

# **MAFWA Hunter and Angler Recruitment and Retention Committee Meeting Annual Report**

## **Meeting Time and Place-**

February 11, 2015  
9am-4pm  
Hyatt Regency Hotel  
Indianapolis, Indiana

## **Attendance-**

- Attendance: Jay Johnson – MN, Keith Warnke – WI, Tasha Sorensen – WY, Mike Tonkovich – OH, Brian Blank – KY, Brian Clark – KY, Jason Kool – SD, Samantha Pedder – PA, Jamie Cook – KY, Amanda Wuestefeld – IN, Dennis Fox – MI, Paige Pearson – CAHSS, Jeff Rawlinson – NE, Barb Gigar – IA, Caroline Couch – IA, Brian Hyder – NRA, Mitch King – ATA, Emily Iehl – UW- Madison.

## **Executive Summary-**

The meeting opened with a discussion on the draft of the National Hunting & Shooting Sports Action Plan. The Committee concluded that any national plan must be implementable, measurable and adaptable with established links from desired outcomes to strategies to action items to measures and feedback loops. Jeff Rawlinson led a discussion and explanation of the 26 indirect threats identified in the draft Plan. The group provided input and additional thought to inform the development of the Plan. This will provide a documented path for agencies, industry, and NGOs to follow and evaluate progress towards the overall goal of the plan – increased participation in hunting and shooting sports.

Samantha Pedder then addressed R3 funding Survey. Results show that a significant amount of R3 money is spent on marketing and communication rather than hunter education. Less than 2% of funds are used for research and evaluation of R3 programs. Seems to be a focus on spending the money on hunters only, not shooting sports, yet shooting sports is seeing the largest increase in participation.

Next input from MAFWA R3 committee on the national plan was discussed. Recent jumps in PR funds seem to be in large part from shooter participants. A survey showed 55% of people who shot a bow have no intentions of hunting. A lot of work with the Plan needs to be done within state agencies, however; everyone from state agencies noted that they have a hurdle in front of them- gaining more commitment from directors and leaders.

Various state agencies in attendance expressed their thoughts on issues they see. There seems to be more of a focus on ‘new’ and less on ‘retention and re-activation’. Need to focus more on the ‘retention and re-activation’ especially in the 25-40 year old males category. Another issue noted was lack of understanding of who our (state agencies) audience is and serving our customers, potentially lack of cultural awareness of hunting and shooting to nontraditional demographics. Another suggestion was the lack of consistent license structures especially data sharing. Being able to evaluate actions taken as a result of the plan will be key to success.

Partner updates:

Brian Hyder – Brian gave a run-down of some of the various programs offered through the NRA that could potentially help with R3. This includes NRA Public Range Fund, the three gun experience, and action rifle challenge.

Paige Pearson represented the CAHSS and informed the committee that the Council's National Plan Committee will be establishing an Advisory Board for the Plan soon.

Mitch King – ATA believes that awareness is a threat that needs to be addressed. The ATA has since adopted a new website: Archery 360 that highlights and makes archery fun and draws awareness to it.

The adult recruitment multistate grant was then discussed by Brian Blank. He noted it's important to have data and stats available about the state license sales, population, money generated, etc. Key component of this project will be evaluation.

The meeting ended with a panel discussion on refining adult programming/recruitment. Tasha Sorensen attended the WAFWA R3 meeting and left with action items for those states. Quantifying R3; a useful assessment of trends and patterns in R3 at local, regional, and national level will be key. Jay Johnson presented on mentoring. He suggested that state agencies should consider a different approach and think about mentoring programs as more of 'relationship' building and facilitation connections. Need to change focus from outputs to outcomes. Keith Warnke then discussed changing the culture. He conducted a focus group of mentors to answer questions and gain a better understanding of who mentors are and how they think. Most mentors mentioned they didn't even think about considering mentoring adults, but they are now on board and willing to repeat mentor adults. Also NGO's are on board with this concept. Amanda Wuestefeld led the discussion on different natural pathways that exist for micro-communities. How we promote and what we say about the program is as critical to the program itself. Adults want to learn or hear about sustainable, local food sources. Quality mentors are more important than quantity of mentors.

The final discussion of the topics above showed that every program needs to be evaluated against the National Plan document to identify if it addresses the most important threats. Need to run trials and pilots and then evaluate, review and repeat if successful, and adapt those that are not resulting in producing desired outcomes.

**Director Action Items-**  
**None at this time.**

**Director Information Items-**  
**The National Hunting and Shooting Sports Action Plan is under development. Directors should be prepared to consider directing adequate resources towards its implementation when complete.**

**Time and Place of next Meeting-**

## Michigan at the 2016 Midwest Fish and Wildlife Conference

### Appendices-

#### Appendix 1: Meeting Agenda

##### MAFWA Recruitment and Retention Committee agenda

February 11, 2015

9 am – 4 pm

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#### Morning

- |               |   |
|---------------|---|
| 9 – 9:15      | Introductions, logistics, and agenda repair                                       |
| 9:15 – 9:45   | R3 Plan Update and Discussion - Paige Pearson/John Frampton CAHSS                 |
| 9:45 – 10:15  | R3 Survey report – Samantha Pedder – PA Game Commission                           |
| 10:15 – 11:30 | Input from MAFWA R3 committee national plan – Committee and others in attendance  |
| 11:30 - Noon  | KY/GA Adult Recruitment multi-state grant report out and discussion – Brian Blank |

#### Lunch

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|-------|---|
| 1 – 2 | Partner updates – Industry, NGO partners  |
| 2 – 3 | Mini-presentations on adult hunter recruitment and training. <ul style="list-style-type: none"><li>• Standardizing measures: A draft R3 scorecard – Tasha Sorensen</li><li>• Mentoring – Leading toward effectiveness - Jay Johnson</li><li>• Changing the culture– where and who are the leaders who will get this done? Keith Warnke</li><li>• Results – What have we learned so far? Amanda Wuestefeld</li></ul> |
| 3 – 4 | Panel discussion of adult-centered hunter recruitment and training with Tasha Sorensen, Jay Johnson, Keith Warnke, and Amanda Wuestefeld - Moderated by Jeff Rawlinson  |

