

**R3 (Recruitment, Retention & Reactivation) in the Southeast:  
2016 Annual Report of the  
Hunting, Fishing & Wildlife Recreation Participation Committee  
Southeastern Association of Fish & Wildlife Agencies  
September 2016**

**“Locavore” Multistate Grant Project**

The SEAFWA HFWRP Committee is currently completing a 3-year Multistate Conservation Grant Program project (grant #F14AP00160) conducted in conjunction with the MAFWA Recruitment and Retention Committee entitled, “Recruiting and Retaining Nontraditional, Young Adult Participants into Hunting and Fishing through Targeted Marketing, Instruction, Mentoring and Social Reinforcement. Partners include the National Shooting Sports Foundation, Archery Trade Association, Wildlife Management Institute, DJ Case & Associates with Bob Byrne Consulting, Southwick Associates, and Responsive Management. Project steering committee members from the SEAFWA-MAFWA collaboration include Brian Clark (KY), Walter Lane (GA), Barb Gigar (IA), Keith Warnke (WI), and Brian Blank (KY).

Committee chair Brian Clark will be presenting on this project to the Executive Committee, Wildlife Resources Committee, and the HFWRP Committee at this year’s SEAFWA conference. Deliverables will be finalized by October 31, shared directly with agency directors and R3 coordinators nationwide thereafter, and presented at various conferences and through the R3 community website and other pertinent industry media.

A primary deliverable from this project will be an invaluable website with modules and toolkits for state fish and wildlife agencies and partners to build and implement fishing and hunting recruitment and retention programs aimed at adults with local and sustainable foods interests. These resources include organized playlists of practical how-to videos intended for beginners to help them pursue, harvesting, and preparing for the table panfish, catfish, deer and turkey, which can be linked directly on agency or partner websites. DJ Case & Associates with Bob Byrne Consulting are developing and will help communicate availability of this piece, which will be a valuable asset to states and partners nationwide. Additional products include a market evaluation for potential expansion of fishing and hunting participation and license customer base (by Southwick Associates), and an evaluative report on locavore pilot programs conducted as part of this project around the country, based on surveys of participants, instructors and mentors (by Responsive Management).

**Proposed Committee Workshop in 2018**

Our committee first convened at a workshop the Charlie Elliott Wildlife Center in Georgia in 2011. Committee members have expressed interest in meeting at length again in a workshop setting again to discuss items such as the National R3 Plan, evaluation efforts, new programs, and data dashboards. Because the National Survey of Fishing, Hunting and Wildlife Recreation

Participation results will not be available until 2018, and this measure of participation was one of the means identified by the HFWRP committee for evaluating our progress in R3 across the Southeast, we propose to convene again at the Charlie Elliott Wildlife Center in 2018 with financial support from SEAFWA. We propose that the SEAFWA directors make available a \$5000 grant to allow SEAFWA agencies to send committee members and other key staff members (1-2 per agency) to this workshop in spring or summer of 2018.

### **Collegiate Recruitment and Retention**

Capt. Billy Downer (SC) will be presenting at our October 2016 committee meeting on the SCDNR's collegiate "Take One, Make One" recruitment program and evaluation by Clemson University. A collegiate mentoring program in KY is showing great promise after 3 years; the program includes partnership with student organizations such as TWS and AFS student chapters to offer hunter safety, hands-on instruction, and mentored hunts. The R3 coordinator for KY issued a "collegiate recruitment challenge" to all college wildlife programs participating in the 2016 Southeastern Wildlife Conclave at Eastern Kentucky University, and presented the first annual "Southeast Collegiate Hunter Recruitment Award" to Murray State University for initiating 12 new hunters through its mentored hunting program in 2015.

### **National R3 Collaboration and Planning**

Discussions are currently underway about representatives from SEAFWA and MAFWA joining the WAFWA Hunter, Angler Shooting Sports and Wildlife Recreation Participation Committee for a national R3 conference at following an upcoming WAFWA meeting. Some of the goals of this collaboration include aiding implementation of the national R3 plan, developing common means of evaluation, and sharing best practices to benefit all states and partners involved in R3.

### **Data Dashboards**

Rob Southwick (Southwick Associates) and Samantha Pedder (The Council to Advance Hunting and the Shooting Sports) will be presenting on development of "dashboards" or user-friendly graphic means of electronic agency reporting on participation. Data Dashboards have been built by some agencies for annual or quarterly tracking of sales to different customer segments, and could be used as a common means of reporting and evaluation of R3 efforts across states or regions.

### **Angler R3 Plan**

Recreational Boating and Fishing Foundation (RBFF) and Aquatic Resources Education Association (AREA) are developing R3 plan/guidelines and will be providing an update at our October committee meeting about this, the Vamos a Pescar initiative, and the RBFF state grants program.