).

Field to Fork and Hook & Cook programs: KDFWR continues to offer adult learning programs aimed at new, food-motivated participants. Field to Fork entered its eighth year, and we continue to expand the offerings (now including deer, turkey, waterfowl, squirrel and dove hunting), totaling 15 workshops and mentored hunts in 2018. Ongoing hunter participation rates are as high as 75% two years after course completion. The demand continues to exceed our capacity, which we are working to expand through partnerships with NGO partners and Mossy Oak—a presenting sponsor for Field to Fork in Kentucky and who mobilized its pro staff to help with instruction and mentoring for courses. KDFWR created two full time, merit R3 Specialist positions whose duties include coordinating adult learn to hunt programs like Field to Fork and collegiate programs. We also continued Hook and Cook (a parallel fishing program begun in 2016) aimed at food-motivated adults, with 5 workshops conducted in 2018.

Hunter Education Range Days at Events: Since inception of the online Hunter Ed courses in Kentucky, “range days” have been offered at various events to help meet demand for the firearms practical portion that is required in addition to the classroom portion. During the past year KDFWR

offered this range day opportunity at the Kentucky State Fair, outdoor shows/expos, and partners' events such as NWTF Jakes Days and local sportsmen's group outreach events. In 2018, we certified 298 graduates at various events through the air rifle range and staffing by Hunter Ed instructors.

Fishing in Neighborhoods (FINs): KDFWR partnered with municipalities to stock 270,300 fish in 43 lakes situated in population centers across the state in urban/suburban communities. Our evaluations of this community fishing program has shown excellent return on investment in terms of recruitment and reactivation of anglers.

Aquatic Education/Fishing Outreach: KDFWR offered or partnered in formal education fishing events reaching 7,992 youths (under 16). We conducted a Bowfishing 101 class with 15 attendees; Anglers Legacy (15 standard classes with 201 attendees, 3 kayak classes with 86 participants, and 5 Teachers Tackle Box (a fishing program for teachers and educators) classes with 31 attendees.

Wildlife Viewing: KDFWR partnered with Kentucky State Parks and other organizations to offer eagle, sandhill crane, songbird, and elk watching tours that again included about 2,000 participants in 2018.

Youth Hunts: KDFWR staff participated in a variety of youth hunting and fishing events, primarily supporting other organizations who hosted these events. KDFWR officially offered 11 mentor-youth hunts for deer, dove, squirrel, turkey or waterfowl hunts involving 167 youths during 2018.

Becoming an Outdoors Woman: KDFWR hosted 1 BOW weekend and 2 Beyond Bow events (which included a variety of activities) that included about 100 adult participants.

National Archery in the Schools Program (NASP®): Kentucky NASP® had 771 active schools reporting 152,017 students receiving in-school instruction. The program also certified 686 new Basic Archery Instructors increasing the total to 3,033 Kentucky BAI; 6,504 students participated in the 2018 Kentucky state NASP® tournament.

Salato Wildlife Education Center: In 2018, our education center on agency headquarters campus had 44,450 visitors. Numerous special events, school groups and gatherings were also held at the center, including National Hunting & Fishing Day festivities and our state R3 Strategic Planning committee meetings.

Scholastic 3D Archery: KDFWR continues to sponsor of S3DA in Kentucky. The program continues to grow, with over 1,000 students currently participating through S3DA clubs or teams in the Commonwealth.

Louisiana Department of Wildlife & Fisheries



Existing Programs

Louisiana Hunting Heritage Program (LHHP) - The Louisiana Hunting Heritage Program accepts applications from individuals who either sign up as a mentor or apprentice hunter. The program works to connect an apprentice hunter to a mentor who can guide along the path to becoming a hunter.

Families Understanding Nature (FUN Camp) – Two events hosted yearly, father/child & mother/child. Attendees participate in various outdoor staff lead activities such as shooting, fishing, camping and outdoor cooking. The incentive behind this program is to create an opportunity where by a youth and adult guardian can learn outdoor skills together. Sixteen youth/adult pairs attend each session.

Becoming an Outdoors Women (BOW): BOW has held its ground as a popular program offering outdoor skills education to women in Louisiana. 130 participants gather annually to take part in this program.

National Hunting & Fishing Day (NHFD): Four events are held annually across the state which are open to general public participation.

NASP – 23,113 students received NASP instructions with 174 active schools currently active in the program. Two regional tournaments were hosted resulting in one final state tournament for 2018. A total of 750 – 800 students competed in each tournament held.

Youth Hunts – The LDWF continues to offer youth hunting opportunities for different species on public lands statewide. These hunts offer hunting opportunity to a youth who has access to a mentor. Some are available as general public hunts and some quota limited.

Explore Bowhunting – Explore Bowhunting is offered to schoolteachers and instructors who work with outdoor recreational groups. Trained instructors can borrow equipment kits from LDWF to host workshops.

Hunter Education – Offered statewide through staff and volunteers.

Youth Hunter Education Challenge (YHEC) – Conducted by the volunteer hunter education instructors association and LDWF education staff. One state completion held annually.

Mississippi Department of Wildlife, Fisheries, and Parks



New R3 Programs

Seasonal Retention/Reactivation Emails: In 2018 MDWFP started a seasonal retention email campaign focused on updating hunters about topics concerning each hunting/fishing season and prompting them to purchase a hunting/fishing license. We kept these emails short and simple and included promotional video and articles pertaining to that specific season. Overall, these campaigns were very successful in terms of customer engagement, and we are working to collect data to see how many licenses were sold through the link in the email.

Updates on Existing Programs

The Youth Participation Initiative (YPI) Program: YPI was established in 2009 by a legislative appropriation (amount per year \$160K-\$170K) to provide funding for educating children in the areas of hunting, fishing, conservation, and safety. The MDWFP encourages applicants to focus on the education, recruitment, or retention of youth in the areas listed above or in any safety issues arising from the areas of hunting, fishing, or conservation. Preference is given to projects demonstrating focus on new ideas, new programs, or programs directed at involving youth that have little or no prior experience in the fields of hunting, fishing, or conservation. To date, \$1,714,899.00 has been awarded to help fund 225 projects. The MDWFP is an active partner in many of these projects, such as Youth Waterfowl Hunting & Education Initiative Camp, Camp Fish, Golden Triangle Outdoors-Deer Hunt for Youth with Disabilities, Youth Trappers College, Wildlife Conservation Camp, Youth Sea Camp, and YPI Squirrel Hunt. 30 projects were approved and held across Mississippi and 12,400 youth were educated or introduced into the outdoors through the Youth Participation Initiative this year.

Archery in Mississippi Schools (AIMS): AIMS introduces 4th-12th grade students to the sport of International-Style Target Archery during their Physical Education Class and as an extracurricular team sport. Mississippi Department of Wildlife, Fisheries, and Parks (MDWFP) is the driving force behind AIMS. The program, which began in 2005 with 10 schools, is now over 500 schools and in over 50 counties with more than 80,000 students participating each year. The growth of AIMS has followed the national trend of Archery being the fastest growing sport nationwide and statewide. The first statewide Archery Invitational was held in Mississippi in 2011 with 400 student archers competing; that number has expanded to over 5,000 student archers competing annually in the AIMS State Championships. Mississippi students also rank at the highest levels in both National and International Archery competitions every year.

Fishing Rodeos: Fishing has long been a popular outdoor activity but many people, especially children, have limited fishing opportunities. It is the goal of our program to introduce rodeo participants to fishing and recruit them to be responsible, licensed anglers and good stewards of our aquatic environment. Events will feature educational activities focusing on fish, fishing, and environmental concerns. These quality fishing experiences will be provided in a controlled and safe environment. Our rodeo ponds are well stocked with channel catfish to meet our participant's expectations of catching fish. Fishing educational and technical information are provided by our Fisheries Technical staff, biologists from the Mississippi Museum of Natural Science, and volunteer anglers. Boating safety information is provided by our Law Enforcement Bureau. We schedule 50 or more rodeos a year, in all areas of the state, with over 6,000 kids participating. The events are held on Saturday mornings and registration usually begins between 7:00 - 9:00 AM. A schedule is available on the Outreach and Education page under the Fishing Rodeo Schedule tab.

Youth Waterfowl Hunting and Education Camp: MDWFP annually partners with Ducks Unlimited, Inc. to apply for funding to host the Youth Waterfowl Hunting and Education Camp. The camp's mission is to recruit and retain waterfowl hunters and to increase support for wetland conservation and waterfowl hunting in Mississippi. The camp is much more than a youth waterfowl hunting trip. Youth ages 13-16 will increase their knowledge of waterfowl and wetland biology and management. Classroom discussions and hands-on exercises are led by biologists and other professionals to help students gain a better understanding of wetlands, waterfowl, and ethical hunting practices. In addition, local field trips to public and privately managed wetlands expose youth to the diversity of habitats that waterfowl use in Mississippi. The camp concludes with an optional, adult-supervised waterfowl hunt for camp participants ages 13-15. Youth ages 13-16 are encouraged to apply, however, only youth under the age of 16 will be eligible to participate in the waterfowl hunt. Because of limited space, only 15 youths are selected for the camp. Prior hunting experience is not required to attend, however, a desire to learn about waterfowl, wetlands, and hunting is needed. Meals and lodging are provided for campers. Campers will arrive on a Thursday afternoon/evening, and will be picked up on the following Sunday around noon.

Camp Fish: Internal R3 efforts included a one-day fish camp for MDWFP employees that was hosted by the Fisheries Bureau. Camp participants learned about the Fisheries Bureau, and they helped with fish sampling and data collection. Campers also received instruction about fishing gear, general fishing techniques, and cleaning their catch. The majority of the camp was dedicated to teaching MDWFP employees how to fish with a hands-on fishing experience on one of our stocked education ponds.

WMA Youth Dove Hunts: Two youth dove hunts were held in 2018 on MDWFP Wildlife Management Areas. Over 100 youth/adults participated in the hunts. Each youth participated in gun safety and skeet shooting sessions prior to entering dove fields for an afternoon hunt.

Missouri Department of Conservation



Updates on Existing Programs

R3 Planning

Missouri completed its R3 plan in 2017⁸ and is in the process of implementing its objectives and strategies. The biggest key is to develop ways to see if there are direct pathways from our many R3 programs that are leading people to become involved in the outdoors. We are also working on the ability to track program attendees not only from program to program but also linking into our permit system to see if we are creating consistent permit buyers. Plans are underway for a meeting/summit of R3 partners in early 2019.

R3 Programming

This past year MDC staff conducted 701 public outdoor skills programs for 14,077 attendees. Work plans for the current year include 992 R3 specific programs, which will be offered to the public at no charge.

North Carolina Wildlife Resources Commission



New Initiative Updates

Getting Started Outdoors (GSO) Hunting Workshops: Significant emphasis is being placed on GSO development following a conservation partner facilitated pilot deer hunting GSO in 2017 in which 24 “new to hunting” adults were introduced to deer hunting during an 8-hour, multi-faceted hunting-related skills and strategies experience. Efforts moving forward include building participant social capacity (*non-hunting individuals lacking an existing and readily available hunting mentor*) and social support (*non-WRC instructors/presenters*), continuation of the multi-state agency/university AFWA Funded College Student (AFCS) GSO’s with the first scheduled for October 27 of this year (2018) while also providing three annual, demand dependent, conservation partner facilitated, state-wide, geographically focused WRC GSO’s (deer and turkey) within the Coast, Piedmont and Mountain region of North Carolina. Unlike the 2017 pilot, however, we are also building social capacity for post-workshop mentored hunts via willing mentors (WRC and otherwise) beginning with the Oct 27 2018 AFCS GSO.

Retailer Gear Days: Currently on hold while building social capacity, social support and interested, willing retailer partners.

Existing Initiative Updates

Skills-Based Hunting Seminars and Events: Forty-one (41) hunting-related events were conducted at Thirty-eight (38) locations between Spring 2017 and Fall 2018 with 1,846 in attendance. Most hunting-related events were hunting seminars, but also included two pilot events including one GSO Deer Hunting Workshop (noted above) and one Retail Gear Event. Skills-based seminars and Gear Events remain ongoing, but greater emphasis (resources and effort) will be focused on GSO hunting workshops for “new to hunting” individuals lacking social support via an existing mentor.

Youth Hunter Education Skills Tournaments: 330 teams comprising over 3,000 students representing 209 public and private schools, homeschool associations and 4-H clubs participated in 9 regional tournaments and over 550 students competed in the state tournament.

Aquatic Education/Fishing Outreach: NCWRC provided 687 programs for 4,119 adults and 13,448 children.

National Archery in the Schools Program (NASP): 10,398 students participated from 64 schools this past year, 453 participants from 26 schools participated in the NC State Tournament, 81 qualified for the National Tournament, and 12 schools participated in the National Tournament.

Wildlife Viewing: NCWRC provided 377 bird, herp, black bear and elk watching tours that reached 9,195 participants.

Youth Hunts: NCWRC staff participated in a variety of youth hunting and fishing events, primarily supporting other organizations who hosted these events. WRC officially offered 5 youth/mentor hunts for deer and dove involving 115 youths.

Shooting Range Use: NCWRC owned and staffed shooting ranges provided 1,040 days and 8,320 hours of target shooting opportunity to the public with more than 26,000 visitors.

South Carolina Department of Natural Resources



New Programs or Initiatives

College Deer Clinics: The SCDNR has partnered with Clemson University to offer one-day deer hunting clinics to college students who have never been hunting before. Response to the clinics has been overwhelming, and participant slots have filled quickly with individuals from diverse demographic backgrounds. Three clinics have been held thus far (2015, 2016 & 2017) with 58 participants. Preliminary evaluation efforts suggest that these clinics have been very successful tools for increasing interest in and awareness of hunting and hunting-related benefits. Clinics have also helped students develop skills needed for successful hunting experiences. To provide opportunities for these aspiring young adult hunters to get some field experience, the SCDNR partnered with the National Wild Turkey Federation to offer mentored deer hunts. Several students successfully harvested their first deer on these hunts. Other students have ventured out on their own after the events to successfully harvest deer on public lands. To build on these encouraging success stories, we will continue tracking the long-term hunting participation of clinic participants.

Updates on Existing Programs

Take One Make One: The Take One Make One Program (TOMO) provides a specific mechanism for students ages 10-17 to learn about safe and ethical hunting through first-time youth hunts. Participants are paired with experienced hunters who sponsor and actively participate in TOMO's hunting mentorship program. TOMO also offers public clinics to teach difficult techniques such as marksmanship, game preparation, and habitat management. The TOMO program coordinated fifty (50) youth hunts in 2017 with 215 youth participating. These hunts included deer, dove, turkey, squirrel, and waterfowl hunts. In addition to mentored hunts, TOMO sponsored three hunting clinics: one for deer, one for ducks, and one for turkey.

The TOMO Program also has a 48' Heritage Trailer and 9 smaller trailers promote the SC Department of Natural Resources and its goal of introducing youth to the outdoors. These trailers are utilized in all four Law Enforcement Regions of the state at the sportsman's events and other public functions. TOMO trailers participated in 65 events in 2017 with over 111,210 people participating.

NASP: South Carolina currently has 240 active schools with approximately 43,823 students participating statewide in the National Archery in the Schools Program. Participation at the state archery tournament has grown to the point that three days are required to host this event. In March of 2018, one thousand thirty-four (1,034) students from across the state participated in the three-day state tournament. Thanks to sponsors, \$52,500 in college scholarships were awarded to graduating seniors at the State event. In addition, the SCDNR sponsored the third annual State NASP/IBO 3D

Tournament held in conjunction with the State NASP event. Five hundred seventeen (517) youth participated in this event with \$9000 in scholarships awarded to graduating seniors.

Scholastic Clay Target Sports: The South Carolina Department of Natural Resources Scholastic Clay Target Sports is a team-based youth development program that uses the shotgun sports of trap, skeet, and sporting clays to instill life skills such as discipline, safety, teamwork, ethics, self-confidence and other life values. The program utilizes these disciplines to teach hunting skills through the safe use of hunting equipment including firearms and their relationship to hunting situations. The SCDNR sponsored four skeet and trap events this year as well as a sporting clay event. These events are open to any youth in grades 6-12 who have successfully completed a hunter education course and is a part of a DNR sanctioned school or club team. Five hundred thirty shooters (530) participated at Skeet events and five hundred eighty-two (582) participated at Trap events. Six hundred twenty-five (625) youth shooters participated in the SCDNR Youth Sporting Clay Open with 2,000 people in attendance. Thanks to sponsors, \$64,000 in college scholarships were provided to graduating seniors who attended clay target events.

Family Fishing Clinics: Family Fishing Clinics teach kids, with their parents or other family members, the basics of fishing from knot tying, casting, rigging, to how to handle your catch, how to properly use live bait and how to fish. Recruitment for participants was done through social media, agency press releases and through partnerships with state parks. Approximately 1,966 participants took part in 67 Family Fishing Clinics in 2017-18. At each event, A Beginner's Guide to Angling, a Fishing Tackle Loaner flyer and fish identification materials were distributed to participants.

Fishing Rodeos: Fishing rodeos are events to provide fishing opportunities for young anglers. A total of 27 events were held reaching 3,708 youth participants.

High School Fishing League: SCDNR has partnered with the Bass Federation and BASS to promote youth bass fishing clubs with middle and high school age students in public, private and home schools. The clubs offer an opportunity for youth to learn angler ethics, conservation and general fishing knowledge as a part of the club. Forty-nine (49) school teams participated in the program in 2017 with an estimated 600 total club members. A total of 132 kids participated in the 2018 annual DNR sponsored state fishing tournament.

Youth Dove Hunts: SCDNR offered special youth dove fields across the state at seven separate locations on 6 dates during the 2017 dove season. Only youth 17 and under may shoot on the field. Youth 15 years of age and under are required to be accompanied by an adult 21 years or older. The adult may not hunt.

Texas Parks and Wildlife Department



New Programs or Initiatives

Toyota ShareLunker

The Toyota ShareLunker Program was relaunched in January 2018 after a 30 year run as a successful bass breeding/angler recognition program. The purpose of the relaunch was multi-faceted: 1) Reinvigorate and modernize the brand; 2) Broaden the participation in the program to appeal to more anglers; 3) Encourage anglers to provide fish catch data to help improve bass fisheries science.

In the past, only anglers who caught a largemouth bass weighing 13 lbs. or greater and loaned it to TPWD's breeding program during the spawning season (October-April) were able to participate and be recognized. Under the new program, any angler who catches a largemouth bass weighing 8 lbs. or greater at any time during a calendar year and provides the required catch information to TPWD can participate in the program and be recognized and be rewarded in exciting new ways. A new mobile app was also launched to make it easier for anglers to participate and provide their catch information (including photos) back to the department.

The relaunched program has an energized "tournament" style logo with the new tagline "Bigger Better Bass". Four levels of achievement were developed, each receiving at minimum vehicle decal for their achievement class and a "catch kit" with sponsor samples:

- Lunker Legacy Class: Angler who catches a 13 pound or larger bass and loans it to the program during the spawning period Jan. 1 to March 31;
- Lunker Legend Class: Angler who catches a 13 pound or larger largemouth bass Jan. 1 through Dec. 31 (but does not loan it to the program) and enters the required catch information;
- Lunker Elite Class: Angler who catches a double-digit largemouth bass 10 to 12.99 pounds Jan. 1 through Dec. 31 and enters the required catch information;
- Lunker Class: Angler who catches entering largemouth bass at least 8 pounds or 24 inches Jan. 1 through Dec. 31 and enters the required catch information.

In addition to Toyota as our major sponsor, prize sponsors for the program include Bass Pro Shops, Yeti and others who have provided prizes including \$5,000 shopping sprees and other branded prizes.

The relaunched program has been extremely well-perceived and thus far has received more than 400 catch information entries, including six 13 lbs. or greater Sharelunkers which were donated to the TPWD breeding program.

Updates on Selected Existing Programs

Get Outside! Events

During FY18, Get Outside! events reached over 6,000 participants. With a desire to reach previously unengaged and more diverse audiences, the Get Outside! Program established several new events: The Austin Powwow Native American festival, the Juneteenth Family Fun Day, and Fiesta de los Ninos. Program staff also met with members from the Police Activities League, and the American Indian Education Program, assessing needs,

designing opportunities, and coordinating suitable outreach opportunities. These events provide families with opportunities to learn and practice outdoor skills such as archery, air rifle, fishing, camping, paddling, etc. along with touch tanks and tables giving participants up close and personal contact with a variety of native aquatic and terrestrial wildlife.

Texas Youth Hunting Program

The Texas Wildlife Association (TWA) and the Texas Parks and Wildlife Department (TPWD) partner to offer youth hunts that are safe, educational and very affordable. Hunter Education is integrated fully into Huntmaster training and TYHP staff all teach hunter education student and instructor courses, including Bowhunter Education courses. We sponsor introductory, instructive youth hunts for a variety of species. FY18 included: 200 Hunts with 1200 Youth Hunters hosted by 165 Landowners. FY19 will include 134 Hunts already posted (94% private lands; 6% on public lands), an alligator hunt on Lake Texana, a Pronghorn Hunt, a new partnership with Texas Tech University (Junction Campus).

Email Marketing

The number of email subscribers continues to grow each year, and has increased by more than 176k subscriber (25%) in the past year through organic growth paired with the implementation of various acquisition strategies, including: sending thank you emails to all [recent license purchasers](#), [state parks visitors](#) and other customer groups; promoting the magazine's monthly [Wanderlist articles](#), offering text-to-subscribe options (e.g. Text TPWD PARKS and your email address to GOV311 to sign up), and implementing a new email sign up footer.

Email campaigns have proven effective at generating incremental license purchases and revenue for the agency. A fishing license renewal and reactivation campaign in Spring of 2017 that consisted of two reminder emails was successful in generating a 1.5% lift and \$56,868 in incremental revenue. In 2017, the team also implemented email reminder series to reach Year-from-Purchase Fishing License buyers whose licenses have just expired; the effort will be evaluated in early 2019. Beginning in August when new licenses went on sale, the team began implementing the most robust hunting and fishing license renewal and reactivation effort to date. This year-long effort involves sending a series of emails with seasonal content and resources aimed at converting customers who purchased a recreational resident hunting, fishing and/or combination license at least once in the last five years. One of the major limitations of effective R3 efforts using email communication is the relatively small number of valid email addresses for customers; the Department can currently only secure email with online purchases, and fewer than 20% of license customers purchase online. The Department also has a need for more relevant and fresh digital content that these can be used in email efforts to increase interest and participation in hunting and fishing. In addition to efforts aimed at increasing hunting and fishing license sales, staff develops and sends news updates and regular e-newsletters, including [Hunt Texas](#), [Fish Texas](#), [State Parks Getaways](#), and [Our Wild Texas](#) (a wildlife-watching and conservation focused e-newsletter) to customers and constituents.

Neighborhood Fishin' Campaign

Creel surveys indicate more than half of participants at NF ponds are parents with children and/or first-time adult anglers. The campaign also appealed to more female audiences (compared to the general population of license-buying anglers). The 2018 campaign built on the success of 2017's campaign, which used geo-targeting by zip code of audiences within 20 miles of these water bodies. In 2018 the marketing team added targeted advertising in Spanish to reach hundreds of thousands more potential anglers in their native language. New video ads were created for Facebook and Instagram and resulted in increases in our return on investment: more total link clicks, and higher click-through rates, all at lower costs per link click. One of the major limitations of effective R3 efforts using NF is our limited ability to fully track success – going beyond clicks to a

website, or even email signups-- to measure conversions to new license purchases and on-site fishing participation.

West Virginia Division of Natural Resources



WEST VIRGINIA R3 PROGRAMS AND INITIATIVES FY18

R3 Steering Committee: The first official meeting of the WVDNR R3 Steering Committee was held in October 2017. The committee is composed of representatives from the Wildlife Resources Section, Administration, Law Enforcement, State Parks, and Commerce Communications. The purpose of the committee is to ensure the R3 planning process stays in line with the R3 National Plans developed by the Recreational Boating and Fishing Foundation and the Council to Advance Hunting and the Shooting Sports. Initiative

R3 Planning Workshop: In February 2018, WVDNR held a 1.5 day “R3 Workshop” with Matt Dunfee of the Wildlife Management Institute, Cyrus Baird of the Council to Advance Hunting and the Shooting Sports, and Stephanie Hussey of the Recreational Boating and Fishing Foundation. The workshop began with an introduction to R3, including national trends, statewide trends, and an overview of the Outdoor Recreation Adoption Model (ORAM). The second day was spent in two consecutive breakout sessions. During the morning session, participants were divided into five key R3 groups: hunting, fishing, shooting sports, boating, and wildlife diversity. Each group mapped current R3 efforts using ORAM. During the afternoon session, each of the five groups reconvened to discuss barriers, opportunities, and organizational roles of the identified R3 programs. Plans were made to move forward with the development of a West Virginia R3 Plan.

National Archery in the Schools Program: In the 13th year of operation, this program now reaches more than 325 schools. Currently, over 12,000 students participate in the program. During the 2017-18 school year, WV added 107 new Basic Archery Instructors to the program. Over 1,330 students from 74 schools participated in the 2018 Virtual Qualifying Tournament. Of those that qualified, 490 students from 56 schools participated in the WV State Tournament.

National Hunting and Fishing Days Celebration: West Virginia’s Celebration of National Hunting and Fishing Days offers hand-on learning opportunities for youth and adults. Activities encompass a wide range of skills necessary for conservation and outdoor recreation. Each year, more than 5,000 wildlife enthusiasts attend to try everything from archery, rifle and shotgun shooting, fly-fishing, and bow fishing, just to name a few activities. A special Outdoor Youth Challenge is hosted each day, giving kids a chance to win several prizes, including a lifetime hunting and fishing license. Attendees also can view several wildlife demonstrations including coyote calling, tree stand safety, filming your hunts, and electrofishing demonstrations.

Youth Hunts: Special youth hunting opportunities are provided each year for waterfowl, squirrel, turkey and white-tailed deer. These hunts provide excellent opportunities to introduce youth hunters to the Mountain State's rich hunting heritage. Some of these hunts are mentored by WVDNR Law Enforcement officers.

Gold Rush: April 2018 was the inaugural West Virginia Gold Rush, a week-long stocking of approximately 25,000 Golden Rainbow Trout in over 50 lakes and streams. The stockings drew large crowds of all ages trying to catch the special fish. The event received such positive feedback, we are increasing the number of trout (40,000), waters stocked (56), and special events for the 2019 Gold Rush.

West Virginia Wildlife Center: The West Virginia State Wildlife Center continues to excel as an outdoor educational facility. More than 44,521 visitors and 120 schools, churches and other groups visited the facility in 2017 and enjoyed learning about West Virginia's diverse wildlife of both past and present.

Fishing Education Events: In 2017 WVDNR staff conducted or assisted in more than 25 fishing education events involving more than 2,000 participants. These events included National Fishing and Boating Week, Hooked on Fishing Not on Drugs, Outdoor Classrooms and Becoming an Outdoors Woman.

Becoming an Outdoors Woman: WVDNR State Parks hosted one BOW event in April 2018 (which included a variety of activities) with approximately 35 adult participants.

West Virginia Envirothon: WVDNR staff assists with the West Virginia Envirothon, a conservation education program and competition that focuses on five subject areas: aquatics, forestry, soils, wildlife, and a current environmental topic. By participating, students learn about West Virginia's diverse ecosystem and how they can help conserve and protect it for future generations.

Hunter Education Program: The mandatory Hunter Education Program in West Virginia is a continued success. Last year, more than 6,152 students graduated from 437 statewide classes. The class is taught by volunteers and WVDNR Law Enforcement officers.

Boater Safety Program: Boating Safety classes are offered in all the counties in West Virginia. Classes are also available online. The WVDNR Law Enforcement Section is directly involved in either teaching or assisting these courses.

Non-Resident College Student License: Any non-resident, full-time student at any West Virginia College is eligible to purchase a lifetime hunting and fishing license.

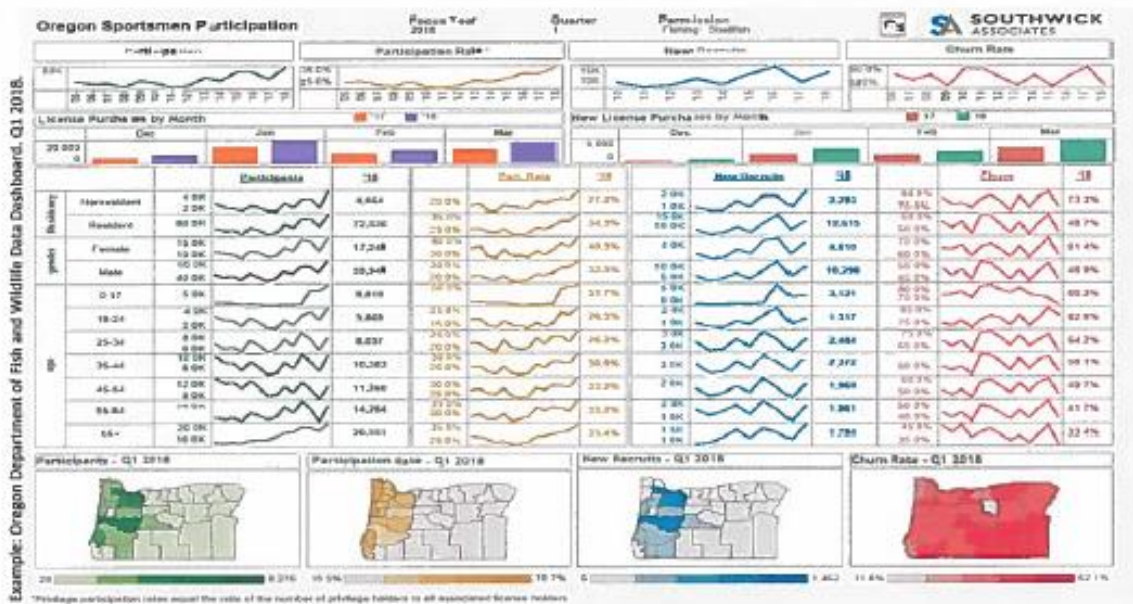
APPENDIX B:
PARTNERING ORGANIZATION MATERIALS

American Sportfishing Association



License Sales Dashboards: Track Participation Trends and R3 Effectiveness


Maximize your state's return on R3 investments with License Sales Dashboards. This tool allows states to rapidly assess and adjust R3 strategies with visual updates of licensing and participation trends.



American Sportfishing Association

1001 North Fairfax Street, Suite 501, Alexandria, VA 22314 · 703-519-9691 · FAX: 703-519-1872
www.ASAfishing.org · info@ASAFishing.org

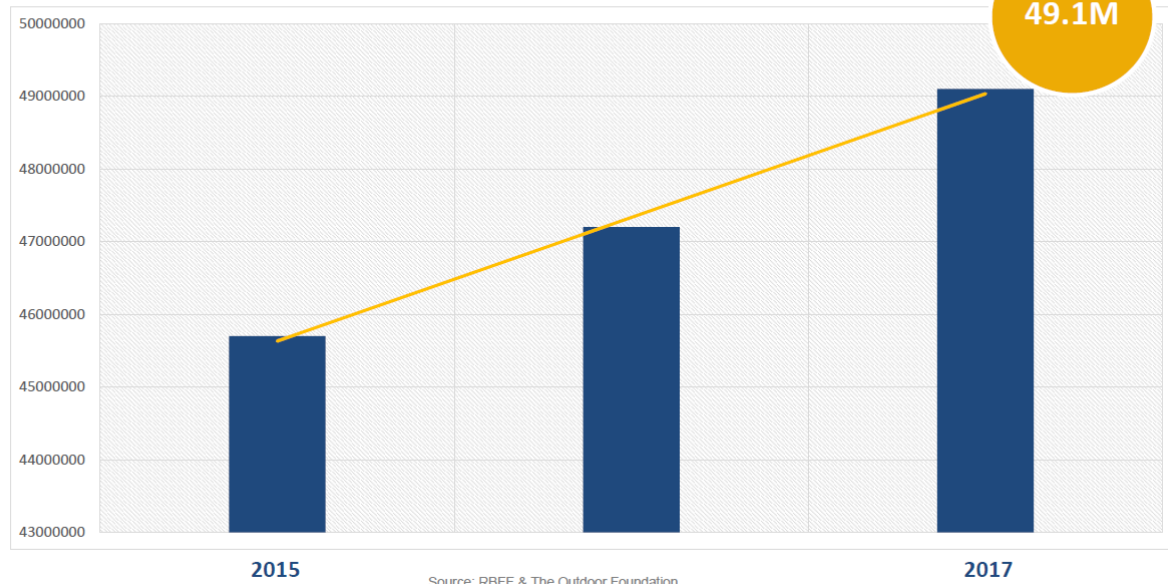
Archery Trade Association

		2018 SEAFWA Partner Report
Organization:	Archery Trade Association	
R3 Lead:	Josh Gold; Senior Manager of R3 and State Relations joshgold@archerytrade.org; 321-537-3140	
Significant R3 Effort #1: Mentorship Guidebook		
A comprehensive guide of best practices to support successful growth of bowhunters for generations to come.		
Significant R3 Effort #2: Archery Range Toolkit and Grant Program		
Provide a range and program toolkit that eases accessibility for archery ranges and programs into a community and develop criteria for implementing a range grant program into an area.		
Other R3 Efforts of Interest		
<ul style="list-style-type: none">Archery and Bowhunting Consumer Campaign, Resource Website (includes media, brochures, educational materials), Strategic Partnerships (S3DA, NFAA, USA Archery), Email campaign for lapsed bowhunters and toolkit, Archery360 and Bowhunting360 with widgets, High school archery feasibility study		
Barriers to R3 Efforts		
<ul style="list-style-type: none">Best practices for connecting our members (archery and bowhunting industry) to state, regional, and national R3 effortsReceiving data and information from educators, classesMetrics for our programming		

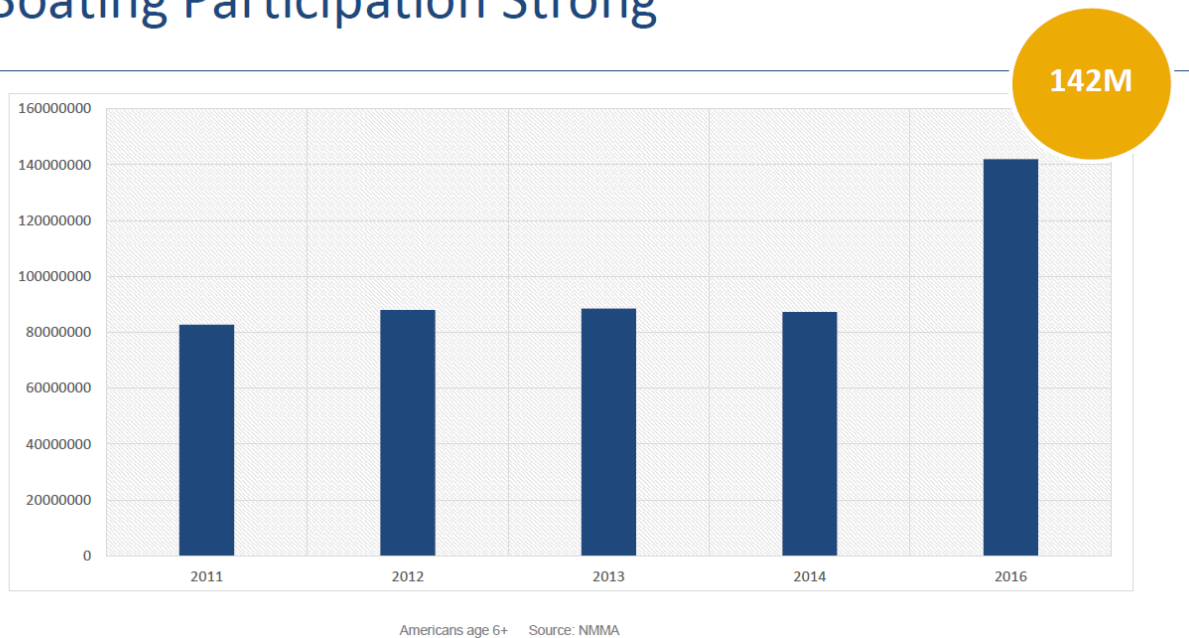
Recreational Boating & Fishing Foundation

Fishing Participation Trending Upwards

Americans age 6+



Boating Participation Strong

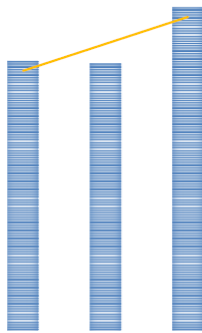


Key Target Audiences Showing Gains



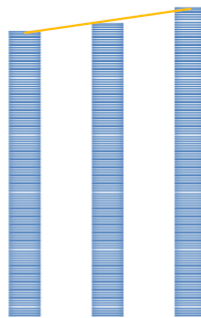
3 Million

First-Time Anglers



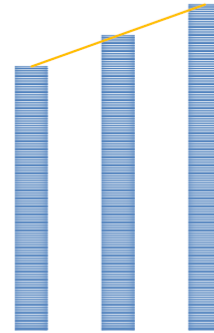
11.6 Million

Youth Anglers (6-17)



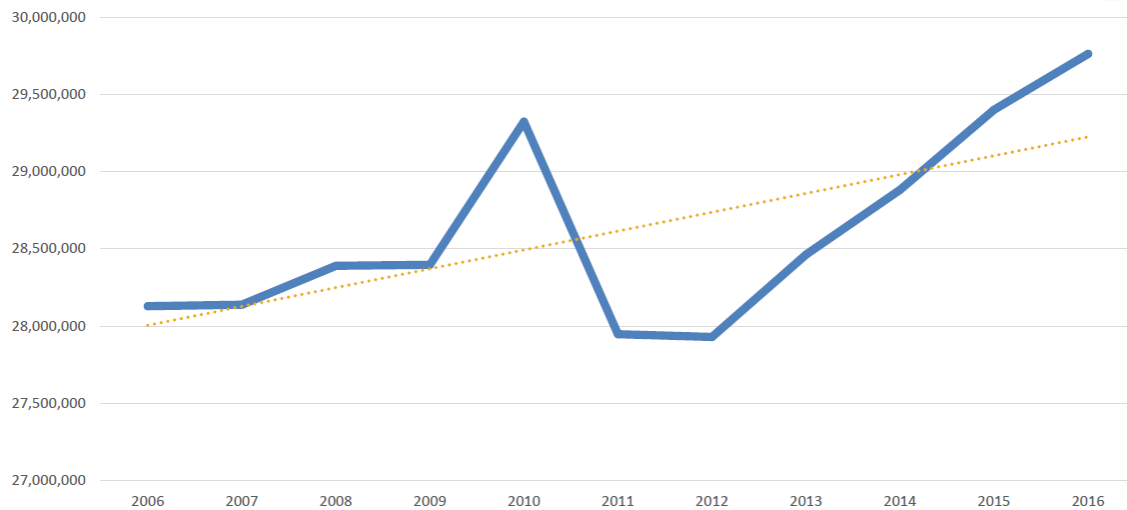
4.2 Million

Hispanic Anglers

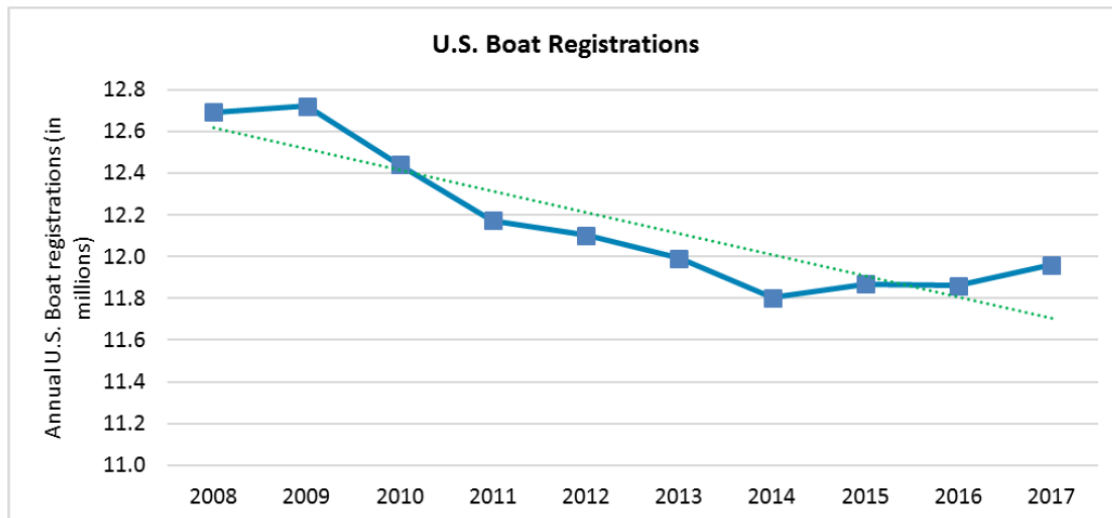


Americans age 6+ Source: RBFF & The Outdoor Foundation, 2015-2017

Fishing License Sales Up



Boat Registration Sales Up



Target Audience

Multicultural Family Outdoors

Hispanics

Women

Grandparents



Total audience is over **60 million**

GfK MRI 2016.

Southwick Associates



2018 SEAFWA R3 Committee Partner Update Summary Report

Organization:	Southwick Associates
R3 Lead:	Lisa Parks; Project Manager lisa@southwickassociates.com; 904-277-9765

Significant R3 Effort #1: AFWA MSC Grant – Building State, Regional & National License Dashboards

Southwick continues to work with state agencies to develop state, regional and national license sales dashboards. These are intended to establish baselines for key R3 metrics, evaluate the effectiveness of R3 investments, identify if targeted audiences are purchasing licenses and where sales are strengthening or weakening. License data dashboards provide visual, easily accessible insights into license data trends and have been developed for Oregon, Iowa, Missouri, Wisconsin, Virginia and Georgia and are in development for Pennsylvania and South Carolina. Several additional states including Florida, Texas and Nebraska are developing dashboards in-house, and their data will be incorporated into the regional and national results. This project will produce dashboards for four states per region, and then produce dashboards for each AFWA region and finally, nationally. Currently we're still looking for 2-3 states in the Western region, 1-2 in the Northeast, 1 in the Southeast and 1-2 in the Midwestern region to join the effort. Each dashboard created with grant funds will then be updated after six months, after which the states will assume responsibility for future updates. Additional states will be encouraged to participate at their cost.

All state dashboards, whether created with grant funds or independently, will be eligible for posting to partner websites for free access by all states and NGOs. Delivered via free Tableau reader software, dashboards provide fast, visual updates of licensing and participation trends within key demographic categories such as residency, gender, age and county of residence. They also report retention and renewal rates, plus numbers of new license buyers for major fishing and hunting licenses, allowing states to rapidly assess if R3 efforts are succeeding and where improvements may be needed.

The dashboard approach removes the burden of monitoring R3 efforts from often overburdened state licensing staff, thus allowing for regular, consistent evaluations by R3 personnel. Dashboards will also provide the sportfishing community with more timely trend data. Please contact Lisa Parks if your state is interested.

Significant R3 Effort #2: AFWA MSC Grant - Improving Local Angler Recruitment Events & Programs

We're looking for additional events to participate in this effort. The only requirements are the ability to complete an organizer's questionnaire and provide participants' email addresses for surveying. The ASA will offer \$100 to each event after receipt of their participants' email addresses, up to 50 events through April 2019. ASA industry members and state agencies are encouraged to ask local events to join.

Project summary: Significant dollars and equipment donations are invested annually in local youth fishing events. While expecting these events to recruit new anglers, anecdotal feedback indicates many events often serve people who already fish. By learning which events are more successful at recruiting new anglers and why, and by providing baseline numbers to monitor improvements over time, this project is expected to help increase the number of new anglers created each year.

Working with state and industry partners, this project will evaluate local fishing events. For states and event organizers who can provide participants' email addresses, we'll survey their participants twice: 1) immediately following the event to identify if participants have fished before and identify improvements, and 2) again six months later to assess the percentage of beginners who've since fished on their own, purchase equipment or need follow-up support. Confidential results will be provided back to each event organizer, with combined statistics reported nationally as a baseline measure. We will also survey each event's organizer to document how they promote their events, their basic structure, content, practices and other factors that impact recruitment success. These will be compiled into a best practices list for adoption by local events and their sponsors.