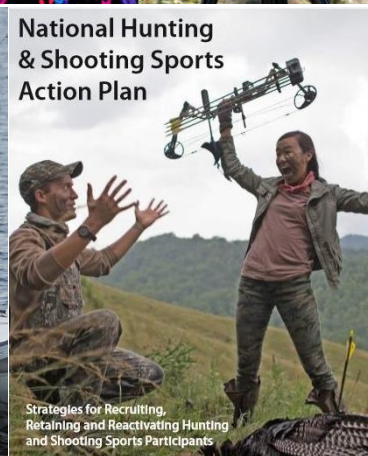


Hunting, Fishing and Wildlife Recreation Participation Committee

Southeastern Association of Fish and Wildlife Agencies

2017 Annual Report



Images courtesy of North Carolina Wildlife Resources Commission, Recreational Boating and Fishing Foundation, Louisiana Department of Wildlife and Fisheries, Council to Advance Hunting and the Shooting Sports, Missouri Department of Conservation, and National Shooting Sports Foundation.

TABLE OF CONTENTS

Committee Roster	3
2017 Meeting Information	4
Agenda	4
Attendance.....	5
Minutes	6
State Reports (submitted).....	8
Alabama	9
Arkansas	11
Florida	13
Georgia.....	15
Kentucky.....	18
Louisiana	20
Mississippi	22
Missouri.....	24
North Carolina.....	26
Oklahoma.....	28
South Carolina.....	30
Partnering Organization Materials (submitted).....	32
Archery Trade Association	33
D.J. Case & Associates – Opportunities for Recruiting & Retaining Locavores / Locavore.Guide	35
N.C. State University – Evaluating Collegiate R3 Potential	41
Quality Deer Management Association – Georgia Mentor Competition	42
Recreational Boating & Fishing Foundation – Recommendations & Tools for R3.....	44
Southwick Associates – Marketing & R3 Evaluation Projects.....	52

2017-18 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
Missouri Department of Conservation
Mississippi Department of Wildlife, Fisheries and Parks
North Carolina Wildlife Resources Commission
Oklahoma Department of Wildlife Conservation
South Carolina Department of Natural Resources
Tennessee Wildlife Resources Agency
Texas Department of Parks and Wildlife
Virginia Department of Game and Inland Fisheries
West Virginia Division of Natural Resources

Member

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

U.S. Territory

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

Affiliate Member

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

Representative

Mike Piccirilli
Jon Gassett
Michael Mengak

SEAFWA
Hunting, Fishing and Wildlife Recreation Participation Committee

2017 Meeting Agenda

Sunday, October 29, 2017

2:00 pm – 5:00 pm

The Galt House, Louisville KY; French Room (Suite Tower, 3rd Floor)

- | | |
|-------------|---|
| 2:00 | Welcome
Committee Chair, Members & Guests |
| 2:05 | Review of committee charge and operational guidelines
Brian Clark |
| 2:10 | Introductions & Brief State Updates |
| 3:15 | Discussion Item: National R3 Symposium with Regional Breakout Meetings |
| 3:30 | Break |
| 3:45 | Development of Georgia's R3 Initiative
Charles Evans, Georgia Wildlife Federation |
| 4:00 | Update from the Council to Advance Hunting & the Shooting Sports
Samantha Pedder, CAHSS |
| 4:10 | Update from the Archery Trade Association
Josh Gold & Emily Beach, ATA |
| 4:20 | Project Updates from Recreational Boating & Fishing Foundation
Stephanie Hussey, RBFF |
| 4:30 | Project Updates from Southwick Associates
Patrick "Patty" Hogan, SA |
| 4:40 | R3 Practitioner's Guide
Mark Duda, Responsive Management |
| 4:45 | Project Updates from D.J. Case & Associates
Phil Seng & Matt Harlow |
| 4:55 | Update on National Survey of Fishing, Hunting & Wildlife-Associated Recreation:
Brian Clark |
| 5:00 | Adjourn |

HUNTING, FISHING & WILDLIFE PARTICIPATION COMMITTEE		
2017 Meeting Attendance – October 29, Louisville, KY		
Committee Members	Name	Present?
Alabama	Bill Freeman	
Arkansas	Ben Batten	Yes
Florida	Chris Wynn	
Georgia	Tina Johannsen	Yes
Kentucky	Brian Clark	Yes
Louisiana	John Sturgis	
Missouri	Jason Sumners	
Mississippi	Russ Walsh	
North Carolina	Walter "Deet" James	
Oklahoma	Wade Free	
South Carolina	Capt. Billy Downer	
Tennessee	Don Crawford	
Texas	Josh Havens	Yes
Virginia	Brian Moyer	
West Virginia	Zack Brown	
Other Attendees	Name	Proxy?
Florida	Rae Waddell	Yes
Louisiana	Donald Locascio	Yes
Missouri	Randy Spencer	Yes
South Carolina	Emily Cope	Yes
Virginia	Page Pearson	Yes
Council to Advance Hunting & the Shooting Sports	Samantha Pedder	
Archery Trade Association	Josh Gold	
Archery Trade Association	Nicole Nash	
Archery Trade Association	Emily Beach	
DJ Case & Associates	Matt Harlow	
DJ Case & Associates	Phil Seng	
Fresh Air Educators	Bill Creighton	
Georgia Wildlife Federation	Charles Evans	
Recreational Boating & Fishing Foundation	Stephanie Hussey	
Southwick Associates	Patty Hogan	
U.S. Fish & Wildlife Service	Mike Piccirilli	
Wildlife Management Institute	Jon Gassett	

2017 Annual Meeting Minutes - SEAFWA Hunting, Fishing and Wildlife Recreation Participation Committee

Sunday, October 29, 2017 | 2:00 pm – 5:00 pm | The Galt House, Louisville KY

Committee Chair Brian Clark welcomed members and guests, then reviewed the committee charge and operational guidelines in light of several new members being appointed to the committee for 2017-18.

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

The upcoming National R3 Symposium was discussed. The symposium will be held May 20-24 in Lincoln, NE. An overview of the tentative agenda was provided by Samantha Pedder, business director with the Council to Advance Hunting & the Shooting Sports. A motion was made, seconded and approved that the committee request from the SEAFWA directors at their spring 2018 meeting a grant of \$5,000 in travel stipend money to be divided equally among each SEAFWA state that sent a committee member/proxy to the National R3 Symposium. The Committee chair will make the request at the February 2018 meeting in Alabama. All committee members were encouraged by the chair to attend or send a proxy to participate for them in the regional breakout session and to report the results of their participation back to their agency's official committee member.

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

- Development of Georgia's R3 Initiative
Charles Evans, Georgia Wildlife Federation
- The Council to Advance Hunting & the Shooting Sports
Samantha Pedder
- The Archery Trade Association
Josh Gold & Emily Beach
- Recreational Boating & Fishing Foundation
Stephanie Hussey
- Southwick Associates
Patrick "Patty" Hogan
- Project Updates from D.J. Case & Associates
Phil Seng & Matt Harlow

Committee Chair shared a brief updates on a few other projects, including:

- Status of reports on the 2016 National Survey of Fishing, Hunting & Wildlife-Associated Recreation and related methodological research. The national report is being prepared and vetted by the U.S. Fish and Wildlife Service and U.S. Census Bureau, with anticipated publication early in 2016. State reports will being issued subsequently.

- A Multistate Conservation Grant Project coordinated by Dr. Lincoln Larson of N.C. State University, regarding hunting participation programs for college students, was briefly discussed. The project will feature pilots in several states and a robust evaluation of survey results.
- Copies of a new publication Responsive Management and the National Shooting Sports Foundation titled, “Hunting, Fishing, Sport Shooting and Archery Recruitment, Retention and Reactivation: A Practitioner’s Guide” were distributed to committee members courtesy of Responsive Management.
- QDMA’s Mentor Competition being piloted with partners in Georgia.

Committee Chair also shared 1) that the annual committee report (including meeting minutes, state reports and handouts) will be compiled and posted to the committee page on the new SEAFWA website, and that there may be opportunity to also post presentations from each year’s meeting on the page for those unable to attend.

The meeting was adjourned.

STATE REPORTS

Alabama Department of Conservation and Natural Resources



NEW PROGRAMS OR INITIATIVES

R3 Planning Workshop: In June 2016, ALDCNR held a full day “R3 Workshop” with Matt Dunfee of the Council to Advance Hunting and the Shooting Sports and the Wildlife Institute. The workshop began with an introduction to R3, followed by breakout sessions. During these breakout sessions, the different steps of the R3 program and how they pertain to Alabama were discussed. Potential stakeholders and sportsman groups were identified. Plans were made to establish an R3 task force to address areas concerning marketing, communications, and strategies for implementing a successful R3 program.

Collegiate Mentoring: In fall of 2016 to present ALDCNR has partnered with Tuskegee University, Conservation and Natural Resources Club to establish a learn-to-hunt program at the university. This course involves Hunter Education, and Outdoor skills such as archery and firearms field days. This has resulted in 17 new hunters since the 2017 year began. ALDCNR plans to start programs like this one at other colleges and universities.

Adult Mentored Hunt & Special Opportunity Areas, programs: ALDCNR Wildlife & Freshwater Fisheries Division launched the new Adult Mentored Hunt program for the 2017-2018 seasons. The program is designed to bring new hunters into the sport, provide opportunities to hunters with limited lifetime hunting experiences, and to reactivate hunters with limited previous hunting experiences. This program will work in conjunction with ALDCNR’s, Special Opportunity Area program. This is the first year for the SOA program. ALDCNR has purchased and established these SOA’s to provide quality hunting experiences to the public. Response to these programs has been very positive. Through a partnership with the Alabama Wild Turkey Federation we were able to hire a staff member to develop both of the programs.

Hunter Education Range Days: 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, and outdoor shows. Many of the events are partnerships with NGO’s such as the NWTF Jakes program, and other civic organizations.

Updates on Existing Programs

National Archery in the Schools Program (NASP): 400 schools and over 60,000 students participated in the classroom program; 4500 students competed in 9 regional tournaments held in the state; 1260 qualified for the state tournament. 80 new NASP Instructors were certified this past year.

Community Archery Development Program: ALDCNR has partnered with different communities to open up 2 new archery parks; this brings the total up to 14.

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

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

Youth Hunts: ALDCNR staff participates in a large number and variety of youth hunting events held in the state. The Enforcement and Wildlife and Freshwater Fisheries Divisions host many of these events, and provided support for events hosted by other organizations.

Aquatic Education Program: ALDCNR fisheries Section conducted 39 fishing events reaching 5, 072 participants; 125 Fishing classes conducted for various audiences reaching 3,987 participants; 144 casting classes were taught for 6,835 participants; 141 talks about Alabama's aquatic resources were presented; seven presentations were made to 60 instructors about casting, fishing,/ aquatic education; additional information was presented to the public through displays for 10 events, and the Sportfishin' Simulator was used at one event.

Arkansas Game and Fish Commission



New Programs or Initiatives

New Licensing System: In April 2017, Arkansas Game and Fish Commission went live with a new system that handles licenses, permits and game check with our vendor S3. There are a number of advantages to the system; most importantly, we have more reliable data and more ready access to the information. A number of regulation changes have gone along with this to make things easier for our user. License can now be stored and displayed on mobile devices, and for those that wish to carry a paper copy, they can be made anywhere a normal printer is available, and unlimited reprints can be made. Also, harvested animals can be checked in immediately, eliminating the need for tags when hunting in areas with cellular service.

Broadening Demographics: AGFC has known for years that the demographics of our state and those of our anglers differ. In order to more effectively reach broader audiences, our Family and Community Fishing Program has recently partnered with two different organizations to put on community fishing events. Since 2015, we have partnered with the Community First Alliance in Little Rock, with strong connections in the African American community for twice per year fishing events which have been well attended. These events feature great fishing, free food, and a number of other enhancements ranging from health screenings to outdoor educational components. This summer, the program worked with the Arkansas affiliate of Univision Spanish language television station to conduct a fishing event targeting our Hispanic residents. We are currently planning to conduct two of these events in 2018.

Scalable Mentored Hunting Initiative: In addition to the mentored hunting efforts, which will be covered in the Existing Program update, we have recently formed a partnership with NWTF to increase our reach and to provide expanded opportunities for introducing Arkansans to hunting. AGFC and NWTF are co-funding an R3-focused position, which just started in the last several months. Due to the intense and time-consuming effort it takes to train novice hunters, we know that partnering with NGO's and other organizations is necessary to increase the reach of these extremely important efforts. This is one of our largest steps towards doing this going forward.

R3 Ad Hoc Committee: Our Commission has seen that the long-term declining license trends that have been observed around the country are affecting our state as well. In order to combat this, our current chairman has formed a Committee including both Commissioners and agency personnel to assess where we stand as an agency with R3 programming and activities, and

determine where we need to go in the future. This group has been in existence for a couple of months, and is in the early assessment stage.

Updates on Existing Programs

Family and Community Fishing Program: AGFC partnered with municipalities to stock 36 waterbodies in population centers across the state with 150,000 catchable fish. The group also hosted a number of fishing events with partners including municipalities, NGOs, and schools to increase awareness of stocking locations, and introduce folks to angling at these locations.

Mentored Hunts: This was the third year that AGFC Wildlife Division staff coordinated mentored hunts in the state. Feedback has been received each year from participants, and the program has been refined each year. The 2016-2017 group included 39 individuals, and an emphasis was placed on recruiting from Homeschool groups, as this model has worked with other agencies in the country.

Aquatic Resource Education: Aquatic Resources Education worked with the Fisheries Division to supply catchable fish to 214 different fishing derbies that included 19,388 participants. The also offered 36 fishing seminars reaching 2,298 participants.

Becoming an Outdoors Woman: Arkansas BOW had 141 attendees at their fall workshop. Women were offered class choices that included 1/3 each of fishing, hunting and non-consumptive use offerings.

Florida Fish and Wildlife Conservation Commission (FWC)



New Programs or Initiatives

R3 Update: The FWC hired two R3 coordinators, one with a focus on fishing and the other dedicated to hunting and the shooting sports. An R3 training workshop was held for staff and stakeholders involved in hunting. In addition, FWC's Commission was briefed and hosted an R3-focused industry roundtable featuring leaders in fishing, wildlife and boating prior to ICAST. An internal R3 steering committee is directing agency-wide collaboration and coordination and progress is being made to evaluate FWC R3 hunting and fishing programs, mine license databases for marketing purposes, and develop Florida-specific R3 plans based on the national plan.

Updates on Existing Programs

[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 five youth conservation centers operated by FWC and at over 340 partner locations.

[Youth Licenses:](#) FWC developed a new youth fishing/hunting license option for youth under the age of 16. This license allows youth to proudly carry a license and support conservation while learning about the North American Model of Wildlife Conservation. Over 3,000 youth licenses have been issued since their introduction in October 2012.

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

[TrophyCatch:](#) This incentive-based conservation program promotes the catch and release of largemouth bass weighing 8 pounds or heavier in Florida. The purpose of TrophyCatch is to transform and activate the angling community into becoming "Champions for Conservation" by empowering anglers as citizen scientists that assist the FWC in making informed decisions for managing Florida's freshwaters. In five seasons, TrophyCatch has recorded 6,691 trophy bass caught and released in Florida waters and has more than 13,000 registrants.

[Saltwater Angler Recognition Programs](#) help anglers Catch a Florida Memory by providing rewards for fishing achievements while encouraging anglers to target a variety of species. These programs also cultivate an interest in saltwater fishing, expand fishing experiences for seasoned anglers, and strengthen marine fisheries conservation ethics. Programs include Saltwater Grand Slams and two new endeavors that launched in October 2016: the Saltwater Fish Life List and Saltwater Reel Big Fish. During the 2016-2017 fiscal year, the inaugural year of these newly launched programs, there were over 170 approved submissions (nearly four times the amount of years prior) and more than 1,200 anglers registered on CatchaFloridaMemory.com. Anglers of all ages and experience levels take part in these free and ongoing programs.

[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 2016-17 hunting season, the program provided 68 hunts influencing 1,161 youth and parents.

[The National Archery in the Schools Program](#) is a partnership between Florida Department of Education and the FWC. The program promotes education and participation in the shooting sports by providing Olympic-style target archery training in physical education classes for 4th-12th graders. As of June 30, 2017, more than 340,855 students are participating in the program from more than 413 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 2016 with 189 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. In addition, providing license package options allows new and returning customers to choose what they need by activity. Progressive features such as the automatic-renewal program allow customers to be continuously licensed by opting-in to have their fishing and hunting licenses auto-renewed. In partnership with Brandt Information Services, the FWC's digital marketing campaign uses a blend of strategies to reach new people online, specifically aiming for adults with outdoor interests.

Georgia Wildlife Resources Division



Georgia R3 Initiative & State-Level R3 Plan: The Georgia R3 Initiative began in December 2015 with the hiring of an R3 Coordinator. The position is employed by the Georgia Wildlife Federation, with support provided by: the Wildlife Resources Division, Safari Club International, Quality Deer Management Association (QDMA) and National Wild Turkey Federation (NWTF). The *Georgia Hunting Action Plan* was developed to define the strategies and actions needed to increase participation in and societal acceptance of hunting in Georgia. Action items for the plan were formed by 1) restructuring the pertinent action items in the national plan to make them applicable to Georgia, 2) conducting a literature review, program inventory, and workgroup meetings to identify unique Georgia-specific R3 needs and required actions, and 3) hosting the 2016 Georgia R3 Summit to receive input from stakeholders on the proposed action items. Implementation of the suggested actions is being conducted by the R3 Coordinator, stakeholders, and R3 committees.

Field to Fork Programs: Field to Fork began in Georgia in 2016. We recruited adults interested in learning to hunt for food from the local farmer's market. To ensure the program is sustained, we have involved the local QDMA chapter. The success of the Field to Fork program led us to our next pilot program targeting college students that have never hunted. We piloted this Learn-to-Hunt program at UGA starting with a squirrel hunt. The initial phase of the program was certainly successful, but similar to Field to Fork, the true outcomes will be measured with time. To ensure the program is sustained, we have appointed student Hunt Coordinators to the student chapter of The Wildlife Society and NWTF chapters to run the program biannually.

Georgia Mentor Competition: This program is intended to build a statewide database of mentors, incentivize the recruitment of new hunters, and educate current hunters on why mentorship is important. This competition is not age restrictive and mentoring a new hunter of any age is eligible for contest entry. As an incentive to serve, three eligible mentors will be selected by an awards committee to win a firearm based on their service.

Aquatic Education/Fishing Outreach: We are in the final stages of developing our state step down R3 plan for fishing. Here are the highlights for this year:

- We are continuing to improve our ability to track and gather information on people that attend our events and measure outcomes through our license system and event registration system.
- We improved our lapsed angler communication campaign over last year and we are continuing to target reactivation of anglers through our communications efforts.
- Basing new communications and outreach through dashboard analytics: We just received our Southwick dashboard and are developing communications strategies based on dashboard trends.
- GA Bass Slam: We started the Georgia Bass Slam program that recognizes anglers who catch at least five of Georgia's black bass species in one calendar year. The program is designed to educate anglers about black bass diversity and habitat needs and encourage them to fish more and in different places.

- The Go Fish Education Center continues to develop new educational programming and promotions that teach and encourage people to fish. Due to the popularity of these programs, the Center had a record attendance of more than 28,000 people for FY2017.
- The trout program now provides an updated list of stocked streams each Friday on our website to make it easier to plan weekend fishing trips.
- We supported over 200 Kids Fishing Events on WRD sites and by providing catchable size channel catfish for events hosted by partners.

National Archery in the Schools Program: In 2017, Chance Seabolt from Murray County High School won high overall individual at the National Tournament in KY. Currently over 30,000 students participate in the program under the direction of over 200 NASP certified teachers and coaches and our state was 4th in the nation in the NASP Academic Archer program, which honored the over 1,000 Academic Archers in Georgia schools.

Give it a Shot: Model 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 4 programs for 47 participants at Charlie Elliott Wildlife Center, and we are currently expanding this program to other ranges. So far, women's handgun classes have filled quickly and generated waiting lists.

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

Hunt & Learn Programs: Children, ages 10-17, and their supervisors participate in a weekend of hunting and classes in a variety of skills-based and conservation-focused programs. Classes will include the appropriate basics of squirrel, deer, rabbit, quail, falconry, or turkey hunting and how to care for harvested game. In FY17, we hosted 9 Hunt & Learn Programs for 158 youth and adult hunters.

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. We partnered with Glock to host Beyond BOW workshops in FY17 that focused on handgun safety and proficiency. During FY17, we hosted 5 BOW workshops for 90 participants.

Give Wildlife A Chance Poster Contest: Students from 33 schools participated in the 27th 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 2017 "Keep Georgia Wild!" theme, K-5th graders submitted about 1,500 posters. State winners were displayed at the State Botanical Garden and posted on the Division's Flickr site.

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

Outdoor Adventure Days: Each year WRD hosts Outdoor Adventure Days for the public often in conjunction with National Hunting and Fishing Day. Participants are exposed to a variety of outdoor education and recreational opportunities including: wildlife education programs, fishing, boating, air rifle and archery. Surveys of some Outdoor Adventure Days suggest over half of participants tried a new outdoor activity at these events.

Kentucky Department of Fish and Wildlife Resources



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

License Updates: In 2017, our Commission recommended to the state legislature updated pricing for several resident hunting and fishing licenses. This is important for funding R3 and other agency programs because the Department receives no state tax (General Fund) money, but rather operates mainly on license fees and Wildlife and Sport Fish Restoration Program grant funds. Some licenses (e.g., annual hunting, annual fishing) had not been updated since 2007, whereas two (Senior and Disabled) had not been increased since 1999, when they were created. The legislative committees that provide oversight on our regulations approved the recommendations and requested that the Department again review pricing for nonresident licenses (last increased in 2014) in light of projected revenue shortfalls in coming years.

Collegiate Mentoring: Since the original student-mentor hunts with Murray State and Eastern Kentucky University were first held in 2013, our collegiate programs have flourished. We have formed new partnerships with Morehead State University, Western Kentucky University, and Campbellsville University; through these, 387 students were introduced to hunting and the shooting sports through programs like shotgun and crossbow clinics, Field to Fork workshops, and student-mentor hunts. The program will further expand in 2018 by inclusion of University of Kentucky in an AFWA Multistate Grant Project designed to evaluate the potential benefits of R3 efforts with college students.

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 seventh year, and we expanded it from only deer hunting to include wild turkey and waterfowl, totaling 9 classes in 2017. Ongoing participation metrics continue to be promising, with rates as high as 75% two years after course completion. The demand continues to exceed our capacity, which

we are working to expand through partnerships with NGO partners and Mossy Oak, which is a presenting sponsor for Field to Fork in Kentucky and who mobilized its pro staff to help with courses. We were able to hire in 2016 a grant-funded, time-limited (annually renewable) staff member whose primary responsibility is 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 2 classes conducted in 2017.

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. In 2017, we certified 380 graduates at various events through the air rifle range and staffing by Hunter Ed instructors.

Fishing in Neighborhoods (FINs): KDFWR partnered with municipalities to stock 270,300 fish in 43 lakes situated in population centers across the state in urban/suburban communities.

Aquatic Education/Fishing Outreach: KDFWR offered or partnered in 65 formal education fishing events reaching 2,759 youths (under 16) and 220 adult participants. Aquatic ED loaned out fishing equipment to 41 events that focused on youth.

Wildlife Viewing: KDFWR partnered with Kentucky State Parks and other organizations to offer eagle, sandhill crane, songbird, and elk watching tours that reached about 2,000 participants in 2017.

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, dove, squirrel, turkey or waterfowl hunts involving 152 youths during 2017.

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

National Archery in the Schools Program (NASP): Kentucky NASP had 703 active schools reporting for NASP, with 140,335 students receiving in-school instruction. The program also certified 793 Basic Archery Instructors, and had 6,071 students participate in the state NASP tournament.

Salato Wildlife Education Center: In 2017, our education center on headquarters campus had 54,318 visitors, including 14,161 children with school groups. Numerous special events and meetings were also held at the center.

Scholastic 3D Archery: In 2017 KDFWR became a sponsor of S3DA in Kentucky. The program continues to grow in the Commonwealth, with 850 students currently participating through S3DA clubs or teams.

Louisiana Department of Wildlife & Fisheries



New R3 Initiatives and Programs

R3 Planning Workshop:

In the summer of 2017, Matt Dunfee visited the LA Dept. of Wildlife & Fisheries (LDWF) at LDWF headquarters office in Baton Rouge, LA to present on R3. Mr. Dunfee presented the ORAM model and measured existing LDWF educational programs involving hunting and fishing. Discussions included types of programs constituting actual R3 that could be used to reach out to those who do not have a connection to hunting and fishing. The need to develop a Louisiana R3 plan and the best-case scenario of hiring a dedicated R3 coordinator were addressed. At this time, the agency has not moved in that direction; existing staff will conduct any R3 planning efforts undertaken in the immediate future.

Existing Programs

Louisiana Hunting Heritage Program (LHHP) - The Louisiana Hunting Heritage Program works to connect mentor and apprentice hunters. Since the program was launched 132 individuals have signed up as a hunting apprentice.

Families Understanding Nature (FUN Camp) – Two events hosted, father/child & mother/child. Attendees participate in various outdoor staff lead activities such as shooting, fishing, camping and outdoor cooking. The incentive behind this program is to create an opportunity where by a youth and adult guardian can learn outdoor skills together. 16 youth/adult pair attend each session.

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

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

NASP – 22,920 students received NASP instructions with 191 schools currently active. Two regional tournaments were hosted resulting in one final state tournament for 2017. 750 – 800 students competed in each tournament held.

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

Explore Bowhunting – Explore Bowhunting is beginning its third year as a new program in Louisiana. A total of 48 teachers/educators from 23 schools/agencies have been trained.

Fishing Events: Aquatic Education events are held statewide both general public and school based. These events include various activities involving: fishing, casting, fish ID, tackle ID and equipment selection and ethics.

Fishing Camp – A weeklong day camp that teaches attendees the basics of freshwater fishing, tackle ID & selection, equipment usage, fishing cleaning & cooking.

Hunter Education – Offered statewide through staff and volunteers.

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

Mississippi Department of Wildlife, Fisheries, and Parks



Updates on Existing Programs

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

The Youth Participation Initiative (YPI) Program: YPI was established in 2009 by a legislative appropriation (amount per year \$160K-\$170K) to provide funding for educating children in the areas of hunting, fishing, conservation, and safety. The MDWFP encourages applicants to focus on the education, recruitment, or retention of youth in the areas listed above or in any safety issues arising from the areas of hunting, fishing, or conservation. Preference is given to projects demonstrating focus on new ideas, new programs, or programs directed at involving youth that have little or no prior experience in the fields of hunting, fishing, or conservation. To date over \$1.5 Million has been awarded to help fund 196 projects. The MDWFP is an active partner in many of these projects, such as Youth Waterfowl Hunting & Education Initiative Camp, Camp Fish, Golden Triangle Outdoors-Deer Hunt for Youth with Disabilities, Youth Trappers College, Wildlife Conservation Camp, Youth Sea Camp, and YPI Squirrel Hunt.

YPI Squirrel Hunt: Six youth squirrel hunts were held throughout Mississippi in February 2017. These hunts were developed to introduce youth ages 10-15 to hunting and conservation and youth should find the hunt to be exciting and rewarding. The events are provided by the Mississippi Department of Wildlife, Fisheries, and Parks (MDWFP), Mississippi Wildlife Federation, Mississippi State University Extension Service, USDA APHIS Wildlife Services, and the U.S. Fish and Wildlife Service at no cost to participants. During the one-day events, 76 youth participants were exposed to principles of hunting and firearms safety, squirrel hunting with dogs, and the daily life of squirrels and their habitats. Best of all, youth participants will have the opportunity to participate in a squirrel hunt!

Fishing Rodeos: Fishing has long been a popular outdoor activity but many people, especially children, have limited fishing opportunities. It is the goal of our program to introduce rodeo participants to fishing

and recruit them to be responsible, licensed anglers and good stewards of our aquatic environment. Events will feature educational activities focusing on fish, fishing, and environmental concerns. These quality fishing experiences will be provided in a controlled and safe environment. Our rodeo ponds are well stocked with channel catfish to meet our participant's expectations of catching fish. Fishing educational and technical information are provided by our Fisheries Technical staff, biologists from the Mississippi Museum of Natural Science, and volunteer anglers. Boating safety information is provided by our Law Enforcement Bureau. We schedule 50 or more rodeos a year, in all areas of the state, with over 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. The camp is much more than a youth waterfowl hunting trip. Youth ages 13-16 will increase their knowledge of waterfowl and wetland biology and management. Classroom discussions and hands-on exercises are led by biologists and other professionals to help students gain a better understanding of wetlands, waterfowl, and ethical hunting practices. In addition, local field trips to public and privately managed wetlands expose youth to the diversity of habitats that waterfowl use in Mississippi. The camp concludes with an optional, adult-supervised waterfowl hunt for camp participants ages 13-15. Youth ages 13-16 are encouraged to apply, however, only youth under the age of 16 will be eligible to participate in the waterfowl hunt. Because of limited space, only 15 youths are selected for the camp. Prior hunting experience is not required to attend, however, a desire to learn about waterfowl, wetlands, and hunting is needed. Meals and lodging are provided for campers. Campers will arrive on a Thursday afternoon/evening, and will be picked up on the following Sunday around noon.

Camp Fish: The Mississippi Wildlife Federation (MWF) is proud partnered with the Mississippi Department of Wildlife, Fisheries, and Parks (MDWFP) to host 20 campers at a two-day Youth Fish Camp in 2017. The camp was held June 20 and 21 at the Private John Allen National Fish Hatchery in Tupelo. It was open to youth ages 11 to 15. Prior fishing experience is not required to attend, but a desire to learn about fish, fish biology and fishing is needed. Campers fished each day and learned about a variety of topics including fish identification, fishing tackle, and basic aquatic ecology.

WMA Youth Dove Hunts: Two youth dove hunts were held in 2017 on MDWFP Wildlife Management Areas. Over 120 youth/adults participated in the hunts. Each youth participated in gun safety and skeet shooting sessions prior to entering dove fields for an afternoon hunt.

Missouri Department of Conservation



Updates on Existing Programs

Hunter and Bowhunter Education: Overall, the hunter education program as certified more than 1.2 million students, averaging 20,000 per year. These courses are taught by over 300 Department staff in multiple divisions and 886 volunteers.

Outdoor Education Centers/Shooting Ranges: MDC owns 5 staffed and 70 unstaffed ranges across the state. These ranges see more than 123,000 shooters per year. Range staff present more than 1,100 programs to over 22,000 citizens annually.

Outdoor Skills: More than 1,000 archery, fishing, map and compass, canoeing and camping programs annually. The target audiences for these programs are youth, families, women, and grandparents.

Missouri National Archery in the Schools Program (MoNASP): 178,980 students in 628 schools participated in the classroom program. Missouri held 133 qualifying tournaments with 20,731 archers attending those tournaments. Our state tournament for bullseye and 3D hosted 2,448 archers from 134 schools for those two tournaments.

Youth Hunts: MDC provided, through the managed hunt system, 14 Spring Turkey youth hunts for 100 youth and 14 Fall Deer youth hunts for 380 youth during 2017. MDC staff assisted with several youth hunts around the state. The department hosted hunts and clinics for youth for deer, turkey, waterfowl and dove, of which 310 youth participated.

Discover Nature- Fishing: The program uses Department staff and trained volunteers to teach youth and families lessons at an introductory level. Each lesson contains a hands-on fishing component. In 2017, MDC held 235 classes for 6,765 attendees and 160 fishing experiences for 5,110 attendees around the state.

Apprentice Hunting Program: People who have never hunted before are allowed two years to hunt with a hunter-education certified partner for a decreased permit price. It's a great way for those who have never hunted to try out the sport and see if they enjoy it before committing to the hunter education course. This program began in 2008 and has grown from a little over 3,000 participants in 2008 to about 10,055 participants in 2017!

Resident Tag Prices for Students Attending Missouri's Colleges and Universities:

Students attending Missouri colleges and universities are allowed to purchase permits at resident prices. This incentive works to promote hunting in an age group (18-25 years old) that typically hunts less than younger and older age groups.

First Certificates: The Department provides certificate templates online so participants can enter the information about a first-time hunting or fishing experience and insert a photo to print off an official certificate of recognition. The species included in the first certificates are: deer, turkey, squirrel, rabbit, quail, dove, frog, waterfowl, and pheasant.

Mobile Apps: MO Fishing and MO Hunting are downloadable mobile apps provide convenient services to aid in fishing and hunting activities. The MO Fishing app was downloaded 63,360 times in 2017, averaging 4,800 downloads a month. MO Hunting was downloaded 107,290 times in 2017 averaging 8290 downloads a month.

North Carolina Wildlife Resources Commission



New Programs or Initiatives

Retailer Gear Days: A pre-hunting season primer meant to address informational barriers to participation by providing technical and instructional information regarding a variety of deer hunting-related equipment and techniques. We hope this new initiative, open to both novice and experienced hunters, will stimulate interest and participation in hunting while providing a unique customer-focused experience. The initiative begins with a group introduction, overview and brief review of agency resources followed by rotational, split group facilitated segments including archery, firearms, clothing and footwear, and treestands and blinds.

Getting Started Outdoors (GSO) Hunting Workshops: Conservation partner facilitated eight hour, outdoor, multi-stage, “train the trainer” hunting workshops meant to target non-traditional adults that have NEVER hunted lacking both family and friends that hunt. In short, all current and new initiatives intend to address all facets of R3 (recruitment, retention, and reactivation) by keeping current hunters active and engaged while putting extra emphasis on “true” recruitment of individuals lacking experience and social support. All new initiatives receive a three-mode evaluation process including registration (demographics, hunter experiences and avidity), post-initiative survey (evaluates initiative itself) and 12 month follow up (meant to evaluate initiative impact).

Updates on Existing Initiatives

Skills-Based Hunting Seminars: Conservation Partner-Facilitated Hunting Seminars were developed to keep current hunters active and engaged, recruit new hunters, and bring awareness to the importance of hunter mentoring. A total of sixty-five (65) hunting seminars were conducted at forty-four (44) locations between Spring 2015 and Fall 2016 with 6,608 registering and 4,108 (62%) in attendance. Of those that attended, 3,535 (86%) completed the post-seminar survey, 1037 (25%) completed the follow-up survey, 685 pledged to mentor (*introduce someone new to hunting*) and 198 (5%) pledged to participate (*personally go hunting*). Skills-based seminars are ongoing and a two-year report is nearly complete.

Youth Hunter Education Skills Tournaments: 324 teams comprising over 3,888 students representing 191 public and private schools, homeschool associations and 4-H clubs participated in 9 regional tournaments and 624 students competed in the state tournament.

Aquatic Education/Fishing Outreach: NCWRC provided 190 programs for 3,046 adults and 5,958 children.

National Archery in the Schools Program (NASP): 4541 students participated from 34 schools this past year, 485 participants from 22 schools participated in the NC State Tournament, 88 qualified for the National Tournament.

Wildlife Viewing: NCWRC provided 103 bird, herpetofauna, black bear and elk watching tours that reached 2,585 participants.

Youth Hunts: NCWRC staff participated in a variety of youth hunting and fishing events, primarily supporting other organizations who hosted these events. WRC officially offered 5 youth/mentor hunts for deer and dove involving 60 youths.

Shooting Range Use: NCWRC owned and staffed shooting ranges provided 1,040 days and 8,320 hours of target shooting opportunity to the public with more than 20,000 visitors.

Oklahoma Department of Wildlife Conservation



R3 Initiatives and Related Programs

ODWC Precursor to all things R3: In Oklahoma, our existing I&E programs and functions are not focused on any one of the R3 components. The ODWC does not have R3 programs or an R3 coordinator, but we do perform some activities and projects that many in the conservation community would consider to be recruitment, retention or reactivation efforts. Our order of priorities for R3 are as follows:

Retention: We work to retain hunters and anglers by providing targeted information, barrier removal and support. This is primarily happening through our strong Information Section via the production of regulations, videos, social media, news releases, website, etc. and is supported by marketing efforts that reach out to specific audiences in an effort to keep them doing what they are already doing or doing more of it. We do not have the existing customer management systems to best identify and communicate with those that need to be retained.

Reactivation: Ideally, we could identify those lapsed hunters and anglers and reach them through targeted marketing efforts. At this time we are not able to effectively and accurately identify those who lapse.

Recruitment: We know from existing social research that current, avid sportsmen (not state agencies or NGOs) are the best recruiters of new sportsmen. So our intuition and what we believe will be shown effective over time is to allow for and support this natural, organic path to recruitment of avid sportsmen's children, grandchildren, and friends. In our view, this is the only practical, scalable solution to recruiting new enthusiasts to the sport. There are three components in the recruitment module of the adoption model (awareness, interest and trial). Our agency's education programs routinely touch on the first two (awareness and interest) and occasionally expand to the third – trial. Our philosophy is to train teachers involved in our education programs to take students through the process vs. having our own agency staff work with individual students. If those students have interest, it will be revealed through repeated, multiple outdoor education activities at school through the Department's campfire education model. If we were able to better track individuals we could do a better job at providing the next step and in measuring success.

In each of the above priorities, Our most pressing R3 needs are reconfiguring our databases for tracking customers over time and identifying goals and benchmarks of what we as an agency

want to accomplish from an R3 perspective (more sales, more participation, more diversity, etc.).

Given these challenges, we still recognize that some of what we do as part of our normal operations may be viewed by some as R3 efforts, even though we have not formally “labeled” them as such. These include, for example, the following:

- Designating one FTE to marketing.
- Developing a multi-million-dollar project for database restructuring and constituent resource management.
- Making the most of available customer data despite it not being structured for marketing for strategic communication via email, robo-calls, etc.
- Embracing the idea that our role in R3 should be as *facilitators of recruitment and continued efforts on strategic, measurable retention of current customers and reactivation of former customers*.
- Supporting, providing and expanding opportunities through projects like gun range renovation and construction on our Wildlife Management Areas, developing Community Archery Parks, creating walk-in-access public hunting opportunities through private land leases, and continuing to work what we believe is one of the nation’s best state agency outdoor education programs through our state school systems that reach thousands of youth.
- Future plans include further identification, refinement and execution of our state's specific priorities and R3 evaluation metrics. Additionally, Director Strong is also now serving on the AFWA President’s R3 in Angling Task Force and HFWR Committee.

South Carolina Department of Natural Resources



New Programs or Initiatives

College Deer Clinics: The SCDNR has partnered with Clemson University to offer one-day deer hunting clinics to college students who have never hunted before. Response to the clinics has been overwhelming, and participant slots have filled quickly with individuals from diverse demographic backgrounds. Two clinics have been held thus far, one in November of 2015 and one in October of 2016 with 38 participants. Preliminary evaluation efforts suggest that these clinics have been very successful tools for increasing interest in and awareness of hunting and hunting-related benefits. Clinics have also helped students develop skills needed for successful hunting experiences. To provide opportunities for these aspiring young adult hunters to get some field experience, the SCDNR partnered with the National Wild Turkey Federation to offer mentored deer hunts. Several students successfully harvested their first deer on these hunts. Other students have ventured out on their own after the events and harvested deer on public lands. To build on these encouraging success stories, we will continue tracking the long-term hunting participation of clinic participants.

Updates on Existing Programs

Take One Make One: The Take One Make One Program (TOMO) provides a specific mechanism for students ages 10-17 to learn about safe and ethical hunting through first-time youth hunts. Participants are paired with experienced hunters who sponsor and actively participate in TOMO's hunting mentorship program. TOMO also offers public clinics to teach difficult techniques such as marksmanship, game preparation, and habitat management. The TOMO program coordinated sixty-seven (67) youth hunts in 2016 with 254 youth participating. These hunts included deer, dove, turkey, squirrel, and waterfowl hunts. In addition to mentored hunts, TOMO sponsored three hunting clinics: one for deer, one for ducks, and one for turkey. The TOMO Program also has a 48' Heritage Trailer and 9 smaller trailers promote the SC Department of Natural Resources and its goal of introducing youth to the outdoors. These trailers are utilized in all four Law Enforcement Regions of the state at the sportsman's events and other public functions. TOMO trailers participated in 88 events in 2016 with over 86,300 people participating.

NASP: South Carolina currently has 358 active schools with approximately 50,000 students participating statewide in the National Archery in the Schools Program. Participation at the state archery tournament has grown to the point that three days are required to host this event. In March of 2017, one thousand twenty-seven (1,027) students from across the state participated in the three-day state tournament. Thanks to sponsors, \$35,000 in college

scholarships were awarded to graduating seniors at the State event. In addition, the SCDNR sponsored the second annual State NASP/IBO 3D Tournament held in conjunction with the State NASP event; 292 youths participated in this event with \$2000 in scholarships awarded to graduating seniors.

Scholastic Clay Target Sports: The South Carolina Department of Natural Resources Scholastic Clay Target Sports is a team-based youth development program that uses the shotgun sports of trap, skeet, and sporting clays to instill life skills such as discipline, safety, teamwork, ethics, self-confidence and other life values. The program utilizes these disciplines to teach hunting skills through the safe use of hunting equipment including firearms and their relationship to hunting situations. The SCDNR sponsored four skeet and trap events this year as well as a sporting clay event. These events are open to any youth in grades 6-12 who have successfully completed a hunter education course and is a part of a DNR sanctioned school or club team. Four hundred fifty-two shooters (452) participated at Skeet events and four hundred seventy-eight (478) participated at Trap events. Five hundred ninety-three (593) youth shooters participated in the SCDNR Youth Sporting Clay Open with 2,000 people in attendance. Thanks to sponsors, \$52,000 in college scholarships were provided to graduating seniors who attended clay target events.

Family Fishing Clinics: Family Fishing Clinics teach kids, with their parents or other family members, the basics of fishing from knot tying, casting, rigging, to how to handle your catch, how to properly use live bait, and how to fish. Recruitment for participants was done through social media, agency press releases and through partnerships with state parks. Approximately 762 participants took part in 37 Family Fishing Clinics in 2016-17. At each event, A Beginner's Guide to Angling, a Fishing Tackle Loaner flyer, and fish identification materials were provided to participants.

Fishing Rodeos: Fishing rodeos are events to provide fishing opportunities for young anglers. A total of 27 events were held reaching 3,118 youth participants. Surveys were sent via email to 892 rodeo participants showed that participation at the fishing rodeo for these families increased their children's desire to fish more frequently and the parent's desire to fish with their child more frequently.

High School Fishing League: SCDNR has partnered with the Bass Federation and BASS to promote youth bass fishing clubs with middle and high school age students in public, private and home schools. The clubs offer an opportunity for youth to learn angler ethics, conservation and general fishing knowledge as a part of the club. Thirty (30) high school and sixteen (16) Middle School teams participated in the program in 2017. A total of 144 kids participated in the 2017 annual DNR sponsored state fishing tournament.

Youth Dove Hunts: SCDNR offered special youth dove fields across the state at seven separate locations on 6 dates during the 2016 dove season. Only youth 17 and under may shoot on the field. Youth 15 years of age and under are required to be accompanied by an adult 21 years or older. The adult may not hunt.

PARTNERING ORGANIZATION MATERIALS

Archery Trade Association



Archery Trade Association and R3 Fitting ATA's Outreach and Education Programs into State Agencies R3 Efforts

ATA offers state wildlife agency and NGO partners tools to make archery and bowhunting accessible to everyone, in every community.

- **Bowhunting360.com** is a website and social media community that aims to grow bowhunting and bowfishing. It provides resources on getting started in hunting and has a store locator that directs users to a local retail shop for expert advice and equipment needs.
- **Archery360.com** is a website and social media community that equips beginner archers with the resources to try archery and stay engaged. The platform uses articles, videos and how-tos to encourage users to visit their local archery shop and take critical next steps to have the best archery experience possible.
- The **Archery Safety Brochure** discusses just how safe archery is. This document includes injury rates compared to other sports, insurance safety ratings, and the value of instructor certification. Archery's safety record helps increase programming in communities nationwide.
- **Explore Bowhunting** is an educational program that introduces students to the basic skills of bowhunting through 23 hands-on activities. This next-step program increases students' opportunities to encounter wildlife by developing timeless bowhunting skills and strengthens students' appreciation for nature and conservation. The **Student Handbook** is a self-learning tool that, like the curriculum, is customizable for each state.
- **Explora Caza Con Arco** is the Spanish language version of Explore Bowhunting that meets the needs of Spanish-speaking instructors and students.
- **Explore Bowfishing** is an interactive program that introduces students to archery in a new, exciting way. The fast-paced, social activity offers shooting opportunities and teaches lessons about gear, shooting techniques, and fish habitat and identification. The program introduces conservation through lessons about invasive and native fish species, and strengthens students' understanding and appreciation for ecosystems, the environment and outdoor activities.
- **Archery Academies** help program leaders and retailers introduce archery to their communities and create next-step programs to increase participation and equipment sales. The academies offer archery instructor certification, next-step programs and how to build sustainable archery programs.
- **Strategic Partnerships.** The ATA leverages key partnerships to increase participation in archery, bowhunting and bowfishing at the grassroots level. Through our partners' clubs, volunteers, initiatives, and their own strategic partners, our industry reaches more potential participants faster, driving them to programs and purchasing a license.
- The **Archery Park Guide** was developed for parks and recreation agencies anxious to build archery parks and infuse archery and bowhunting opportunities in their communities. The Archery Park Guide offers 40-plus pages of information including site plans, risk assessments and case studies.
- **ATA Photo Library** offers a selection of engaging and relatable photos of youth and millennials participating in archery, bowhunting, bowfishing and the outdoors.
- **ATA Members** can provide knowledge, experience, and support to local programs and R3 efforts.

archerytrade.org | (866) 266-2776



R3 Alignment to ATA Programs and Resources

Threat 1: Lack of resources

- Bowhunting360.com
- Archery360.com
- Explore programs
- Safety Brochure
- Archery Park Guide
- Archery Academies
- ATA Photo Library
- ATA Members and Partners

Threat 2: Mentoring

- Archery Academies
- Explore program workshops
- Safety Brochure
- Archery Park Guide
- ATA Member retailers

Threat 3: Self learning

- Archery360.com
- Bowhunting360.com
- Explore Bowhunting Student Handbook

Threat 4: Lack of societal acceptance from public

- Explore programs
- Archery Academies
- Safety Brochure
- ATA Partners
- ATA Photo Library
- Archery360.com
- Bowhunting360.com

Threat 5: Lack of societal acceptance from admin

- Safety Brochure
- Archery Park Guide
- Archery360.com
- Bowhunting360.com

Threat 6: Programs span the complete process

- ATA Member Retailers
- Archery360.com
- Bowhunting360.com
- Explore programs
- Student Handbook
- Archery Academies

Threat 7: R3 Community

- ATA Members and Partners
- Bowhunting360.com
- Archery360.com

Threat 8: Enhancing existing programs

- ATA Members and Partners
- Bowhunting360.com
- Archery360.com
- Customized Explore programs
- Customized Student Handbook

Threat 9: Land management

- Bowhunting360.com
- Archery360.com
- Explore programs
- Safety Brochure
- Archery Park Guide

Threat 10: Places to shoot

- Archery Park Guide
- Bowhunting360.com shop locator
- Archery360.com shop locator
- ATA Members and Partners

Threat 11: Places to hunt

- Bowhunting360.com
- Explore Bowhunting Student Handbook

Threat 12: Demand for Hunter Education

- Explore Bowhunting
- Student Handbook

Threat 14: Inability to obtain permits

- Bowhunting360.com

Threat 15: Current regulations

- ATA Members and Partners

Threat 16: Lack of strategic communications

- Bowhunting360.com
- Archery360.com

FOR MORE INFORMATION

ATA Government Relations: Dan Forster at (770) 601-5038 or danforster@archerytrade.org

ATA Outreach efforts and partners: Emily Beach at (301) 421-0104 or emilybeach@archerytrade.org

ATA Education programs and resources: Josh Gold at (321) 537-3140 or joshgold@archerytrade.org

archerytrade.org | (866) 266-2776

D.J. Case & Associates



Bring the Locavore Movement Home to your State

Your Outdoor Educators Want This Information

DJ Case & Associates recently completed a project that is taking the R3 community by storm. We have presented it to SEAFWA, WAFWA, The R3 community and three committees at the North American conference and it's always greeted with enthusiasm.

Locavore.guide has had nearly 1,000 visitors and over 4,000 unique page views since the first of the year. The Pinterest boards are generating more impressions a day and the YouTube Channels have been watched over 700 minutes and are building subscribers.

It's the perfect time for you to expand your state's locavore efforts.

Take Advantage of the Momentum

D J Case & Associates is now in a unique position to build on the foundational work in Locavore.guide and help you find, train and retain food motivated adults in the ranks of your state's licensed hunters and anglers.

We can help you with:

- Staff/volunteer workshops
- Custom marketing materials
- Turnkey hunting or angling lessons
- Refining your existing lessons

DJCase
& associates

317 E Jefferson Blvd,
Mishawaka, IN 46543
www.DJCase.com
574-238-0100



LOCATORE

.GUIDE

NOURISHING INTEREST IN HUNTING AND ANGLING

Locavore Workshop: Educate Your Staff and Develop Your Program

You could attend a conference and promise yourself you'll go back home and teach your entire staff what you learned. But as soon as you get back to your desk and start replying to email and returning phone calls, your well intentioned plans go out the window.

Why not bring the mountain to Mohamed? A one and a half day locavore workshop gives you a way to train all of your hunting and angling educators on how to better engage with the new, non-traditional locavore market without ever leaving your state. And you don't have to do a thing!

What will we cover?

- What is a locavore?
- Understanding your students
 - Food motivations
 - Experience motivations
 - Novice hunters and anglers
 - Women in the outdoors
- Adult learning
- Creating social support
- Changes to curriculum
- Selecting locations
- Selecting partners
- Marketing your program
 - Branding
 - Messaging
 - Media



We'll start each topic with an interactive lesson to bring your educators up to speed. Then, our facilitators will work with your team to make your lessons more locavore friendly and build the foundation of a marketing program that is ready to attract your state's locavores.

Each participant will receive a binder of lessons and worksheets to ensure that he or she can easily capture as much information as possible. In a day and a half you'll already have made significant progress toward having a Locavore hunter and/or angler program up and running in your state.

If your team is really swamped we can even take care of inviting your attendees and making venue, lodging and meal arrangements for everyone.

Investment: \$15,000 plus travel expenses for a two facilitator team for up to 24 attendees.
Add \$3,000 plus outside costs for invitations, venue, meal and lodging arrangements.

LOCATORE

.GUIDE

NOURISHING INTEREST IN HUNTING AND ANGLING

Custom Marketing Materials: You'll have the Locavores Lining up

Locavore.guide contains an excellent foundation for the development of a marketing plan for any state's food-oriented hunter/angler training program. But these resources alone may not be quite enough. DJ Case can help bridge the gap and develop an entire locavore marketing program just for your state. The right marketing efforts can help you tap into the growing locavore market for your food motivated hunting and angling classes.

You won't have to fight for time with your department's overtaxed communications staff or try to piece something together yourself with a Microsoft Word and Scotch Tape. We'll provide everything you need!



Marketing materials specifically for your state:

- Press releases
- Flyers
- Print ads
- Online ads
- Online content for use on webpages and social media

Your staff will receive instructions on:

- Public relations efforts
- Print advertising
- Online advertising
- Flyers and other guerilla tactics
- Social media

Investment: \$10,000 for marketing materials for up to three classes/locations.
\$3,000 for advertising, PR and guerilla marketing programs developed specifically for your state.
Other materials or planning assistance can be added to the program at your request.



Custom Lessons & Materials: Your Program Will Fit Locavores Better Than Their Skinny Jeans!

Locavores tend to be educated, young professionals from urban areas. They probably didn't grow up around hunting and fishing and may be uncomfortable around firearms or simply being alone in the woods. Needless to say, this is not your typical hunter education crowd.

DJ Case & Associates has two solutions to make your state's hunting and/or fishing program more suitable for the locavore audience.

Turnkey Locavore Hunting or Fishing Lessons

If your state doesn't have an adult hunting or angling education program or you would just like to start from scratch, DJ Case can develop a series of twelve turnkey lessons ready for a weekend intense training program or a more leisurely weekly program.

Your lessons will be developed in PowerPoint for easy use and future modification featuring attractive photography, video and graphics.

Here's what you'll receive:

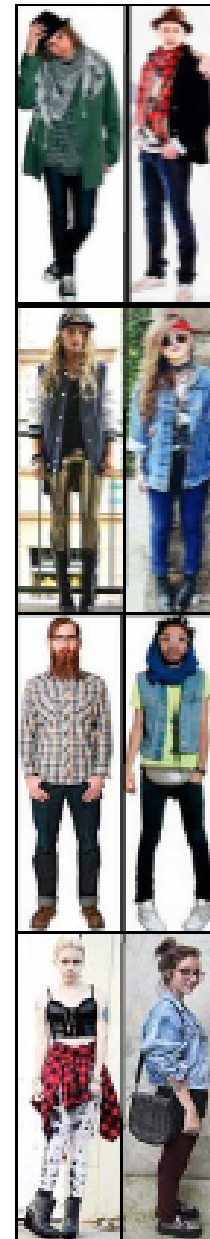
- 12 one-hour PowerPoint lessons featuring photography, graphics and videos
- Handouts and checklists to make learning easier and give your students take home
- In class activities and homework suggestions for each lesson
- Social media posts for Facebook, Pinterest and You Tube matched to each lesson
- Suggestion for a class hunting or fishing trip
- Follow-up activities to keep your students engaged and active in the sport
- Pre and Post program evaluation tools as well as post-season evaluation tools

Investment: \$6,000 for one course (whitetail or panfish) \$10,000 for both

Make your existing hunting or angling lessons "locavore friendly"

If you already have established hunter or angler training programs, DJ Case & Associates will work directly with your hunting and angling volunteers and educators to enhance your existing lessons to make them more locavore friendly and to add some specific lessons and content designed to better appeal to this new, non-traditional audience.

Investment: \$2,000 - \$3,000 depending on the complexity of your existing program





Keep them Hunting & Fishing: Continued Support for Your Graduates

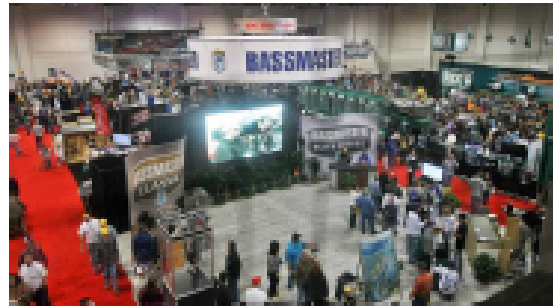
Hunting or fishing all by yourself can be lonely and less rewarding. The Outdoor Recreation Adoption Model shows us that a new hunter or angler needs social support (not to mention additional training and guidance) to make it to the place where he or she identifies as a hunter or angler.

Support You Can Deliver

Providing the time and resources to support your daughter or your nephew is one thing; but supporting all of the graduates from your state's hunting or fishing education programs is something else altogether. You need a system that will enable you to support your grads that doesn't require too much time or effort from you or your staff.

At DJ Case & Associates we feel support for new outdoor activities comes in three forms:

- **News and Information** – A steady flow of news and information not only teaches a novice outdoorsperson it also serves to keep their new sport top of mind and build enthusiasm. DJ Case can help you by developing a set of articles, videos and other content designed to be shared with your program participants during their training also monitoring local and online newsfeeds for stories that you can share with your graduates.
- **Activities** – Between seasons or when it is wet and cold outside, activities related to hunting or fishing can also help keep a novice sportsperson excited and prepared for the upcoming season. DJ Case & Associates can monitor your department website, local news and outdoor retailer sites for events that can help to keep your graduates educated and excited. These activities don't have to be put on by your or your agency. They can be big sales at local retailers, hunting and fishing club meetings or outdoor expos. It could even be mushroom picking season or reminder to start spring scouting or relicense your boat. We can even post them to your social media accounts and/or email them to your grads so you can worry about your current students.
- **Graduate events** – The best place for your novice hunters and anglers to find a hunting or fishing buddy is in your class, but if they aren't lucky enough to find friend there, you might have to help. Picnics, range days, dinners, meet-ups and other events. We can work with your team to develop events or just help you to publicize the events themselves. The important thing is that you get your newly trained outdoors people into situations where they can meet one another and start to form lifelong social networks and friendships.



LOCATORE

.GUIDE

NOURISHING INTEREST IN HUNTING AND ANGLING

Graduate Communication Channels

All the support and events in the world won't help keep you graduates active and enthused if they never hear about them. You need to create a community for all your hunter/angler education participants from the very beginning of their association with the program. Encourage your program participants to sign up right from the start. Use these same channels to deliver homework, interesting articles and program evaluations as a part of your regular training program and convert them to next steps, social support and continuing education as soon as they graduate.

Here are some of the channels we recommend for getting support communications to your attendees and graduates:

- **Email** – Everyone has one. You can send anything you like and it doesn't cost a penny. Individual and broadcast emails as well as e-newsletters are great ways to share information with your new hunters and anglers. We can set up a dependable third party email service, design your email templates and even write, design and send your emails or e-newsletters to your grads. Whatever level of support you need, DJ Case is here to help.
- **YouTube and Pinterest** – YouTube is full of relevant hunting and fishing videos and they are all right there and ready to share. Pinterest is equally full of great, easy-to-share content. We can develop specially designed playlists and sets of content that match each of the lessons in your program and then monitor social media for interesting stories that can be sent to your graduates on an ongoing basis.
- **Facebook Groups** – Facebook Groups (not Facebook Pages) allow you to set up an invitation only community for your program graduates. That exclusivity will make them feel they are part of something special. And knowing everyone in the group is also a recent program graduate they will feel safe asking questions and sharing novice experiences. We can set up your Facebook group, monitor requests to join and keep a steady flow of local and general updates flowing out to your graduates.



Investment: 1x Setup - \$2,000 - \$2,500 depending on number of social channels
\$1,000 to \$3,000/mo. social media – varies with channels/frequency
\$1,000 to \$3,000/mo. email – varies with size/frequency



N.C. State University

Evaluating the Promise and Potential Impacts of R3 Efforts Targeting College Students (a new AFWA-sponsored project beginning January 2018)

Project Summary:

Declining hunting participation, particularly among young adults, negatively impacts state and federal agencies' ability to achieve wildlife management objectives and generate revenue for conservation activities. Our study will focus on one promising audience - college students – in an attempt to address these declines and build support for hunting and wildlife conservation. We aim to identify opportunities for recruiting new college-aged hunters and retaining or reactivating individuals with previous hunting experience. To accomplish this, we are working with multiple state agencies and public universities in a two-phased project to:



1. Survey diverse undergraduate students at participating universities to assess their hunting-related perceptions and behaviors, highlighting R3 programming and outreach opportunities (beginning Spring 2018), and
2. Utilize this information to develop, implement, and evaluate R3 workshops for college students without (or with very little) previous hunting experience (beginning Fall 2018).

Our goal is to reveal best practices for cultivating and sustaining positive perceptions of and participation in hunting among college students across geographical and cultural contexts.

Participating States & Partners

NC - Lincoln Larson, Nils Peterson & Kangjae Lee, NC State Univ.; Deet James, NC Wildlife Resources Comm.
SC - Shari Rodriguez, Clemson Univ.; Billy Downer, SC Dept. of Natural Resources
GA - Kris Irwin, Univ. of Georgia; Walter Lane, GA Dept. of Natural Resources
KY - Matt Springer, Univ. of Kentucky; Becky Wallen, KY Dept. of Fish & Wildlife
IN - James Farmer, Indiana Univ.; Jack Basiger, IN Dept. of Natural Resources
MI - Shawn Riley, Michigan State Univ.; Jordan Burroughs, MI Dept. of Natural Resources
OH - Jeremy Bruskotter, Ohio State Univ.; Eric Postell, OH Dept. of Natural Resources
WI - Tim Van Deelen, Univ. of Wisconsin; Keith Warnke, WI Dept. of Natural Resources
NY - Richard Stedman, Cornell Univ.; Chuck Dente, NY Dept. of Environmental Conservation
PA - Alan Graefe, Pennsylvania State Univ.; Coren Jagnow, PA Game Commission
CO - Jerry Vaske, Colorado State Univ.; Michael Quartuch, CO Dept. of Parks and Wildlife
KS - Ryan Sharp & Adam Ahlers, Kansas State Univ.; Aaron Austin, KS Dept. of Wildlife, Parks, & Tourism
MT - Elizabeth Metcalf, Univ. of Montana; Thomas Baumeister, MT Fish, Wildlife & Parks

Results from 2016 Pilot Study (in SC & KS):

- 73% of college students approve of legal, regulated hunting
- 47% of students plan to hunt in the future, 32% would consider it (top motives for hunting: obtaining local meat, controlling wildlife populations damaging ecosystems)
- 50% of first-time "Hunting for Beginners" clinic participants purchased a license in the year following the workshop, additional 25% likely to do so in the future

Anticipated Outputs (Fall 2018 and beyond):

Results shared via a Practitioner's Guide, academic products, and workshops will help agency professionals, educators, and researchers understand and connect with young adult audiences.



For more information about the project, contact:

Dr. Lincoln Larson, NC State University, LRLarson@ncsu.edu, 919-515-8947

Quality Deer Management Association



Your Participation Matters

The quantity and quality of sporting opportunities in Georgia directly relates to the number of hunters. With urbanization and cultural shifts, the future of hunting and our natural resources is uncertain. Do your part this year by taking someone (adult or child) who has never hunted before afield with you, and you can enter to win a gun and be featured in GON as the Deer, Turkey, or Small Game Mentor of the Year! See back for details or visit GON.com/mentor.

Mentor Prizes

Deer Mentor of the Year – Bergara B-14 Hunter 8.5 Creedmoor
Sponsored by the Quality Deer Management Association



Turkey Mentor of the Year – Mossberg 500 Turkey 12 gauge
Sponsored by the National Wild Turkey Federation



Small Game Mentor of the Year – Ruger 10-22 Takedown
Sponsored by the Georgia Wildlife Federation



Mentee Prizes

Each winning mentor's mentee will receive a Georgia Lifetime Sportsman's License sponsored by the Georgia Natural Resources Foundation.



Georgia Mentor Competition Details

Purpose

Recruitment, retention, and reactivation (R3) of hunters is the main focus of the Georgia R3 Initiative (GRI). To establish a Georgia DNR database of potential hunter mentors, incentivize recruitment of new hunters, and educate hunters on why mentorship is important, the GRI is partnering with Georgia Outdoors News (GON) to host the inaugural Georgia Mentor Competition.

The competition will allow hunters (18 or older) who mentor a new hunter of any age (individual that has never hunted or has very limited experience) to enter an application to be considered for the Deer, Turkey, or Small Game Mentor of the Year. Hunts eligible for submission to the Small Game category include any species considered small game or migratory birds by Georgia DNR (alligator, crows, dove, fox, bobcat, grouse, marsh hens, opossum, quail, rabbit, raccoon, snipe, squirrel, and woodcock) and waterfowl.

Application

Each mentor may submit one application for each category. The competition will be open for submission August 15, 2017 – May 15, 2018 and hunts must occur during this period in Georgia. The Mentor of the Year for each category will be announced summer of 2018. Each Mentor of the Year will win a gun, be featured in a GON article highlighting their story (e.g., how they got their start hunting, why mentoring is important to them, interesting mentorship stories), and their mentee will receive a Georgia Lifetime Sportsman's License.

To enter the Georgia Mentor Competition you must:

1. Sign up as a Mentor in the Georgia DNR volunteer database.
 - a. Go to gooutdoorsgeorgia.com.
 - b. Locate your customer account.
 - c. Create a volunteer application.
 - d. Fill out the application and be sure to check the Mentor box under the Qualifications/Skills/Experience heading.
2. Take a new hunter of any age hunting for deer, turkey, or small game.
 - a. Ensure they have a valid hunting license or apprentice license.
 - b. Take a quality photo of yourself and the new hunter while hunting (no harvest required).
3. Go to GON.com/mentor to fill out the entry form (you will need to provide a GADNR Customer ID Number for yourself and the new hunter).

Winner Selection

The Mentor of the Year for each category will be chosen by the Georgia Mentor Competition Selection Panel made up of judges from five organizations (GWF, QDMA, NWTF, GADNR, and GON). The judges will base their selections on their evaluation of the mentor's responses to the application questions and the panel will vote on the finalists to select the Mentor of the Year for each category.



Recreational Boating & Fishing Foundation



TAKEMEFISHING.org



VAMOSAPESCAR.org

To: State Fish & Wildlife Agencies

From: Recreational Boating & Fishing Foundation (RBFF)

RBFF, in partnership with the Aquatic Resources Education Association (AREA), released the [Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation \(R3\) Efforts](#) (Angler R3 Recommendations) to enable state agencies, nongovernment organizations and industry to improve the effectiveness of angler R3 efforts nationally.

As part of the Angler R3 Recommendations, it is recommended that state agencies develop a strategic plan for their angler R3 efforts. There are many components to consider as part of your state angler R3 plan development, from identifying angler R3 priorities to including marketing and outreach components to developing appropriate budgets and timeframes.

The following document was developed as a resource to help state agencies in developing an angler R3 plan for their state. Also included are an Angler R3 Effort Worksheet and a Resources List to help in the angler R3 planning process.

Background/National Trends

RBFF's mission is to increase participation in fishing and boating, thereby protecting and restoring the nation's aquatic natural resources. As part of its mission, RBFF collaborates with stakeholders and state partners to develop, implement and evaluate effective recruitment, retention and reactivation (R3) efforts.

Our industry is facing an incredible challenge. Current participation trends show younger, more diverse audiences are reluctant to take up fishing and boating, all while older white males are aging out of the sport. To address this challenge head-on, RBFF embarked on a grand effort to engage the community in growing participation from 46 million participants in 2016 to 60 million anglers in 60 months, by December 2021.

RBFF focuses on consumer engagement/recruitment through its consumer-brand campaigns, Take Me Fishing™ and Vamos A Pescar™; while also offering a variety of tools to help state agencies with their retention and reactivation efforts. State agencies have the advantage of gathering and maintaining valuable customer license data, to be able to communicate and market to anglers.

Additional Considerations

Many state agencies have found success in having an R3 coordinator for their agency as part of their state R3 planning process. As part of your R3 plan development, consider hiring an R3 coordinator or designating a lead for coordinating your agency's R3 efforts and overseeing your agency's R3 plan.

Additionally, you might consider establishing an R3 coordinating committee composed of agencies and/or organizations that address R3 issues as part of your R3 planning and coordination. We recommend considering a committee with representation from a broad cross-section within the agency (administration, IT, law enforcement, education, outreach, and wildlife and fisheries programs, etc.) and/or key R3 partners.

Angler R3 Plan Development – Guiding Document for State Agencies

This document was developed as a resource to help state agencies in developing an angler R3 plan for their state.

Situation Analysis + Key Insights

In addition to national trends, consider what is happening at the state-level in terms of population, participation trends, demographics, etc.

Develop a snapshot of your agency's current situation. Consider the cooperative environment (groups or individuals who have a vested interest in your objectives and mission), competitive environment (anyone/group competing with you for resources/sales), economic environment (high inflation, unemployment rate, changes in technology), social environment (current norms/attitudes, changes in values, business practices), political environment (attitudes and reactions of the general public), and legal environment (federal, state and local legislation).

Another way to look at this is to list your strengths, weaknesses, opportunities and threats (SWOT analysis).

- What is your competitive advantage? What products or experiences do you offer?
 - Is there opportunity to reach an untapped market?
 - What is your current churn/customer loyalty?
 - How would you rank your customer service ability?
- As part of your situation analysis, assess and map your agency's angler R3 efforts using the Outdoor Recreation Adoption Model (ORAM). Determine the scope of current R3 efforts and how they address identified threats to participation. See p.5-6 and Appendix B in the Angler R3 Recommendations.

Goals & Objectives

Determine your agency's R3 goal(s) and objectives. Objectives should be derived from organizational objectives/mission, and should be stated as standards of performance or tasks to be achieved by certain dates. Overall, develop SMART (specific, measurable, achievable, realistic, time specific) objectives and goals (long or short-term). Examples: Increase fishing license sales by 10% by December 31, 2021; Increase quantity of emails in database by 15% by December 31, 2018; Increase total visitors to license webpage by 10% by June 30, 2018.

- What is your agency's R3 goal(s) and what do you intend to accomplish?
 - How does your R3 goal(s) support your agency mission?
 - Do your R3 efforts support each of the stages in the ORAM? Are there gaps?
 - How do/will your R3 efforts help achieve your R3 goal(s)?
 - What are the metrics for assessing your R3 efforts?
- Incorporate ongoing evaluation to optimize campaign/program tactics and components, and make adjustments accordingly. Refer to the Resources List for evaluation resources.

Target Audience

Develop a simple, one-paragraph profile of your customers/target audience(s).

- What is the general interest of your target audience(s)? What is the size of your target audience(s)?
- What does your target audience(s) need? What must be done to satisfy those needs?

Describe in terms of demographics, age, income, lifestyle, other interests within your agency/crossover (i.e. state parks, ATV, hunting, boating). Present and rank potential target audiences in terms of profitability, loyalty, lifetime value, etc.

Communication Plan + Key Messaging

Develop effective communication efforts to notify customers and participants of potential opportunities to participate in activities. The media mix and messages to reach your audience(s) are vital to execute a successful marketing plan. Consider separate messaging for various target audience segments, depending on factors such as purchase patterns.

Tactics: How will you reach your target audience(s)? Some potential tactics/media mix include: TV, digital video, internet/paid search, print advertising, outdoor billboards, radio, email/direct mail campaign, and social media. Tactics you select must reach your target audience(s) when and where they'll be most receptive to your message.

Customer Relationship Management (CRM) System/Database Considerations

Design or reconfigure license purchase databases to incorporate the ability to track individual license purchasers through time (from pre- to post-license purchases). Collect detailed contact information (phone number, email, mailing address) that can be used to implement targeted communications and marketing strategies to selected audiences.

Customer information can be used to facilitate the customer's pathway to long-term angling. For example, sending license renewal reminders; advertising fisheries resource updates; announcing skills training resources (events, self-learning tools); and discovering customer needs and barriers to participation.

Budget/Resources

Assess staff allocated to angler R3, their expertise and their program budgets so that internal and external angler R3 efforts are effectively coordinated to target identified threats to angler participation.

Build & Implement Your R3 Plan

Consider the following steps to help guide your overall R3 plan development.

- Assess staff and resources allocated to R3 efforts to determine existing R3 capacity
- Identify R3 priorities and threats to target
- Determine timelines for R3 efforts – short-term vs. long-term
- Determine what's working and what's not
- Identify R3 opportunities for future successes
- Dedicate resources (staff, budget) to provide a balance of R3 efforts
- Consider reallocation needs and how best to allocate resources to support R3 priorities
- Identify and leverage partnerships to assist in implementation of R3 efforts

Evaluate each step of your plan to ensure results can be measured against all objectives. If deviations exist between actual and planned results, adjustments should be made towards achieving objectives.

Remember these eight P's when creating your marketing plan:

- *People* – What is the target market; size and growth potential?
- *Profit* – Expected revenue/profit from implementing the plan? How will achievements be evaluated?
- *Personnel* – What personnel or committee will be involved in implementing the plan? Internal and external teams?
- *Product* – What products are offered? What variations could be offered based on purchase patterns, customer insights?
- *Price* – What price(s) are products sold for? Any ability to modify the prices of products?
- *Promotion* – How will information about product's offerings be communicated?
- *Place* – How, when, where are products sold? Incentives to locations who sell products?
- *Period* – How long of a period will the plan be in effect? Timing of when the plan should be implemented and schedule of executing and evaluating plan activities?



Worksheet for Each Angler R3 Effort

Once you have mapped your angler R3 efforts on the Outdoor Recreation Adoption Model (ORAM), the following Worksheet is designed to help assess each of your existing angler R3 efforts. Definitions for Angler R3 Effort-types can be found on p.17-22 in the [Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation \(R3\) Efforts](#).

Name of Angler R3 Effort:

1. What is the objective(s)?

- What do you want people to do as a result of this R3 effort?
- Is the objective measurable?
- What does success look like?

2. What threat(s) is the R3 effort addressing?

3. What is the timeline for the R3 effort?

4. Who is the target audience?

- What do you know about them?
- Why is this group important?
- Are you reaching the target audience?

5. How are you communicating to the target audience about the R3 effort?

- Communications/outreach/marketing efforts
 - Marketing plan: specific vehicles/tactics
 - Communications plan: specific vehicles/tactics

6. How is the R3 effort being implemented?

- Strategies/tactics

7. How is the R3 effort being evaluated?

- What are the metrics for assessment?
- Results chain for the R3 effort
- What are the outputs?
- What are the outcomes?

8. How are you communicating with the target audience after the R3 effort?

9. How is/could the R3 effort connect with a next step in the ORAM?

10. What is the type of support needed?

- Funding
- Staffing
- Technology
- Other resources

11. Needs assessment

- What do you currently have or what do you need?
- Are there efficiencies in coordinating efforts between divisions?

12. Are there partners that can assist with needs?

- What are the strengths of your partner(s)?
- What does your R3 program have to offer?
- Benefits of a partnership



Resources List

Following is a list of resources to help you throughout your angler R3 planning process. Resources to help provide additional guidance and information.

- [Recommendations and Strategic Tools for Effective Angler Recruitment, Retention and Reactivation \(R3\) Efforts](#)
 - List of Angler R3 Threats
 - Outdoor Recreation Adoption Model (ORAM)
- [Highlights of Angler Recruitment, Retention and Reactivation \(R3\) Literature](#)
- Toolkits:
 - [Direct Mail & Email Marketing Toolkit to Reactivate Lapsed Anglers](#)
 - [First-Time Buyers Retention Email Campaign Toolkit](#)
 - [RBFF 60 in 60 Digital Toolkit](#) – Includes state 60 in 60 license sales goals
- [Best Practices Workbook for Boating, Fishing and Aquatic Resources Stewardship Education](#)
 - [Best Practices Guide to Program Evaluation](#)
- [RBFF Research](#)
- Demographics Links:
 - [American FactFinder, US Census Bureau](#) – Find popular facts and frequently requested data about your community
 - [Pew Research Center](#) – Hispanic trends

Southwick Associates



Improving Local R3 Efforts:

- Working with state and industry partners, we will evaluate local fishing events, nationally.
- The results will help event organizers to critically evaluate the effectiveness of their programming, identify improvements and help establish metrics to better understand which programs could be deemed more worthy of state and industry investments.

Data Dashboards:

- This project will produce license data dashboards for three states per AFWA region, each AFWA region, and nationally, allowing near real-time insights about hunting and fishing participation trends and effectiveness of R3 efforts.
- This tool provides fast visual updates of licensing and participation trends within key demographics, including residency, gender, age, and county of residence, allowing states to track license sales by various types of privileges.
- On behalf of Wisconsin, an advanced data exploration tool was developed that allows rapid analysis of their license sales trends. This tool can be developed for other states, too.

Improving Marketing to Hunters and Shooters New to the Firearms Market

- There are an estimated 24 million Americans interested in purchasing their first firearm, indicating that there is still much room for growth for firearm sales and excise tax revenues.
- Previous work by Southwick Associates has divided this group into eight motivation-based consumer segments, based on lifestyles, preferred shooting-related activities, and motivations.
- On behalf of states, the NSSF will lead an effort to identify the mix of outreach tactics that will be the most effective in recruiting these interested individuals, including ideal media channels, messaging, frequency/time/place of contact, and more. Results will be shared with all interested state and NGO marketing professionals, ready for immediate use.

Patty Hogan / *Research Analyst*

Direct (214) 364-4924 • Main Office (904) 277-9765

[Southwick Associates](#) • PO Box 6435 • Fernandina Beach, FL 32035

