

Hunting, Fishing and Wildlife Recreation Participation Committee

2021 Annual Report



Recruitment, Retention and Reactivation



**Mentoring
in
SEAFWA**

Southeastern Association of Fish and Wildlife Agencies

TABLE OF CONTENTS

Committee Roster	3
2021 Meeting Information	4
Agenda	4
Attendance.....	5
Minutes	6
Appendix A: State Reports (submitted).....	10
Alabama	11
Arkansas	13
Florida	14
Georgia	15
Kentucky.....	16
Louisiana	18
Mississippi	19
Missouri.....	20
North Carolina.....	21
Oklahoma	22
South Carolina.....	23
Tennessee.....	26
Texas.....	28
Virginia.....	30
West Virginia.....	31

2021-22 Committee Roster

State Agency

Alabama Department of Conservation & Natural Resources
Arkansas Game and Fish Commission
Florida Fish and Wildlife Conservation Commission
Georgia Wildlife Resources Division
Kentucky Department of Fish and Wildlife Resources
Louisiana Department of Wildlife and Fisheries
Mississippi Department of Wildlife, Fisheries and Parks
Missouri Department of Conservation
North Carolina Wildlife Resources Commission
Oklahoma Department of Wildlife Conservation
South Carolina Department of Natural Resources
Tennessee Wildlife Resources Agency
Texas Department of Parks and Wildlife
Virginia Department of Wildlife Resources
West Virginia Division of Natural Resources

Member

Justin Grider
J.J. Gladden
Will Burnett
Tina Johannsen
Brian Clark (Chair)
Eric Shanks
Josh Carver
Eric Edwards
Chet Clark
Micah Holmes
Amanda Stroud
Jenifer Wisniewski (Vice Chair)
Craig Bonds
Eddie Herndon
Zack Brown

U.S. Territory

U.S. Virgin Islands, Department of Planning and Natural Resources
Puerto Rico, Department of Natural Resources and Environment

Affiliate Member

U.S. Fish & Wildlife Service
Wildlife Management Institute, Southeastern Field Representative
The Wildlife Society, Southeastern Section

Representative

Paul Wilkes

Jon Gassett
Ray Iglay

SEAFWA
Hunting, Fishing and Wildlife Recreation Participation Committee
Meeting Agenda

October 19, 2021

Virtual Meeting held during SEAWFA Conference in Roanoke, VA

Schedule:

2:00 PM - 2:10 PM	Meeting kickoff, housekeeping, and goals - Brian Clark
2:10 PM - 2:20 PM	Council to Advance Hunting and the Shooting Sports - Swanny Evans
2:20 PM - 2:30 PM	Recreational Boating and Fishing Foundation - Stephanie Hussey
2:30 PM - 2:40 PM	Archery Trade Association - Josh Gold
2:40 PM - 2:50 PM	National Wild Turkey Federation - Mandy Harling
2:50 PM - 3:00 PM	International Hunter Education Association - Alex Baer
3:00 PM - 3:10 PM	Responsive Management - Mark Duda
3:10 PM - 3:20 PM	Southwick Associates - Rob Southwick
3:20 PM - 3:35 PM	BREAK
3:35 PM - 3:45 PM	NSSF +One mentor mobilization campaign - Brian Clark
3:45 PM - 3:55 PM	Increasing participation and license sales from hunter education graduates, Sportsmen's Alliance Foundation, IHEA and Southwick Associates - Rob Southwick and Alex Baer
3:55 PM - 4:05 PM	Increasing hunting mentor and mentee numbers and effectiveness - WMI and Rob Southwick
4:05 PM - 4:15 PM	Mentor toolkit project + Learnhunting.org - Matt Harlow from DJ Case and Alex Baer
4:15 PM - 4:25 PM	NWTF ad campaign - Mandy Harling, The Truth, & Responsive Management
4:15 PM - 4:25 PM	Social influencers to drive R3 - Jenifer Wisniewski
4:25 PM - 4:35 PM	Firearm fundamentals course promotion - Jenifer Wisniewski
4:35 PM - 4:45 PM	Future plans and needs discussion
4:45 PM - 4:50 PM	Wrap-up and adjourn - Brian Clark

2021 Meeting Attendance HUNTING, FISHING & WILDLIFE PARTICIPATION COMMITTEE October 19 Virtual Meeting		
Committee Members	Name (Proxy)	Present?
Alabama	Justin Grider	YES
Arkansas	J.J. Gladden	YES
Florida	Will Burnett	
Georgia	Tina Johannsen	YES
Kentucky	Brian Clark	YES
Louisiana	Eric Shanks	
Mississippi	Josh Carver	
Missouri	Eric Edwards	YES
North Carolina	Chet Clark	YES
Oklahoma	Micah Holmes	YES
South Carolina	Amanda Stroud	YES
Tennessee	Jenifer Wisniewski	YES
Texas	Craig Bonds (John Kinsey)	YES
Virginia	Eddie Herndon	YES
West Virginia	Zack Brown	YES
Affiliate Members		
U.S. Fish & Wildlife Service, Regional Federal Aid Chief	Paul Wilkes	
Wildlife Management Institute	Jonathan Gasset	
The Wildlife Society, Southeastern Section	Ray Iglay	
Other Attendees	Name	
Council to Advance Hunting and the Shooting Sports	Swanny Evans	
International Hunter Education Association	Alex Baer	
Southwick Associates	Rob Southwick	
Recreational Boating & Fishing Foundation	Stephanie Hussey	
Archery Trade Association	Josh Gold	
National Wild Turkey Federation	Mandy Harling	
NC Wildlife Resources Commission	Tammy Rundle	
NC Wildlife Resources Commission	Brian Daniels	
NC Wildlife Resources Commission	Travis Casper	
DJ Case & Associates	Matt Harlow	
Georgia Wildlife Federation/GA R3 Initiative	Bre Bashford	
Outdoor Stewards of Conservation Foundation	Jim Curcuruto	
Responsive Management	Mark Duda	
Nebraska Game, Fish & Parks Commission	Jeff Rawlinson	

Minutes

2021 Annual Meeting SEAFWA Hunting, Fishing and Wildlife Recreation Participation Committee

Wednesday, October 19, 2021 | 2:00 – 5:00 pm CST | Virtual Meeting

Welcome - Committee Chair Brian Clark welcomed members and guests, provided an overview of the agenda, introduced Jenifer Wisniewski as Vice Chair for the committee and acknowledged the help of Eddie Herndon with development of the agenda and his work on the host committee. The Committee then received updates and overviews from the following partners and projects.

Council to Advance Hunting and Shooting Sports Updates – Swanny Evans, Director of Research & Partnerships, highlighted status of the hunting and shooting sports industry. Highlights include:

- Most states and NGO partners have 1+ positions dedicated to R3
- 5% increase in hunting license sales, 9% increase in SE states, and 12% increase in license purchases by females
- 8.4 Million new gun owners in 2020, and 56% increase among African-Americans

Multistate Conservation Grant funding was secured to help facilitate 2022-2024 operations. The Assessment Group (TAG) will meet to follow up the R3 Implementation Workgroup. The National R3 Symposium will be held May 2-5 in Broken Arrow, OK.

Recreational Boating & Fishing Foundation – Stephanie Hussey gave an R3 Update for RBFF. Highlights included:

- 55 Million fishing participants in 2020, including 13.5M youths, 19.7M females, 4.8M Hispanics and 3.1M African Americans
- RBFF has granted to 15 programs in 14 states for 2021
- 31 states now have Angler R3 Coordinators presently
- Kudos to Alabama, Oklahoma, and Tennessee, who join California with R3 Scorecard ratings reflecting the greatest increases or sustained high levels over the past 3 years.

Archery Trade Association – Josh Gold shared some updates from ATA, including:

- Diversity, Equity and Inclusion (DEI) photoshoot - Multistate Grant project
- Bowfishing Multistate Grant in partnership with Into the Outdoors and Safari Club Intl.
- Bowhunters United, consumer-based organization launched by ATA
- Explore Bowfishing Instructor Course online

NWTF Grant Overview – Mandy Harling provided an update on NWTF:

- New logo, same mission
- Funds 5 and co-funds 2 state R3 coordinators

- *Turkey Call* magazine has been re-launched
- Partnered with ID Game & Fish to develop Project WILD-based outreach program
- National Campaign in Support of Hunting (NWTF, the Truth & Responsive Mgt.)

Mark Duda with Responsive Management shared about research being done to undergird the Hunting Support Campaign referenced by Mandy Harling. This included data mining, focus groups with key audiences, quantitative surveys, and analysis/synthesis. Four campaigns were designed to test: Slow Food, Find Your Wild, Get Back in the Ecosystem, and Hunt For... (a composite of different reasons to hunt).

International Hunters Educational Association (IHEA) – Alex Baer (Executive Director) introduced his team, which includes:

- Andrew Smith, membership director and
- Jae Ellison, Licensed Accreditor with Northway Outdoors
- Leah and Mike Thomas, Bolt Strategy (Marketing & PR)
- Gecko Designs, Web and Graphics

Alex shared the re-tooled IHEA mission, to “serve hunting and shooting sports educators worldwide by developing and implementing standards and resources based on research that promote safe, responsible, and ethical practices while fostering partner communication.” Alex also pointed out industry resources from IHEA such as Train the Trainer courses, online resource library, Hunters Connect YouTube channel, and the upcoming Firearms Fundamentals course.

Responsive Management – Mark Duda shared additional current and upcoming R3 projects being undertaken by his company with his 74 other staff:

- Assessing the Quality and Availability of Hunting and Shooting Access in the US
- How to Talk About Hunting
- Sport Shooting Participation / NSSF Webinar
- Hunting and Recreational Shooting Among Active Military Personnel
- Exploring the R3 Needs and Opportunities of Female Hunters, Shooters, and Archers
- Retaining 2020’s Surge of Licensed Anglers

Southwick Associates – Rob Southwick presented highlights of the Data Dashboards (asafishing.org/data-dashboard) efforts, which yielded year-over-year metrics estimates to date including *for the Southeast*:

- Hunting Licensees - a 2% downturn overall in SE, but new recruits are up 3% (a 9% uptick among females and 2% among males).
- Fishing Licensees – 9% uptick overall in SE, with 20% increase in new recruits (24% rise in females and 19% in males)
- Next step is real-time dashboards, in which no personally-identifiable information will be needed due to use of API / data auto-send technology.

Rob next shared information about a hunter education research project being conducted in partnership with Sportsman’s Alliance, DJ Case & IHEA, which revealed about 40% of HE graduates did not purchase a hunting license. Motivational personas in a recent study included locavores (38%), legacy hunters (30%), curious students (19%), and reactivators (13%). Development of messaging and campaigns is underway.

Outdoor Stewards of Conservation Foundation (OSCF) – Jim Curcuruto, Executive Director introduced his new 501(c)(3) which aims to build on programs, communications and research. OSCF’s new “Come With” program is designed to recruit new participants by activating the 60+ Million current hunters, anglers and target shooters (“HATs”) as mentors. “Fill A Bag While Filling Your Tag” is a new program aimed at engaging participants in this cause-marketing campaign to pick up trash with bio-degradable #TrophyTrash bag. OSCF is partnering in research on Native American

+One Campaign Project (Combining States and Industry Expertise to Increase R3 Success) – Brian Clark discussed a Multistate Grant marketing campaign project, which includes side-by-side message tests to evaluate different two different branding alternatives (“+Won” and “Share Your Spot”). Project partners include NSSF, Southwick Associates, Swanson Russell, SEAFWA, MAFWA, NEAFWA and WAFWA. Pilot state fish and wildlife agencies include AZ, IA, KY, SC, TX and VA.

MAFWA Mentor Communication Toolkit – Matt Harlow (DJ Case & Associates) and Alex Baer (IHEA) overviewed this project, which is primarily aimed at attracting prospective new participants (mentees). Matt discussed focus groups that investigated use of terms (e.g., “mentor” vs. “alternatives”), interests and background factors of prospective new participants, who are willing to invest substantially to learn to hunt and are motivated by several factors such as food, adventure, family and friends, and connecting with nature. Alex discussed the need to develop tools for connecting mentors with mentees, and the newly developing LearnHunting.org platform that can be instrumental to help facilitate this. States will need to ensure their learn-to-hunt landing pages are ready to welcome new participants.

ACI Grants Overview – Jenifer Wisniewski announced that SEAFWA received two Multistate Grants in conjunction with several partners. One project is using Social Influencers to Drive R3 in the Southeast, running ads working with Blue Ion marketing firm. Another is to promote the IHEA Firearms Fundamentals course through marketing in the Southeast. More details will be sent to state committee members early in 2022.

Millennial Conservationist Project – Brian Clark and Jenifer Wisniewski provided a brief update on status of a project spearheaded by Wildlife Management Institute and the regional associations intended to build a website and other assets targeted toward recruiting Millennials into hunting, fishing, target shooting and thus conservation funding.

Multistate Grant Idea Discussion – Jenifer Wisniewski shared the opportunity for continued regional collaboration on Multistate Grants, with a call for members to serve on the Grants Subcommittee to get in touch with her. Thanks were extended to Alex Baer, Chris Wynn, Eddie Herndon, Mandy Harling, Darcy Bontempo and others who had been involved on the subcommittee.

NEAFWA Photo Assets Project – Eddie Herndon noted that NEAFWA’s DEI participant photo resources are now posted and available in the R3 Community clearinghouse.

Locavore.Guide tutorials/promotion - Jenifer and Matt also reminded attendees about the opportunity for people to avail themselves of webinars currently available through a multistate grant.

Academics Afield – Bre Bashford expressed interest in learning whether collegiate participants are influencing others with messages and information about support for hunting and conservation. This topic will be added to the list of future multistate grant projects.

Adjournment

APPENDIX A:
STATE REPORTS



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Alabama

R3 Lead:

Justin Grider, R3 Coordinator

Justin.Grider@dcnr.alabama.gov | 334-590-4084



Significant R3 Effort #1: Go Fish, Alabama! And Firearms 101

ADCNR developed a new mentored fishing program, Go Fish, Alabama! (GFA) and a new shooting sports program, Firearms 101. The GFA program has several key partners including the Recreational Boating and Fishing Foundation and Academy Sports and Outdoors. Fishing events were hosted around the state at a mix of State Lakes, State Parks, City parks, boat ramps, sporting goods stores, and even Minor League Baseball Stadiums. To date, 24 events have been conducted with thousands of people having participated at a workshop or promotional event. Future plans include increasing partnerships and adding an additional enclosed trailer to accommodate more outreach events in addition to current efforts. The Firearms 101 program was created to provide training and instruction to new firearms owners to capitalize on the surge of new gunowners since the start of the pandemic. Events are 4hrs long, focuses on firearm safety, safe firearm handling and storage, marksmanship, and nomenclature, all taught by firearms instructors from ADCNR's Law Enforcement Section. These events took place at public shooting ranges around the state throughout the year. A total of 40 classes were held with an annual total of 350 participants, of which, 227 were females and 194 were first time license buyers. Future plans include program growth by continually hosting events at public shooting ranges and increasing partnerships.

Significant R3 Effort #2: Marketing, Communications and Education

ADCNR is engaged in recruitment, reactivation, and retention of both hunters and non-hunters through multiple platforms such as social media, email marketing, corporate partnerships, public speaking events, field days, and workshops. Through these avenues, ADCNR has developed brand recognition and public awareness of the department's programs, regulations, and license offerings. Of particular interest are the new sponsorships of local universities that include prominent ad placement during major sporting events. This has led to a dramatic increase in website traffic from new IP addresses, specifically during and after the major sporting events. New partnerships with Minor League Baseball affiliates

created opportunities to promote outreach programs to thousands of people attending games during OutdoorAlabama theme nights.

Other R3 Efforts of Interest

- Collegiate Mentoring program and University First Hunt Program
- Internal R3 staff training video and module
- National Archery in the Schools Program
- Disabled Hunting Trail
- Mentored Hunting Workshops
- Hunter Education Range Days
- Community Archery Development Program
- Shooting Sports Events
- Aquatic Education Program
- Community Fishing Events
- Youth Dove Hunts
- Trapping Workshops (Youth and Adult)
- Adult Mentored Hunting Program
- Special Opportunity Areas

Barriers to R3 Efforts

- Personnel
- Funding



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Arkansas

R3 Lead:

J.J. Gladden,

Aquatic Resources Education Program Coordinator

jj.gladden@agfc.ar.gov | 501-676-6963



Significant R3 Effort #1: Kalkomey Event Manager for registration

The Arkansas Outdoor Skills Network is a one-stop-shop online resource utilized for program and event registration for all programs, centers, and partner organizations. Through this system, we are able to track participant demographics and trends. We will also be in a better position for follow-up contact with participants to promote future events.

Significant R3 Effort #2: Increasing accessible lands for hunting opportunities.

3,855 acres of open land and 520 acres of WRP were leased through the Arkansas Waterfowl Rice Incentive Conservation Enhancement (WRICE) program for public use + 306 acres for public dove hunting opportunities. This is an increase in acreage and quality of land from previous years.

Other R3 Efforts of Interest

- Adjusting measurement tools to capture data: surveys, dashboards, google sheets, best practice guides, action tracker
- Integration of disparate data sources
- Development of R3 mentor programs
- Integration of disparate customer data sources.
- Return to in-person opportunities
- Increase in multi-day fish camps
- Brand identity consolidations.
- Diversify demographic targets of participants to include more young adults.
- Sponsorship Marketing
- Retail marketing partnerships
- Leased hunting opportunities
- Adding new cities for urban deer hunting and purchasing land for public use

Barriers to R3 Efforts

- Adjusting expectations and pivoting to what is working
- Technological assistance is extremely high value- not enough IT staff to accommodate requests to move to a digital world
- Digital/Virtual burnout of audience
- Funding for marketing
- Real-time dashboards



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Florida

R3 Lead:

Brandon Stys

Brandon.Stys@MyFWC.com | 850.617.6012



Significant R3 Effort #1: College Mentored Hunting Program

In November of 2021, FWC held the agency's first Deer Hunting 101 workshop in partnership with the University of Florida. The program was designed to increase participation in hunting among a diverse college age audience. Participants learned about whitetail deer biology, laws and regulations, basics of whitetail deer hunting, basic equipment needed, tree stand safety, and how to safely use a crossbow. Total participation included thirty-two participants that attended the workshop and sixteen participants that attended a deer hunt (with crossbows) the following afternoon. Of the sixteen that hunted for the first time, five harvested their first deer.

Significant R3 Effort #2: Trophy Catch/ Highschool fishing program/Partners

TrophyCatch is FWC's data collecting and promotional program for largemouth bass in Florida. This program focuses on retaining active anglers. We ask anglers to provide photo/video documentation of all bass weighing 8lbs or heavier and release the fish afterwards. The grand prize for the 2021 TrophyCatch program was a Phoenix bass boat.

FWC accepted 40 schools this year for the High School Fishing Program. The program was designed for students interested in learning how to be effective, conservation minded anglers. FWC works with each school, providing the curriculum, knowledge, and funding opportunities to run a successful fishing club.

Two new county partners for Vamos a Pescar (Lets go Fishing) program- a new initiative to recruit Hispanic anglers. Miami-Dade County and Pasco County- held multiple fishing clinics, summer camps, and two family weekend fishing events.

Other R3 Efforts of Interest

- Data Analysis and Evaluation
- Communication and Marketing

Barriers to R3 Efforts

- Funding
- Staff Resources



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Georgia

R3 Lead:

Tina Johannsen,
Assistant Chief of Game Management
tina.johannsen@dnr.ga.gov | 706-557-3350



Significant R3 Effort #1: Marketing

WRD utilizes multiplatform marketing strategies in order to reach target demographics, promote R3, and boost license sales. Digital advertising and lapsed e-mail campaigns reach targeted and like-minded audiences through the use of short form promotional video content and social influencers.

Significant R3 Effort #2: GA R3 Initiative

WRD continues to provide financial support for a full time R3 coordinator housed by the GA Wildlife Federation and in partnership with SCI, NWTF, and NDA. This partnership is in its 7th year and anchors implementation of GA's R3 strategic plan.

Other R3 Efforts of Interest

- Hunter Development Program staff conduct numerous R3 programs and events annually, including hunter education, beginner and intermediate shooting events, and hunt and learns.
- Public Affairs staff continues hunter R3 efforts resulting from an ACI grant launched in early 2021. This grant primarily focused on retaining the COVID cohort and boosting license sales among a young, diverse adult audience. The combination of a series of videos, landing page, digital marketing campaign, and social media strategy led to an ROI of over \$430,000.00 and continues to be a resource for both new and returning customers.

Barriers to R3 Efforts

- Within agency – staffing/capacity. Staffed shooting ranges are important to our customers, and programing offered at ranges is highly desired. However, low pay, remote locations, and the need for afterhours staff time makes attracting and keeping range staff difficult to impossible. Similarly, Hunter Development Program and Public Affairs are understaffed; low pay and lack of dedicated funding for Public Affairs hinder recruitment and retention of staff.



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Kentucky

R3 Lead:

Olivia Dangler, R3 Coordinator
olivia.dangler@ky.gov | 270-245-7612



Significant R3 Effort #1: Launch of Employee Mentor Program

Employees of KDFWR can now 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. Mentees must be fishing or hunting participants who are either new or lapsed (lapsed for this program means someone who hasn't purchased a license in the last 3 years). Employees that are new to hunting or fishing (or lapsed), will have the opportunity to go afield with a mentor and/or attend a Learn-to-hunt and learn-to-fish courses are available from the department: these include Field to Fork and Hook and Cook.

Significant R3 Effort #2: Translation of Resources into Spanish

Spring 2021 fishing guide was translated into Spanish and posted on website. QR code stickers were made and placed at the Fishing in Neighbors lakes (FINs) signage in areas with high Hispanic demographics.

Other R3 Efforts of Interest

- **Virtual Hunter Ed range day submission** (video submission of proctored live-fire exercise) created for hunter education students to complete their certification during the pandemic; over 2,600 students used this option.
- **Shooting Access Coordinator position** has been created and filled. The position will be located in the R3 branch. Our first project is to identify all ranges (public and private) in the state and provide the public with an interactive map of ranges.
- **Hunter and Angler Retention:** A Squirrel hunting 101 email was sent out to new license buyers of 2020/2021 and hunters who lapsed in the past 3 years. A fishing update email was sent out to anglers who have lapsed in the past 5 years and anglers of 2020 who have not renewed in 2021.

- **Online Programming and In-Person Events** continued in 2021 with a Field to Fork Dove webinar, Squirrel Hunting 101 webinar, Field to Fork Venison Preservation and Cooking with University of KY, Field to Fork Deer Process Demonstrations with University of KY, Teachers Tackle Box events, in-person Fall BOW Weekend, Beyond BOW Webinars, Hook and Cook webinars, and Field to Fork Mentor Crossbow hunts.
- **Kentucky's 4th R3 Summit** was held virtually It created a more diverse collection of partners who were able to attend virtually than in years past when it was in person.
- **Public Land Webinars Series-** KDFWR partnered with Kentucky Fish and Wildlife Foundation to co-host webinars a three-part webinar series focused on public land hunting. Topics included how to plan and navigate a hunt with a topographic map, public land access in Kentucky, tips for hunting on public land and public land etiquette. Recorded webinars were also emailed out to elk hunters.

Barriers to R3 Efforts

- Limited funding for R3 staff and programs.
- Staff juggling multiple programs and still working on items in the R3 Plan.
- Limited help from partners to complete items in R3 Plan.
- Priority efforts that involve a large amount of collaboration or regulation changes are severely delayed due to the “red tape” and inability to adapt administratively to new challenges in a timely way.



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Louisiana

R3 Lead:

Eric Shanks, Biologist Program Manager for Hunter Education
eshanks@wlf.la.gov | 337/491-2575 Ext. 3001



Significant R3 Effort #1: Expansion of Hunting 101 classes

One or half day “how-to” seminar on how, when, and where to hunt. Current pilot programs are squirrel hunting 101 and wood duck hunting 101. Development is ongoing to refine these and develop additional courses. We are working on setting frameworks for:

- *Quality of instruction*
- *Consistency among courses*
- *Targeted and measurable objectives*
- *Methods/tools to evaluate how successful the courses are at meeting the objectives*
- *Scalability*

Significant R3 Effort #2: Archery in Louisiana Schools

Shooting sports (archery) recruitment program, Louisiana’s NASP program. Currently up to approximately 19,000 students enrolled.

Other R3 Efforts of Interest

- Becoming an Outdoors Woman—due to Covid-19, our traditional workshop was cancelled, but we implemented “mini-BOW’s” where classes were offered in ½ day formats
- Beyond Becoming an Outdoors Woman Deer Hunt
- Families Understanding Nature Camp
- Youth Hunter Education Challenge
- Email marketing campaigns

Barriers to R3 Efforts

- Lack of dedicated R3 coordinator



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:
R3 Lead:

Mississippi

Josh Carver, Marketing & Communications Coordinator
josh.carver@wfp.ms.gov | 601.432.2239



Significant R3 Effort #1: Lapsed Customer Emails & Retention Emails

Email efforts sent periodically to retain and reactivate customers.

- Seasonal Update Emails
- Automated Renewal Emails
- We've Missed you Emails

Significant R3 Effort #2: Auto Renew License Process

Implemented in 2019, FWP now offers auto renewal for all annual licenses. We are seeing a high rate of opt-in and hopefully will see a decrease in customer losses off each year.

Other R3 Efforts of Interest

- Partnerships with Delta Waterfowl University Hunt Program, Ducks Unlimited Waterfowl Camp Program, Other Small Game 1st Hunt programs, RBFF Boat Registration Retention Mailers, RBFF State Marketing Grant, 2020 Making It Last Campaign, SEM Marketing, Geofenced Targeting, MS Scholastic Shooting Sports Program.

Barriers to R3 Efforts

- Staff time and availability, Budget



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:
R3 Lead:

Missouri

Eric Edwards, Hunter & Angler Marketing Specialist
Eric.edwards@mdc.mo.gov | 573-522-4115 ext. 3295



Significant R3 Effort #1: Relevancy Branch

Missouri completed an agency restructure recently and one of the major changes was the creation of a Relevancy Branch which includes a Relevancy Branch Chief, R3 Coordinator, Citizen Engagement Specialist and other various staff. This branch will solely focus on relevancy of hunting, fishing, shooting sports and conservation in Missouri. How to identify and communication with target audiences.

Significant R3 Effort #2: R3 Journey Mapping, Focus Group and Program Evaluation Project

The R3 Committee has drafted a proposal and presented to seek approval to conduct a journey mapping, focus group and program evaluation project which will create personas on our hunters and anglers in Missouri, facilitate a journey mapping exercise and focus group for each persona. Adjust marketing plan and program offerings based on the information gained from project and evaluate programs to determine success. This project will allow us to learn directly from audiences, how the progress through the journey to become a hunter and/or angler and identify any pain points or barriers to their journey.

Other R3 Efforts of Interest

- FY20 Program Numbers: 3000+ programs & 170,000+ participants
- Program surveys: program participants receive surveys after attending programs to evaluate the program and learn what programs individuals are interested in attending in the future.
- Data Dashboards: we continue to complete bi-annual data dashboards through Southwick but are exploring an ESRI solution which will provide a spatial dashboard and allow us to overlay other data such as demographic and tapestry layers.

Barriers to R3 Efforts

- Reaching program scale and redundancy in order to be beneficial to SMART objectives.



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

North Carolina

R3 Lead:

Travis Casper, Chief, Wildlife Education Division

Travis.Casper@ncwildlife.org | 919-707-0337



Significant R3 Effort #1: Agency R3 Plan

Creation of an agency R3 plan is underway with a first draft completed and the final draft and implementation slated for mid-year 2021.

Significant R3 Effort #2: Covid-19 Related Retention Plan

A retention plan to pursue license renewals from the significant number of new recruits and reactivations caused by Covid-19 related restrictions. The plan will be activated in March 2021 and run through December 2021.

Other R3 Efforts of Interest

- Getting Started Outdoors hunting workshops for the general public and military veterans facilitated in partnership with NC Wildlife Federation and Backcountry Hunters and Anglers.
- A short-term fishing license holder upsell campaign
- Virtual skills-based-seminars
- Sunday hunting on public land approaching approval for 2021
- 2 mentoring groups spun off of GSO workshops and poised to grow

Barriers to R3 Efforts

- Non-license purchaser tracking system
- Real-time license data tracking mechanism



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Oklahoma

R3 Lead:

Micah Holmes, Assistant Chief of Communication and Education
micah.holmes@odwc.ok.gov (405) 522-4872



Significant R3 Effort #1: Communication Automation

Over the last year, we have made a special emphasis to ramp up our automation of communication, particularly to those identified as the “Covid Cohort”. For example, we worked to get as many as possible to sign up for AutoRenew, we sent multiple reminders before their licenses expired, let them know as soon as they were eligible to buy a senior license, automated nudges for them to finish their Hunter Ed course or finish checking out if they had something in their cart.

Other R3 Efforts of Interest

- Partnered with the National Wild Turkey Federation to host a couple of special events aimed at first time small game hunters and another targeted to novice deer hunters. Both events were well attended and an overall success.

Barriers to R3 Efforts

- The agency will be working again with the state legislature to overhaul our states numerous and sometimes complicated license structure. A more modern and streamlined list of licenses at reasonable rates will make it simpler to attract and keep hunters and anglers in the fold.



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State/Partner Report

State: South Carolina

R3

Lead:

Amanda Stroud, Director, Office of Media and Outreach

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Significant R3 Effort #1: South Carolina DNR Rebranding

The SCDNR conducted a public awareness survey of our current, or lack thereof, branding in April 2021. The results of that survey have been used to guide a revamping of the agency's branding. The main goals of this effort are to again bring centralized branding to the agency, ensuring our programs are SCDNR first. Additionally, we hope to freshen up and bring consistency to the look and feel of our dated logo, website and other communications through the use of typeface, colors and messaging.

We Are SCDNR

BRAND IDENTITY AT A GLANCE

What We DO

the work we accomplish

What We SAY

the story we tell

What We SHOW

how we communicate it all

Our Voice and Personality

The voice in which we talk is as important as what we say.

Trustworthy an agency with high ethical standards that strives to be transparent and forthright

Passionate led by a strong conservation ethic

Committed wholeheartedly dedicated to protecting the natural resources of South Carolina

Scientific guided by the principles and methods of science

Outdoorsy ensuring the continued traditions of outdoor recreation in our state

Our Logo

Publications should use one of the three primary logos.

Min. 1" or Web 75 px

Our Typography

Publications should use two complementing typefaces, with one taking the lead and the other supporting the design.

Primary	Acceptable Alternatives
Proxima Soft ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Helvetica ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Proxima Nova ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
Rotinwood ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	Times New Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
	Garmond ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Color Proportion

Tree Rings Pattern

Our Colors

Primary Color

CMYK 45/24/0/68
RGB 15/74/34
#3F4A22

Secondary Colors

CMYK 10/14/0/2
RGB 208/225/18
#D0D09E

CMYK 20/3/0/8
RGB 190/205/62
#BFCDA2

CMYK 20/5/0/6
RGB 184/191/53
#B6B599

CMYK 30/4/0/30
RGB 159/164/40
#B0B03C

CMYK 44/6/0/40
RGB 105/119/38
#6A8326

CMYK 75/1/0/8
RGB 219/215/194
#D8D7C2

CMYK 20/24/5/68
RGB 107/99/78
#6A834E

CMYK 34/23/0/84
RGB 119/103/3
#A97E7

CMYK 20/48/89/3
RGB 195/173/2
#C78E3E

CMYK 20/16/100/30
RGB 156/179
#B843D

CMYK 25/16/71/94
RGB 121/103/72
#A75248

CMYK 40/13/64/21
RGB 127/103/86
#7B7C76

CMYK 45/23/42/2
RGB 146/134/144
#929990

CMYK 78/0/44/26
RGB 65/33/59
#4E36A

Complementary Colors (See complete listing in the We Are SCDNR Brand Book)

Our Tagline and Marks

Live Life Outdoors (official tagline)

We Are SCDNR (secondary tagline)

Live Life Outdoors

We Are SCDNR | Empowering South Carolinians to Live Life Outdoors

SCDNR | Live Life Outdoors

Live Life Outdoors
SCDNR

23

Significant R3 Effort #2: Improvements in User Interface

SCDNR continues to struggle with a dated website and license purchase platform that are far from user friendly. Improvements to these two primary points of engagement with our community have become an agency priority for the first time in over a decade.

SCDNR entered into contract with Brandt in 2021. This move will provide our hunters, anglers and boat owners a much smoother, integrated interaction with our agency for license purchases, lottery hunt applications, boat registrations and electronic reporting. This system will also require users to opt out of providing their email address and require it for online purchases for the first time!

Further, initial planning and staff enhancements have been completed allowing for SCDNR to begin the process of redesigning our agency website.

Significant R3 Efforts #3: Education and Outreach

SCDNR continues to work and succeed in our continuing recruitment efforts despite the ongoing pandemic. Many recruitment and education programs continue to work within virtual platforms but have begun in-person events and efforts where appropriate. A sampling of accomplishments include:

Aquatic Education and Outreach

- Despite smaller class sizes due to COVID, successfully conducted 27 Family Fishing Clinics with **563 participants and 134 active volunteers**.
- SCDNR hosted our 10th annual SCDNR Youth Bash Fishing Championship limited to 50 boats carrying **99 students** as a response to COVID.
- Through a partnership with Riverbanks Zoo and Aquarium successfully move our Trout in the Classroom program virtual for the 2020-2021 school year, allowing for **8,000 students** to participate in live and recorded lessons.
- Significantly expanded access to virtual outreach and education through YouTube videos, expansion of 360° video, social media highlights, webinars and behind the scene tours of freshwater fisheries locations and management.

Diversity Outreach Program Outreach and Education

- Attended or hosted a total of 15 events throughout South Carolina, including one SCDNR (other than DO) hosted event, five Diversity Outreach events, and nine hosted/organized by partners.
- We reached roughly **7,600 participants with 4,857 being African American and 596 Hispanic**.

Law Enforcement Education and Outreach

- Conducted three women's deer clinics each followed with a mentored deer hunt, one women's turkey clinic followed with a mentored hunt, one women's dove clinic followed with a mentored hunt.
- Held youth hunts for the following species, deer, turkey, dove, duck, raccoon and squirrel.
- Held one men's clinic for deer hunting and a hunt followed.

- Conducted in-person and internet boating and hunting education courses with a total of **5,306 students** in boater education and **11,774 students** in hunter education.
- Conducted virtual Trap Open with 557 shooters.
- Conducted one Ladies Shotgun Clinic with 15 participants.
- Held in person Skeet Open with **460 participants**.

Saltwater Education and Outreach

- Staff attended four youth fishing tournaments, three fishing rodeos, three surf fishing clinics, and two youth saltwater fishing events in 2021 in Charleston, Georgetown, and Horry Counties.
- Staff assisted with weigh-stations, tournament organization, and fishing instruction. A total of **609 individuals participated** in these programs.
- In 2021, **65 new SCDNR Certified Fishing Instructors** became certified. To date, the program has trained 114 volunteers.

Barriers to R3 Efforts

As with several other states, SCDNR faces barriers to the full implementation of R3 efforts. Such barriers include:

- Lack of one centralized R3 coordinator
- Pandemic related restrictions
- Outdated, hard to navigate website
- Lack of dedicated funding for retention or reactivation
- Limited staffing and funding for education and recruitment programs



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Tennessee

R3 Lead:

Jenifer Wisniewski, Director of Marketing and Special Projects

Jenifer.wisniewski@tn.gov | 629-204-0030



Significant R3 Effort #1: Retention!

With the surge of license buyers from 2020, our #1 goal for this year was retention. We did several things to help with this:

Onboarding emails – customized to each type of license purchased each customer received a series of emails to help them get outdoors more often for 60 days after purchase.

Additional fish stockings near urban populations – we stocked more fish where more people lived and held fishing 101/learn to fish classes at those fishing locations. This is part of our community fishing lakes program.

Virtual Learning Center – did a lot of zoom classes and put them online in a one stop shop for people to learn through videos. <https://www.tn.gov/twra/stay-connected/virtual-learning-center.html>

We set goals for R3.

- For 2021 our goal was to retain 90% of 2020 customers, we retained 80% which is definitely success.
- In 2020 we had 209,000 new customers. We had a goal of 175,000 new customers in 2021, we had 183,000!
- We wanted to be flat in license revenue from 2020 and are only down 4%. In 2020 we were up a 15% so keeping that increase is really great.

Significant R3 Effort #2: Partnerships

Worked with RBFF to enact the Mobile Catch trailer and have had great fishing events all over the state.

Given grants to MTSU to refocus their outdoor programs around fishing/boating, archery, and hunting.

Granted funds to Tennessee Wildlife Federation for the 4th year where they were able to put over 2000 people through some form of the Hunting and Fishing Academy whether in person or virtual.

Granted funds to the Outdoor Women of Nashville to help get over 1000 women outdoors

Other R3 Efforts of Interest

- Virtual In-Depth Deer Workshops (Zoom and recorded for production online)
- Becoming an Outdoors Woman
- Hunting & Fishing Academy (in-person hands-on hunting instruction)
- Virtual Outdoor Learning Courses (Zoom and recorded for production online)
- Mobile First Catch Center (Mobile Trailer stocked with Rods/reels for pop-up angling participation)
- Hired a range coordinator

Barriers to R3 Efforts

- Lack of access to hunting lands
- Lack of fishing Access
- Personnel training
- Lack of bandwidth



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Texas

R3 Lead:

Janis Johnson, Sr. Marketing Specialist
Janis.Johnson@tpwd.texas.gov 512-389-8670



Significant R3 Effort #1: Texas R3 Strategic Plan, R3 Implementation Teams, and Coordinators

- The draft Texas R3 Strategic Plan was presented to our Commission in January 2021.
- R3 Implementation Teams were created to focus on these areas: hunting/sports shooting, fishing/boating, communications, and data/licensing support. Each team facilitates meetings and communication, and tracks/reports workflow as it relates to plan implementation.
- The Texas [R3 Plan](#) was officially [launched](#) to correspond with National Hunting and Fishing Day, September 25th, 2021.
- Two R3 Coordinator positions (Fishing/Boating and Hunting/Shooting) were advertised on December 28th, 2021, and we anticipate filling both in February 2022.

Significant R3 Effort #2: R3 Marketing Effort to Prospective Hunters using Social Influencers

- TPWD was awarded an ACI/WMI grant to test the use of social influencers in recruiting new hunters. This campaign ran from 4/29/21 – 5/30/21 and targeted young, diverse, “foodie” prospects and utilized millennial social influencers to create content that would increase awareness of and interest in hunting as a sustainable and healthy food source. Social media posts (by the social influencers and TPWD) drove this audience to TPWD’s campaign landing web page where potential hunters could sign up for a series of “learn to hunt” emails and be entered in a “wild hog hunt” prize drawing.
- **What we learned:** Social influencers can be useful for hunter recruitment because they allow state agencies to reach beyond current user groups and generate more positive perceptions of hunting among target audiences. The hired “social influencers” content gave these new audiences a more authentic view of hunting as shared through their own unique perspectives. Content produced by and featuring social influencers who are trusted by this young diverse audience of foodies/locavores was key to success.
- **Results:** This campaign generated 5,000 new email addresses, 4.2 million impressions, 213,281 active engagements on social media. On the back end we will measure how many of these young, diverse, food-oriented potential hunters purchased a hunting license. Google Analytics tracking showed 11,573 users visited the campaign landing page and drawing entry form during the campaign timeframe.

Other R3 Efforts of Interest

- TPWD initiated a pilot process to implement digital licenses and harvest tagging for Super Combo license buyers beginning in License Year 2023 (September 1, 2022).

- TPWD participated in NSSF’s “+WON Giveaway campaign” grant program which included online ads and emails to encourage Texas hunters to be mentors and to enter a drawing to win \$750 in hunting gear. Winners will be announced in January.
- Angler/Hunter Education Training: Angler ed taught 151 online or hybrid classes and workshops (21% of total classes offered). Hunter ed certified 236 instructors virtually, mostly agriculture science teachers and outdoor education instructors in schools.
- Fisheries and marketing conducted multi-modal research to understand motivations, wants, desires of “new” COVID-19 anglers. Some of the take-homes include:
 - Most of our COVID anglers wanted someplace natural and peaceful to get away from others. We might consider focusing less on just “close to home” element and more on “getting away”. New messaging could be on finding “urban wildernesses” close to home. Will work with Communications on messaging in FY22.
 - Autorenewal was supported by 68% of the surveyed anglers and probably holds the most promise for increasing license sales.
 - Angling is hard and each new waterbody, each new species is a learning experience. Anglers need resources to help them be successful at the level they fish, not just the general level.
- Angler Retention online/email campaign: goal was to motivate new “COVID Anglers” to renew their license in 2021. Creative imagery featured a variety of anglers, including “active social families” and Hispanic models. Copy was informed in part by recent RBFF national research on “COVID angler” behaviors and motivations. Campaign ran 6/14/21 – 7/4/21. Ads with copy focusing on “good memories”, and images focusing on “family” outperformed ads with a “fish with friends” focus. A 5% lift and attributable revenue of \$75,000 was reported.

Barriers to R3 Efforts

- No dedicated budget for R3 programs or marketing. Texas did not hire R3 coordinators in 2021, but the positions were posted in December 2021.
- Many of our recruitment outreach programs are still not feasible in person due to COVID-19 concerns
- R3 efforts that require changes to existing regulations, statutes, or license enhancements take time to remedy and implement.



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Virginia

R3 Lead:

Eddie Herndon, R3 Coordinator
edward.herndon@dwr.virginia.gov | 804-240-3239



Significant R3 Effort #1: Hunter Mentor Program

In 2021, the VDWR Hunting Mentor Program grew its volunteer workforce to 85 people by looking beyond hunter education volunteers and recruiting mentors from outside the agency. This additional capacity has allowed VDWR to reach more new hunters and provide them with opportunities to increase their hunting confidence, skills, and knowledge. A formal process was created in Kalkomey volunteer manager to recruit potential mentors and includes an application, background check, references, and a phone interview. Once selected, mentors are matched with new hunters based on location. A new process was also finalized for mentors to submit hours for eligible mentoring activities through Kalkomey's Event Manager system.

Significant R3 Effort #2: New Hunter Email Newsletter

A new email newsletter was created in 2021 to communicate directly to a list of new hunters, which includes recent hunter education graduates, educational workshop participants, and apprentice hunting license holders. The current list is 31,015 contacts (as of December 7) in the VDWR Mail Chimp account and provides a direct channel to promote hunting programs and resources. Email lists are updated monthly and sent a series of onboarding emails which feature helpful resources on hunting (places to go, upcoming seasons, regulations and tips) and upcoming programs

Other R3 Efforts of Interest

- A partnership was established with the USFWS and the James River National Wildlife Refuge to offer expanded hunting opportunities for mentors and new hunters. Mentors attended a pre-season training and were given access to an online reservation system to reserve dates to hunt. This partnership is critical for R3 because it provides a safe environment for teaching hunting and promotes a stronger partnership between Virginia and the USFWS.

Barriers to R3 Efforts



2021 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:
R3 Lead:

West Virginia

Zack Brown, Assistant Chief of Operations
Zack.j.brown@wv.gov | (304) 558-2771 ext. 25126



Significant R3 Effort #1: WVDNR R3 Plan Development

The WVDNR R3 steering committee started the implementation of our R3 Strategic Plan in the beginning of 2021. The WVDNR continues their partnership with RBFF and DJ Case and Associates to create continuing content for the state's R3 plan. The document that was developed in 2019 was finalized in early 2021 and has now been posted on the WVDNR website (<https://wvdnr.gov/programs-publications/r3/>).

In fall of 2021 the WVDNR hosted its first large scale R3 initiative event of the year, National Hunting and Fishing Day, located at the Summit Bechtel Reserve. WVDNR continued its Outdoor Classroom program that reached 3,000+ students in 2021 with an increased emphasis on participant evaluation. WVDNR started initial steps to revitalize multiple R3 programs, including Project WILD and Becoming an Outdoors Woman, with increased focus on bridging the gap between "Trial" and "Continuation with support" in the Outdoor Recreation Adoption Model.

The WVDNR completed the construction of the Claudia L. Workman Wildlife Education Center which will have a grand opening at the beginning of 2022. In addition to the implementation of a new education facility, the WVDNR renovated an education building at the West Virginia State Wildlife Center which will open in Spring of 2022.

Significant R3 Effort #2: Fall 2021 Email Campaign

During the fall of 2021, the WVDNR participated in an email campaign that focused on increasing license sales. The effort was made possible through the Association for Conservation Information as part of a multi-state conservation grant to implement marketing strategies to accomplish recruitment, retention and reactivation of hunters and shooters. The WVDNR campaign effort sought to reach out to resident and nonresident hunters to remind them of upcoming seasons as well as stamp requirements for participation. The campaign ran from September 22, 2021, through December 17, 2021. The three-month effort delivered 3,968,119 emails to the inboxes of resident and nonresident

sportsmen-women on subjects ranging from season opening dates to promotional calendar giveaways. With an opening rate of 34.5%, the messages about hunting and wildlife recreation activities in the Mountain State reached 1,369,028 outdoor enthusiasts.

Other R3 Efforts of Interest

- Claudia L. Workman Wildlife Education Center
- WV Archery in the Schools Program (NASP®)
- National Hunting and Fishing Days Celebration
- Special youth hunting opportunities
- Project WILD
- Becoming an Outdoors Woman
- Outdoor Classroom Program
- Gold Rush trout stocking
- Fishing education events
- Hunter Education courses
- Boater Safety courses
- Non-resident student lifetime licenses
- New WVDNR Website
- WV State Wildlife Center tours

Barriers to R3 Efforts

- Currently understaffed in outreach section
- Lack of proper program evaluation
- Communication between wildlife office and communications office
- Staff buy-in (some, not all)
- All paid advertising must be created and approved through WV Division of Tourism which causes some delays