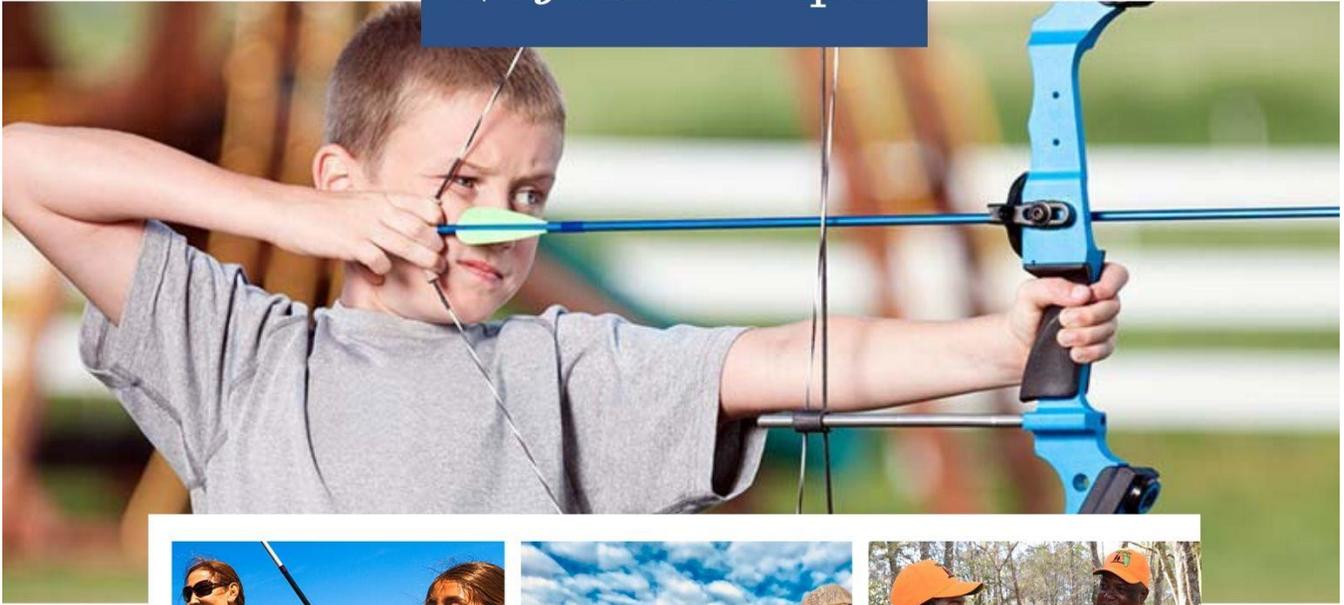


Hunting, Fishing and Wildlife Recreation Participation Committee

2019 Annual Report



Recruitment, Retention and Reactivation

Southeastern Association of Fish and Wildlife Agencies

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2019-20 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
Jessica Feltz
Chris Wynn
Tina Johannsen
Brian Clark (chair)
Tommy Tuma
Josh Carver
Kyle Larimore
Chet Clark
Wade Free
Capt. Billy Downer
Jenifer Wisniewski
Josh Havens
Eddie Herndon
Kayla Donathan

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

Meeting Agenda

Sunday, October 27, 2019

2:00 pm – 5:00 pm

Hilton Head, SC

- 2:00** **Welcome**
Brian Clark
- 2:05** **Introductions**
Attendees
- 2:10** **Review of committee charge and operational guidelines**
Brian Clark
- 2:15** **R3 Implementation Process – Overview & Current Status**
John Frampton, Council to Advance Hunting & the Shooting Sports
- 2:30** **Recruiting Collegiate Hunters & Anglers**
Shari Rodriguez, Clemson University & Lincoln Larson, NC State University
- 2:50** **Recruiting Mentors from Active Hunting & Shooting Participants**
Rob Southwick, Southwick Associates &
Matt Dunfee, Wildlife Management Institute
- 3:10** **Update from the Archery Trade Association**
Josh Gold & Samantha Seaton, ATA
- 3:30** **Break**
- 3:45** **Update from Recreational Boating & Fishing Foundation**
Stephanie Hussey & Dave Chanda
- 4:00** **Short-form Videos to Promote Conservation and Participation among Millennials:**
Opportunities to provide input on content & messaging
Brian Clark, Kentucky Department of Fish & Wildlife Resources/SEAFWA &
Jon Gassett, Wildlife Management Institute
- 4:15** **“Popcorn” Discussion – New R3 Initiatives and Lessons Learned from Recent**
Successes & Failures in Programming, Marketing & Outreach
All Participants
- 4:55** **Materials to Share: QDMA; Responsive Management; D.J. Case & Associates**
- 5:00** **Adjourn**

| HUNTING, FISHING & WILDLIFE PARTICIPATION COMMITTEE 2019 Meeting Attendance – October 27, Hilton Head, SC | | |
|--|-------------------------|------------------------|
| Committee Members | Name | Present? |
| Alabama | Bill Freeman | Yes |
| Arkansas | Ben Batten | |
| Florida | Chris Wynn | |
| Georgia | Tina Johannsen | |
| Kentucky | Brian Clark | Yes |
| Louisiana | John Sturgis | |
| Mississippi | Russ Walsh | Yes |
| 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 | Amy Silvano | |
| Alabama | Billy Pope | |
| Alabama / AFWA Hunting & Shooting Sports Committee | Chuck Sykes | |
| Louisiana | Larry Reynolds | Yes |
| Florida | Stasey Whichel | Yes |
| North Carolina | Chet Clark | Yes |
| South Carolina | Amanda Stroud | Yes |
| Virginia | Rene Valdez | Yes |
| Clemson University | Shari Rodriguez | |
| Council to Advance Hunting & the Shooting Sports | John Frampton | |
| Archery Trade Association | Samantha Seaton | |
| Archery Trade Association | Josh Gold | |
| Recreational Boating & Fishing Foundation | Stephanie Hussey | |
| Sovereign Sportsman Solutions | Chris Willard | |
| National Wild Turkey Federation | Ross Melinchuk | |
| U.S. Fish & Wildlife Service | Tamar Kavaldjian Liskey | |
| U.S. Fish & Wildlife Service | Leo Miranda | |
| Southwick Associates | Rob Southwick | |
| Airgun Sport Association | Mitch King | |

2019 Annual Meeting Minutes - SEAFWA Hunting, Fishing and Wildlife Recreation Participation Committee

Sunday, October 27, 2019 | 2:00 pm – 5:00 pm | Hilton Head, SC

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

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

Partner Updates - Organizations provided presentations to update the committee on recent research, programs and initiatives. These included:

- **R3 Implementation Working Group**
The Council to Advance Hunting & the Shooting Sports
John Frampton, President
- **Recruiting Collegiate Hunters & Anglers**
Shari Rodriguez, Clemson University & Lincoln Larson, NC State University
- **Field to Fork curriculum, Archery Outreach Resources & more from ATA & partners**
The Archery Trade Association
Josh Gold, Manager of R3 Programs
- **Updates on “Making Waves” women in fishing and Vamos a Pescar campaigns, and other successful marketing efforts**
Recreational Boating & Fishing Foundation
Stephanie Hussey
- **Recruiting Mentors from Active Hunting & Shooting Participants**
Southwick Associates
Patty Hogan

National Survey research update - Committee Chair shared brief updates on the status of reports on the 2016 National Survey of Fishing, Hunting & Wildlife-Associated Recreation. Two current follow-up projects are underway. One (being conducted by Rockville Institute) involves modeling 2016 results in relation to previous results to produce comparable state-level estimates for participation and expenditures (these differed significantly in most cases because of changes in methodology in 2016). The other (Census Bureau) is investigating the potential for small-area estimation using historic survey data and other variables to potentially produce estimates.

Short-Form Video Project – Brian Clark solicited input from the committee members and attendees about possible content for short-form videos that will be developed by a contractor under a Multistate Conservation Grant Program project, to promote fishing and hunting among Millennials. Attendees suggested for consideration:

- kayaking
- mentoring

- social connections
- motivations (why we fish/hunt and buy a license)
- diversity/inclusion
- document new participants
- conservation and stewardship (e.g., population or habitat conservation, leave it better than you found it)
- variety of activities
- “team fish and wildlife” approach

“Popcorn Discussion” – An open discussion was held, in which attendees shared updates from their states or organizations, shared ideas and posed questions for discussion by the group.

States shared some information about new/updated programs and initiatives, including:

- South Carolina - marketing to high school basketball events. Kentucky has done this as well, focusing on tournaments with high attendance and media reach.
- Virginia – refer a friend promotion
- Mississippi and Tennessee – success with geofencing for parks and hunt/fish promotions
- Florida – urban pond use, surveying anglers about what they want to see/experience
- Alabama –recruitment activities must include middle-aged and senior adults, whether as mentors or as prospective new participants

Numerous other items discussed are outlined in the state reports, which follow.

Adjournment.

**APPENDIX A:
STATE REPORTS**

Alabama Department of Conservation and Natural Resources



New Programs or Initiatives

R3 Planning/Activity: In an effort to broaden our user base the ALDCNR Information and Education Section continues to use multiple media outlets to reach the public. New for 2018-2019, are the Urban Wildlife Workshops that were held in different locations around the state. The workshops allowed the public one on one time with ALDCNR staff, to address wildlife concerns in urban areas and provide technical assistance. The Information and Education Section also formed partnerships with local television station WSFA channel 12, and Troy Public radio to host “Wildlife Wednesday’s,” once a month to connect with the public to discuss hot topics and issues facing wildlife. To allow for more interaction with our users, a series of Facebook Live events are being held to take questions on a variety of conservation issues. The 2019-2020 season marks the inaugural year for the Alabama collectable hard card license and has been well received by the public.

Collegiate Mentoring: The Collegiate Mentoring Program is entering its fifth year in Alabama. The program has grown from one university to over six colleges and universities participating in the program. The program provides practical hands on training, experience and opportunity to pursue the many pathways to employment or the outdoor lifestyle. Students from Auburn University, Tuskegee University, Troy University, Alabama State University, Alabama A&M University, Auburn University at Montgomery, Auburn University at Huntsville and Wallace Junior Colleges have participated in educational talks, field programs and internships.

Adult Mentored Hunt & Special Opportunity Areas, programs: The ALDCNR Wildlife and Freshwater Fisheries Division launched both the Adult Mentored Hunt Program and Special Opportunity Area Program for the 2017-2018 season. The Adult Mentored Hunt Program was designed to bring new hunters into the sport, provide opportunities to hunters with limited experiences and reactivate hunters with limited lifetime experience. To date, the Adult Mentored Hunt Program has experienced a 200% increase in total applications since the 2017-2018 season. The hunts have provided the new hunters with 19 big game hunts (deer and turkey) and 6 small game hunts, resulting in 156 new hunters. Due to the increase in applications, ALDCNR has expanded the Adult Mentored Hunt Program to include Hunter Workshops. Currently four Hunter Workshops are to be held at different locations around the state. The Hunter Workshops are designed to assist new hunters with the information, knowledge and field experience needed to enjoy over 700,000 acres of public lands open to hunters in Alabama. To help facilitate open communication among the Adult Mentored Hunt participants, Wildlife and Freshwater Fisheries has created The New Alabama Hunter Facebook group. It has been well received and is used to provide information to past participants of the Adult Mentored Hunt Program and allow them a welcoming environment to evolve as new hunters. In addition to the Adult Mentored Hunt Program, the Special Opportunity Area Program has experienced an increase in applications. Special Opportunity

Areas provide public land hunting opportunity through a limited quota random computerized draw process.

Hunter Education/Range Days: Approximately 5,228 students have participated in 204 Hunter Education courses and another 7451 students have taken the online course, resulting in 12,679 receiving certifications. Approximately 2,744 Alabamians participated in 61 youth shooting sports events. 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.

National Archery in the Schools Program (NASP): Alabama’s National Archery in the Schools Program continued to grow, reaching over 65,000 students with over 425 schools participating in the program. To accommodate the growth the NASP State Tournament has been expanded to a two-day event.

Community Archery Development Program: ALDCNR opened two new archery parks during 2018-2019. The Pike County and Walker County Lake parks are the newest additions, for a total of 17 community archery parks in Alabama. These archery ranges are constructed through a partnership with ALDCNR, Archery Trade Association and the respective city.

Becoming an Outdoors Woman: ALDCNR is entering the 23rd year hosting the Becoming an Outdoors Woman Program. The program provides over forty classes, which include shooting, hunting and fishing events. The program is offered two weekends a year. This year 60% of the participants were new to the program with 40% returning from previous years.

Aquatic Education Programs: The Wildlife and Freshwater Fisheries Division, Fisheries Section continues to host community fishing events throughout the state. The Fisheries Section, in partnership with Auburn Cooperative Extension Service, hosted the first in a series of four Aquatic Education/Basic Fishing events to educate, assist and support the states Hispanic community. To date during the first three quarters of the 2018-2019 season, 293 events were held consisting of aquatic education talks, community fishing events, casting classes and display days. Over 19,120 students have participated in the events around Alabama.

Conservation Enforcement Officer Programs: The Wildlife and Freshwater Fisheries Division, Law Enforcement Section encourages Conservation Officers to become involved in the counties and districts they are assigned. In 2018-2019, Conservation Enforcement Officers were involved in 192 events with over 22,961 participants. Events included fishing events, youth hunts, outdoor expo’s, hunting and water safety events, educational talks, shooting sports events, archery events, college and career days.

Arkansas Game and Fish Commission



New Programs or Initiatives

Agency R3 Plan: The AGFC partnered with the Recreational Fishing and Boating Foundation (RBFF) and DJ Case & Associates to begin our formal agency plan writing process. Phil Seng from DJ Case and Stephanie Hussey (RBFF) came to Arkansas July 30-31, 2019 to help facilitate a 2-day workshop with our internal R3 team, which is comprised of 22 staff members from across our agency. Since July 2019, a smaller, core writing team of 912 has routinely met to discuss and format the document. The entire committee of 22 met again in October to begin finalizing the plan's core objectives, strategies, and actions, as well as discuss agency resources needed to implement this plan. The draft plan will be presented to all AGFC staff for input and then a finalized version will be presented before the Commission in February 2020.

National Hunting and Fishing Day Fishing Events: The Fisheries' Division's hatchery staff partnered with the Aquatic Resource Education Program to host five free fishing events across the state. Staff from 5 of our state fish hatcheries hosted family-centric fishing events on Saturday, September 28th in coordination with National Hunting and Fishing Day. Each fishing event was held at one of the Family and Community Fishing Program's locations, which brought in over 270 kids and 250 adults to these events.

Outdoor Curriculum in Public Schools: The Arkansas Game and Fish Commission is working with the Outdoor Tomorrow Foundation to review classroom curriculums for outdoor education and skills courses that can be integrated into current public school curriculums. Currently, there is one Arkansas Board of Education approved curriculum present in Northwest Arkansas that allows students to get a ½ credit for physical education (PE) and a ½ credit for Earth Science. The goal is to establish an accepted curriculum that can be available and implemented statewide.

Shooting Range Pass promotion: In order to encourage recreational shooters to purchase hunting and/or fishing licenses, AGFC has created a range-pass promotion campaign. This campaign began in September 2019 at the Camp Robinson Firing Range in Central Arkansas. Range attendees can receive range passes or rounds of Skeet or Trap for purchasing their hunting and/or fishing license at the range. For example, if an Arkansas resident purchases a hunting license at the firing range, that resident will also receive 3 Rifle/Pistol range passes for that purchase at this range. This promotion is available to non-residents and all passes received through this promotion have a 1-year expiration from date of purchase. This promotion is a coordinated effort to promote the importance of purchasing a hunting/fishing license.

Increased Marketing and Communication Promotions: AGFC is ramping by promotions to get Arkansans outdoors. Promotions featuring compelling stories of fishing, hunting, paddling, cycling, hiking, and watchable wildlife adventures are being used to increase awareness of the outdoors across the Natural State. These promotions are available across print, radio, digital, and television. Additionally, we using direct consumer promotions to encourage license sales, event registrations, and event participations by focusing on directed emails and targeted social media engagements.

Updates on Existing Programs

Hunt Natural Mentor Program: Arkansas Game and Fish Commission began a new community-based mentored hunt opportunity to provide a hunting opportunity to new and interested hunters in Arkansas. Currently, the program is working to establish partnerships with local communities, organizations, non-profits, and conservation organizations, such as the National Wild Turkey Federation, to coordinate efforts in order to make these hunts possible. The most recent hunts were held the weekend of October 12th.

Hunter Education: As of August 1, 2019, any individual that is 16 years of age or older can now complete hunter education online without the requirement of a written exam. This opportunity will hopefully remove a barrier to completing Hunter Education by allowing those interested more flexibility in course offering and completion.

Family and Community Fishing Program: The program hosted the second round of Family Fun Days to areas across Arkansas. These events 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. Additionally, the program partnered with Community First Alliance to host two family days that included fishing, activities for children as well as free health screenings and prize giveaways. The Spring (May 2019) and Fall (September 2019) welcomed over 6,000 individuals to enjoy a fun day in Central Arkansas.

Aquatic Resource Education: Since January 2019, the Aquatic Resource Education Program has hosted 49 clinics/seminars that cover a variety of topics, provided free tackle through our Tackle Loaner Program to 145 sites and presented the mobile aquarium present at 108 different events statewide, with an estimated reach of almost 134,000 individuals. Additionally, the ARE program requested fishing stockings for 261 fishing derbies across Arkansas.

Becoming an Outdoors Woman: AGFC has expanded the BOW program to host multiple smaller events for women around the state. We added another full BOW weekend in the NW corner of the state and overnight programs have included fish camp and trapping camps. Shorter classes have included women's events at ranges, crossbows, and paddling. Connected to the program, staff and volunteers have built regional Women's Outdoor Networks Facebook pages and social groups

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.

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. The FWC conducted 11 weeks of freshwater fishing and boating camps that reached approximately 140 participants FY 2018-19. Cooperators/FYCCN partners administered and conducted 55 camp programs at a total of 19 locations around the state providing approximately 860 youth with a week-long fishing education camps during FY 2018-19. There were 23 saltwater partner locations that conducted fish camps that reached approximately 1,600 youth.

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 5,100 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 87,000 mailers to lapsed registration owners encouraging them to re-register their vessels. Within this year's designated time period, 3,697 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. As of October 1st, TrophyCatch has recorded more than 9,142 trophy bass caught and released in Florida waters and has more than 28,400 registrants.

Catch a Florida Memory: This saltwater angler recognition program rewards anglers for fishing achievements while encouraging them to target a variety of species, helping decrease fishing pressure on the most commonly sought-after catches. The program also cultivates an interest in saltwater

fishing, expands fishing experiences for seasoned anglers and strengthens 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 angling experience levels. Since the program began in 2016, about 800 anglers have participated by submitting photos of their saltwater catches. More than 6,750 catches have been approved, with over 3,330 catches in 2019 alone. In August 2019, the new and improved CatchaFloridaMemory.com was launched and more than 900 user accounts have been created.

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. Last school year, FWC continued their High School Fishing Program by developing a new approach, consisting of 15 new clubs and 15 existing clubs, with 332 students registered for the year. Throughout the school year, the 30 clubs used a curriculum and materials that support Florida's Education Standards, while enhancing their fishing skills and knowledge of conservation and resource management. Evaluation for last year's program will be completed by the end of 2019. Early results indicate that skill level increased for various fishing practices for participants. The program is currently in place for this school year and plans to reach approximately 40 schools, consisting of 20 new clubs and 20 existing clubs.

Fishing Education Programs 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. Nearly 7,000 youth and adults attended marine fisheries education events during fiscal 2018-2019 alone. In the NE region of Florida, approximately 2,000 youth participated in fishing clinics and derbies.

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 75 hunts influencing 423 youth and 1,073 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 May 2019, 16,698 students are participating in the program from 114 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 18-19 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 (GRI): This partnership-based approach has been in existence for almost four years and continues to push the envelope nationally when it comes to state-level R3 strategy. The GRI's foundation lies in the R3 Coordinator position 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 GRI has produced a strategic plan, broken down barriers between stakeholders to facilitate a cooperative approach, and piloted nontraditional strategies. The data-driven strategies taken by the GRI have resulted in increased license dollars from marketing efforts and legislative changes, pilot programs making national headlines, and a continuation of the upward trend in hunting participation in Georgia.

Field to Fork (FTF): The version of FTF that was adopted in Athens, GA is growing and has impacted R3 programming nationwide. The program was featured on the front page of the Wall Street Journal in January 2019 which was then replicated across media outlets resulting in it becoming a top trending story on Apple News, being reproduced by many other publications, and garnering millions of views. A FTF video was released in August (available at qdma.com/ftf) detailing the program and exceeded 50,000 views on social media platforms in the first 48 hours. This exposure has led to an increase in FTF programming across the country, many non-hunters reaching out looking for a program near them, and an expansion of the program in Georgia. In Georgia, there will be three programs this fall with further expansion in 2020 when a FTF Coordinator position is hired.

College Learn to Hunt Programs (CLHP): Georgia Wildlife Federation received grant funding from the National Shooting Sports Foundation and Delta Waterfowl to continue to expand CLHP and provide more opportunity for college students. In one semester of having Campus R3 Coordinators (student interns) on board, CLHP reached over 90 students through hunting and shooting programs, trained 80 new shooters as part of Leadership Georgia, contributed evaluation data to Dr. Lincoln Larson's *National College Students and R3* project, and the University of Georgia was named the number one college for hunters and anglers by Field and Stream.

National Archery in the Schools Program: Over 27,000 students participated in the 2018-2019 National Archery in the Schools Program under the direction of 153 NASP certified teachers and coaches and our state was 5th in the nation in the NASP Academic Archer program, which honored the over 1,600 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 17 programs for 181 participants across the state. 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 over 700 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 across the state have 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 FY19, we hosted 13 Hunt &

Learn Programs for 68 participants. The new adult hunts were very popular, and we added more adult hunting opportunities for FY20.

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 FY19, we hosted 7 BOW workshops for 78 participants. The annual BOW workshop for FY19 had 40 women in attendance. This year we began offering day program courses across the state in collaboration with State Parks and Historic Sites and Georgia Wildlife Federation. These day programs covered the following topics with a total of 38 women in attendance: Tree climbing and Archery at Panola Mountain State Park (5); BOW Give It a Shot Handgun 101 (9); Birding (6); Outdoor Cooking (7); BOW/Women's Wilderness Weekend at Tallulah Gorge State Park (7); and Fly-fishing (4).

Keeping Georgia Wild Day drew an estimated 1,335 guests. Activity stations included a kids fishing events, archery, BB gun tent, live animal presentations, and trap shooting.

Fish and Learn program: This program has continued to grow during FY19. Another Level 1 course was offered in October of FY19 in which 10 adults and 10 kids not only learned basic fishing techniques, but were also introduced to types of rods and reels, fished in three ponds at Marben Public Fishing Area and investigated fish biology. The inaugural Level 2 program was offered in April of FY19. 12 adults and 12 kids participated in this Level 2 program, which focused on the techniques of bass fishing. The Level 2 program visited many of the ponds on property around CEWC and Marben PFA and caught bass, bream, and catfish throughout the weekend.

Give Wildlife a Chance Poster Contest: Students from 28 schools participated in the 29th 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 2019 "Pollinator Power" theme, K-5th graders submitted over 1300 posters. State winners' artwork was displayed at the State Botanical Garden and announced via the Division's social media sites. www.georgiawildlife.com/PosterContest

Youth Birding Competition (YBC): In April 2019, WRD and partner organizations sponsored the 14th annual Youth Birding Competition to cultivate an interest in birding and wildlife conservation. About 80 youth from kindergarteners to high school seniors took part in the birdathon, competing on 27 teams to identify as many bird species as possible within 24 hours. Seven of the teams were new in 2019 and received help from more seasoned YBC participants. The winning team observed a new YBC record of 171 species. Fundraising for wildlife conservation and a T-shirt Art Contest that drew a record 272 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.

Kentucky Department of Fish and Wildlife Resources



R3 Plan/Summit: Kentucky's R3 Strategic plan was completed in March of 2019. The 2nd annual R3 Summit took place April 9th in Frankfort at the Kentucky State University Research Farm with 41 attendees which included partners and agency staff. The presentations at the Summit included *Reflection on R3 Efforts: State and National Level, R3 Accomplishments and Achievements: State and National Level, R3 and Grant Opportunity, NASP Working for Students, Conservation and the Shooting Sports, Providing Opportunities for Recruitment, and Online Event Registrations-Creating Analytics for Recruitment and Retention*. Four committees meetings were held at the Summit to outline expected outcomes needed to start to implement action items within in designated strategies. The 3rd Summit will be held at Kentucky State University Research Farm April 14, 2020.

Collegiate Mentoring: Collegiate Mentoring: KDFWR continues to maintain partnerships with Murray State University, Eastern Kentucky University, Western Kentucky University, Campbellsville University, and the University of Kentucky. Through these, 219 students were introduced to hunting and the shooting sports through programs like shotgun and crossbow clinics, Field to Fork workshops, and student-mentored hunts. The University of Kentucky continues to participate in the AFWA Multistate Grant Project designed to evaluate the potential benefits of R3 efforts with college students (project spearheaded by Lincoln Larson). The program further expands by establishing four Campus R3 Coordinator positions through the assistance of the Kentucky Fish and Wildlife Foundation. These positions will run the programs at Murray State, Eastern Kentucky University, Western Kentucky University, and the University of Kentucky.

Field to Fork and Hook & Cook programs: **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 ninth year, and we continue to expand the offerings (now including deer, turkey, waterfowl, squirrel and dove hunting), totaling 19 workshops and mentored hunts in 2019. 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 the University of Kentucky Cooperative Extension Services by offering train the trainer opportunities for 120 Cooperative Extension Agents across the state during the winter of 2020. 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 3 workshops conducted in 2019 with 44 participants.

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 2019, we certified 368 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 321,571 fish in 44 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 5,890 youth (under 16). We conducted an Anglers Legacy (11 standard classes with 155 attendees, 2 kayak classes with 42 participants, and 3 Teachers Tackle Box (a fishing program for teachers and educators) classes with 32 attendees.

2019 Fishing Mentor to Win Contest: \$1,000 Kayak Fishing Prize Package was created as a giveaway to promote mentoring by Kentucky's licensed anglers. Anglers register at least one fishing mentee age 16 or older using the Fishing "Mentor to Win" Contest" through My Profile at fw.ky.gov on or before August 31, 2019. A fishing mentee is considered a person who obtains a 2019-20 Kentucky annual fishing license who has either never purchased a Kentucky annual fishing license or has not purchased an annual Kentucky fishing license any of the past 3 license years. There were 116 entrants for the "Mentor to Win" contest.

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 9 mentor-youth hunts for deer, turkey, dove, rabbit or waterfowl hunts involving 115 youths during 2019.

Becoming an Outdoors Woman: In 2019, KDFWR hosted 1 BOW weekend with 83 attendees and 6 Beyond BOW events (which included a variety of activities) with 56 attendees.

National Archery in the Schools Program (NASP®): In the 2018-2019 school year, Kentucky NASP® had 2,400 (of the 3000+) Basic Archery Instructors reporting 157,992 students were introduced to archery during in-school instruction in approximately 800 Kentucky active schools/organizations. Of the nearly 12,000 students that participated in regional tournaments, 7,153 participated in the 2019 Kentucky state NASP® tournament along with 1,580 participating in the 2019 Kentucky NASP®/IBO 3D Challenge. In addition to the 12,000 unique competitive archers, 7,284 were recognized as Academic Archers (honor roll).

Salato Wildlife Education Center: In 2019, our education center on agency headquarters campus had 56,264 visitors. Numerous special events, school groups and gatherings were also held at the center, including National Hunting & Fishing Day festivities.

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.

Mississippi Department of Wildlife, Fisheries, and Parks



New R3 Programs

Auto Renew: In 2019 MDWFP implemented a new auto renew license capability since February 2019 over 21,000 customers have enrolled in auto renew.

License Packages: In September 2019 MDWFP began offering license packages that included an incentive item to help promote the purchase of the pre-bundled privileges. Packages (MS Super Sportsman, MS Sportsman, Deer Hunter, Duck Hunter, Turkey Hunter, Avid Angler, and Keep MS Wild) were created for both residents and non-residents. Since September over 1,200 packages have been purchased.

Updates on Existing 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. Overall, these campaigns were very successful in terms of customer engagement, and license sales promotion

The Youth Participation Initiative (YPI) Program: YPI was established in 2009 by a legislative appropriation (amount per year- up to \$200K) 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, \$1,914,845.00 has been awarded to help fund 257 projects. The MDWFP is an active partner in many of these projects, such as Youth Waterfowl Hunting & Education Initiative Camp, Boy Scouts, Hunters for Mississippi Children, Youth Trappers College, shooting sports, Spring Outdoor Camp, and youth Squirrel and raccoon hunts. 32 projects were approved and held across Mississippi and over 7,000 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 67,000 students participating each year. The first statewide Archery Invitational was held in Mississippi in 2011 with 400 student archers competing; that number has expanded to over 6,000 student archers competing annually in the AIMS State Championships.

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. Our rodeo ponds are well stocked with channel catfish to meet our participant's expectations of catching fish. Fishing educational and technical information is 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 60 or more rodeos a year, in all areas of the state, with over 7,000 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. 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.

WMA Youth Dove Hunts: 4 youth dove hunts were held in 2019 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.

Mississippi Scholastic shooting Program (MSSP): MSSP introduces 7th-12th grade students to the sport of Clay Target Shooting extracurricular team sport Within the schools of Mississippi. Mississippi Department of Wildlife, Fisheries, and Parks (MDWFP) is the driving force behind MSSP. The program, which began in 2015 with 3 schools, is now over 30 schools with more than 450 students participating each year The first statewide Scholastic tournament was held at Turcotte range May 2016 with 75 shooters participating, the program has grown well over 100% yearly, And there is no end in sight. Over the past 3 state tournaments MDWFP has awarded \$12,000 in scholarships and many great prizes and trophies.

Missouri Department of Conservation



Updates on Existing Programs

R3 Planning

Missouri held a R3 Partner Summit February 2019 to present the new R3 Plan and discuss ways to incorporate partners. Missouri is also discussing potential MOU's with partners to outline objectives for both Missouri and partners for a joint R3 effort. We are currently in the process of journey mapping all hunting and angling participants to help determine why each segment participants and how we can remove barriers to moving further down the path of becoming a hunter or angler. As well as, how to retain our existing hunters and anglers. 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. We have partnered with Qualtrics to develop and initiate post-event surveys for all R3 programs and/or events to learn more about our participants and how to improve the program.

R3 Programming

This past year MDC staff conducted 1,022 public outdoor skills programs for 33,013 attendees. Work plans for the current year include 1,200 R3 specific programs, which will be offered to the public at no charge.

North Carolina Wildlife Resources Commission



Updates

R3 Team: A team devoted to R3 efforts began on July 1, 2019 with a Wildlife Education Division restructure. The team, under the direction of the R3 Manager includes R3 specialists in hunting, fishing, shooting, watchable wildlife, and skills development. The hiring of an outreach strategist for the team is in process.

Existing Initiative Updates

Getting Started Outdoors (GSO) Hunting Workshops: Focus continues being placed on GSO development with significant emphasis on partnerships to increase program reach. Current partners are National Wild Turkey Federation, NC State University, NC Backcountry Hunters and Anglers, NC Wildlife Federation, NC Forest Service, and local wildlife clubs. 2 GSOs in 2018-19 were conducted – deer and turkey hunting, in which 40 “new to hunting” adults were introduced to deer and turkey hunting during an 8-hour, multi-faceted hunting-related skills and strategies experience followed by a mentored hunt opportunity. 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*). The deer hunting GSO was part of the multi-state agency/university AFWA Funded College Student (AFCS) GSOs. Initial evaluations were promising with follow-ups pending. This coming year will see a deer and turkey GSO for the general public as well as a deer GSO as part of the AFCS. A wild game tasting was conducted at the NC farmers market to generate interest and recruit participants for the GSOs.

Skills-Based Hunting Seminars: Hunting seminars were conducted at 18 locations with 965 in attendance. Approximately 80% had hunted and 20% had not with 144 pledging to mentor and 68 pledging to participate.

Youth Hunter Education Skills Tournaments: 339 teams comprising over 4,000 students representing 227 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 162 programs for 2,452 adults and 8,144 children.

National Archery in the Schools Program (NASP): 11,024 students participated from 67 schools this past year, 594 participants from 23 schools participated in the NC State Tournament; 84 participants from 12 schools participated in the NASP Eastern National; 31 participants from 2 schools participated in the NASP Championship.

Conservation Outreach: Provided 84 bird, herp, black bear and elk watching tours that reached 1,787 participants; 109 Project WILD programs with 1,654 participants; 68 various wildlife presentations and citizen science trainings with 2,592 participants.

BOW and Beyond BOW: Big BOW Weekend had 102 participants, 5 Beyond BOW programs including Shooting Sports, fly fishing, camping and kayak fishing totaling 90 participants.

Game and Outdoor Cooking: 4 workshops provided game prep and outdoor cooking instructions for 96 participants.

Youth Hunts: Participated in a variety of youth hunting and fishing events, primarily supporting other organizations who hosted these events. WRC offered 3 youth hunts for deer and 1 for dove involving 86 youth.

Shooting Range Use: NCWRC owned and staffed shooting ranges and partner ranges provided target shooting opportunity to 41,186 visitors at 6 sites. A 7th shooting range facility will open in November, 2019.

Tennessee Wildlife Resources Agency



New this year:

TN R3 Initiative – Tennessee has hired a marketer to head up the Outreach and Communications Division that will own R3 in the agency. TN hired an R3 coordinator in October of 2019. Year to date for this license year, we are over \$1 million over license sales from the previous year due to reactivation messages.

Geotargeting Digital ads for recruitment with food sampling – during the month of May we gave away fried catfish and encouraged people to catch their own locally sourced, organic protein at the Nashville farmer’s market and targeted those who were at the market afterwards with digital ads featuring a woman fishing with the message “fresher than the farmer’s market” for 30 days. This proved to be a very successful campaign netting the agency over \$250,000. Ads were only shown to people with no account with the agency or who had been lapsed for over 18 months.

Hunting and Fishing Academy – the agency is granting the Tennessee Wildlife Resources Federation with \$750,000 over the next 3 years to expand its Hunting and Fishing Academy to being a statewide program. These programs are family based, hands on programs where a mentor takes a young person and a guardian or if the young person is over 18 a guardian is not needed. This program has been going on a couple years now. These funds will ramp this up to hire 2 new program support people and equipment to be able to offer tons more events and types of events for families to attend.

Implemented retention and reactivation emails and texts – began targeted emailing on a seasonal basis as well as using incentives to reactivate license purchases such as 20% off Academy if you renew your license.

Existing programs:

Becoming an Outdoors-Woman (BOW): The agency has been offering BOW for the past 25 years and the workshops always fill to capacity with 115 participants. The event is offered the first weekend of June and well over 20 different classes are offered. The agency also offers a Beyond BOW Muzzleloader workshop in November at Buffalo Ridge Refuge. Due to its success first time participants get two weeks priority on being one of the lucky 35 participants.

Tennessee Scholastic Clay Target Program (SCTP): provides youth, age 9-college, an opportunity to participate in shotgun shooting sports like trap, skeet, and sporting clays. Tennessee SCTP has more than 2,000 athletes participating annually. More than 40 facilities across the state are being used by

Tennessee SCTP teams and the program has more than 500 volunteers and 250 trained volunteer coaches.

Youth Hunts The agency works hard on providing well over a hundred opportunities on both public and private properties across the state for young hunters. These include a variety of both small and big game opportunities.

Free Fishing Day This year the agency assisted with 86 free fishing day events across the state and more than 13,000 youth participated. Well over 200 other organizations, towns, and cities helped sponsor these events.

Free Hunting Day the last Saturday in August which lines up with the August buck hunt.

National Archery in the Schools Program (NASP) There are a total of 444 schools in Tennessee that have implemented the program in their schools and this equates to an average of around 30K students involved in the program yearly.

Hero Hunts In addition to honoring our veterans, the agency also hosts events for first responders injured in the line of duty. Well over a dozen of these events are held across the state on both public and private property. The events include both big and small game hunts as well as fishing.

Moment of Freedom This program is dedicated to gaining access to wheelchair hunters and fisherman. To date the agency has 33 sites across the state and more in the works.

Texas Parks and Wildlife Department



New Programs or Initiatives

Under the Texas Sky podcast

Earlier this year, TPWD launched a new long-format audio podcast called Under the Texas Sky. The new podcast presents stories about state parks, adventure travel, nature and the outdoors. The podcast is available at underthetexassky.org or on all major podcast platforms.

Texas R3 Plan

TPWD has been working diligently over the past 12 months to develop its R3 strategic plan and the agency is close to finalizing the document. Following peer and partner reviews, TPWD hopes to release the document nationwide in the coming months.

Updates on Selected Existing Programs

Email Marketing

In LY19, email marketing tested a content-focused approach that provided anglers with reasons to go fishing throughout the year. What the department found was that the following variables resulted in greater success: multiple emails are better than a single email blast, focus on key license buying times and use a simple sales message without images. This renewal/reactivation effort to annual license holders resulted in a 1% lift for combo buyers, 1,134 incremental license sales and \$58,000 in incremental revenue. TPWD is also testing renewal reminder emails to anglers who purchase the Year-From-Purchase (YFP) all-water license package, with the goal of getting them to try to renew their YFP as it expires. These results will be evaluated at the end of the test period in December 2019.

In LY20, TPWD will be testing a series of targeted and customized emails to previous Texas recreational hunting and fishing license purchasers. The department will customize communications to license buyers who were “first time” purchasers in LY19 and develop and send a separate series of customized messaging to two groups of millennials (those 20-30 years old and those 31-40 years old) to see if it drives more engagement with these audiences than a general message.

In addition, TPWD sent a “Licenses on SALE Now” emails to 236,575 previous license buyers and tracked sales on Google Analytics for the first five days licenses were on sale. This email blast drove 40% of the online license sales during that time period and was the #1 source of online sales.

One of the major limitations to effective R3 email communications is the relatively small number of valid email addresses the department has for customers. As of now, the department can only secure email with online purchases and fewer than 20% of license customers are purchasing online.

Get Outside! Events

During FY19, Get Outside! events reached over 7,500 participants. With a desire to reach previously unengaged and more diverse audiences, the Get Outside! Program continued to cultivate new events such as the Austin Powwow Native American festival, the Juneteenth Family Fun Day, the Poteet Strawberry Festival and Fiesta de los Niños. Program staff partnered with the Texas State Parks Ambassadors Program, Girl Scouts of America, the Texas Parks and Wildlife Foundation and the American Indian Education Program to design suitable outdoor opportunities for their members. 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. TPWD sponsors introductory, instructive youth hunts for a variety of species. FY19 included: 229 Hunts with 1200 Youth Hunters hosted by 172 Landowners. FY20 will include new partnerships with the Texas Outdoor Families program, Back Country Hunters and Anglers and the Willacy County Navigation District, who added five hunts offering hunting opportunities for 50 kids. With a goal to double the number of new adult hunters mentored, the TYHP will be vital in the agency's R3 efforts.

Virginia Department of Game and Inland Fisheries



New Programs or Initiatives

Adult Hunting Mentor Program: DGIF's R3 Coordinator recently partnered with the digital platform *Powderhook* to launch a program to train and certify Virginia hunter education instructors to become mentors for new and prospective adult hunters. In 2019, DGIF staff conducted multiple trainings for instructors on how to be an effective hunting mentor which included information on why adult hunters should be targeted and the best practices for teaching this audience. There are currently 20 certified mentors in this program who are actively helping new hunters by being a digital mentor through *Powderhook* and are available to take new people out into the field.

Refer-A-Friend: DGIF's R3 Coordinator managed the launch of a new initiative called Refer-A-Friend to Fish in 2018 with the support of the Recreational Boating and Fishing Foundation. The goal of this program is to motivate and incentivize current outdoor participants (anglers/hunters) to generate and send a referral code to anyone without a hunting or fishing license in Virginia. If the new customer was successful in purchasing a license, then both parties would receive a free gift. The 2018 and 2019 campaigns were solely focused on fishing and successfully led to the creation of over 1,000 new customer accounts and over \$30,000 in net revenue. For the 2019 fall hunting season, DGIF's R3 Coordinator partnered with a spice company called Hi Mountain Seasonings to offer game jerky kits to participants. This partnership should benefit DGIF's effort to motivate current hunters to generate and send codes to people who do not have a hunting license.

R3 Strategic Planning: DGIF finalized an all-agency R3 strategic plan in 2018 to guide DGIF's decision-making and planning process for R3 to increase participation in hunting, angling, wildlife viewing, paddling and recreational shooting. In early 2019, DGIF finalized R3 operational plans for each of the five main recreational activities. These documents are much more specific than the general R3 plan and include strategies and measures that will guide agency implementation for the future.

S3DA: Staff from Hunter Education are working to start S3DA programs throughout the state as a "next step" opportunity for youth after the NASP program. The first statewide event was held in early 2019 and will continue to grow in the future.

Updates on Existing Programs

Lapsed Customer Email Campaigns: DGIF has continued to implement frequent email campaigns aimed at fishing and hunting customers who have lapsed. The emails are conducted once a month and use evaluation results from previous campaigns to inform messages and content. DGIF also partnered with the Archery Trade Association to study lapsed bow hunters in order to formulate an email campaign.

Free Fishing Day: In June and September 2019, DGIF's Outreach and Fisheries Staff worked together to formulate a planning team for Free Fishing Day in Virginia. This inter-agency effort resulted in a plan with clear objectives, strategies and evaluation procedures. The 2019 Free Fishing Day demonstrated a new process for a largescale agency effort with an opportunity to recruit new anglers. Over 500 new emails were collected during Free Fishing Days.

Hunting Workshops and Classes: Hunting workshops to teach skills to all-levels of hunters are continuing throughout Virginia. Since 2018, DGIF staff have implemented improved pre- and post-program surveys to better understand the backgrounds, motivation and barriers of participants. Multiple "Learn to Hunt" workshops have been held in Virginia with partners such as Virginia Commonwealth University, NWTF and others.

Angling Education: DGIF recently hired a full-time Angling Education Coordinator to lead agency efforts to recruit and educate new anglers in Virginia. The coordinator is currently developing a curriculum to train volunteers to become better teachers of fishing education and skills. He plans to host more skills trainings for people with a focus on adults rather than youth.

West Virginia Division of Natural Resources



WEST VIRGINIA R3 PROGRAMS AND INITIATIVES FY19

R3 Strategic Plan Development: As mentioned in the 2018 report, the WVDNR developed an R3 steering committee to drive plan development and implementation. In the latter part of 2018 and early 2019, WVDNR partnered with RBFF and DJ Case and Associates to outline and develop content for the state's R3 Strategic Plan. The document focuses on WV's five "R3 Pillars" (hunting, angling, shooting sports, boating and wildlife viewing). Each pillar has specific goals, objective and actions to increase awareness and participation in the respective areas. The document is currently still in draft form and internal feedback is being solicited. Once internal feedback is completed, WVDNR plans to hold a stakeholder summit to solicit comments from our partners. The stakeholder summit is likely to be held early in 2020.

National Archery in the Schools Program: In the 14th year of operation, this program now reaches more than 325 schools. Currently, over 13,000 students participate in the program. During the 2018-19 school year, WV added 143 new Basic Archery Instructors to the program. Additionally, 11 Basic Archery Instructor Trainers (BAIT) were added. Over 1,360 students from 78 schools participated in the 2019 State Qualifying Tournament. Of those that qualified, 572 students from 63 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. At the most recent celebration, 292 children were exposed to outdoor activities for the first time.

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: In April 2019 the 2nd Annual West Virginia Gold Rush took place, a week-long stocking of approximately 45,000 Golden Rainbow Trout in over 55 lakes and streams. The stockings drew large crowds of all ages trying to catch the special fish. The event continues to receive extremely positive

feedback. Trout stamp purchases also trended upwards during March and April. While we cannot directly correlate purchases to the event, we infer that it may be a factor in the sales increase.

Fishing Education Events: In 2018 WVDNR staff conducted or assisted in more than 25 fishing education events involving more than 2,500 participants. These events included National Fishing and Boating Week, Hooked on Fishing Not on Drugs, Outdoor Classrooms and Becoming an Outdoors Woman.

Hunter Education Program: The mandatory Hunter Education Program in West Virginia is a continued success. Last year, more than 6,433 students graduated from 991 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.

Email Marketing: WVDNR has developed a calendar of email marketing campaigns that aim to increase hunting and fishing license sales. One specific email sent during the last fiscal year exceeded agency expectations. The email was sent in September 2018 and reminded hunters to purchase their archery deer stamps. The email had an open rate of 33% and a 4.6% click-through rate.