

**2022 Midwest Directors Annual Report  
Hunter and Angler Recruitment and Retention  
Technical Working Group Committee**



*Photo Credit: MAFWA Small Game Toolkit*

**Report Compiled By: Megan Wisecup (Chair)**

# Hunter and Angler Recruitment and Retention Technical Working Group Committee Members

## Director Liaison

Kevin Robling, South Dakota

## State R3 Coordinators

State	Coordinator
Illionis	Nicky Strahl
Indiana	Cindy Stites
Iowa	Megan Wisecup (Chair)
Kansas	Tanna Fanshier
Kentucky	Olivia Dangler
Michigan	Dennis Fox
Minnesota	James Burnham
Missouri	Eric Edwards
Nebraska	Jeff Rawlinson (Vice Chair)
North Dakota	Cayla Bendel
Ohio	Eric Postell
South Dakota	Shala Larson
Wisconsin	Bob Nack



# Hunter and Angler Recruitment and Retention Technical Working Group Committee Year In Review

## July 1 – September 2021

The committee met via Zoom in August to discuss items that were presented during the 2021 Annual Midwest Directors Meeting held virtually in June. During that meeting, the Midwest Directors unanimously adopted the recommendations brought forward by the Midwest Wildlife and Fish Health Committee and the Hunter and Angler Recruitment and Retention Committee regarding the North American Non-Lead Partnership. The MAFWA Regional R3 Coordinator position was also discussed. Overall, the position concept was supported and the committee was charged with doing additional research regarding potential hiring and funding models.

2022 MSCG full proposals were also discussed during this meeting. The following projects supported by the committee were submitted for final funding consideration.

- Implementation and Evaluation of the MAFWA Regional Small Game Diversity and Inclusion Toolkit
- The Hunter's Network National Version
- Identifying When to Use In-Person Vs. Virtual R3 Events
- Connecting Different Cultures to Hunting and Fishing Through Food
- Expanding Relevancy in Bowhunting
- Learn to Hunt Upland Game Digital Course

## October - December 2021

The committee met via Zoom in November to discuss MSCG currently in progress along with those that were selected for full funding and slated to begin in early 2022. All MAFWA supported projects for the 2022 MSCG cycle were fully funded. The committee also

discussed draft agenda items for the upcoming annual meeting and R3/DEI symposia slated to be held in Des Moines, IA in February 2022.

## January - March 2022

MAFWA and RBFF entered into a cooperative agreement to develop photo assets for utilization in outreach and marketing strategies by the Midwest states in order to recruit, retain and reactivate anglers and boaters. \$35,000 was provided to MAFWA to hire a production company to coordinate and hold photo shoots within the region to create a library of diverse still imagery that is representative of Midwest landscapes.

Annual Meeting and R3/DEI Symposia held in February.

## April - June 2022

Committee met via Zoom in April to discuss and finalize Regional R3 Coordinator recommendations. 2023 MSCG Initial Proposals were also reviewed and finalized.

Committee met in person during the National R3 Symposium in May where the organizational guidelines were reviewed and updated.



*Photo Credit: NEAFWA*



# Hunter and Angler Recruitment and Retention Technical Working Group Committee Project Highlights

## MAFWA Small Game Diversity Toolkit 2020 MSCG Funded Project

The toolkit should be looked at as a resource or roadmap for conservation/outdoor, R3 and state agencies to follow in outreach to a broader, more inclusive and more diverse audience. At the core development of the toolkit, MAFWA has accrued a vast library of images for multitactical marketing and outreach efforts. Additionally, the toolkit is intended to outline the best practices and usage of the image library, including considerations for tactical uses of the photo library. The toolkit which includes an implementation guide along with the associated photo assets are in the R3 Clearinghouse.

## Small Game Hunting - Encouraging Diversity

Focus Group Report

Funded by a Multi-State Conservation Grant



Prepared for: **MIDWEST**  
Association of  
Fish & Wildlife  
Agencies

Prepared by:  
**DJCase**  
ASSOCIATES  
237 E. Jefferson Blvd.  
Madison, WI 53705  
608-263-8338  
www.djcase.com



**Small Game Diversity &  
Inclusion Marketing Toolkit**

VERSION 1.0  
DECEMBER 2021  
Asset # No. F21AP00770

## Hunter Mentor Communications Toolkit 2021 MSCG Funded Project

In conjunction with WMI's 2019 "Making Mentorship Work" study, we were able to identify messages and images that resonate most with potential new hunters and experienced hunters through focus groups. These messages and images were utilized to develop a toolkit, which contains strategies and media samples for seven different communication channels. Each media channel contains three message templates for communicating with new hunters (mentees) and one message template for communicating with experienced hunters (mentors). The toolkit contains complete messages/ads that only require an agency to add its logo to be ready to use. The complete toolkit is in the R3 Clearinghouse.



**Hunting Mentor  
Communications Toolkit**

Multi-State Conservation Grant #F21AP00770

A collaboration by:



# Hunter and Angler Recruitment and Retention Technical Working Group Committee Annual Meeting Overview

## **MAFWA R3 Technical Working Committee Meeting Midwest Fish and Wildlife Conference**

**February 15 & 16, 2022 - Des Moines, IA**

The Hunter and Angler Recruitment and Retention Technical Working Group Committee met in-person for the first time since 2020 at the Midwest Fish and Wildlife Conference in Des Moines, IA. The meeting was held in hybrid format and between the in-person and virtual options we had over 84 individuals in attendance.

In addition to the annual meeting, a combined R3/DEI Symposia was held. Presentations were given by academia, partners and agency staff.

Presentation topics covered during the two-day annual meeting included: Revisiting R3 - What Did We Get Wrong?, Diversity in Small Game Hunting: Tools, Tales, and Lessons Learned, R3 & Licensing Discussion, Increasing Hunter Education Effectiveness with Hunter Education Grads, Social Listening, LearnHunting.org, Midwest Landscape Initiative (MLI), Data Dashboards, and concluded with a discussion on potential Multi-State Conservation Grant projects.



*Photo Credit: MAFWA Small Game Toolkit*

## **Engaging New and Diverse Audience (R3/DEI) Symposia (February 14)**

- Making Waves
- Go Where They Are
- ATA - DEI Efforts
- She Goes Outdoors
- R3 Programs for College Students
- Mentoring Effectiveness
- Increasing Hunter Education Grad Participation
- LearnHunting.org
- Learn to Hunt Furbearers
- Exploring Facebook as Organic Mentoring
- Missouri R3 Journey Mapping

## **2023 Potential Multi-State Conservation Grant Projects**

- R3 Capacity - Perceptions vs. Reality
- Hunter Mentor Communications Strategy
  - 8 Pilot State Implementation
- Recruiting Females and Ethnic Diversity into Youth Shooting Sports
- Non-Lead Partnership Recommendations
- Online Basic Spin Cast Modules

## **Special Thanks - R3 Meeting Sponsors**

Kalkomey, S3, Brandt, Pheasants Forever, Southwick Associates, DJ Case & Associates, IHEA-USA, Iowa Hunter Education Instructor Association and Responsive Management

# Hunter and Angler Recruitment and Retention Technical Working Group Committee National R3 Symposium / Director Action Item

**National R3 Symposium  
MAFWA Regional Committee Meeting  
Broken Arrow, OK  
May 4, 2022**

The Hunter and Angler Recruitment and Retention Technical Working Group Committee met in-person during the National R3 Symposium held in Broken Arrow, OK May 2-4.

Member state's present were IA, KS, KY, MN, MO, ND, NE, OH, SD and WI. The following items were discussed during the regional meeting:

- Updates for current MSCG projects in progress
- Updates from May 4 MAFWA Executive Committee Meeting
  - Unanimous support for the endorsement of a Regional R3 and Relevancy Coordinator position
  - Unanimous support for 2023 MSCG project proposals
- Review and update the Organizational Guidelines for the committee for Midwest Director consideration and adoption at their upcoming annual business meeting in June.

## **Director Action Item**

The Hunter and Angler Recruitment and Retention Committee is requesting that Midwest Directors consider and adopt the newly revised Organizational Guidelines (attached) for the committee in addition to the consideration and adoption of the committee name to: MAFWA Recruitment, Retention and Reactivation (R3) Technical Working Group Committee.

Next in-person committee meeting is slated to be held in Kansas (February 2023).



*Photo Credit: MAFWA Small Game Toolkit*



*Photo Credit: NEAFWA*



*Photo Credit: MAFWA Small Game Toolkit*