

Midwest Association of Fish and Wildlife Agencies Hunter and Angler Recruitment, Retention and Reactivation Committee 2020 Directors Report



Report Compiled By:

Keith Warnke, Director (Wisconsin)
Megan Wisecup, Chair (Iowa)
Jeff Rawlinson, Co-Chair (Nebraska)

Hunter and Angler Recruitment, Retention and Reactivation Technical Working Committee Members

State/Organization	Name	Title
Illinois DNR	Jared Duquette	R3 Coordinator
Illinois Natural History Survey	Dan Stephens	Hunter R3
Indiana DNR	Clint Kowalik	Angler R3 Lead
Iowa DNR	Barb Gigar	Angler R3 Coordinator
Iowa DNR	Megan Wisecup	Hunter Education Administrator/R3 Coordinator
Iowa PF	Jamie Cook	Iowa State Coordinator
Kansas DWPT	Tanna Fanshier	R3 Program Coordinator
Kentucky DFWR	Oliva Dangler	R3 Coordinator
Michigan DNR	Dennis Fox	Recruitment and Retention Section Manager
Minnesota DNR	James Burnham	R3 Coordinator
Missouri DOC	Eric Edwards	Education Outreach Coordinator
Nebraska GPC	Jeff Rawlinson	Education Manager
Nebraska NWTF	Michaela Rahe	R3 Coordinator
North Dakota GFD	Brian Schaeffer	Outdoor Education Project Administrator
Ohio DNR	Eric Postell	Program Manager
Ohio NWTF	Johanna Dart	Hunter R3 Coordinator
Pass it On Outdoor Mentors	Brittany Waldman	Director of Field Operations
South Dakota GFPC	Taniya Bethke	Wildlife Division Education Specialist
Wisconsin BHA	Joe Steffen	R3 Coordinator
Wisconsin BOW	Peggy Ferrell	R3 Coordinator
Wisconsin DNR	Emily lehl	Hunting and Shooting Sports R3 Coordinator
Wisconsin DNR	Theresa Stabo	Angler R3 Coordinator
Wisconsin NWTF	John Motoviloff	R3 Coordinator
Wisconsin PF	Marty Moses	R3 Coordinator
USFWS	Kyle Daly	Region 3 Fish and Wildlife Biologist
USFWS	Fabian Romero	Region 3 WSFR Grant Administrator

Hunter and Angler Recruitment, Retention and Reactivation Committee Year in Review

January 2019:

Joint MAFWA/WAFWA R3 Workshop was held January 5-6 in Tucson, AZ. This meeting drew state coordinators, NGOs, and industry representatives from both regions together to discuss regional and national R3 efforts. There were 21 state R3 coordinators and 12 state NGO R3 coordinators in attendance along with other supporting and/or programmatic staff from the various entities. Key meeting objectives included building a regional R3 framework, the status of the R3 movement following the inaugural National R3 Symposium held in 2018, evaluation of our collective efforts, and engagement strategies.

March 2019:

Keith Warnke (WI), Jeff Rawlinson (NE) and Megan Wisecup (IA) met with many of the Midwest Directors during the North American Wildlife and Natural Resources Conference in Denver, CO to discuss the regions R3 efforts and how we could improve overall coordination and communication across the member states. Outcomes of this discussion included the development of a quarterly regional R3 newsletter that would be distributed to Directors and state R3 leads, an opportunity for the chair and co-chair to provide a committee update along with discussion on key R3 focus areas and regional needs with Director's during the annual summer meetings, and a consensus on pursuing potential collaborative state funded efforts (combining WSFR dollars similar to SWIG) on key areas of need that would benefit the greater region related to R3. These project areas included evaluation, data dashboards, mentor outreach, and consistent messaging and imagery for a regional outreach initiative.

April 2019:

Fabian Romero (USFWS), Kyle Daly (USFWS), and Megan Wisecup (IA) discussed the potential four project areas that states could combine funding and resources on for regional R3 work with hunter education administrators and related staff at the USFWS Region 3 Hunter Education Meeting held April 10-11 at the August A. Memorial Shooting Range in Defiance, MO. Administrators were most supportive of doing evaluation and data collection type of projects. Other areas of interest for potential R3/Hunter Education work included the development of species specific online courses that the states could share and customize along with doing some BMPs and/or case studies on current programmatic efforts that included Learn to Hunt, Field to Fork, etc. type of efforts. It was also discussed that there is a significant need to improve communication among the individual Midwestern states R3 coordinators and hunter education administrators. It appears in many of our states these individuals work in different sections or even divisions of their respective agencies, so they are not communicating or working together on a regular basis.

June 2019:

Keith Warnke (WI) and Jeff Rawlinson (NE) presented to Midwest Directors on behalf of then MAFWA Hunter and Angler Recruitment, Retention and Reactivation Committee at the annual summer meeting held June 23-26 at Maumee Bay Lodge and Conference Center in Oregon, OH. Information was shared on the work that the National R3 Implementation Working Group has been doing along with the key priorities that we plan on evolving into regional committee work. The Directors were supportive of these focus areas and the green light was given to continue committee work on them and potentially even flush the priority projects out into multi-state grant and/or state funded efforts as previously discussed.

July 2019:

First edition of the Midwest R3 Newsletter was distributed to Midwest Directors, R3 agency staff, and partners.

September-December 2019:

Several calls were held to continue to flush out and put more substance to the key potential regional project areas that were discussed with the Midwest Directors at the summer meeting. A team of ten was assembled to work on this effort in addition to planning the next in-person meeting at the Midwest Fish and Wildlife Conference in January 2020 where these potential projects would be discussed with the full committee and prioritized. Team members included: Keith Warnke (WI), Jeff Rawlinson (NE), Megan Wisecup (IA), Fabian Romero (USFWS), Kyle Daly (USFWS), Dennis Fox (MI), Kyle Lairmore (MO), Colin Berg (OK), Otto Jose (USFWS), and Dan Stephens (IL Natural History Survey).

Hunter and Angler Recruitment, Retention and Reactivation Committee 2020 Annual Meeting Recap

Approximately 25 agency R3 staff, NGO, and industry partners were in attendance for our half day in-person meeting held in conjunction with the Midwest Fish and Wildlife Conference on January 26 in Springfield, IL.

Meeting Agenda:

- 1:00PM – Welcome, Introductions, and Agenda Review
- 1:10PM – National R3 Implementation Update
- 1:25PM – MAFWA Directors Meeting Update
- 1:45PM – Workgroup Session – Regional R3 Initiatives
 - Regional Evaluation Efforts
 - Regional Outreach and Communication Campaign
 - Regional Standardization of Data and Collection
 - Regional Mentoring Outreach and Communication Effort
- 4:15PM – Workgroup Report Outs
- 4:45PM – Moving Forward
- 5:00PM – Adjourn

In addition to the topics listed above an update was provided by USFWS staff on the PR Modernization and Target Marksmanship Acts. A lengthy discussion was also had on the concept of a Midwest Regional R3 Coordinator Position. A small workgroup was formed to continue to discuss this need for the region and to come up with a job description for what the position would entail.

Moving forward, it was decided to continue to work as small groups on the four key project areas. Committee members would meet via conference call or continue to collaborate over email. Regarding the evaluation project, a call will be set up between key regional staff from all four AFWA regions along with Matt Dunfee from WMI to discuss what initiatives constitute a national concerted (multi-state grant) effort and what elements can continue to be flushed out and developed at the regional working group level. Regarding the mentoring project, additional calls will be set up between the regional working group members to begin crafting a multi-state project on mentor communication and outreach. Preliminary research is showing there is still a need for a mechanism to pair up mentors and mentees (brokerage) so that element will continue to be explored further as well. Regarding the regional outreach and communication project, additional calls will be set up between the regional working group members to begin crafting a multi-state project focusing on small game, diversity, and inclusion. Regarding the standardization of data and collection, there appears to be significant focus on this area already happening at the national level. There also were issues with multiple states within the region and sharing data due to existing laws/policies that prohibit the agency from doing so and participating in a regional or national project like a data dashboard. The regional working group will continue to meet and discuss issues surrounding data standardization and collection and what that could look like for the region and bring back to the full committee the next time we meet.

An organized R3 Symposia was also held in conjunction to the Midwest Fish and Wildlife Conference this year on January 28. This symposium served as a venue for R3 professionals to provide updates on individual and collaborative R3 projects in the Midwest. Several staff and a few partners presented during this symposia on efforts such as mentoring, research, women-focused efforts, and learn to hunt for food initiatives.



2020 MAFWA R3 Workshop

State/Partner Report

State:	Archery Trade Association
R3 Lead:	Josh Gold; Senior Manager of R3 and State Relations joshgold@archerytrade.org; 321-537-3140

Significant R3 Effort #1: ATA’s Consumer Marketing Campaign: The Thrill is Nocking

The goal of the ad campaign is to increase participation and send new customers to ATA-member retail shops through the store locator. The campaign’s landing page, thethrillisnocking.com offers 101 information to get new participants interested in the sports of archery and bowhunting. This campaign includes five videos playing as non-skippable ads on digital, video and radio platforms nationwide Aug. 1 to Oct. 31, 2019. In total, ads are expected to receive over 37.5 million impressions and boost foot traffic in ATA-member stores. The campaign is targeting 25-44-year-old outdoorsmen and outdoorswomen that have not tried archery before. The ATA will be using content tracking, behavioral tracking, lookalike audiences, and geo-fencing to reach the target audience. Full results and toolkit will be available following the campaign.

Significant R3 Effort #2: Archery Range and Program Grant

The Archery Range and Program Grant arose from the ATA’s Strategic Planning process in 2018. ATA staff and their Board of Directors recognized the nation’s continuing need for more archery ranges and programs. These facilities increase recreational opportunities, generate sales and income for businesses, boost archery and bowhunting participation, and promote partnerships with outdoor-related organizations. The grants will help recipients create or expand archery-related projects or programs, including parks, ranges, mentoring programs, archery academies, college clubs or teams, and similar efforts. Any person, company, organization or state agency that wants funding to create archery programs or build or maintain ranges can apply. Applicants can be nonprofit or for-profit groups.

Mentor Guide and Field to Fork, Lapsed Bowhunter Reactivation Campaign, Partnerships, Bowhunting Regulations and Standards

- A Mentor Guide and Field to Fork curriculum has been designed with several partners. The guide, curriculum, case studies, and additional materials is available to members and partners to provide resources and tools to promote mentoring, in a program or individual setting.
- Increase lapsed bowhunters through an email reactivation campaign. Archery Trade Association and Responsive Management wanted to identify the specific tactics, methods, images and themes that could be used to reduce bowhunter churn and increase participation. Results are provided in a toolkit of marketing materials for use by states and organizations.
- Forming and expanding partnerships to create pathways for archery and bowhunting participation.
- Working with state partners to reduce barriers and provide clear regulations for new and existing bowhunters.

Barriers to R3 Efforts

- Connecting industry members to state and NGO efforts



2020 MAFWA R3 Workshop State/Partner Report

State:	Illinois Department of Natural Resources
R3 Lead:	Jared Duquette; Wildlife and Hunter Heritage Program Manager jared.duquette@illinois.gov; 217-714-7645

Significant R3 Effort #1: Develop statewide R3 strategy

Following an R3 conclave with partners in March 2019, a statewide R3 strategy is being developed by the IDNR Hunter Heritage Program with partner input. The strategy will be vetted and improved over a three-year period, after which a formalized R3 plan will be developed for long-term use. The R3 strategy is being developed using a data-driven business model in which hunters are consumers of services.

Significant R3 Effort #2: Increase hunting access/opportunities

One goal is to identify and open access to hunting opportunities at existing IDNR sites. Another goal is to increase hunting access on IDNR sites through purchase of new land. A third goal is to work with private land owners to provide hunting access through the Illinois IRAP program.

Other R3 Efforts of Interest

- Identify and develop state wildlife and land policies that bolster hunting access and reduce constraints
- Develop contemporary digital resources for hunters
- Develop and improve shooting ranges, particularly near metropolitan areas

Barriers to R3 Efforts

- Lack of R3 staff and resources
- Recovering from ~3-year state budget impasse
- Mixed support internally and externally for contemporary approaches to R3
- Poor overall support from many NGOs



2020 MAFWA R3 Workshop State/Partner Report

State:	Indiana Department of Natural Resources
R3 Lead:	Jack Basiger: Hunting, Trapping, and Shooting R3 Specialist jbasiger@dnr.in.gov; 317-233-9382 Clint Kowalik: Angler R3 Specialist ckowalik@dnr.in.gov; 317-234-8441

Significant R3 Effort #1: Annual R3 Workshop Calendar

The Division of Fish & Wildlife released their first R3 workshop calendar with the goal of increasing public awareness of R3 events to help us better reach our target audiences (families, females, adults, & locavores) in targeted urban areas. This new approach allowed R3 staff to take a more focused approach to the events being conducted by:

- Increasing the number of multi-day workshops
- Linking single-day events run by DFW and partners
- Reducing event overlap (same date, area, focus, etc.)
- Maximizing attendance
- Creating a more balanced schedule that offers events throughout the year

Significant R3 Effort #2: Statewide R3 Summit

Indiana held its first Statewide R3 Summit in March 2019. It was attended by 53 internal and external partners, representing fishing, hunting, trapping, sport shooting, and outdoor recreation.

The Goals of the Summit:

1. Increase awareness and understanding of the importance of focused R3 efforts needed to reverse negative trends of participation in hunting and angling in Indiana.
2. Create motivation to engage with new and existing partners and communities to address R3 needs together.
3. Increase openness to address current challenges/barriers to R3 efforts as a community
4. Create a better understanding the importance of evaluation of current and future R3 efforts
5. Through common goals, develop a state R3 plan which builds capacity, communicates the relevancy and importance for active sportspeople to mentor, and increases opportunity for novices and semi-skilled participants to advance.

Other R3 Efforts of Interest

- 60 Learn To workshops were run in Indiana by DFW and its partners; participants received a pre-workshop and post-workshop survey – this data is being analyzed.
- Indiana was one of 5 states selected to receive a \$20,000 grant to pilot AFWA's Making It Last marketing toolkit. The campaign has three main goals: 1) connect agency work to the target audience's (or audiences') shared values and day-to-day lives, 2) increase awareness of the agency's role in caring for and managing wildlife and habitats, and 3) build understanding of the value and importance of fish, wildlife, and natural resources. Indiana DNR will run these ads on social media (Facebook, Instagram, YouTube) and google through December. The message of

“Helping You Enjoy Indiana is the Nature of Our Work” appeared with pictures like hunting, fish tagging, and bird banding.

- The Indiana Divisions of Fish & Wildlife and Forestry teamed up to launch a new access and mentoring program support the development of novice hunters. To be eligible for the program, hunters must complete the Division of Fish & Wildlife’s Learn to Hunt workshops in order to participate. Once completed, students can apply for exclusive access to specified hunting areas on select State Forests. Hunting areas are assigned to participants based on a preseason draw. Students will have a mentor in the field with them during all hunts.

Barriers to R3 Efforts

- Staffing- the R3 program current staffs two full-time employees tasked with coordinating all hunting, fishing, trapping, and shooting sports R3 activities for, not only the division, but for the department and external partners. The coordinators also work on program design, workshop curriculum, and program evaluation.
- Funding- the R3 program current operates on an annual budget of ~\$325,000 (~\$225,000 with the contract R3 position removed). Sport Fishing Ed is \$210,000/year for next two years.
- Program Coordination- Example: Hunter Education program and R3 program share many of the same things (funding, participants, and volunteers) but are housed in different divisions.



2020 MAFWA R3 Workshop

State/Partner Report

State: Iowa Department of Natural Resources
R3 Lead: Megan Wisecup; Hunter Education Administrator/R3 Coordinator
Megan.Wisecup@dnr.iowa.gov; 515-238-4968

Significant R3 Effort #1: New License System – Go Outdoors Iowa (Brandt Information Services)

- The Iowa DNR launched a new license system - Go Outdoors Iowa in February 2019.
- Public User Benefits
 - log-in to their customer profile from anywhere with a cellular/internet connection
 - edit customer details
 - Purchase new licenses
 - Reprint licenses
 - Set up license auto-renew
 - Report a harvest
 - Submit quota hunt applications
 - Go Outdoors Iowa app
 - Free
 - View hunting regulations
 - View current sunrise/sunset times.
 - Collectible hard card available for purchase
- DNR Benefits
 - More robust licensing system with customer management integrations.
 - Opportunity to set up API transfers between the agencies event management system and online hunter education courses to automatically add certifications to the customer record.
 - Dollars from hard card sales to utilize towards marketing efforts.
 - Ability to create license bundles for anglers and hunters. I.E. Waterfowl Package
 - License sales dashboards showing top sales of the day, week, month, etc.
 - Triggered email automation such as reminders for when licenses go on sale or to renew.



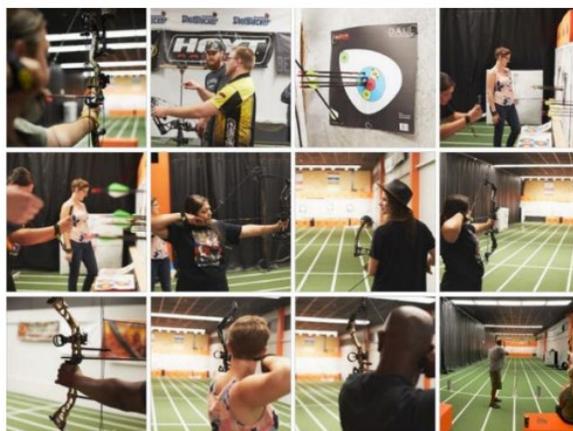
Significant R3 Effort #2: Development of a R3 Task Force

After a couple of years of collaborating statewide on R3 efforts in Iowa, it became apparent that there was a need to pull together and team of both internal and external stakeholders to work on various aspects of R3 in Iowa on a more regular basis vs. just once a year at our annual summit. Even though the agency would continue to remain the primary driving force behind R3 efforts in Iowa, there still was a need for fresh eyes, different perspectives, and outside experts in our various topic areas to bring continuity and provide us with a broader more diverse reach. Each core team member oversees a Task Force Subcommittee and leads work and discussions primarily via calls and emails on various priorities related to access (land and water), shooting sports & ranges, marketing & communications, education and outreach, and research and evaluation. The entire task force meets annually to provide updates, collaborate, and discuss and set priorities for the following year. The annual summit is still a viable tool in our toolbox in regards to generating interest, excitement, and sharing of ideas and resources but the

task force has allowed us to be more successful with the execution of our efforts. Thus, allowing us to provide deliverables and other direct outputs.

Other R3 Efforts of Interest

- R3 Integration into Iowa's Statewide Comprehensive Outdoor Recreation Plan (SCORP).
- Iowa DNR, Edible Outdoors, Woods and Waters Project, Turkeyfoot Folk School, and Fin and Feather hosted a Field to Fork course in Iowa City with 10 new archery deer hunters. Mentors and staff from Fin & Feather provided seven weeks of archery instruction and practice opportunities to participants. The Archery Trade Association donated several bows to be fitted and loaned out to the participants and for use in future programs. The October 4th-6th Field to Fork Workshop Weekend/Mentored Hunt (stressing food) included topics such as deer hunting 101, field dressing, butchering, and cooking demonstrations. The hands-on instruction was followed by a controlled hunt at Maquoketa Caves State Park. The participant's tags were valid until November 30th, allowing mentors and mentees ample time to continue to hunt at the state park throughout the fall. Additionally, a closed Facebook group was created to promote the sharing of tips, tricks, words of encouragement, videos, etc. between participants and mentors. The group meet weekly (on their own) after archery instruction and practice for a social gathering to reflect on the night's lessons and experiences as a group.



- Iowa DNR held an 8-week "Lunch & Lures" course in Des Moines this spring for DNR employees with little to no fishing experience (pilot). The class consisted of 40 participants, with two classes of 20 held every Friday. The schedule is below.
 - Week 1: Intro to Lures & Lunch
 - Week 2: Tackle Box Basics
 - Week 3: Different Types of Rods and Reels
 - Week 4: Fishing Laws and Regs. with a Conservation Officer
 - Week 5: Fishing Knots and Lines
 - Week 6: Casting Basics
 - Week 7: How to choose a location to fish, and what spot to fish
 - Week 8: Fish Cleaning and cooking at Terra Park, Johnston

Fish identification was included at the start of class during weeks 2-5. After the 8-week series, a comprehensive post-event survey was deployed and yielded an 82% response rate. The survey included barriers to participation and suggestions for future classes. The goal is to expand the

“Lunch & Lures” program to businesses and corporations such as Wells Fargo, Nationwide Insurance, and Pioneer Hi-Bred to continue to foster the much needed social support for continued participation.

- Public Access Highlights –
 - An additional 400 acres in Harrison and Cass Counties were enrolled in to IHAP as part of the Southwest Iowa Communities for Pheasants and Farming Initiative. Bringing the total acres enrolled to over 1500 acres since March of 2018.
 - Iowa Natural Heritage Foundation is working with other partners (DNR, NGOs) to secure over 5000 acres across the state over the next several months.
 - U.S. Department of Interior recently announced a historic, 1.4 million acre expansion of hunting and fishing opportunities across the country. (Iowa National Wildlife Refuges: Union Slough, Desoto, Boyer Chute, Neil Smith, Driftless Area, Upper Mississippi River and Port Louisa). Neil Smith and Union Slough both offered mentored hunt experiences in 2019 targeting new, adult hunters.
- Worked with local area Iowa schools to create Google Classroom and Canvas Hunter Education Courses. When our online course vendor went to pay up front, we needed to find a way to still offer online learning opportunities for Iowa schools holding hunter education as part of the regular school day. We were able to work with two school IT staff members to create Google Classroom and Canvas integrations with the online study guide and chapter quizzes.
- Received a \$15,000 grant from Iowa Safari Club International to pool together with hunter education funds to film twenty, engaging, 5 to 10-minute videos to become a part of a free online video course for hunter education graduates and novice hunters. Topics for the videos included: understanding funding for conservation, how to purchase your license and tags, where to hunt, turkey calling basics, fur handling, wildlife diseases, and much more. Most of the videos were filmed in December 2019. We will film the turkey and fur handling related videos in the spring and then launch the new self-guided learning tool in Fall 2020.
- Vamos a Pescar efforts continued in Iowa in 2019. Focus areas were in Central Iowa and Cedar Valley. Partnerships were developed in these areas with local Hispanic communities. Resources and communications specific to Spanish-speakers were developed and/or improved upon from previous years efforts. Urban lakes and sporting goods stores were geofenced and served digital ads. Interviews were also conducted on Spanish radio outlets.

Barriers to R3 Efforts

- Lack of diverse funding sources for general gateway activities key to recruitment efforts.
- Limited staffing resources dedicated to R3 efforts in the state.

Clearinghouse Report Form Characteristics

One of the tasks identified by both the AFWA President's Task Force on Angler R3 & the Council's for the National Implementation Workgroup is to develop a clearinghouse where information can be easily shared and accessed by R3 professionals nationwide. As part of that effort, changes to the "State/Partner Report" is being proposed as part of the clearinghouse development process. MAFWA members have been asked to identify characteristics that we would prefer to see in the annual report form. Please list any characteristics you would like to see in the space provided below.

Please note: This topic will also be discussed at our November meeting.

Report Form Questions:

- Like having stakeholders feature 1 or 2 of their most notable R3 related efforts for the previous calendar year.
- Instead of barriers, which tends to remain the same for most of the stakeholders each year, maybe look at asking for lessons learned on a particular R3 topic area that is relevant to the reporting period. Or maybe ask what needs does the particular stakeholder have to overcome barriers to R3? Try to make the responses more solution orientated.
- Look at having each stakeholder that has piloted a new effort or has had the opportunity to evaluate something they have tried over a period of time do a Case Study that then can be shared in the Clearinghouse.

Report Form Design:

Design is OK, but would like to see this translated into a digital form for ease of access and to eliminate duplicative efforts by stakeholders that participate in multiple regions and/or national organizations that are requesting the same types of information annually.

Additional Comments:



2020 MAFWA R3 Workshop

Target Audience Questionnaire

Please answer the questions below to help us our region better identify target audiences for R3. A tallied report will be available to all committee members following the meeting.

Organization Name: Iowa DNR

Does your state or organization currently target specific audiences? Yes No

If you marked "Yes", please answer the questions below.

Which Hunting audience segments has your state targeted for R3 (check all that apply):

- Youth Families Suburban/Urban residents
- Adult Millennials Locavores/foodies
- Women Minorities Lapsed hunters
- Other(please describe):

Which Fishing audience segments has your state targeted for R3 (check all that apply):

- Youth Families Suburban/Urban residents
- Adult Millennials Locavores/foodies
- Women Minorities Lapsed anglers
- Other(please describe):

Which Shooting audience segments has your state targeted for R3 (check all that apply):

- Youth Families Suburban/Urban residents
- Adult Millennials Locavores/foodies
- Women Minorities Lapsed shooting sports participants
- Other (please describe):

Please briefly describe the PROGRAMS your state is using to target specific audiences:

(e.g. programs, events, workshops, clinics, mentoring, marketing campaigns, etc.)

Fish Local Marketing Campaign, Let's Go Hunting Marketing Campaign, Species/Discipline Specific - Learn to Hunt/Shoot Workshops, Wingshooting Workshops, Hunt Social, Fish Iowa, Field to Fork Program, Lunch and Lures Program, Becoming an Outdoors Woman/Beyond BOW Workshops, Vamos a Pescar, Edible Outdoors Workshops, Scholastic Clay Target Program (Trap/Skeet/Sporting Clays/International Trap/International Skeet), Scholastic Action Shooting Program (Rifle/Pistol), National Archery in the Schools Program, First Shots Program

Which method(s) of communication are being used to target these audiences (check all that apply):

- Social media Direct mail Communications sent by partners
- Emails Texts Other (please describe):
- Paid advertisements. Please specify what type: Banner ads, Video pre-roll, geofencing, television, radio

Are you evaluating to determine if you are reaching the desired audiences listed above? If so, how?

Pre, Post, and Follow-up Surveys, Focus Groups, CTR, VTR, Open Rates, etc.

Please list any identified barriers for identifying or targeting specific audiences in your state:

Lack of funding Time/Staff resources Not having contacts for target audience

Lack of knowledge on: identifying best audience segment identifying audience motivations

the best method to reach specific audiences how specific to be when targeting

Other:



2020 MAFWA R3 Workshop State/Partner Report

State:	Kansas Department of Wildlife, Parks & Tourism (KDWPT)
R3 Lead:	Tanna Fanshier; R3 Program Coordinator Tanna.Fanshier@ks.gov; (620) 672-0722

Significant R3 Effort #1: Spanish Translation

The Kansas Department of Wildlife, Parks & Tourism is excited to announce its partnership with the Kansas Wildlife Federation (KWF) to facilitate the translation the state’s hunting and fishing regulations to Spanish. KWF was able to secure the services of a local law firm that has graciously agreed to aid in language and legal translation pro bono. Kansas has seen a 23.4% increase in its Hispanic population. The United States Census Bureau reports that of Spanish-speaking households, approximately 38% speak English “less than ‘very well.’” KDWPT recognizes this translation effort as an exciting step toward a more diverse future of outreach and inclusion.

Significant R3 Effort #2: Woman-Only Hunter Education

KDWPT held its first Ladies-Only Hunter Education class in the fall of 2019. The course consisted of an internet portion (to be completed prior to the date of the class), and a field day. All participants AND instructors identified as women. A short, open-ended survey was conducted to determine the success of the class and improve programming for future women’s outreach efforts. Participants reported that the main motivators for signing up for the course (outside of obtaining HE certification) were the female participants, and the female instructors. In this small sample size (~20), most women reported already having an area to hunt, and having social support in place, typically in the form of male significant others or sons. KDWPT is excited to continue offering women-only hunter education and will further refine its survey and increase its sample size to better understand the barriers and motivations of this target demographic.

Other R3 Efforts of Interest

- Digital Marketing Techniques to Increase Angler Participation: Grant awarded by RBFF to retain and reactivate anglers via digital marketing techniques, awarded in 2019, efforts begin in 2020
- Make It Last: Grant awarded by AFWA to showcase the ways that state agencies “Make It Last.” Messages mainly distributed over social media, interactions and impressions recorded, ongoing
- Squirrel Hunts: Guided squirrel hunts, social groups (families/friends) assigned to a guide, provided a firearm upon request, cooking and cleaning instruction included after hunt
- Farmers Market Partnerships: Continuing to explore partnership with local farmers markets to promote agency work and connect potential participants to programs and events
- HESP: ~65 schools currently enrolled in the Hunter Education in our Schools Program
- NASP: ~215 schools actively participating in the National Archery in the Schools Program
- SAR: New partnership with the Student Air Rifle Program (SAR), not-for-profit corporation, aims to “facilitate an introduction to the lifetime sport of target shooting to school-aged youth in grades 4-12.”

Barriers to R3 Efforts

- No dedicated marketing team/section
- Reliance on non-resident hunting license sales continues to skew trends
- Minimal public land results in universal access challenges for both hunters and program organizers
- Failure to reach target audiences with current messaging and marketing tactics
- One human dimensions specialist shared across agency
- Lack of diverse mentor/instructor representation



2020 MAFWA R3 Workshop State/Partner Report

State:	Michigan Department of Natural Resources
R3 Lead:	Dennis Fox; Recruitment and Retention Section Manager Foxd3@michigan.gov; (517) 284-6042

Significant R3 Effort #1: Non-Resident Hunting and Fishing Initiative

A new marketing initiative to increase nonresident participation in hunting and fishing was launched in 2019. The campaign was developed using research including analysis of customer data and market research through a targeted digital survey. Digital communication (targeted social media and GovDelivery electronic messages) and a customized DNR website landing page was developed highlighting specific activities/species identified in customer data and survey analysis. Through December 2019, nonresident license sales have increased by:

- Spring turkey 31.8%
- Fishing 4.05%
- Waterfowl 19.02%
- Woodcock 21.90%

Other significant campaign statistics include:

- 32,000 Facebook link clicks
- 303,000 people reached on Facebook
- 1 million impressions on Facebook
- 81,661 landing page views
- \$5,400 spent January 1-December 12, 2019
- \$15,966.50 total sales directly from pages

Significant R3 Effort #2: Michigan Pheasant Hunting Initiative

In 2018, a grassroots coalition, the Michigan Pheasant Hunting Initiative, advocated for legislation that would increase pheasant hunting opportunities in the state. As a result of their efforts, Public Act 618 passed through the Michigan Legislature in 2018, which appropriated \$260,000 from the general fund to the Michigan Department of Natural Resources for a pheasant release program during fall 2019 and 2020. Eleven state game areas across southwest and southeast Michigan were selected as release sites for rooster pheasants. In partnership with the Michigan Association of Game Breeders and Hunting Preserves, roosters were released weekly throughout the October and December seasons. In addition to the releases, two Learn To Hunt Pheasant hunting events were held at the Allegan State Game Area and the Shiawassee State Game Area. These events geared toward hunter recruitment, retention, and reactivation provided over 80 participants a memorable day of mentorship and pheasant hunting. New and novice hunters of all ages came out for a day of learning and fellowship. The Learn to Hunt events offered firearm safety courses, target practice, and field dressing lessons. Small groups of hunters were paired with a mentor, dog, and dog handler before embarking on a guided hunt.

In order to track participation in these hunts, the Department created a Pheasant Hunting Endorsement. The Endorsement was free and combined with the Sharp-tailed Grouse Endorsement.

As a comparison, below are the number of people selecting the endorsement over the last four years:

- | | | | | |
|---|------|-----|------------------------------|---------|
| • | 2016 | 006 | Sharp Tailed Grouse | 105,371 |
| • | 2017 | 006 | Sharp Tailed Grouse | 125,822 |
| • | 2018 | 006 | Sharp Tailed Grouse | 131,165 |
| • | 2019 | 006 | Pheasant/Sharp-tailed Grouse | 216,935 |

In 2017, an estimated 16,443 people hunted wild pheasants statewide. Efforts to evaluate the program will be on-going and will include electronic surveys.

Other R3 Efforts of Interest

- License Sales System – the DNR is replacing its technology system that sells hunting/fishing licenses, special hunt applications and ORV/snowmobile permits online and through 1,500 retail locations. Benefits for license sales agents and customers include a more streamlined buying and selling process, fewer license tags for customers to carry due to the consolidation of item purchases on printed licenses, new sales equipment for agents including a touch-screen monitor and a barcode gun to scan driver’s licenses for faster service, and expanded help desk hours for agents. After a year of development and testing the enhanced system goes live in mid-February
- Advanced Archers – Two Michigan schools are participating in the new Advanced Archers program and are reporting that it is has been very positively received. The transition from NASP to the Advanced Archery program has increased the student’s accuracy by utilizing the Individual Code Shooting System. The schools anticipate the archers maintaining the shooting skill well beyond their school years. The Advanced Archers pilot program is offered in partnership with Archers USA. The Advanced Archers I.S.C program focuses on a R3 mentoring plan, Recruitment (One Kid), Retention (One Bow), and Reactivation (One Hunt). This program is geared to recruit and retain young adults by advancing their archery skills and introducing them to today’s more advanced archery equipment.
- Angler R3 Plan – Michigan DNR was been awarded a grant through the Recreational Boating and Fishing Foundation to develop an Angler R3 Plan for Michigan. The DNR held meetings with internal staff and partners to develop the Plan. The Plan is currently being drafted based upon input from these meetings and is expected to be completed in 2020.
- Learn to Hunt/Shoot – Michigan continues to offer Learn to Hunt/Shoot programs through the leadership of partner groups such as NWTF, PF, MUCC, QDMA, and BHA.
- Turkey/Pheasant Days - NWTF and Pheasants Forever will again be offering Turkey/Pheasant Days in State Parks. These programs allow campers/state park visitors to shoot BB guns and learn more about turkey and pheasant hunting and habitat. These programs will be offered in approximately 25 state parks during the summer and fall months. As this program continues, the staff are better learning the days and times that are most attractive to the campers.
- Shooting Ranges – Renovations to the Dansville, Ortonville and Sharonville shooting ranges to make them more accessible were completed. Improvements included adding concrete sidewalks and pathways to the targets, restrooms and between ranges and adding concrete accessible parking spaces.

Barriers to R3 Efforts

- Lack of time to hunt and fish
- Aging hunting and fishing population
- Adequate number of mentors
- Social support for participants



2020 MAFWA R3 Workshop State/Partner Report

State:	Missouri
R3 Lead:	Eric Edwards; Education Outreach Coordinator Eric.edwards@mdc.mo.gov; 573-522-4115 ext. 3295
Significant R3 Effort #1: Lapsed Turkey Hunter email campaign	
Contacting all lapsed hunters who had purchased a Spring Turkey Hunting permit in years 16, 17, and 18 but not 19 to remind them and/or entice them to purchase a spring turkey hunting permit for 20.	
Significant R3 Effort #2: [Insert name of effort]	
[Provide detailed description of effort]	
Other R3 Efforts of Interest	
<ul style="list-style-type: none"> • [Provide bulleted list of any other R3 effort that may be of interest] 	
Barriers to R3 Efforts	
<ul style="list-style-type: none"> • [Provide bulleted list of any significant R3 barriers in your state]] 	

Clearinghouse Report Form Characteristics

One of the tasks identified by both the AFWA President’s Task Force on Angler R3 & the Council’s for the National Implementation Workgroup is to develop a clearinghouse where information can be easily shared and accessed by R3 professionals nationwide. As part of that effort, changes to the “State/Partner Report” is being proposed as part of the clearinghouse development process. MAFWA members have been asked to identify characteristics that we would prefer to see in the annual report form. Please list any characteristics you would like to see in the space provided below.
Please note: This topic will also be discussed at our November meeting.

Report Form Questions:
[Please list any questions, or specific information, you would like to see collected on this form]
Report Form Design:
[Please list what format or features would make the annual submission process easy and efficient for users (I.e. online submission, question layout, etc.)]
Additional Comments:
[Please list any additional comments/preferences]



2020 MAFWA R3 Workshop

Target Audience Questionnaire

Please answer the questions below to help us our region better identify target audiences for R3. A tallied report will be available to all committee members following the meeting.

Organization Name: Missouri Dept of Conservation

Does your state or organization currently target specific audiences? Yes No

If you marked "Yes", please answer the questions below.

Which Hunting audience segments has your state targeted for R3 (check all that apply):

- Youth Families Suburban/Urban residents
- Adult Millennials Locavores/foodies
- Women Minorities Lapsed hunters
- Other(please describe):

Which Fishing audience segments has your state targeted for R3 (check all that apply):

- Youth Families Suburban/Urban residents
- Adult Millennials Locavores/foodies
- Women Minorities Lapsed anglers
- Other(please describe):

Which Shooting audience segments has your state targeted for R3 (check all that apply):

- Youth Families Suburban/Urban residents
- Adult Millennials Locavores/foodies
- Women Minorities Lapsed shooting sports participants
- Other (please describe):

Please briefly describe the PROGRAMS your state is using to target specific audiences:
(e.g. programs, events, workshops, clinics, mentoring, marketing campaigns, etc.)

[Breif Description]

Which method(s) of communication are being used to target these audiences (check all that apply):

- Social media Direct mail Communications sent by partners
- Emails Texts Other (please describe):
- Paid advertisements. Please specify what type:

Are you evaluating to determine if you are reaching the desired audiences listed above? If so, how?

Wide arrey pf hunting and shooting programs, hunting and fishing programs.

Please list any identified barriers for identifying or targeting specific audiences in your state:

- Lack of funding Time/Staff resources Not having contacts for target audience

Lack of knowledge on: identifying best audience segment identifying audience motivations

- the best method to reach specific audiences how specific to be when targeting
- Other:



2020 MAFWA R3 Workshop State/Partner Report

State:	Nebraska Game and Parks Commission
R3 Lead:	Micaela Rahe; R3 Coordinator for Hunting and Shooting Sports Mrahe@nwtf.net; 402-471-2517

Significant R3 Effort #1: Modeling Our Programs after the Outdoor Recreation Adoption Model

Over the last year, Nebraska has gone through a significant transition, in making sure the majority of our programs fit in the Outdoor Recreation Adoption Model (ORAM). This means that we want to limit the number of “one and done” programs and expand on offerings that take people from the interest to the continuation phases. Here are the places that we saw the most transition, in terms of intentionally moving new hunters through the ORAM.

1. The Nebraska Game and Parks offers a Learn to Hunt summer camp, at one of their Outdoor Education facilities. Survey efforts done before and after the camp, showed that the youth participating, come to camp but then rarely use the hunting skills they have learned. Because of this research, Nebraska Game and Parks (NGPC) and its partners (National Wild Turkey Federation, Pheasants Forever, and Big Game Conservation Association) have coordinated five follow-up hunting opportunities, after the conclusion of the camp. The opportunities are giving youth the chance to use their newly learned skills, show their accompanying guardian their new skills, and build some social support from the other youth and their guardians who attend the hunts. The hunts offered in 2019/2020 are/were early season teal, pheasant, muzzleloader deer, shed hunt, and a turkey hunt. This is an example of no longer hosting a one and done camp but offering continued follow-up opportunities.
2. The National Archery in the Schools (NASP) program in Nebraska, is continuing to grow. Youth are wanting to expand their archery skills outside of school and put them to use in the wild. Because of this demand, Nebraska NASP is now offering additional shooting tournaments and providing the youth with an opportunity to go bow fishing, which was a highly sought-after opportunity, found through multiple years of survey work.
3. In the past, a majority of the women’s hunting and shooting programs offered in Nebraska, were single attendance programs. Participants came to learn one skill and then didn’t return to build upon their skills. Through a partnership between the Nebraska Becoming an Outdoors Woman program and then NWTf Women in the Outdoors program, ladies’ courses are now offered in “parts”. The classes build upon each other and allow ladies to see the programs in a series, which builds their skills over time. For example, a women’s turkey hunting series would include a class on biology and habitat, another course on learning to shoot a shotgun, and a turkey hunt.

We will continue to move forward in placing all of our programs on the ORAM and keeping the ORAM top of mind when we develop new workshops and hunting opportunities.

Significant R3 Effort #2: Expanding and Improving Communication Efforts

Communication has been a top R3 priority in 2019. Nebraska has implemented numerous new projects that increase our contact points with new and existing hunters, shooters, and anglers. Here are several of the projects that happened over the past year:

1. The Take Em’ Hunting campaign started on September 1, 2019 and will run through May 31,

2020. The purpose behind this project was to encourage the current hunter base to take someone new into the field with them. Hunters can go online and pledge to take someone new into the field. Once they head into the field, they can take a picture and upload it to an NGPC webpage. Prizes are then drawn every month and given to those that submit pictures. Results of the campaign are not complete, since we are in the middle of project. But there will be more to come in 2021.

2. In mid-2019, NGPC and NWTf started a lady hunting podcast, called She Goes Outdoors. This podcast was created as a place for two novice female hunters (Julia Plugge and Micaela Rahe) to share about their hunting adventures. This includes things leading up to the hunt, during the hunt and after. We also focus on the trials of being a mother and hunting and how we make time to get into the field. There are currently 9 published episodes and listeners are growing each week.
3. For the last 8 years, the Nebraska Outdoor Radio show has been going strong. Jeff Rawlinson and Aaron Hershberger sign on twice each week, to talk about hunting and the great outdoors. They bring in guests, who “specialize” in different topics each week. Listeners have soared above 10,000, each month, totaling over 120,000 listeners each year. They also have a 60 second radio spot, each Monday morning, which has been airing for three years and gets several thousand listens, each week.
4. In fall 2019, we piloted an email, text message, and postcard communication effort. We were aiming to get last year’s first-time license buyers in the fall turkey and waterfowl hunting groups, to purchase a license for the second time in 2019/2020. We targeted this group, as they had the highest rate of lapse in Nebraska. The permit buyers were broken down into three groups, where 1/3 received nothing, 1/3 received a postcard, and 1/3 received a postcard, email, and text message. We sent communication to over 8,000 hunters and are wrapping up our analysis of this effort now. Hopefully we will have more to report on, when we are at the WAFWA Winter Meeting.
5. The Take Em’ Fishing Campaign in Nebraska ran April 15, 2019 to September 15, 2019. Similar to the Take Em’ Hunting campaign, current anglers were encouraged to take someone new fishing, between the designated dates. They could upload pictures of their fishing trips online and then be entered into a weekly prize drawing. Upon completion of this campaign, we learned that 2,072 new anglers were made! Over 3,000 people took the pledge and over 4,000 submitted a photo. 44% of the entries reported that it was their guest’s first-time fishing. Promotion was done through social media, PSA’s, TV, Radio, email, news coverage, and special events.

Significant R3 Effort #3: R3 Partner Engagement

For the past four years, Nebraska has had an R3 Task Force, which was made up of close to 20 individuals, representing agency, industry, and NGO’s. This group met on a quarterly basis and covered ideas for areas of opportunity in Nebraska. This group prioritized the National R3 Plan recommendations and spent several years working on projects to tackle our top threats. After operating this way for some time, we decided to pare down the group, to gain more steady attendance, include those that are decision makers, and ensure we have people who can dedicate time to R3 efforts, so that we don’t spend every meeting only providing updates and getting more “working time”. Our new “R3 Executive Committee” is made of 10 people and had the first task, of planning an R3 Summit.

On Saturday, August 17, 2019, over 120 individuals gathered, to talk about the future of hunting, angling, and shooting sports in Nebraska. NGPC held their second Hunter-Angler R3 (recruitment,

retention, and reactivation) Summit, to bring together interested volunteers, industry leaders, agency staff, and conservation organizations. Attendees had the opportunity to hear from national leaders on the R3 front, learn about what Nebraska has done to help the problem up until this point, and they had a chance to meet with each other and start to talk about potential solutions for the decline of hunters, anglers, and shooters. After several hours of discussion, five committees were formed, to help brainstorm new ideas. The five committees are:

1. Communicating R3 Needs to Partners
2. Land/Water Access
3. Filling the Gaps in our New Hunter Programs
4. Targeting New Audiences
5. Creating Mentor Tools

Now, in late 2019, we are working on prioritizing the ideas that came out of each committee and are in the beginning implementation stages of numerous ideas. A second summit, to continue to inform volunteers and industry leaders, grow our working groups, and brainstorm new ideas, is being planned for August 2020, in central Nebraska.

Barriers to R3 Efforts

- Increased enhancement for license sale, event tracking, and communication databases
- More acceptance of the ORAM, to reduce the number of random acts of R3
- Continued recruitment of mentors, in all capacities, to teach new hunters
- Targeting and accurately reaching new demographics, to promote hunting, shooting and angling opportunities



2020 MAFWA R3 Workshop State/Partner Report

State:	Ohio
R3 Lead:	Johanna Dart; R3 Coordinator. jdart@nwtf.net ; 614-639-1434 Eric Postell; Outdoor Education Supervisor. eric.postell@dnr.state.oh.us ; 614-265-6322

Significant R3 Effort #1: Wild Ohio Harvest Community

As part of efforts to reach a broader constituency, the Division of Wildlife and R3 Coordinator have developed the Wild Ohio Harvest Community to provide a lifestyle brand where audiences of all kinds can feel comfortable choosing a path to learning new skills and exploring their personal connection to the outdoors (<http://wildlife.ohiodnr.gov/education-and-outdoor-discovery/wild-ohio-harvest-community>). A 'Mobile Kitchen' has been created for outreach efforts and groundwork is in development.

Significant R3 Effort #2: Fish and Wildlife Agency Relevancy Roadmap

Customer Engagement has become a focus in the Division of Wildlife as the state strives to adopt the recommendations in the Fish and Wildlife Relevancy Roadmap. The Division is reviewing the roadmap and a Customer Engagement Direction has been created and presented, emphasizing a shift in mindset, approaching new audiences, and groundwork initiatives as the Division works toward increased relevancy with a broader constituency.

Other R3 Efforts of Interest

- Developing goals and plans for Wild Ohio Harvest Community in future
- Developing goals and plans for human dimensions data and research
- Angling Coordinator working on implementation plan for property acquired from American Electric Power in southeastern Ohio

Barriers to R3 Efforts

- Limited in-person opportunities in health pandemic
-

Clearinghouse Report Form Characteristics

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Please note: This topic will also be discussed at our November meeting.

Report Form Questions:

[Please list any questions, or specific information, you would like to see collected on this form]

Report Form Design:

[Please list what format or features would make the annual submission process easy and efficient for users (I.e. online submission, question layout, etc.)]

Additional Comments:

[Please list any additional comments/preferences]



2020 MAFWA R3 Workshop State/Partner Report

State: South Dakota

R3 Lead: Taniya Bethke ; Division Staff Specialist- Education and R3 Coordinator.
Taniya.Bethke@state.sd.us ; 605-223-7666

Significant R3 Effort #1: 2-Tier Waterfowl Initiative

In order to address the rapidly declining number of participants involved in waterfowl hunting, South Dakota has partnered with Nebraska to pursue a 2-tiered waterfowl hunting license option. If approved by both the Central Flyway and South Dakota and Nebraska Game and Fish Commissions, this opportunity would provide two licensing options:

1. The first option would be the traditional waterfowl license with the traditional bag limits.
2. The second option would allow a waterfowl hunter to harvest any 3 ducks of any species and any gender.

The second option would allow a more lenient environment, with a more restrictive bag limit, for novice hunters, mentor hunters, and hunters who are just starting to learn duck identification skills, to engage in waterfowl hunting without the added fear of penalty if they misidentify a bird on the wing or in hand.

A case study will accompany the new licensing options for the next four years to measure the impact on waterfowl and hunter populations.

Significant R3 Effort #2: Email Campaign Return on Investment Programming

Historically we have not been able to track whether our email campaigns to lapsed or novice hunters/anglers were resulting in a licensing purchase. That means we were not able to measure efficacy/return on investment of any of our digital marketing efforts. We could see if those customers clicked on a link in the email that took them to our website, but the minute they followed the website link to our licensing system, we completely lost them.

This winter, our IT programmers finally wrote the code that allows us to track customer engagement from receiving an email, to clicking a link, all the way through to making a license purchase. So, for the first time in recorded history, we can finally say “The Small Game Recruitment Email Campaign of 2020 resulted in \$X00,000 in revenue”

Other R3 Efforts of Interest

- Cooperative Pheasant Marketing Team with Tourism- and development of Marketing Strategic Plan
- RFP Events Management System
- Research for a future RFP Licensing System
- R3 Plan- on hold
- Mentor Training

Barriers to R3 Efforts

- Budget- with declining license sales our budget picture has gotten dire. Being able to spend money on large purchases such as licensing systems and CRM's/events management systems would help move our state R3 efforts forward.
- Capacity- I am the R3 coordinator. I have one Aquatic Education staff member and one Hunter Education staff member. In order to accomplish all that needs to be done to move our state in a certain direction, we often lack the personnel/time/capacity to be able to do it all at once.
- Staff perception- as much education we have provided, and engagement in staff conversations, there are still staff who perceive that R3 is an effort that takes opportunity away from them in the field, and that competition isn't welcome.
- Relevancy/R3 discussion- the field of R3 I feel has some grey area around how R3 and Relevancy tie together. This potentially translates to a "watering down" of R3 efforts in the state in favor of more traditional environmental education etc..
- Mentor training resources- currently without an additional contract with a partner who already has this resource developed, we would need to recreate the wheel on mentor training resources to develop a curriculum and tracking system to manage state-trained hunting and fishing mentors for adults and families.

Clearinghouse Report Form Characteristics

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Please note: This topic will also be discussed at our November meeting.

Report Form Questions:

I would like to see some of the following information based on AFWA's best practices recommendations:

1. Does a state have a CRM?
2. Does a state have marketing staff?
3. Does a state have an R3 plan on regular stakeholder meetings?
4. Mentor training program?
5. Number of R3 staff and perhaps their organizational structure?

Report Form Design:

This format works beautifully, but could easily be translated into a digital form for ease of access.

Additional Comments:

[Please list any additional comments/preferences]



2020 MAFWA R3 Workshop

Target Audience Questionnaire

Please answer the questions below to help us our region better identify target audiences for R3. A tallied report will be available to all committee members following the meeting.

Organization Name:

South Dakota Game, Fish, and Parks

Does your state or organization currently target specific audiences?

Yes

No

If you marked "Yes", please answer the questions below.

Which Hunting audience segments has your state targeted for R3 (check all that apply):

Youth

Families

Suburban/Urban residents

Adult

Millennials

Locavores/foodies

Women

Minorities

Lapsed hunters

Other(please describe):

Which Fishing audience segments has your state targeted for R3 (check all that apply):

Youth

Families

Suburban/Urban residents

Adult

Millennials

Locavores/foodies

Women

Minorities

Lapsed anglers

Other(please describe):

Which Shooting audience segments has your state targeted for R3 (check all that apply):

Youth

Families

Suburban/Urban residents

Adult

Millennials

Locavores/foodies

Women

Minorities

Lapsed shooting sports participants

Other (please describe):

Please briefly describe the **PROGRAMS** your state is using to target specific audiences:

(e.g. programs, events, workshops, clinics, mentoring, marketing campaigns, etc.)

- Our lapsed hunter and angler efforts revolve around target email marketing campaigns.
- Youth have targeted through every effort our staff performs, and we're evolving to shift some of that focus to other target populations. Efforts here include clinics, events, school outreach, campus programs, mini-grants for school shooting sports, NASP, Youth Conservation Camp, supported hunts, youth fishing derbies etc..
- We have made a concerted effort to shift all youth-specific programming (aside from school-based programs) to be whole-family programs. Fishing events, supported hunts, shooting clinics, trapper education etc.. have all shifted to require parental involvement.
- Adult-specific programs have been an emphasis in recent years. Becoming an Outdoor Woman, Harvest SD (learn to hunt class), fishing clinics, mentoring efforts, and marketing campaigns focus heavily on adults.
- Both outdoor campuses are located in urban/suburban areas, so all outdoor campus programs focus on that population. Programs, events, workshops, clinics, mentoring and supported hunts/fishing events all hit this population.
- Foodies are focused on through our outreach for Harvest SD classes and all wild game processing clinics and events. Before COVID, we started an initiative to set up booths at Farmer's Markets in summer of 2020.

Which method(s) of communication are being used to target these audiences (check all that apply):

- | | | |
|--|--------------------------------------|--|
| <input checked="" type="checkbox"/> Social media | <input type="checkbox"/> Direct mail | <input type="checkbox"/> Communications sent by partners |
| <input checked="" type="checkbox"/> Emails | <input type="checkbox"/> Texts | <input type="checkbox"/> Other (please describe): |
| <input checked="" type="checkbox"/> Paid advertisements. Please specify what type: Facebook paid ads | | |

Are you evaluating to determine if you are reaching the desired audiences listed above? If so, how?

We started tracking adult vs. youth, location, and program topic information three years ago. We track that data from year to year to see if we are specifically seeing lift in our adult population.

We are looking at how best to incorporate gender and ethnic demographic information in our events management system moving forward.

Please list any identified barriers for identifying or targeting specific audiences in your state:

- Many staff members and community partners are emotionally attached to youth-only events. Some staff has struggled with transitioning those events over to whole family events, or event to begin hosting adult-only events, because they are tied to the way things have always been done here and only see value in providing opportunity for youth (regardless of whether it is having a positive impact on the future of hunting and fishing in our state or not).

Lack of funding Time/Staff resources Not having contacts for target audience

Lack of knowledge on: identifying best audience segment identifying audience motivations

the best method to reach specific audiences how specific to be when targeting

Other:



2020 MAFWA R3 Workshop

State/Partner Report

State:	Wisconsin Department of Natural Resources
R3 Lead:	Keith Warnke; R3 Team Supervisor; keith.warnke@wisconsin.gov ; 608-576-5243 Theresa Stabo; R3 Coordinator; Theresa.Stabo@wisconsin.gov ; 608-577-6332 Emily Iehl; R3 Coordinator; emily.iehl@wisconsin.gov ; 608-445-8168

Significant R3 Effort #1: Expansion of Instructor/Mentor Training Programs

Angling Instructor/Hunter Mentor Training Workshops – We’re using the train-the-trainer model to increase the number of skilled instructors and mentors who can coordinate and/or help deliver classes. We developed an instructor training guide and provide support to instructors with classroom materials and loaner gear. Participants are usually drawn into these trainings with the offer of state liability insurance coverage upon completion of the training. During the training, information about Fishing for Dinner/Hunt for Food programs is delivered, in addition to a schedule of upcoming programs at which they can assist as instructors and mentors.

Significant R3 Effort #2: Increase R3 Team Efficacy & Integration

The WDNR R3 Team became fully staffed in Summer 2018. Now that the team has had time to meld, we are strategizing to increase efficiency by integrating angling and hunting programs (and shooting sports to an extent), pre-planning our annual offerings, and in general working to get one step ahead in order to tackle new projects and ideas. Much of this has involved pre-planning and integrating:

- Fishing for Dinner classes – Host in-depth training classes for adults who never learned how to fish. Some of these adult classes have morphed into family classes when people bring their children.
- Hunt for Food classes
- Team goals for the next 1-5 years

Other R3 Efforts of Interest

- Marketing efforts: podcasts, radio, Facebook, Instagram
- Angler and Hunter R3 Grant programs foster external partnerships
- Presence at conferences and outreach events to connect with new audiences and continue to share our mission and plans
- Re-booting our school-based Angler Education program through teacher training workshops.
- WDNR Leadership continues to support R3 efforts and expansion of programs and outreach efforts

Barriers to R3 Efforts

- Available staff time
- Meager allocation of state’s SFR apportionment to Angler R3