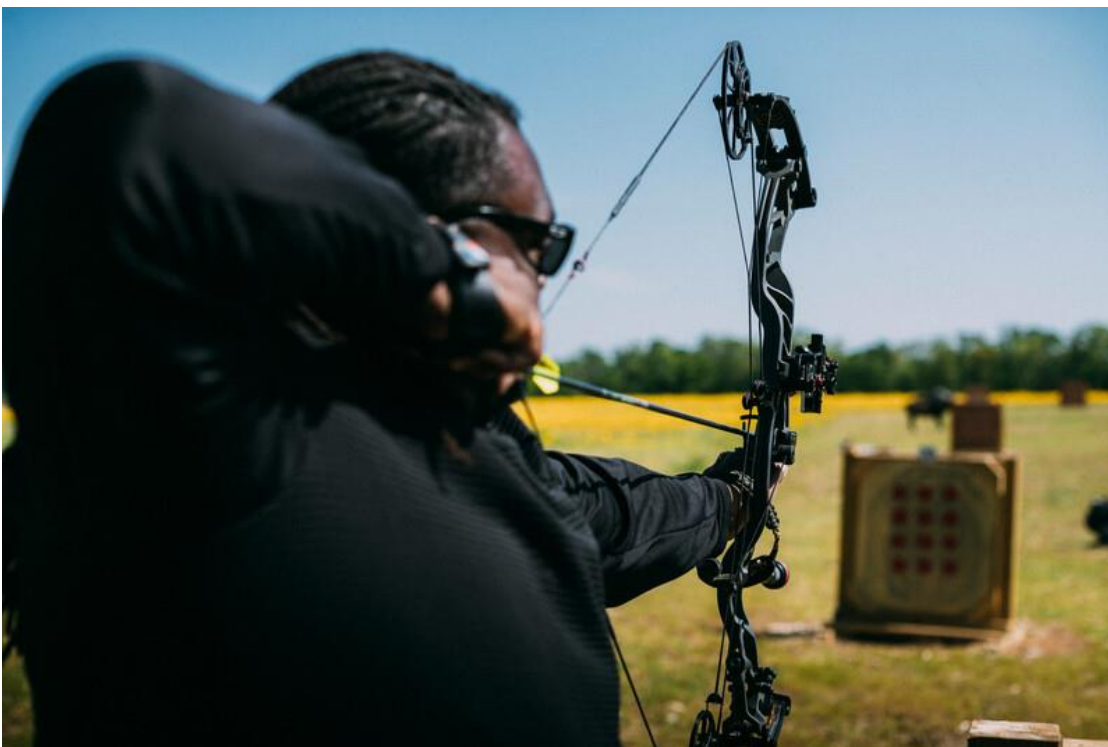




MIDWEST
Association of
Fish & Wildlife
Agencies

**HUNTER AND ANGLER
RECRUITMENT AND RETENTION TECHNICAL WORKING
GROUP
COMMITTEE**

**2023 MIDWEST DIRECTORS ANNUAL
REPORT**



**June 2023 // PREPARED BY Keith Warnke, MAFWA R3 and Relevancy
Coordinator**

2022-2023

HUNTER AND ANGLER
RECRUITMENT AND RETENTION TECHNICAL
WORKING GROUP
COMMITTEE STATE R3 COORDINATORS

IL - Nicky Strahl
IN - Cindy Stites
IA - Megan Wisecup, Chair
KS - Tanna Wagner
KY - Olivia Harmsen
MI - Todd Grischke
MN - Vacant
MO - Eric Edwards
NE - Jeff Rawlinson, Vice Chair
ND - Cayla Bendel
OH - Jordan Phillips
SD - Shala Larson
WI - Bob Nack

Kevin Robling, Director Liaison



MAFWA R3 and Relevancy Coordinator Hired

After several years of careful planning and work Keith Warnke was hired as the first regional R3 and Relevancy Coordinator in the nation. Kudos to the MAFWA R3 and Relevancy committee for again leading the R3 efforts and setting the example for other regions to follow. Keith previously served as the R3 coordinator and supervisor in Wisconsin. His responsibilities will include grant writing, coordination, management, and reporting; creating and circulating the directors report; leading the relevancy initiative; liaison with the MAFWA directors and Executive Committee; communication coordination internally with state and partner staff; and broadening and strengthening communication with other regional committees. He will be carrying the MAFWA banner at various regional and national meetings throughout the year and will coordinate and facilitate meetings including the annual MAFWA R3 and Relevancy committee. He started this position April 3.

Contact information:

Keith Warnke

608 334 1219

warnkekeith@gmail.com

Director Information item:

Many Multi State Conservation Grant projects approved by directors each year require data from states. Millions of dollars are allocated annually from the MSCG grants (many written at the request of the states), and the states all benefit from the results at no cost to them. Further, more requests will be coming in the future as the strength these large information sources becomes more recognized. Obtaining these data for our partner researchers is increasingly challenging both because of data security concerns and the volume of requests. There are valid concerns states have with sharing personally identifying information (PII) with private contractors which can lead to delays in data sharing or non-participation in projects.

The R3 and Relevancy Technical Working Committee requests that MAFWA directors endorse the creation of a pilot steering committee to address this challenge. The Midwest R3 and Relevancy committee and its Coordinator will lead this effort. The steering committee will include the R3 coordinator and invite technology officers in Midwest states to participate in a facilitated process to identify barriers to data sharing and work toward a solution that address concerns and streamline the process while protecting data and technology officers. There are clearly several layers to these barriers and we don't know what they all are. The best way to identify barriers and solutions is likely to result from this facilitated process.



Annual Meeting OVERVIEW 2023

January - March 2023 – Annual meeting

The annual meeting of the R3 and Relevancy Technical Working Group was held February 15 in Overland Park, KS. It was well attended by R3 coordinators and several partners braving the vagaries of February weather in the Midwest. Prior to the annual meeting an R3 special session was held as part of the Midwest Fish and Wildlife Conference. The session featured updates on projects such as the real-time data dashboard grant, hunter access perceptions, the Illinois hunt camp, measuring the efficacy of state R3 efforts, connecting different cultures to hunting and fishing, ladies only hunter education, and research on bowhunting, duck hunters and more.

Topics at the annual meeting the next day included a state park access concept project, social listening project results, an evaluation of in-person vs. virtual education platforms, persona journey mapping for new hunters in Missouri, an update from the Council to Advance Hunting and the Shooting Sports, the results of the small game toolkit pilot, an introduction to learnhunting.org from IHEA, and the review and discussion of several proposed multi-state grant projects for 2024.

As seen in the May R3 Newsletter, there are several new R3 Coordinators and affiliated partner R3 Coordinators around the Midwest. Several were able to attend the annual meeting in Overland Park and some have been hired since then. We look forward to continued strong partnerships and a dynamic and efficient technical committee.

2024 MSCG full proposals were discussed during the annual committee meeting in February. Four projects will be submitted for final funding consideration. The Executive Committee reviewed summaries of these proposals at their May meeting.

- Recruiting Females and Ethnically Diverse Youth Participants into Shooting Sports Phase 2
- Exploring R3 Opportunities in State Parks
- The Public's Perceived Importance and Relevance of State Fish and Wildlife Agencies
- Reducing Churn Among Female Anglers

Next in-person committee meeting will be held in South Dakota (February 2024).

A photograph of a person wearing a blue long-sleeved shirt, a baseball cap, and sunglasses, fishing in a river. The person is holding a fishing rod and a net. The background shows a river with green grassy banks and trees.

MAFWA R3 and Relevancy Technical Working Group Highlights 2023

Virtual or In-Person Education – Southwick Associates

During the pandemic most states began to offer virtual education options. This study was designed to evaluate the pros and cons of each. Hunter Education was not included in this study because it is a required course.

In general, people were satisfied with both forms of education. Convenience for younger learners was a big driving force in acceptance of virtual learning. However, among all participants, there was a clear preference for in-person and hybrid offerings

Other Observations:

- No significant differences found by urban location or demographics
- Experienced hunters and anglers lean towards virtual programs
 - The older participants may be less inclined, which could change
- Virtual programs were not seen reaching historically under- represented audiences
- Offer both types, but there may be greater returns from virtual classes, especially for intermediate and advanced programs:
 - Less staff intensive
 - May be lower cost
 - Reaches many more people
 - Can possibly be outsourced

Connecting millennials to conservation Wildlife Management Institute

- IA and NE participated in this project
- Millennial and Gen Z generations make up an increasing proportion of the US population and they are far more diverse than previous generations. To effectively engage these consumers on a scale sufficient to help sustain and grow funding for fish and wildlife conservation, we must cultivate an emotional and behavioral connection to our cause using formats and platforms that are universal to our audience.
- This Multi-State Conservation Grant was designed to utilize video assets created in previously funded MSCG. A state in each AFWA region (two in MAFWA) was asked to test assets on social media channels. IA and NE posts created millions of impressions but received fairly low click-through rates.
- Assets and Final Reports will be available on National R3 Clearinghouse and WMI

Introducing Different Cultures to Hunting and Fishing Through Food

- It is essential that hunting and fishing participation becomes more diverse. Food is generally one of the main motivators for hunting and fishing participation. This Multi-State Conservation Grant allowed partners to create cooking videos reflective of different ethnic recipes. The project created 15 videos - 10 using common game species and 5 using common fish species. It also produced printable recipe cards showcasing the chef and the importance/background of meal. Finished assets and recipe cards are available on R3 Clearinghouse.

Ammunition and Fishing Tackle Alternatives

Substantial progress is underway with the North American Non-Lead Partnership and industry and NGO partners. With the wildlife health and disease specialist on board, we are moving to establish in-person ice breaker meetings with all relevant partners including Vista Outdoors, RBFF, ASA, National Deer Alliance, NSSF, and others. The objectives are to build relationships, establish common ground and plot a path forward.

Research Report Highlights 2023:

Measuring the Efficacy of state R3 efforts: A quantitative approach. Gassett, J., Williams, S., & Chase, L. (2022). Measuring the efficacy of state recruitment, retention, and reactivation (R3) efforts: a quantitative approach. Technical Report for a 2021 Multi-state Conservation Grant.

In one of the most extensive and quantitative evaluations to date, this research found convincing evidence in all states that R3 events generate customers who churn less (Participation) and buy more licenses (Engagement). It also determined R3 event attendees were different (more avid) from the average customer before attending the R3 event, but also were different because of the R3 event. In general, R3 events focused on basic introductory activities tended to have better Participation and Engagement outcomes, and events focused on advanced techniques, difficult quarry, or using specialized equipment were less effective. In this analysis, youth under 18 generally produced the lowest lift in Participation and Engagement, and adults 25-50 generally showed the highest lift. The research concluded that there is some evidence suggesting repeat attendance has a marginal benefit (in Participation and Engagement) over attending just one event, although the small sample size was a confounding factor. As expected, many attendees (27-93%) purchased a license in a license year before attending the R3 event, suggesting they were already recruited to some extent before attending an R3 event, and much of the gains are compensatory recruitment, rather than additive recruitment.

The researchers concluded that R3 events are effective in lifting Participation and Engagement, but to increase expected ROI, agencies with limited resources should prioritize adult R3 programs over youth programs. Additionally, agencies should consider screening their events to prioritize individuals new to hunting and fishing and/or first-time attendees. Agencies should also consider deprioritizing R3 events that are not immediately scalable.

Small Game Diversity and Inclusion Tool Kit Final Report from MAFWA R3 and Relevancy Technical Working Committee

An important MAFWA sponsored multi-state conservation grant was completed last year. This pilot study (funded by a 2022 Multi-State Conservation Grant) provided 5 states with \$30,000 each to be used to create, place, and run advertisements utilizing the new photos resulting from the 2021 MSCG project.

Iowa, Kentucky, Nebraska, South Dakota, and Wisconsin were chosen to participate. The results are very informative for future outreach efforts.

When the five campaigns were combined, messages featuring Black, Hispanic, and/or female hunters reached 19,574,150 individuals and motivated 46,579 of those individuals to click the message to learn more about small game hunting.

Results summary:

Messages

- Both women and people of color enjoy seeing images that depict people like themselves in hunting situations.
- Hispanic people are more attracted to Spanish than English language messages.
- The translations must be carefully verified.
- Women seem to be more motivated by images of women in a hunting role than family hunting images.

Media

- Advertising on social media seems to be a more cost-effective way of generating web traffic among individuals interested in taking up hunting.
- Online display advertising (like Google Ads) seems to be the most effective way of getting a message in front of large numbers of individuals, but it generates lower click-through rates than social.
- Twitter does not seem like an effective media to promote taking up hunting.

Negative Reactions

- Images of women hunting received almost no negative comments.
- Images of people of color hunting generated some negative feedback, but only from a very small percentage of the individuals exposed to the messages.
- Some of the negative responses to these images may have been caused by the complete shift from images featuring almost exclusively White, male hunters in agency communications to a campaign featuring people of color to the exclusion of White males. Blending images or using a mix of different ethnicity-focused images might reduce that negative reaction.

Strategic Considerations

- Messages aimed at motivating people to consider becoming new hunters do not generate immediate license purchase or program enrollment.
- Individuals driven to R3 content by R3 promotional messages spend more time consuming that content than individuals who find that content organically via search or navigation.

Conclusions:

Creating new hunters via marketing takes time and persistence. People who have never considered hunting can have a journey of months or even years before they buy a license or sign up for hunter education. A period of a few weeks is not long enough to determine if an R3 campaign has been effective.

Appendix: State R3 Updates 2023

Illinois	
R3 Lead	Nicky Strahl; nicky.strahl@illinois.gov
Significant Accomplishment #1	still trying to hire a Hunter Heritage Program Manager (R3 Lead)
Significant Accomplishment #2	
Other Efforts	
Sourcing game for R3 programs	donations only mostly through our Learn to Hunt Illinois Team
Indiana	
R3 Lead	Cindy Stites; cstites@dnr.in.gov
Significant Accomplishment #1	Hiring an R3 Coordinator
Significant Accomplishment #2	Hiring the rest of the R3 staff (actually didn't happen until beginning of 2023)
Other Efforts	
Sourcing game for R3 programs	Can only source when in season, generally by hunters donating game to program.
Iowa	
R3 Lead	Megan Wisecup; megan.wisecup@dnr.iowa.gov
Significant Accomplishment #1	<p>Iowa Recreational Paddler to Licensed Angler Customer Journey Marketing Campaign (RBFF State R3 Program Grant) - The goal of the campaign was to connect Iowa paddling and fishing opportunities, helping the Iowa DNR better understand the target audience and create a pathway for Iowa paddlers to add fishing to their outdoor pursuits and ultimately buy a fishing license. Campaign components included: Hook n' Paddle Passport (Bandwago), Campaign Landing Page, Paid Digital Ads, Email, Webinar, and Magazine Article. RBFF funding helped Iowa DNR build a database of recreational paddlers and implement efforts that allow us to test strategies, messages, incentives and support networks to create a pathway for paddlers to add fishing to their paddling expeditions, and buy a fishing license. Of the 1514 who signed up for the passport, 785 opted in to receive occasional emails from the Iowa DNR.</p> <p>A secondary marketing goal that was also being tracked as an added benefit for this campaign is fishing license system sales completed by users who viewed and/or clicked through from the Hook n' Paddle Passport advertising content. This campaign generated \$114,180 in license system revenue.</p>
Significant Accomplishment #2	<p>Creel Information Study - Installation of trail cameras at several urban fishing ponds. Lake size, lake shape, location, and available amenities were used to determine site selection. Cameras took one picture every 10 minutes between sunrise and sunset. Staff downloaded images and replaced batteries each month. Fishing pressure was observed during spring/summer seasons along with ice fishing. Data was collected on trip length and optimal fishing times for urban lakes. Average media start time was 4:01PM and end time was 4:38PM. Largest percentage of anglers were under 16 years of age. Information gathered will not only be used to help inform future development and stocking projects but also will be utilized by law enforcement to determine most optimal times to conduct urban fishing license checks.</p>
Other Efforts	Assisted with the NEAFWA MSCG - Connecting Different Cultures to Hunting and Fishing Through Food by providing feedback throughout the project along with the bulk of the fish and game utilized for creating the assets. Provided

	data for the Sportsman's Alliance Foundation Virtual vs. InPerson MSCG Research Project. Became the first state to provide an API through our licensing system (Brandt) to provide real-time data for the Real-Time National Data Dashboard Project. Participated as one of the organic states in the WMI Connecting Millennials to Conservation Campaign MSCG Project.
Sourcing game for R3 programs	Currently we can only source game when it is in season. We are also allowed to utilize salvage tags if game is struck by motor vehicles and killed or if game is illegally harvested and forfeited to the agency.
Kansas	
R3 Lead	Tanna Wagner; tanna.wagner@ks.gov
Significant Accomplishment #1	<p>Hispanic Hunters Digital Campaign</p> <p>Campaign Goal - Reach the Hispanic population in Kansas without a current hunting license and provide them with access to hunting information and opportunities in the state, and emphasize the importance of buying a hunting license.</p> <p>Overall Targeting</p> <ul style="list-style-type: none"> • KS Spanish-speaking adults age 18-65 who have interest in hunting and outdoor-related activities (exclude current license holders) • Recent Spanish-speaking Hunter Education Graduates (do not have hunting license) • Retarget people who visit the Explore Your Element and Spanish Hunting web pages (but do not have license) <p>The primary goal of the campaign was to reach this audience and drive them to the Explore Your Element landing page to educate them on the importance of having their hunting license. Ultimately we wanted them to purchase a license but understood that this wouldn't be the main goal since they weren't being taken directly to the license subdomain.</p> <p>Insights</p> <ul style="list-style-type: none"> • The social campaign did great from a return standpoint with a 2.1 ROAS and serving 1.6 million impressions. • The remarketing campaign didn't produce any license purchases, and the frequency got extremely high, so we paused this campaign early on within the campaign. • The English language ads were introduced when frequency in the Spanish language audience started getting high. So while that did help and returns looked great, a large portion of the budget did go to the Spanish language ads - and we can't say for certain this didn't produce some purchases among non-Hispanics. So towards the end of the campaign we shifted more budget to Google Display ads that we know for sure reached the Spanish language target (but had lower returns compared to the social ads). • Visits to https://ksoutdoors.com/Espanol, where digital copies of translated regulations and resources are housed, were up approximately 850% compared to the same time frame last year, increasing the awareness of these valuable resources and improving familiarity. For more information, contact Tanna (Fanshier) Wagner at tanna.fanshier@ks.gov.
Significant Accomplishment #2	Collegiate Learn to Hunt Program (Pratt Community College Pilot) KDWP recently launched the pilot for its Collegiate Learn to Hunt Program in partnership with the Wildlife & Outdoor Enterprises Program at Pratt Community College and the Kansas Wildscape Foundation. The program aims to connect students curious about hunting with experienced peer-instructors

	from Wildlife & Conservation degree paths to facilitate peer-to-peer hunting mentorship at the collegiate level while providing informal guiding experience for students interested in careers in outfitting and natural resource conservation/law enforcement. 10 student hunting participants were accepted into the pilot, which is still in progress. Participants were surveyed before the event about their hunting experience and attitudes about hunting, and will be re-surveyed following program commencement, marked by a wild game cookout. Initial reports from PCC staff indicate challenges in coordinating hunts due to variable student schedules. For more information, contact Tanna (Fanshier) Wagner, tanna.fanshier@ks.gov .
Other Efforts	Great Kansas Fishing Derby: KDWP was excited to bring back the Great Kansas Fishing Derby for a second year, with help and sponsorship from the Kansas Wildscape Foundation, Bass Pro-Cabela's Outdoor Fund, Kansas State Fair, Firewater Music Festival, City of Independence, and many local retailers. Through the Great Kansas Fishing Derby, KDWP aims to recruit new anglers, retain COVID-era anglers, and reactivate lapsed anglers to fish locally with friends/family in an attempt to catch one of more than 500 specially tagged fish located in public waterbodies across the state. Pre-registration is not required, and participation is free, though normal fishing license requirements remain in effect. Anglers and non-anglers are also able to register to win additional prizes through random drawings, allowing for the collection of additional participant information. Data from the derby is still be analyzed internally by KDWP staff. Contact David Breth, david.breth@ks.gov for more information, or visit https://beyond.fishing/derby/ .
Sourcing game for R3 programs	Game meat can only be obtained within the season with the appropriate licenses/tags and then donated. This is a barrier to KDWP and our partners in providing wild game processing demonstrations.
Kentucky	
R3 Lead	Olivia Harmsen; olivia.harmsen@ky.gov
Significant Accomplishment #1	Employees of KDFWR can participate in hunting, fishing, trapping, and/or shooting while on the clock. The new Employee Mentor Program (EMP) allows each employee up to 15 hours of work time per fiscal year to participate in a program or mentorship! Staff can either (a) take someone (mentor) or (b) be taken (mentee) afield or on the water in this program. The EMP launched in the fall of 2021, and there were 5 staff mentors, 3 staff mentees, and 2 public mentees that accounted for 61.5 hours of time. For 2022, the program has grown to 9 staff mentors, 11 staff mentees, 1 public mentor, and 3 public mentees. Mentors and mentees upload pictures and testimonies in post-survey after going out afield or on the water. As the program grows within the agency, there is more questions about how the EMP works. Changes are being made to step-by-step instructions, surveys and other supporting documents to limit confusion for agency staff.
Significant Accomplishment #2	Kentucky has established an "I am R3" course where all new and current employees will be required to take a short online course. The course will be a part of each employee's mandatory annual training. Agency employees will learn more about what R3 is and how it applies to their specific job. The course also explains different R3 programs the agency provides (Hunter Ed, NASP, BOW, Hook and Cook, and Field to Fork). The course also shows agency employees how to get started to be part of the Employee Mentor Program! (see above) The course will launch in 2023 for employees to start taking.

Other efforts	Created R3 Program List: Establish a R3 program list for of events, workshops, online resources within the state that sportsman's clubs, conservation organization and our agency host. They are broken down into different categories that focus on hunting, fishing, recreational shooting, and non-harvest activities. The list will be available for the public and NGO's to use to help promote next step programs to their audiences. Social Media Field to Fork Posts: We advertised Field to Fork and Hook and Cook programs using 40 posts on agency social platforms in 2022. (In 2021, we did 18 posts!) Online Programming and In-Person Events continued in 2022 with: Field to Fork – Learn to Squirrel Hunt Workshop; Field to Fork - Venison Preservation and Cooking Workshops and – Deer Processing demonstrations in partnership with the University of KY Cooperative Extension; Teachers Tackle Box (train the teacher) workshops; in-person fall BOW Weekend; Beyond BOW events; Field to Fork – Learn to Turkey Hunt for women Workshop, Hook and Cook workshop for women; multiple Hook and Cook events in partnership with University of Kentucky Cooperative Extension Offices; and bowfishing and catfishing webinars.
Sourcing game for R3 programs	We utilize an educational take permit to acquire our game for processing demos, wild game meat cooking classes, and wild game meat tastings. This permit is in regulation and was in place prior to the R3 Branch and it's programs established in KY. In the early years of processing demos we had to also obtain Commissioner approval in writing and Law Enforcement staff were the only ones allowed to harvest the deer. Now we have streamlined the protocol by operating under the educational take permit reg and keeping records with I&E, Law Enforcement, and Wildlife Division leadership.
Missouri	
R3 Lead	Eric Edwards; eric.edwards@mdc.mo.gov
Significant Accomplishment #1	<p>Missouri completed our Hunter and Angler personas project. The results brought us a better understanding of who are beginning adult hunters and anglers are. Whether it is for hunting or angling adults begin hunting or fishing to be more self-sufficient, for recreation, or for spending time with family. Knowing key characteristics will greatly improve our outreach efforts to increase participation in outdoor activities.</p> <p>Completion of the R3 Journey Mapping and Persona Project</p>
Significant Accomplishment #2	<p>Using a marketing platform within our permit and events system MDC was able to increase retention and reactivation email campaigns this past year. 11 campaigns were conducted this calendar year with 87,264 attributed purchases and \$1.7 million in attributed revenue.</p> <p>Development of R3 and Events Dashboards</p>
Other efforts	<ul style="list-style-type: none"> • FY21 Program Numbers: 2000+ R3 programs & 42,000+ participants • Currently MDC is working with an outside vendor to conduct focus groups and surveys to better understand if code complexity is a barrier in our state to hunting and fishing activities and how can we better communicate about regulations.
Sourcing game for R3 programs	during hunting season or CWD culling efforts

Nebraska	
R3 Lead	Jeff Rawlinson; jeff.rawlinson@nebraska.gov
Significant Accomplishment #1	Nebraska launched an updated hunting, fishing, shooting sports, boating and camping R3 Plan in the winter of 2022 that relies on years of research, experience and data mining to further evolve our 2007 R3 Plan. The new plan focuses on agency strengths, needs, latest research and an agency wide collaboration.
Significant Accomplishment #2	Nebraska, in partnership with IHEA and other midwest states, unveiled LearnHunting.org that will bring scalability to adult mentoring nationwide. The recent efforts have focused on bringing hunter education instructors on board with the new program as well as modifying the Nebraska Hunter Education Program to better support adult mentoring efforts in Nebraska.
Other Efforts	Nebraska embarked on a new effort through a multi-state grant to further reach diverse audiences including hispanic and millennial audiences. The marketing efforts have shown hispanic audiences preferring translated marketing info and online landing pages to receive hunting information. The Millennial project has shown propensities for key social media sites. Also in 2021 Nebraska and South Dakota launched the Two Tier harvest regime for duck hunters which is exceeded our expectations for use by providing new hunters a duck harvest regime that reduces the need for duck ID which is often difficult for new hunters by reducing their daily bag limit to three birds. Nebraska has also embarked on a new study to assess the hunter crowding/access issue along with WMI, the Max McGraw Institute and several other states.
Sourcing game for R3 programs	We must purchase game from a vendor. We are working to address this issue as authority is needed for key R3 staff to obtain game for such purposes.
North Dakota	
R3 Lead	Cayla Bendel; cbendel@nd.gov
Significant Accomplishment #1	Hiring and onboarding a marketing specialist. While this happened early in 2022 and has been highlighted before, the addition of this position has tremendously elevated our R3 efforts and capabilities. She has elevated our social media presence, pushed the Department to acquire new software (Canva, programmatic platform vendor, Issu magazine PDF viewer, etc.) and to think more like private industry in our marketing campaigns, we've partnered with NDSU Bison, Bismarck Larks baseball, Runnings and more. She's spearheaded updating our privacy policy in order to increase analytical tracking capabilities to better measure these new marketing efforts and seamlessly managed not only R3 marketing campaigns but campaigns for the entire Department (private lands programs, job recruitment, etc.). Moving into 2023, we plan to use the data and insight collected from the last year to implement more strategic marketing efforts and narrow our focus including a geo-based fishing campaign for spring and summer of 2023 highlighting opportunities and techniques that are timely and locally relevant.
Significant Accomplishment #2	University of North Dakota graduate student started in January 2022. He will use Department angler licensing data and angler preference survey data to construct angler license purchasing typologies, determine if fishing preferences and behaviors differ by typology and relate typologies to

	landscape features and management actions to better inform R3 and fisheries management efforts. This is particularly timely given continued declines in North Dakota fishing license sales since 2020. Results from his first chapter (constructing typologies) will be presented at NDCTWS Annual Meeting and MAFWA R3 Symposium.
Other Efforts	<ul style="list-style-type: none"> • Conducted first ever “Fish Challenge” in an effort to attract new anglers but also incentivize people to fish new bodies of water and try for new species, it’s difficult to define what success should have looked like but we had over 300 customers sign up to complete the challenge (could still complete without signing up), 134 participants submitted at least 1 of the 4 species, and 56 people completed it. This effort also gained us a lot of quality user-submitted photos that are now open use. We plan to make this an annual challenge. • Tuned into results from MSCG R3 Efficacy study conducted by WMI and Chase & Chase that North Dakota participated in – provided valuable insight and takeaways specific to some of our state’s R3 programming • Targeted emails promoting fishing opportunities and resources to “COVID cohort” (bought first time in 2020 but no current license), to all registered boaters without current fishing licenses and separate one planned for mid-July for 2022 lapsed anglers • R3 check-in meetings scheduled with each division to recap the strategic plan, progress and goals • Let’s Go Dove Hunting video and mini campaign launched August 2022 and added to Virtual Hunting Mentor webpage and resources • Filmed portion of Learn-to-Hunt Upland Birds MSCG project with Modern Carnivore in November • Quarterly partner newsletters • Quarterly video recipe features • Launched bi-monthly NDO podcast in September
Sourcing game for R3 programs	Limited need for this but when have it’s been personally donated by staff or used farm/pen-raised game (e.g. pheasants)
South Dakota	
R3 Lead	Shala Larson; shala.larson@state.sd.us
Significant Accomplishment #1	Being awarded and implementing the MAFWA Small Game Diversity Toolkit. Some notable themes: We saw more users engage with our women hunters creative than the families creative. The women audience generated nearly 69% of all engagements throughout the campaign. The dynamic creative that performed the best was the 'mother and son' creative. Visitors from these marketing efforts resulted in 74% of overall new users to the beginner resources page.
Significant Accomplishment #2	Just recently a layer to an existing department public map that identifies community fisheries was added. Along with the map that will continue to be refined to become more user friendly, a pamphlet was made to distribute to all regional offices so teachers and families can look at curriculum, the going fishing guide, and many other resources that will help them begin fishing independently.
Other Efforts	Right now a survey is sent out to lapsed anglers to gauge why they lapsed and find out what are the most desirable amenities and shoreline access types (i.e. fishing pods, cattail clearings, piers, etc) that could potentially get them back out by the water. Results should be prepared by March.

Sourcing game for R3 programs	We lean on our conservation officers for this which is typically a result of confiscated game.
Wisconsin	
R3 Lead	Bob Nack; Robert.nack@wisconsin.gov
Significant Accomplishment #1	Our R3 team rebounded in 2022 following a prohibition of providing in-person programs due to the health pandemic. Wisconsin's R3 team of DNR staff and partners coordinated 19 learn to hunt programs for species such as deer, pheasant, waterfowl, bear and turkey. Additional programs included one-day workshops on learning to shoot (2) and learning to butcher a deer (6). Finally, we provided a 5-part webinar series titled "Wanna Go Hunting?" that was intended for people thinking about giving hunting a try.
Significant Accomplishment #2	We mobilized two mobile fish catch centers, aka Fishmobiles, in the Madison and Milwaukee area lakes and ponds. These trailers were fully stocked with all the equipment and tackle necessary to catch and cook fish. The trailers were reserved in advance and led by DNR staff working with volunteers to provide fishing opportunities in urban areas.
Other Efforts	<p>R3 Advisory Committee - we are working on developing this internal committee to involve and engage other DNR programs interested in R3 to provide a united workforce. The work from this committee may lead to an external stakeholder work group.</p> <p>Wisconsin Foodie episode - we again sponsored and participated in an episode on the WI Foodie PBS show. This episode focused on archery deer hunting and how to prepare the harvested venison.</p> <p>The 2023 NASP (National Archery in the Schools Program) Wisconsin State Tournament was held on March 24th – 25th in the Wisconsin Dells. The tournament hosted 1,444 archers that shot the bullseye range and 490 archers that shot the 3D range. The two-day archery event was for Wisconsin schools that participate in the NASP program. Archers from grades 4 – 12 shot the tournament as teams and/or individuals. There are over 550 NASP schools and 1,500 NASP trained archery instructors in the state of Wisconsin. The Wisconsin DNR, through the R3 program, acts as the state coordinator for the NASP program.</p> <p>The Angler R3 Program provided Angler Education instructor training to 40 fishing club members, schoolteachers and UW-extension staff members. Club members will lead a variety of Learn to Fish events and the UW extension leaders are authorized to provide instructor training workshops themselves.</p> <p>The DNR worked with conservation partners to review and update guidelines for the Learn to Hunt Bear Program. Updates to the program include plans to create a Learn to Hunt Bear online course that will be available to everyone. In addition, changes in tag allocation were made that will likely increase opportunities for terminally ill and disabled children and vets to participate.</p> <p>In FY23, \$800,000 was offered for range improvement projects through Wisconsin's shooting range grant program. Fourteen projects were approved by the DNR in February, totaling \$716,541 in requested grant funds, leveraging \$145,800 in matching contributions and \$908,500 in total project costs. The projects are currently under review by USFWS. This year, the grant</p>

	<p>again has a budget of \$800,000, with a new application deadline of July 15. Since the grant was undersubscribed in 2022, we are increasing our reach to ranges by sending hard copies of the grant information to about 400 private ranges throughout the state – a list compiled by our Conservation Congress Shooting Sports Committee.</p> <p>The FY23, the PR allotment for Wisconsin’s Hunter R3 subaward grant was \$75,000. We received six applications for Hunter R3 projects, four of which were approved by the DNR and forwarded to USFWS for the next stage of review. These included requests to run R3 events through Access Ability Wisconsin, Becoming and Outdoors Woman, and the Wisconsin Wildlife Federation, as well as renovating an archery range for the Boys & Girls Clubs of Greater Milwaukee.</p> <p>As part of the Division of Public Safety and Resource Protection Strategic Plan, the DNR created an internal R3 Advisory Committee. The creation of this committee is intended to increase communication among DNR programs interested in R3 and to expand the reach of discussions on R3 opportunities and needs in Wisconsin.</p> <p>Wisconsin DNR is working to increase the R3 program by adding positions and financial support. These plans include hiring a statewide Shooting Range Manager, four Assistant Outdoor Skills Trainers, and increasing the number of partner R3 coordinator positions. Additional funding will be directed to the annual operating budget for maintenance of DNR-owned shooting ranges.</p> <p>The DNR held it's first meeting of the R3 Advisory Committee in April. The committee includes representation from DNR Fish Management, Wildlife Management, Parks, and regional wardens.</p> <p>Mike Weber was hired as the Hunter Education Program Administrator, replacing Jon King.</p>
Sourcing game for R3 programs	We work with a number of programs, agencies, and individuals to secure game for these demonstrations, including our wildlife damage and abatement claims program, USDA Wildlife Services, urban deer management permits, and private game farms (pheasants/turkeys) and hunters.
Partner Reports	
Pheasants Forever and Quail Forever of Nebraska	
R3 Lead	Holly Mauslein; hmauslein@pheasantsforever.org
Significant Accomplishment #1	Expanding the Next Steps Hunt Program in it's 3rd year.
Significant Accomplishment #2	
Other Efforts	
Sourcing game for R3 programs	Special Permits, Controlled Shooting Areas (farm raised birds), purchasing farm raised meat for serving.
Iowa/Shelby County Conservation Board	
R3 Lead	Christina Roelofs; croelofs@shco.org
Significant Accomplishment #1	Continuing to work with the Shelby County Catholic School 5th grade to do monthly outdoor skills programs that will end with a field trip.

Significant Accomplishment #2	Continuing to offer outdoor skills programs to the public at Prairie Rose State Park.
Other Efforts	
Sourcing game for R3 programs	Beg and borrow.
Recreational Boating & Fishing Foundation	
R3 Lead	Stephanie Hussey; shussey@rbff.org
Significant Accomplishment #1	The State R3 Program Grants, which help fund state agencies' sustainable and replicable angler and boater R3 initiatives that focus on increasing fishing license sales and boat registrations to help increase fishing and boating participation. There are three focus areas overall: (1) communicating the relevance of fishing and/or boating to urban, multicultural audiences to help increase participation, (2) implementing angler and/or boater customer engagement strategies to retain and/or reactivate anglers and boaters to increase participation, and (3) enhancing the capability of agencies to develop and implement effective angler and/or boater R3 efforts. Proposals for the 2023 State R3 Program Grants are due to RBFF by January 18, 2023.
Significant Accomplishment #2	RBFF announced new research that shows fishing provides positive psychological benefits for women. Conducted in partnership with global market-research firm, Ipsos, the research reveals female anglers were more likely to have a positive outlook on life, higher levels of perseverance and a greater self-worth. Additional results from the study will be released January 11, 2023 during an industry-wide webinar where RBFF and partners will dive deeper into these insights and provide recommendations on how the fishing and boating community can continue to recruit, retain and reactivate female anglers of all ages.
Other Efforts	RBFF's State Marketing Workshop will be held on February 27 - March 1, 2023, in Houston, TX. Themed "Fostering Lifelong Participation Together," we invite state agency directors and two agency representatives to come together to collaborate and share innovative R3 ideas to engage consumers and create lifelong participants. Presentations will include consumer trends, state R3 successes, working together to reach diverse audiences, and more. Registration is due January 13, 2023. R3 webpage for R3 information, resources and state case studies: www.takemefishing.org/r3
Pheasants Forever, Inc. and Quail Forever	
R3 Lead	Colby Kerber; ckerber@pheasantsforever.org
Significant Accomplishment #1	Expanded our Path to the Uplands (P2U) initiatives to serve novice sportsmen and women of all ages and backgrounds to diversify our hunting and conservation community. By focusing on the growth of weekend-long adult Learn to Hunt Experiences, we provided multiple opportunities for individuals to find their own unique pathway by utilizing authentic quality events based on building camaraderie, active involvement, and social support. This strategic R3 effort has allowed our team to deliberately engage people through multi-day events providing meaningful small group learning opportunities for targeted audiences (women, people of color, veterans, etc.) that develop a network of support to empower people on their journey to becoming self-identified hunter-conservationists. Working in direct partnership with DEI

	<p>focused groups, we have also brought our P2U initiatives into various communities by creating content and programs that are intentional, representative, and welcoming to diverse backgrounds helping overcome cultural and social barriers. In total PF and QF hosted over 362 LTH events in 2022 for 6,896 participants across 30 states.</p>
Significant Accomplishment #2	<p>Authored, submitted, and received a Modern Multistate Conservation Grant to construct an innovative Learn to Hunt Upland Game video based digital course which is currently in development and set to go live in spring of 2023. Once completed, this this cutting-edge educational series can be utilized nationwide to strengthen strategic R3 efforts for upland bird hunting, as it's free of charge and available anytime/anywhere on streaming devices. This e-learning platform will allow us meet individuals where they are and break down barriers of physical LTH events.</p> <p>This collaborative effort lead by Pheasants Forever and Quail Forever utilized the production team at Modern Carnivore to create innovative instructional tools in a digital content short film series, focused on responsible fundamentals and proper techniques. The diverse content educates, informs, and inspires utilizing strategic sportsmen and women in an effective, authentic, and sincere way. The primary goal is to give participants enough knowledge and build confidence to fill the gap between Hunter Ed and hands-on training at the range and/or in the field. Supporting partners for this national project include Backcountry Hunters and Anglers (BHA), Becoming an Outdoors-Woman (BOW), Midwest Association of Fish & Wildlife Agencies (MAFWA) Minority Outdoor Alliance (MOA), and the Ruffed Grouse Society (RGS).</p>
Other Efforts	<p>Our national Women on the Wing (WOTW) initiative has grown in its efforts to inspire and engage women conservationists in hunting and shooting sports, as well as landowner education and outreach. 2022 was a pivotal year as the initiative gained momentum. Thanks to our chapter volunteers, partners, and staff, we've held over 100 hunter R3 events inspiring more than 1,500 participants in 22 states.</p>
Sourcing game for R3 programs	Pen raised pheasants and quail
Archery Trade Association	
R3 Lead	Josh Gold; joshgold@archerytrade.org
Significant Accomplishment #1	<p>MSCG Discover Family Bowfishing. 3 Bowfishing television episodes and educational videos about bowfishing. Initial syndication impressions for the 3 videos released in Q4 2022 are 466,023, with projected impressions for a 2 year cycle being 2,796,138. Total projected PBS channel impressions is 22,050,000 over the next 2 years. Educational videos and resources will be available through the R3 clearinghouse.https://intotheoutdoors.org/segments/into-bowfishing-common-carp/ https://intotheoutdoors.org/segments/into-bowfishing-fish-that-fly-silver-carp/ https://intotheoutdoors.org/segments/into-bowfishing-from-water-to-table/</p>
Significant Accomplishment #2	<p>MSCG Expanding Relevancy to Include More Diverse Audiences. About 1300 high quality photos from 3 photoshoots across the country. These include bowhunting and hunting lifestyle photos that will be available on the R3 Clearinghouse along with a toolkit. https://archerytrade.org/bowhunting-is-</p>

	for-everyone-use-these-new-images-in-your-marketing-efforts/
Other Efforts	Bowhunting Regulations Review- This effort was initially done several years ago and updates are being shared with state directors this spring. This effort identifies outliers and potential barriers for bowhunters to participate. Current State of Archery and Bowhunting- An ongoing effort that began collecting information in fall 2022. Keep an eye out for continued interaction with this effort.
Wisconsin Waterfowl Association	
R3 Lead	Todd Schaller; c217tazman@gmail.com
Significant Accomplishment #1	While not new to the R3 arena WWA is looking to expand on their R3 presence and efforts. In 2022 WWA created a R3 Coordinator position (volunteer), increased the # of R3 events by 66% and branded the program "Waterfowlers Academy"
Significant Accomplishment #2	WWA received a grant from Wis DNR (PR funds) to focus R3 efforts specific to waterfowling within under-represented communities (women and people of color). The program will kick off in early 2023 and continue through 2024
Other Efforts	Program branding "Waterfowlers Academy" and creation of R3 Coordinator volunteer position.
Sourcing game for R3 programs	Part of the existing programs with game harvested during events
Brandt Information Services	
R3 Lead	Caroline Wilson; caroline.wilson@brandtinfo.com
Significant Accomplishment #1	We are one year into South Dakota's licensing system and just launched marketing automation for them, including abandoned cart and onboarding emails. Marketing emails (campaigns & journeys) strongly drive recruiting, retaining, and reactivating customers. They have totaled over 1.2 mil. emails sent and \$188k+ in revenue since launching and there's much more to be accomplished in 2023!
Significant Accomplishment #2	From August 15th-November 30th, 2022, KDWP launched a digital ad campaign using ACI WMI grant funds. The goal of the campaign was to reach the Hispanic population in Kansas and increase website visits to the Explore Your Element landing page (Home), a resource that provides education on hunting in Kansas. The digital ads ran through three platforms - Facebook, Google, and Division D. Though not the main goal of the campaign, revenue generated from the campaign totaled over \$43,000 and website visits to the Explore the Element landing page were up 1,100% compared to the same time period in 2021.
Other Efforts	In partnership with Nebraska Game and Parks Commission, we launched Go Outdoors NE, a new permitting system for the state's hunt, fish, and parks needs. The project launch in November 2022 included importing 2,387,688 customers and provides a new user-friendly system that allows customers to purchase all fishing and hunting permits by creating a customer account or looking up their account information. It's helped us better track customer data, which in turn paves the way for future marketing/R3 opportunities.

	<p>Iowa DNR launched a digital ad campaign that began running on August 22nd and ended on November 15, 2022 to encourage women in the following groups to hunt small game: lapsed and current license holders, BOW participants, range users, and hunter education graduates. The groups were driven to a landing page (Discover Small Game, Iowa DNR) using Facebook and Google ads. The main goal of the campaign was to drive traffic to the landing page, with the secondary goal being to convert the audience to purchase a hunting license. The campaign generated 6,720,979 impressions with a 4.7% engagement rate.</p>
Sovereign Sportsman Solutions	
R3 Lead	Ben Paige; bpaige@s3gov.com
Significant Accomplishment #1	<p>S3's angler renewal campaign, one of ten of our "Foundational Campaigns", has been a resounding success. Currently only deployed in one state (with plans to expand to 3 more by this spring), the campaign has generated a scientifically sound and quantifiable lift of 25.8%. This lift is defined as the likelihood of the marketed audiences to purchase their fishing license as compared to the scientifically significant and random control group from within the initial audience segment and is measured by our Marketing Dashboard within our CRM offering.</p> <p>The results of this campaign have proven it a success. Not only did it result in \$348.3k dollars of revenue that would have otherwise been lost from the lift it generated, but it also enabled 11.4k anglers to go out and have a great day fishing that wouldn't have been possible without the campaign. To achieve these results, approximately 267k emails were sent to 170K people with a campaign Engagement (Click Thru) Rate of 6.71%.</p> <p>It's also worth noting that since February 2022, this campaign has been running autonomously and without any work other than monitoring by Ohio's Division of Wildlife communication team. This means that every day, people enter the campaign as their fishing license expires, and the CRM is providing the agency more time to accomplish other objectives. Additionally, there have been over \$260K worth of attributed purchases to the touchpoints of this campaign, demonstrating the real-world impact of the campaign in terms of revenue and customer engagement.</p> <p>Overall, the angler renewal campaign has proven to be an effective and efficient way to increase revenue, engage customers, and enable more people to enjoy the great outdoors. We're pleased to announce that it is ready for adoption with our other partner states and further optimizations to increase its effectiveness.</p>
Significant Accomplishment #2	<p>The S3 team launched has launched a fully automated approach to Hunter Education Conversion. This Foundational Campaign utilizes advanced automated processes and customer relationship management (CRM) technologies and processes to automatically identify hunter education graduates who have not yet purchased a hunting license, or are unlikely to do so and nurture them into licensed hunters.</p> <p>Developed in response to the findings and recommendations in the report "Increasing Participation and License Sales from Hunter Education Graduates" by Southwick Associates and DJ Case, which was released in early 2022, we</p>

	<p>quickly teamed up with Ohio's Division of Wildlife to launch the campaign. Our partners in Missouri were also quick to adapt and improve the campaign for their specific needs in the summer of 2022.</p> <p>That campaign provides hunter education graduates with personalized experiences that include relevant hunting opportunities, knowledge, and resources. The campaign runs autonomously by identifying and nurturing individuals who have not yet purchased a hunting license, and providing them with tailored recommendations and information. We hope that through this campaign we can gain a better understanding of the needs and preferences of potential customers and increase participation in hunting and license sales.</p> <p>While we are encouraged by the initial insights gained from the campaign, we acknowledge that there is still much to learn and evaluate. We look forward to conducting a thorough evaluation of the campaign's impact on hunter education graduates in the coming year. And we are committed to sharing our findings with the broader community to contribute to the national conversation on increasing participation and license sales in hunting and to help close the gap on hunter education graduates becoming licensed hunters.</p> <p>Initial results have been promising, with approximately 5,400 new hunter education graduates being marketed to and one implementation seeing a little over 11% lift. We are also eager to study the results from the 17k hunter education graduates who graduated before the campaign cutoff date. We will keep the community informed of our progress and findings as the campaign continues.</p>
Other Efforts	<p>Lapsed Angler Campaign- similar to our fully automated angler renewal campaign we have implemented a long term nurture solution aimed at angler reactivation in conjunction with RBFF and the Ohio Division of Wildlife. Initial results and lessons learned will be discussed at the RBFF R3 Marketing Workshop in February and we'll continue to update the community as the campaign matures.</p> <p>Delivering Qualtrics Surveys via CRM- We've worked with the Ohio Division of Wildlife to deploy a Qualtrics survey at some of Ohio's unmanned shooting ranges to develop a high quality and time saving feedback loop that is customer-centric an low impact on agency staff. This achievement unlocks the ability to leverage the benefits and power of a CRM to assist in the growing human dimensions and survey needs of an agency.</p> <p>Gamification- S3's engage team has been dedicated to discovering the most effective methods for engaging with customers and constituents. Using our 10 foundational campaigns and over 27 campaigns launched in 2022, we have found that utilizing gamification in outreach is a successful strategy for building mutually beneficial relationships and increasing revenue. We are excited to share our findings with the community later in 2023.</p>