

Hunting, Fishing and Wildlife Recreation Participation Committee

2020 Annual Report



Recruitment, Retention and Reactivation

Southeastern Association of Fish and Wildlife Agencies

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2020-21 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 Wildlife Resources
West Virginia Division of Natural Resources

Member

Justin Grider
J.J. Gladden
Chris Wynn
Tina Johannsen
Brian Clark (Chair)
Eric Shanks
Josh Carver
Jason Summers
Chet Clark
Wade Free
Capt. Billy Downer
Jenifer Wisniewski (Vice Chair)
Darcy Bontempo
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
Wildlife Management Institute, Southeastern Field Representative
The Wildlife Society, Southeastern Section

Representative

Paul Wilkes
Jon Gassett
Ray Iglay

SEAFWA
Hunting, Fishing and Wildlife Recreation Participation Committee
Meeting Agenda

Wednesday October 28th 1:00-4:00 pm CST

Zoom – Virtual Meeting

Meeting Goals:

- Learn about relevant research nationally, efforts by partners, and about new R3 Multistate Grant opportunities available through AFWA/WSFR
- Identify possible strategies for SEAFWA to apply for Multistate Grant funding for 2022
- Share with each other efforts undertaken during the COVID-19 pandemic challenges

Schedule:

1:00-1:05 – Kickoff of the meeting, housekeeping, and goals – Brian Clark

1:05-1:30 – Research on Mentoring and Dashboards – Rob Southwick and Matt Dunfee

1:30-2:00 – Council to Advance Hunting and Shooting Sports Updates: National R3 Implementation Working Group, Clearinghouse, New Staff – Kristen Black, Samantha Pedder

2:00-2:10 – Multistate Grant Funding Overview

2:10-2:20 – MAFWA Grant Overview – Taniya Bethke, South Dakota Dept. Parks & Wildlife

2:20-2:30 – NWTF Grant Overview – Mandy Harling, NWTF; Steve Hoye, “the Truth” Marketing

2:30-2:40 – IHEA Grant Overview – Alex Baer, COO of IHEA

2:40-2:45 – ACI Grants Overview – Jenifer Wisniewski, ACI

2:45-2:50 – Scaling a College-Focused R3 Program – Charles Evans, Georgia Wildlife Federation

2:50-3:30 – Multistate Grant Idea Discussion

3:30-4:00 – COVID reality = challenges and opportunities

HUNTING, FISHING & WILDLIFE PARTICIPATION COMMITTEE 2020 Meeting Attendance – October 28th, Virtual Meeting		
Committee Members	Name	Present?
Alabama	Justin Grider	YES
Arkansas	J.J. Gladden	YES
Florida	Chris Wynn	YES
Georgia	Tina Johannsen	YES
Kentucky	Brian Clark	YES
Louisiana	Eric Shanks	YES
Mississippi	Josh Carver	YES
Missouri	Kyle Lairmore	YES
North Carolina	Chet Clark	YES
Oklahoma	Wade Free	
South Carolina	Capt. Billy Downer	
Tennessee	Jenifer Wisniewski	YES
Texas	Darcy Bontempo	YES
Virginia	Eddie Herndon	YES
West Virginia	Kayla Donathan	YES
Affiliate Members		
U.S. Fish & Wildlife Service, Regional Federal Aid Chief	Paul Wilkes	
Wildlife Management Institute	Jonathan Gasset	
The Wildlife Society, Southeastern Section	Ray Iglay	
Other Attendees		
	Name	
International Hunter Education Association	Alex Baer	
South Dakota Game, Fish and Parks	Taniya Bethke	
Council to Advance Hunting and the Shooting Sports	Kristen Black	
Recreational Boating & Fishing Foundation	Dave Chanda	
U.S. Fish and Wildlife Service	Lanier Forster Clegg	
Texas Parks & Wildlife Department	Kelly Dziekan	
Council to Advance Hunting and the Shooting Sports	Swanny Evans	
Southwick Associates	Sara Futch	
Alabama Department of Conservation and Natural Resources	Marisa Futral	
Archery Trade Association	Josh Gold	
Texas Parks & Wildlife Department	Steve Hall	
National Wild Turkey Federation	Mandy Harling	
Recreational Boating & Fishing Foundation	Stephanie Hussey	
U.S. Fish and Wildlife Service	Tamar Kavaldjian-Liskey	
Alabama Wildlife & Freshwater Fisheries Division	Marianne Hudson	
Florida Fish and Wildlife Conservation Commission	Allen Martin	
Sovereign Sportsman Solutions	Ben Paige	
Council to Advance Hunting and the Shooting Sports	Samantha Pedder	

Alabama Department of Conservation and Natural Resources	Billy Pope	
Missouri Department of Conservation	Joel Porath	
Southwick Associates	Rob Southwick	
Mississippi Department of Wildlife, Fisheries, and Parks	Randy Spencer	
Alabama Department of Conservation and Natural Resources	Chuck Sykes	
Brandt Information Services	Caroline Thomas	

2020 Annual Meeting Minutes - SEAFWA Hunting, Fishing and Wildlife Recreation Participation Committee

Wednesday, October 28th, 2020 | 1:00 – 4:00 pm CST | Virtual Meeting

Welcome - Committee Chair Brian Clark welcomed members and guests, provided an overview of the agenda, introduced Jenifer Wisniewski as new Vice Chair for the committee, and called the roll of official committee members. He then introduced sponsors of the conference, who highlighted their services and products.

Sponsors of SEAFWA Conference:

- **ASPIRA:** Bez Sharkey gave a presentation on ASPIRA, providing hunting and fishing licensing, and outdoors-related reservations solutions.
- **Archery Trade Association:** Josh Gold presented ATA's website, showcasing their "learn" headline that shows new and improved sections for partners to utilize.

U.S. Fish and Wildlife Service – Lanier Forster Clegg, Pathways R3 Intern for the Southeast Region, shared a planning package being developed to help organize state agencies lead R3 events on Service lands. Lanier asked for help from states to develop the package, including providing contact information for R3 or hunting coordinators, suggestions, guidance documents, etc.

Research on Mentoring and Dashboards – Rob Southwick presented highlights of two new grant projects: State License Data Dashboard and Making Mentorship Work. He encouraged each state to take advantage of these projects and results.

Council to Advance Hunting and Shooting Sports Updates – Samantha Pedder, Kristen Black and Swanny Evans represented on behalf of CAHSS, and presented under the theme, Moving Projects in Change. Samantha gave updates on staffing changes and various content information that has increased due to COVID. Kristen presented on the National R3 Implementation Workgroup's work, including the National R3 Clearinghouse website, marketing best practices research, Mentorship Project, Partnerships and Organizational Culture.

Recreational Boating & Fishing Foundation – Stephanie Hussey gave an R3 Update for RBFF on its Industry Recovery Plan. She introduced the "Get on Board" campaign that launched earlier this year. State fishing license sales are up this year. The volume of digital assets available are increasing as well. RBFF is doing consumer research currently to better understand the increase in fishing participation; results will be presented to the R3 community and used to inform FY22 campaign direction. Angler R3 planning update: more states have added staff, with 24 Angler R3 Coordinators presently, and 32 states with full time marketing directors. Stephanie gave updates on upcoming projects and the state marketing workshop, which will be held virtually in early 2021.

Multistate Grant Funding Overview – Vice Chair Jenifer Wisniewski explained that with the P-R Modernization Act passage in Dec. 2019, state agencies may now use Federal Aid grants to promote hunting through advertising and marketing, as well as R3 efforts. The P-R Modernization Act also earmarked an additional \$5 million (above the original \$3 million) from FET proceeds on archery equipment for the Multistate Conservation Grant Program specifically to boost national and regional programs for recruiting hunters and recreational shooters. Jenifer identified the grants funded for 2020 and 2021, and explained that in 2022 there will be about \$7 M dedicated to hunting and shooting R3.

MAFWA Grant Overview – Taniya Bethke of South Dakota presented on the MAFWA Small Game Diversity and Inclusion Outreach Toolkit grant project. The Midwest has lots of small game hunting opportunities but small game hunting lacks diversity. The project will use photoshoots, social media and email templates, and working with focus groups to finalize the toolkit for use by Midwest states and beyond. They are hoping to provide needed resources for states, opportunity to familiarize and increase comfort of our traditionalist population with diversity and inclusion in conservation field and enhance knowledge base.

NWTF Grant Overview – Mandy Harling, NWTF and Steve Hoyer, “the Truth” Marketing - presented on their national ad campaign being developed to promote support for and participation in hunting and shooting. Steve shared findings from published research on American’s attitudes about wildlife, and explained the importance of ads. Two projects they are working on including research on messaging (2020), and building assets in the “Conservation isn’t a Competition” (2021) project.

IHEA Grant Overview – Alex Baer, IHEA – Alex shared about the grant project, Hunters Connect State Delivery System and Database. Goals of this project include: provide a secure online database delivery system for educational video content for state agency use; contract a professional video studio to create a new video every week for 12 months; provide a digital communication network for agency Hunter Education, Marketing and R3 staff; and meet video content creative needs provided by agency staff for customer retention engagement campaigns. He explained multiple ways for state agencies to get involved.

ACI Grants Overview – Jenifer Wisniewski, ACI presented the 3 Multistate grants that ACI was awarded this year: Locavores Workshops (virtual workshops to learn how to better design learn-to-hunt programs for food-motivated people; Email Marketing Best Practices; and R3 Marketing Grants to States (5 states to be granted \$50,000 each for R3 Marketing in January 2021).

Scaling a College-Focused R3 Program – Swanny Evans, Georgia Wildlife Federation presented on the Multistate grant project, “Academics Afield” aims establish collegiate learn-to-hunt programs. Goals include creation of programs in five new states and facilitation of national-level expansion with a toolkit developed via data collected, feedback and results.

Multistate Grant Idea Discussion – Jenifer Wisniewski described the opportunity for regional collaboration for 2022 Multistate Grants and facilitated preliminary discussion on this topic, in hopes of identifying a few priority projects for submission on behalf of the region.

Key considerations:

- Application timeline: April 2021 – grant ideas are due
- Start work January 2022 – 1 year to complete work
- R3 Strategic Priorities: research and evaluation; marketing; mentoring; engaging new audiences; or R3 capacity and infrastructure

- Dave Chanda with RBFF referenced a proposal that the NEAFWA R3 Committee submitted pertaining to hunting and fishing, but the fishing component was removed due to funding constraints. He is currently in talks with the committee to re-incorporate fishing using match from RBFF and NEAFWA. He is offering the same match opportunity for SEAFWA to partner with RBFF on fishing-related grants. The money is tied to spring activities related to fishing, such as a regional marketing campaign. He also pointed out that we need to be active this spring to capitalize on the 2020 increase in fishing participants.

- Kristen Black reminded the group that the **Council's report included priorities and potential project topics.**

- Brian Clark, Kentucky Fish & Wildlife – brought back up the possibility of a paid coordinator for the region to help spearhead projects that are beneficial to all states. He also suggested that a subcommittee specifically dealing with grants on behalf of SEAFWA be established and vet requests.

- Jenifer Wisniewski suggested a regional campaign focusing on recruitment of gun owners into hunting and shooting sports due to increase in sales, including a diversity component tied in.

- Jenifer also suggested a potential effort to focus on hunter recruitment with archery, given the tremendous popularity of National Archery in the Schools (NASP) for youths over the last nearly 20 years.

- Brian Clark raised the question about whether any research was currently being done on mentoring for fishing. None was shared. Learnings from the hunting and shooting sports projects will be reviewed and follow-up for fishing considered by partners such as RBFF and ASA in conjunction with states and other stakeholders.

- Some additional suggestions for consideration included:
 - Private landowners to provide more public access
 - Building shooting ranges
 - Mobilizing mentors; are incentives needed?
 - Regional effort on social media influencers
 - Positive images and messages for gun owners – toolkit

- Jenifer posited a **regional recruitment/reactivation effort in partnering with retail outlets**
- Brian Clark gave a brief update on a **current project** in which SEAFWA is partnering with other regional associations and Wildlife Management Institute, which includes **development of short-form videos to promote outdoor participation with emphasis on hunting and fishing, and influencer marketing.**
- Darcy Bontempo suggested working with a national organization (e.g., company or industry association) to come up with **an incentive to promote license purchases.**
- Brian Clark asked if anyone has **evaluated mentor programs**, whether a campaign or obtained measurable results from programs. None were offered.
- Alex Baer suggested **new ways to get individuals into the system to inform them when things open back up** (e.g., Hunter Education)...what else can we offer once we have them there?
- Brian Clark suggested **a one-stop-shop learning portal that is not brand-specific for people nationwide to learn digitally**, perhaps tying into outdoor gaming or app(s).
- Grants subcommittee – made up of 3-4 members; communicate existing status on grant projects, prioritize new ideas, etc. Brian Clark asked Jenifer to serve as chair, with membership (based on volunteers) including:
 - Jenifer Wisniewski
 - Justin Grider
 - Darcy Bontempo
 - Chris Wynn
 - Eddie Herndon
 - With assistance from:
 - Taniya Bethke (MAFWA) and
 - Alex Baer (IHEA)

COVID reality = challenges and opportunities was the next topic explored. The following were shared in the discussion:

- Jenifer Wisniewski suggested that a major focus of our efforts in the near term should be retaining new license buyers based on the increases in sales nationwide.
 - **Install the RBFF widget referenced in Dave Chanda's presentation on agency websites** to help anglers who move or travel to find their or other agencies' websites
- Brian Clark said the increase in traffic on video content and increase in social media interaction in recent years highlights need for readily accessible, quality content
- **Spanish language hunting / shooting videos** – are there good resources?
 - Social media content
 - Steve Hall, TPWD – there is a resource guide

- Grant opportunity - hunter education, regulations, videos, how-to, etc.
 - T. Bethke – one pager for specific opportunities for new participants
- **Eric Shanks suggested that partnering with Education Departments could be productive for getting conservation messages out** – provide resources for parents to get children outdoors and into healthful activities
- Steve Hall – TPWD hosted a virtual Becoming an Outdoors Woman **workshop, in which they had more participants virtually** than they could historically accommodate in person

Adjournment

**APPENDIX A:
STATE REPORTS**



2020 SEAFWA R3 Committee Meeting
(Hunting, Fishing & Wildlife Recreation Participation Committee)
State/Partner Report

State:

Alabama

R3 Lead:

Justin Grider, R3 Coordinator

Justin.Grider@dcnr.alabama.gov | 334-590-4084



Significant R3 Effort #1: Email Marketing, Communications, and Education

ADCNR is engaged in recruitment, reactivation, and retention of both hunters and non-hunters through multiple platforms such as social media, email marketing, corporate partnerships, public speaking events, field days, and workshops. Through these avenues, ADCNR has developed brand recognition and public awareness of the department's programs, regulations, and license offerings. We have found that email marketing, along with corporate partnerships incentivizing license purchases, is very successful. ADCNR's marketing and communication section has partnered with Academy Sports + Outdoors on several online and in-store promotions to promote the department and provide incentive coupons to individuals who purchase a hunting or fishing license. The incentive promotion targeted lapse hunters and anglers from the previous three years and netted \$150,000 in license sales. In-store promotions include the "Shop with a Cop" event during the holidays, where conservation enforcement officers assisted underprivileged children in purchasing Christmas gifts. Also, during the Bassmasters Classic, Academy Sports + Outdoors, who was the title sponsor of the event, provided individuals a free fishing license upon request at any store in the state. This promotion was in advance of the event to promote the classic coming to Alabama. The promotion netted \$18,000 in license sales to the department paid for by Academy Sports + Outdoors. In addition to email marketing, ADCNR simplified the license sales system's purchasing interface and added license packaging to make purchasing a license easier for the customer. These changes have increased customer's confidence in license purchasing. ADCNR has engaged iHeart Digital Media to leverage digital ad placements with targeted ads driving customers to our website. The new digital media program is a new product, and we hope for it to be beneficial to ADCNR and license sales.

Significant R3 Effort #2: Adult Mentored Hunting Program

The AMH program is an outreach program geared towards adults. One-day workshops are hosted around the state on Wildlife Management Areas with the focus of teaching basic

hunting skills and encouraging use of public land. Once participants have attended a workshop, they are randomly selected to participate in mentored hunting opportunities around the state that provide more in depth and hands on learning opportunities. Topics ranging from firearm safety to wild game cooking and cleaning. The mentored hunts take place on our Special Opportunity Areas (SOAs), which is also public land. The idea is to teach new hunters the fundamentals of hunting in an area that allows them to replicate the experience in the future without access being a barrier to their continued involvement. The program also facilitates interactions with mentors and mentees around the state throughout the year by connecting interested learners with interested volunteers.

Other R3 Efforts of Interest

- Collegiate Mentoring program and University First Hunt Program
- National Archery in the Schools Program
- Disabled Hunting Trail
- Mentored Hunting Workshops
- Hunter Education Range Days
- Community Archery Development Program
- Shooting Sports Events
- Aquatic Education Program
- Community Fishing Events
- Youth Dove Hunts
- Trapping Workshops (Youth and Adult)

Barriers to R3 Efforts

- Personnel
- Funding
- Complicated and cumbersome purchasing parameters



2020 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State:

Arkansas

R3 Lead:

J.J. Gladden,
Aquatic Resources Education Program Coordinator
jj.gladden@agfc.ar.gov | 501-676-6963



Significant R3 Effort #1: Creating and approving an R3 plan and charging implementation teams for the action items on the plan

In July of 2019, a team of 22 AGFC employees from a variety of divisions and levels formed with the goal of creating a 5-year R3 plan for the agency. The plan was broken down into 4 categories: Fishing, Hunting, Shooting, and Support and Connect. After 6 months of creating and fine-tuning our state R3 plan our team presented to the AGFC commissioners for approval February 19th. After approval, the steering committee created action teams for each of the 4 subcategories. These teams are made of 6 members including a team lead with representation from various divisions and years of experience with the agency. These teams are charged with being catalysts to move action items forward. The team lead for each category reports back to the steering committee quarterly.

Significant R3 Effort #2: Extending our online presence for education, awareness, and to build community: videos, articles, outreach groups, virtual nature center

In 2019, we moved to expand our marketing and outreach efforts to be more data-driven and aligned. We started by taking disparate data sources and mapping a plan to start aligning these into a replicated data warehouse. Simultaneously, we did an analysis of customer data and industry R3 reports to develop a breakdown of our targets and messaging strategies for different segments around the R3 participation funnels. AGFC deployed our marketing and outreach through a strategic multi-channel series of campaigns focusing on the AGFC brand and lead generation for hunting, fishing and support audiences. Significant marketing advancements includes: fully integrated CRM and automated marketing platform, customer data driven targeted advertising, end to end conversion analytics, display retargeting, customer drip campaigns and integration with Kalkomey data. We have advanced our content by developing visual elements that correspond to our target audiences in more dynamic ways and focusing on removing barriers and promoting key reasons we know users participate. Our team is heavily focusing on content creation. The focus is to build content that helps users maneuver through the sales and participation funnel.

Other R3 Efforts of Interest

- Establishing measurement tools to capture data: surveys, dashboards, google sheets, best practice guides, action tracker
- Integration of disparate data sources
- Development of R3 mentor programs
- Integration of disparate customer data sources.
- Evolution of R3.
- Digital outdoor skills training.
- Digital mentoring.
- Brand identity consolidations.
- Sponsorship Marketing
- Retail marketing partnerships
- Tearing down obstacles: license renewal system, app features, call center, how-to video
- Implement FINS materials in state parks programming
- Adding new cities for urban deer hunting and purchasing land for public use
- Creation of a photo database of diversity images to share
- License sales kiosk at AGFC shooting ranges.

Barriers to R3 Efforts

- COVID adjusting expectations and pivoting to what is allowed and working
- Technological assistance is extremely high value- not enough IT staff to accommodate requests to move to a digital world
- Digital/Virtual burnout of audience
- Event restrictions
- Funding for marketing
- Real-time dashboards



2020 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State:

Florida

R3 Lead:

Tindl Rainey, Director of Strategic Initiatives
tindl.rainey@MyFWC.com | 850.544.0057



Significant R3 Effort #1: Expanding Participation in Conservation Strategic Initiative

The FWC created the Expanding Participation in Conservation Strategic Initiative (EPIC) to increase conservation participation among youth and families representing Florida's diverse population. EPIC helps increase partnerships to implement the Florida Youth Conservation Centers Network and other programs that promote fishing, hunting, boating, wildlife viewing, shooting sports and conservation appreciation.

Significant R3 Effort #2: The FWC's R3 Programs

The FWC's R3 programs support the agency's R3 efforts and will be evaluated for their effectiveness at increasing license sales and fishing participation.

Other R3 Efforts of Interest

- Data Analysis and Evaluation
- Communication and Marketing

Barriers to R3 Efforts

- Funding
- Staff Resources



2020 SEAFWA R3 Committee Meeting
(Hunting, Fishing & Wildlife Recreation Participation Committee)
State/Partner Report

State:

Georgia

R3 Lead:

Tina Johannsen,
Assistant Chief of Game Management
tina.johannsen@dnr.ga.gov | 706-557-3350



Significant R3 Effort #1: Marketing

WRD utilizes multiplatform marketing strategies in order to reach target demographics, promote R3, and boost license sales. Digital advertising and lapsed e-mail campaigns reach targeted and like-minded audiences through the use of short form promotional video content and social influencers.

Significant R3 Effort #2: GA R3 Initiative

WRD continues to provide financial support for a full time R3 coordinator housed by the GA Wildlife Federation and in partnership with SCI, NWTF, and NDA. This partnership is in its 6 year and anchors implementation of GA's R3 strategic plan.

Other R3 Efforts of Interest

- Hunter Development Program staff conduct numerous R3 programs and events annually, including hunter education, beginner and intermediate shooting events, and hunt and learns.

Barriers to R3 Efforts

- None unique to GA; just the same staffing and cultural issues most state agencies face.



2020 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State:

Kentucky

R3 Lead:

Olivia Dangler, R3 Coordinator
olivia.dangler@ky.gov | 270-245-7612



Significant R3 Effort #1: Translation of resources into Spanish

This fall, KDFWR added Spanish as a language option for our Telecheck game harvest reporting system. We are also working on having our Fishing & Boating Guide and Fall Hunting & Trapping Guide for 2021 translated into Spanish. Lastly, we have started acquiring materials in Spanish for our hunter education program. We will continue to build resources and develop programs with the Hispanic/Latino communities as a target audience for our R3 efforts.

Significant R3 Effort #2: Encouraging KDFWR staff to mentor

We are developing a Kentucky R3 webinar for new KDFWR employees and our Commission board members. This course will highlight the importance of R3 in Kentucky and every employee's role in it. We are also in the beginning stages of developing a program that will allow employees to mentor up to two days for year "on the clock" at work, either mentoring a new hunting and/or fishing license buyer or being mentored as a new participant. This will help incentivize and recognize employees for mentoring new hunters and anglers, or being initiated as new participants. The agency may then highlight KDFWR staff mentoring in a call-to-action campaign as examples to the rest of the Commonwealth's hunters and anglers.

Other R3 Efforts of Interest

- **Survey of new/reactivated anglers** is planned for 2021 to better understand their motivations for participating in the outdoors during the COVID-19 pandemic.
- **Virtual Hunter Ed range day submission** (video submission of proctored live-fire exercise) created for hunter education students to complete their certification during the pandemic; over 2,800 students used this option.
- **Online Programming offered:** virtual Field to Fork webinars in fall 2020 (once a week for 6 weeks leading up to modern firearms deer season), virtual Becoming an Outdoors Woman (BOW) weekend was offered this year, virtual Learn-to-Fish

workshops and virtual Summer Youth Conservation Camps were also created and offered this year.

- **3rd Kentucky R3 Summit** was held virtually for the first time this year. It created a more diverse collection of partners who were able to attend virtually than in years past when it was in person.
- **Cook Wild Kentucky** webinars: Cooperative Extension Agents for Family and Consumer Science broadcast cooking videos each Wednesday from October to December. These videos demonstrate use of the Cook Wild Kentucky recipes, featured on cards and online at https://www.planeatmove.com/recipes/?recipe_category=84&recipe-search. These highlight a variety of game meats including venison, rabbit, frog legs, fish and dove.

Barriers to R3 Efforts

- Limited funding for R3 staff and programs.
- COVID-19 forced us to scrap our in-person plans for 2020 and come up with new virtual ways to deliver programs.
- Staff juggling multiple programs and still working on items in the R3 Plan.
- Limited help from partners to complete items in R3 Plan.
- Priority efforts that involve a large amount of collaboration or regulation changes are severely delayed due to the “red tape” and inability to adapt administratively to new challenges in a timely way.



2020 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State:

Louisiana

R3 Lead:

Eric Shanks, Biologist Program Manager for Hunter Education
eshanks@wlf.la.gov | 337/491-2575 Ext. 3001



Significant R3 Effort #1: Squirrel Hunting 101

A one day “how-to” seminar on how, when, and where to squirrel hunt.

Significant R3 Effort #2: Archery in Louisiana Schools

Shooting sports (archery) recruitment program, Louisiana’s NASP program. Currently up to approximately 22,000 students enrolled.

Other R3 Efforts of Interest

- Becoming an Outdoors Woman
- Beyond Becoming an Outdoors Woman Deer Hunt
- Families Understanding Nature Camp
- Youth Hunter Education Challenge
- R3 Strategic Plan
- Email marketing campaigns

Barriers to R3 Efforts

- Lack of dedicated R3 coordinator



2020 SEAFWA R3 Committee Meeting
 (Hunting, Fishing & Wildlife Recreation Participation Committee)
State/Partner Report

State:
R3 Lead:

Mississippi
 Josh Carver, Marketing & Communications Coordinator
 josh.carver@wfp.ms.gov | 601.432.2239



Significant R3 Effort #1: Lapsed Customer Emails & Retention Emails

Email efforts sent periodically to retain and reactivate customers.

- Seasonal Update Emails
- Automated Renewal Emails
- We've Missed you Emails

Significant R3 Effort #2: Auto Renew License Process

Implemented in 2019, FWP now offers auto renewal for all annual licenses. We are seeing a high rate of opt-in and hopefully will see a decrease in customer losses off each year.

Other R3 Efforts of Interest

- Partnerships with Delta Waterfowl University Hunt Program, Ducks Unlimited Waterfowl Camp Program, Other Small Game 1st Hunt programs, RBFF Boat Registration Retention Mailers, RBFF State Marketing Grant, 2020 Making It Last Campaign, SEM Marketing, Geofenced Targeting, MS Scholastic Shooting Sports Program.

Barriers to R3 Efforts

- Staff time and availability, COVID-19 restrictions, Budget



2020 SEAFWA R3 Committee Meeting (Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State:

Missouri

R3 Lead:

Kyle Lairmore, Chief of Education

kyle.lairmore@mdc.mo.gov | 573-522-4115 ext. 3364



Significant R3 Effort #1: Relevancy Branch

Missouri completed an agency restructure recently and one of the major changes was the creation of a Relevancy Branch which includes a Relevancy Branch Chief, R3 Coordinator, Citizen Engagement Specialist and other various staff. This branch will solely focus on relevancy of hunting, fishing, shooting sports and conservation in Missouri. How to identify and communication with target audiences.

Significant R3 Effort #2: R3 Journey Mapping, Focus Group and Program Evaluation Project

The R3 Committee has drafted a proposal and presented to seek approval to conduct a journey mapping, focus group and program evaluation project which will create personas on our hunters and anglers in Missouri, facilitate a journey mapping exercise and focus group for each persona. Adjust marketing plan and program offerings based on the information gained from project and evaluate programs to determine success. This project will allow us to learn directly from audiences, how the progress through the journey to become a hunter and/or angler and identify any pain points or barriers to their journey.

Other R3 Efforts of Interest

- FY20 Program Numbers: 3000+ programs & 170,000+ participants
- Program surveys: program participants receive surveys after attending programs to evaluate the program and learn what programs individuals are interested in attending in the future.
- Data Dashboards: we continue to complete bi-annual data dashboards through Southwick but are exploring an ESRI solution which will provide a spatial dashboard and allow us to overlay other data such as demographic and tapestry layers.

Barriers to R3 Efforts

- Ourselves, as we can't seem to get out of our own way at times to accomplish a task. Our own process creates barriers to progress in a timely manner.



2020 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State:

North Carolina

R3 Lead:

Chet Clark, R3 Manager
chet.clark@ncwildlife.org | 252-506-1360



Significant R3 Effort #1: Agency R3 Plan

Creation of an agency R3 plan is underway with a first draft completed and the final draft and implementation slated for mid-year 2021.

Significant R3 Effort #2: Covid-19 Related Retention Plan

A retention plan to pursue license renewals from the significant number of new recruits and reactivations caused by Covid-19 related restrictions. The plan will be activated in March 2021 and run through December 2021.

Other R3 Efforts of Interest

- Getting Started Outdoors hunting workshops for the general public and military veterans facilitated in partnership with NC Wildlife Federation and Backcountry Hunters and Anglers.
- A short-term fishing license holder upsell campaign
- Virtual skills-based-seminars
- Sunday hunting on public land approaching approval for 2021
- 2 mentoring groups spun off of GSO workshops and poised to grow

Barriers to R3 Efforts

- Non-license purchaser tracking system
- Real-time license data tracking mechanism



2020 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State:

Tennessee

R3 Lead:

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Significant R3 Effort #1: Tennessee Community Fishing Lake Program

Tennessee with help of a grant from the RBFF piloted a community fishing lake program in 2020. The Community fishing lake program consisted of two (2) stocked lakes. One lake was located in Metropolitan Nashville and the other lake was located in Chattanooga, TN. The program was a success and is being carried forward beginning in the winter of 2020-2021. The program will also be carried forward in the summer of 2021.

Significant R3 Effort #2: Fishing 101

Tennessee set upon a course in the summer of 2020 to provide Fishing 101 instructions to prospective anglers throughout the state. The program consisted of providing fishing poles, bait, lures to participants on hand. Approximately 23 separate Fishing 101 events were held throughout the state. In addition to in person Fishing 101 instruction, Tennessee produced Fishing 101 videos that can be found online by prospective anglers.

Other R3 Efforts of Interest

- Virtual In-Depth Deer Workshops (Zoom and recorded for production online)
- Becoming an Outdoors Woman
- Hunting & Fishing Academy (in-person hands-on hunting instruction)
- Virtual Outdoor Learning Courses (Zoom and recorded for production online)
- Mobile First Catch Center (Mobile Trailer stocked with Rods/reels for pop-up angling participation)
- Farmer's Market (organic meat promotion-Deer)
- Creation of a shooting complex for target instruction

Barriers to R3 Efforts

- Lack of access to hunting parcel
- Lack of fishing Access
- Lack of Hunting knowledge
- Lack of Fishing knowledge
- Lack of funds to participate in hunting and fishing
- Lack of time to participate in hunting and fishing
- Lack of others to experience hunting and fishing with



2020 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State: Texas Parks and Wildlife Department
R3 Lead: Darcy Bontempo, Director of Marketing
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Significant R3 Effort #1: Texas R3 Strategic Plan

- R3 Strategic Plan Writing Team completed their draft strategic plan and presented it to Senior Leadership in October 2020. The plan was very well-received. The team has consulted with a number of R3 partners who have provided input for the final version, which will be presented to our Commission in January 2021.

Significant R3 Effort #2: R3 Marketing Efforts

- Email campaign to retain or reactivate license purchasers who had purchased a hunting or fishing license in the last five years resulted in an incremental \$399,000 in revenue versus last year (6% lift in combo license sales; 2.4% lift in hunting licenses; 3.2% in fishing licenses).
- Email welcome campaign for first-time (new) fishing and hunting license buyers was implemented for the FY2019/2020 license year. This campaign consisted of a series of three customized communications to new anglers/hunters to thank, welcome and provide them with resources and tips. This effort resulted in high open rates (61.5% of them opened at least one email and 12.3% of them clicked on at least one link). These new buyers are added to the overall email communication stream after the welcome series and then sent a renewal reminder before their license expires, and they continue to be highly engaged, with 40% average open rate per email communication. Preliminary retention analysis will be ready by early 2021.
- Implemented “Becoming a Bowhunter by Fall”, a series of emails for beginner bowhunters to instruct them on the gear they would need and on scouting and harvest basics of getting started with the sport or bow hunting so they would be ready to hunt before the new season.
- Conducted a year-long email campaign to retain Year-From-Purchase fishing license holders and reduce churn. Analysis is underway and a results are expected in January.
- Utilized RBFF R3 Grant for \$65K to create an “online retention campaign” to drive fishing license renewals. Positive overall ROI, including incremental sales for the treatment group versus the control group. Results report being finalized and will be provided to RBFF by early January.

- Secured an ACI/WMI R3 Hunting Grant for \$50k to develop a “social influencer” online campaign to recruit new hunters, using a locavore angle to engage younger, more diverse foodies. Campaign will launch in 2021.
- Boat registration renewal reminders are sent every month to boaters who are set to expire in 30 days.

Other R3 Efforts of Interest

- Modified LPOS programming to require email addresses with all license purchases. This will result in a dramatic increase in R3 email marketing opportunities since previously less than 20% of all license buyers bought online and provided email addresses. This will exponentially increase the revenue impact of email marketing efforts.
- Completed on-site and mail surveys of Houston/Dallas Survey of Lapsed Anglers to determine usage and wants/needs for nearby fishing opportunities and motivations and barriers. Analysis underway.
- Began planning for a \$40,000 multi-modal research project to be conducted in early 2021 to understand motivations and wants/desires of New COVID-19 Anglers; research to be completed by end of April to inform marketing efforts to retain these new anglers.
- The Texas Youth Hunting Program” (TYHP), a long-standing joint program of the Texas Wildlife Association (TWA) and the Texas Parks and Wildlife Department (TPWD) implemented new partnerships in 2020 with Texas State Parks’ Outdoor Family Workshops, Back Country Hunters and Anglers and the Willacy County Navigation District.
- Spanish language updates were made to the Spanish version of the My Texas Hunt Harvest (new additional mandatory harvest requirements and public hunt lands check-ins).
- Worked in partnership with a statewide magazine that reaches more than 350,000 readers to develop a special advertorial section to promote hunting and fishing from the locavore perspective. A special section will also be created in 2021.

Barriers to R3 Efforts

- No dedicated budget for R3 staff, programs or marketing. Texas has not yet hired an R3 coordinator, though the plan recommends two coordinators. Staff juggling multiple responsibilities while trying to advance the R3 Plan. Limited staff time to help develop content for R3 efforts, especially tailored content for high-potential target audiences.
- Can only focus on Hunting and Fishing pillars of R3 due to same limitations.
- Many of our recruitment outreach programs are not feasible due to COVID-19; agency is working to develop new ways to deliver programs virtually.
- R3 efforts that require collaboration or changes to existing regulations or statutes are difficult to make progress on, due to the “red tape” and other governmental processes and requirements.



2020 SEAFWA R3 Committee Meeting
 (Hunting, Fishing & Wildlife Recreation Participation Committee)
State/Partner Report

State:
R3 Lead:

Virginia
 Eddie Herndon, R3 Coordinator
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Significant R3 Effort #1: Hunter Mentor Program

The DWR Mentor Program has continued to evolve with nearly 60 certified hunting mentors actively involved and helping new hunters. This additional capacity has allowed DWR to reach more new hunters and provide them with opportunities to increase their hunting confidence, skills, and knowledge. In late 2020, DWR partnered with Outdoor Access to provide exclusive land access to our mentors for educational purposes. This program is unique in that DWR brokers relationships between new hunters and mentors, which seems to be a recipe for creating a stronger connection that helps both parties increase their hunting participation.

Significant R3 Effort #2: Digital Marketing for Hispanic Audiences in Virginia

In 2020, I started leading a group of internal staff to work with UniComm Media Group to implement digital marketing and communication strategies aimed at engaging Hispanic audiences in Virginia. We were successful in creating a new Spanish language landing and Facebook page, and we engaged thousands of Hispanic constituents with interesting content about the outdoors and who DWR is. Next year’s campaign is focused on generating conversions (license sales) from this target audience.

Other R3 Efforts of Interest

- Multi-State Conservation Grant to implement marketing across the Northeastern states.
- I started a new hunter database in MailChimp to communicate directly to new hunters from hunter education courses and recent workshops.
- Worked with NEAFWA to develop standard evaluation questions for outdoor programming.

Barriers to R3 Efforts

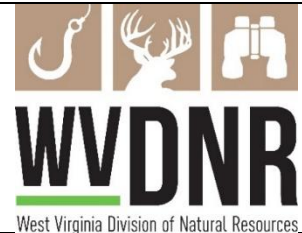
- Capacity to implement large-scale programs without additional support.
- Stronger influence within the agency to implement changes that would benefit R3 and participation goals.



2020 SEAFWA R3 Committee Meeting
 (Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State: West Virginia
R3 Lead: Kayla Donathan, Public Information Specialist
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Significant R3 Effort #1: WVDNR R3 Plan Development

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, objectives and actions to increase awareness and participation in the respective areas. The first draft of the plan was released internally in September 2019 for employee feedback. That feedback was considered, and the plan was edited to meet some of those suggestions.

In February 2020, the WVDNR, with the assistance of DJ Case, RBFF, The Council and WMI, held a one-day External Stakeholder Summit. The purpose of this meeting was to introduce key stakeholder groups to the WVDNR R3 plan and ask for their feedback. Additionally, the R3 plan was posted online for public comment through April 30. That feedback has been taken into consideration, and the finalized plan is now ready for implementation. Unfortunately, due to circumstances surrounding COVID, the final rollout and implementation has delayed. We currently in the process of revising the timeline.

Significant R3 Effort #2: Weekly Media Package

In October 2019, the WVDNR partnered with the WV Department of Commerce Communications to develop a weekly media package. The content includes a video, press release, B-roll footage, pre-written copy, and audio. Topics cover a variety of R3 efforts and are shared across multiple platforms. Additionally, the media package is sent out statewide for news outlets to pick up and use at their discretion. The long-term goal is to increase both licenses sales and awareness of the WVDNR throughout West Virginia.

Video topics have included trout stocking, bow safety, intro to hunting, Hunters Helping the Hungry, and big game checking. Primarily videos are shared via social media channels.

Other R3 Efforts of Interest

- WV Archery in the Schools Program (NASP®)
- National Hunting and Fishing Days Celebration (cancelled in 2020)
- Special youth hunting opportunities
- Gold Rush trout stocking
- Fishing education events
- Hunter Education courses
- Boater Safety courses
- Non-resident student lifetime licenses
- New WVDNR Website (in development – scheduled to launch Jan. 2021)

Barriers to R3 Efforts

- WVDNR does not have a full-time R3 coordinator
- Currently understaffed in outreach section
- Lack of proper program evaluation
- Communication between wildlife office and communications office
- Staff buy-in (some, not all)
- All paid advertising must be created and approved through WV Division of Tourism which causes some delays