

# **Hunter & Angler Recruitment & Retention**

## 2014 MAFWA Angler and Hunter Recruitment and Retention Technical Working Committee Annual Report



*Mission: Advance wildlife and fish conservation in the member states of the Midwest Association of Fish and Wildlife Agencies by providing a forum to further the understanding of angling, hunting, and shooting sports recruitment, development, and retention and integrate that knowledge within the evolving North American model of wildlife conservation and by providing a forum for the development of recommendations to address recruitment, development, and retention issues.*

**Meeting Time and Place:** October 16-18, 2013- The Outdoor Campus West, Rapid City South Dakota

**Attendance:** 3 (NE), 1 (OH), 8 (SD), 3 (IA), 1 (IN), 1 (WY), 2 (NWTF), Matt Dunfee (WMI), Bob Byrne (Bob Byrne Consulting).

**Executive Summary:** The third annual in-person meeting of the MAFWA Angler and Hunter Recruitment and Retention Technical Working Committee was a resounding success. The purpose of this meeting was for participants to take part in a 3-day training workshop conducted by Matt Dunfee (WMI) and Bob Byrne that focused on recruitment and retention program evaluation. The morning of day one was a travel day and the afternoon focused on examining the current status of recruitment and retention programs on a national level. The afternoon of day one also focused on the questions, "What are we trying to accomplish with recruitment and retention programs, and how do we know we are achieving the desired outcome?" The morning of day two was spent working in groups to break down current agency recruitment and retention programs and place them in accordance with their role in the hunter adoption model (see appendix 3). The afternoon of day two was spent understanding the concept of results chains and how recruitment and retention program administrators can develop measurable outcomes and indicators of success for their programs. The morning of day three focused on utilizing results chains and program evaluation tools to measure the impact of current recruitment and retention programs. All lodging and meals for this training were provided by the Wildlife Management Institute through a multi-state grant.

**Time and Place of Next Meeting:** The 2014 meeting of the MAFWA Angler and Hunter Recruitment and Retention Committee will location has not been determined at the time this report was submitted.

**Appendices:** 1) Meeting Agenda; 2) Results Chains for Training Hunts and Skills Training Seminar Program Types; 3) Hunter Adoption Model

Respectfully submitted,

Jason Kool

South Dakota Department of Game, Fish and Parks

# **MAFWA Hunter Recruitment and Retention Program Evaluation Workshop**

**South Dakota Department of Game, Fish and Parks  
Outdoor Campus West  
October 16-18, 2013**

## **Day 1.**

2:00- Introductions

2:30 – Hunter R&R: The National Problem Statement

- What is the national status of R&R efforts?
- Why we're doing what we're doing.
- What work has been done within the Hunting Heritage Action Plan.

4:00 – The Hunter Adoption Model

- What makes a hunter?
- Why make a hunter?
- Who makes a hunter?

5:15 – Break

5:30 – R&R Desired Outcomes: Defining What We Want In Order to Evaluate What We Get

6:30 – Dinner

8:00 – Deep Discussion with Even Deeper Glasses

## **Day 2.**

8:00 – Breakfast

9:00 (10:00 break) – Top-Down Thinking: Using the Hunter Adoption Model to Sort Agency/Org R&R Efforts

- Small Groups. Use participant submitted programs to identify what stage of the adoption process our efforts are addressing.
- Explore efforts that actually produce a license buyer versus those that create an active stakeholder.

Focusing on Desired Outcomes (Wyoming's Experience)

- Explore efforts that actually produce a license buyer versus those that create an active stakeholder.
- Using license data and other resources to define what we need to do for whom.

11:00 – Introduction to Results Chains

- Facilitated group activity: Build a Results Chain for Uncle Bob's Friends of the Forest Hunting Club.

12:00 – Lunch

1:30 – Results Chains Part 2: Group Activity

- Mapping programs into results chains.

2:30- Break

3:00 – Results Chains Part 3: Group Activity

- Mapping programs into results chains.

4:00 – Developing Measurable Objectives and Indicators of Success

- Continuation of previous Results Chains work.

5:30 – Parking Lot Issues: What Remains Unanswered?

6:00 – Dinner

8:00 – Deep Discussion with Even Deeper Glasses

### **Day 3.**

8:00 – Breakfast

9:00 – Evaluation Templates: How to Use and Expand on the Scaffolding

- Small Groups. Building on previous Results Chains work.

10:30 – Break

11:00 – Implementation Steps and Wrap up

12:00 - Dismissed





