

# R3 Technical Committee 2022 Annual Report



Recruitment, Retention & Reactivation in  
Fishing, Hunting, Target Shooting &  
Wildlife-Associated Recreation



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Report prepared by Brian Clark and Jenifer Wisniewski, committee co-chairs.

Acknowledgements – Special thanks to: committee members and other state representatives who contributed state reports; Kelsey Webb and Rachel Cummings, respectively, for compiling content and designing the cover graphic; and Justin Grider for reviewing the draft committee report.

## 2022 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 (Co-Chair)  
Eric Shanks  
Josh Carver  
Eric Edwards  
Chet Clark  
Micah Holmes  
Amanda Stroud  
Jenifer Wisniewski (Co-Chair)  
Jason Mercer  
Paige Pearson  
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 Gasset

Ray Iglay

## **SEAFWA 2022**

### **Agenda**

#### **R3 Committee Meeting**

**Sunday October 23rd 4:00-6:00 pm Eastern**

**Charleston, West Virginia**

#### Meeting Goals:

- Learn about relevant research nationally and efforts by the Council to Advance Hunting and Shooting Sports and RBFF
- Get everyone up to speed on Multistate Grants for 2022 and 2023
- Come up with possible strategies for SEAFWA to apply for multistate grant funding for 2024
- Share R3 stories

#### Schedule:

4:00-4:05 – Kickoff of the meeting, housekeeping, and goals – Brian Clark, Chair, SEAFWA R3 Committee

4:05-4:10 – Multistate Grants Overview – Jenifer Wisniewski, Co-Chair, SEAFWA R3 Committee

4:10-4:25 – Firearms Fundamentals Overview – Jenifer Wisniewski, Co-Chair, SEAFWA R3 Committee

4:25-4:45 – Social Influencers in SEAFWA Overview - Jeremy Elrod, Blue Ion

4:45-5:15 – Multistate Grant Idea Discussion – Grant committee opportunities

5:15-5:30 – RBFF R3 Update – Stephanie Hussey, RBFF

5:30-5:45 – Council to Advance Hunting and Shooting Sports (CAHSS) Updates – Swanny Evans, CAHSS

5:45-6:00 – Wrap up and next steps

## 2022 Meeting Agenda & Attendees

### R3 COMMITTEE

October 23

Committee Members	Name (Proxy)	Present?
Alabama	Justin Grider	YES
Arkansas	J.J. Gladden	YES
Florida	Will Burnett	
Georgia	Tina Johannsen	
Kentucky	Brian Clark	YES
Louisiana	Eric Shanks	
Mississippi	Josh Carver	
Missouri	Eric Edwards	
North Carolina	Chet Clark	
Oklahoma	Micah Holmes	YES
South Carolina	Amanda Stroud	
Tennessee	Jenifer Wisniewski	YES
Texas	Jason Mercer (John Kinsey)	YES
Virginia	Paige Pearson	
West Virginia	Zack Brown	YES
<b>Affiliate Members</b>		
U.S. Fish & Wildlife Service, Regional Federal Aid Chief	Paul Wilkes	
Wildlife Management Institute	Jonathan Gassett	
The Wildlife Society, Southeastern Section	Ray Iglay	
<b>Other Attendees</b>		
	<b>Name</b>	
Council to Advance Hunting and the Shooting Sports	Swanny Evans	
Southwick Associates	Lou Cornicelli	
Recreational Boating & Fishing Foundation	Stephanie Hussey	
Archery Trade Association	Josh Gold	
South Carolina Wildlife Federation	Bebe Harrison	
DJ Case & Associates	Matt Harlow	
Kentucky Dept of Fish and Wildlife Resources	Rachel Crume	
Kentucky Dept of Fish and Wildlife Resources	Olivia Dangler	

# Minutes

## 2022 Annual Meeting SEAFWA R3 Committee

**Sunday October 23rd 4:00-6:00 pm Eastern  
Charleston, West Virginia**

**Welcome** - Committee Co-Chair Jenifer Wisniewski welcomed members and guests on behalf of Brian Clark, provided an overview of the agenda. The Committee then received updates and overviews from the following partners and projects.

*Note that there were several delayed flights this day preventing several members of the committee from getting to the meeting.*

**SEAFWA Grants Overview** – Jenifer Wisniewski, grants chair for SEAFWA R3 Committee, gave the overview of 2 projects:

Firearm Fundamentals – campaign run in 11 states in the southeast to promote the IHEA online firearm fundamental course. The campaign resulted in some learnings including the following:

- 2.41+M Measurable Impressions
- Est 3.5+M verbal Impressions through Nationwide
- Radio/Podcast Endorsements
- 14,948+ Measurable Clicks to learn more
- All done through:
  - Geofenced Display Ads
  - Social Media Campaigns
  - Programmatic Radio Advertising
  - Banner Advertising
  - Partnerships with State Influencers
  - Promotion from Industry Partners promoting the Program
  - Google Ad Words and Ad Campaigns
  - Dedicated e-blasts
  - Strong Public Relations Push
  - Firearms Stores (Boots on the Ground) Advertising
- States that are aggressively pushing the program in their areas (with or without grant funding) are experiencing more success than the states that we are doing only

advertising from Grant dollars. This project has recommendations for best practices for states to be most effective with this course.

Social Influencer Project for SEAFWA – Jeremy Elrod from Blue Ion gave an update on this SEAFWA grant:

- We have a landing page for SEAFWA that we can use going forward for any projects including this one at [moretothehunt.com](http://moretothehunt.com)
- Total Spent on placed ads: \$133,003.15
- Impressions: 50,907,015
- Clicks: 360,651
- Avg. CPM: \$2.61
- Avg. CPC: \$0.37

**Millennial Conservationist Project** – Brief update on status of a project spearheaded by Wildlife Management Institute and the regional associations that built a website and other assets targeted toward recruiting Millennials into hunting, fishing, target shooting and thus conservation funding was given by Jon Gasset. There are 4 states placing paid ads this fall TN, VA, NE, and AZ that will give us good results to gauge how effective these ads are.

**Multistate Grant Idea Discussion** – Jenifer Wisniewski shared the opportunity for continued regional collaboration on Multistate Conservation Grants, with a call for members to serve on the Grants Subcommittee to get in touch with her. Thanks were extended to Justin Grider, Chris Wynn, Josh Gold, Mandy Harling, Jim Curcuruto and others who had been involved on the subcommittee.

New ideas for possible grants:

- DEI Consulting for SEAFWA states – make available a consultant that SEAFWA states can utilize for many different projects; partner with MINRIC
- Adult program research for learning to hunt – what are the long-term effects of the adult classes? Are we retaining people that attend adult focused classes any better than youth?
- More regional communications campaigns around R3! Most everyone really likes getting money for their state to do marketing. How do we make it so that each state has more control of how they want their marketing funds to be spent?
- Continuation of social influencer grant into a 2.0 version.
- **Number 1 Idea - R3 Coordinator for SEAFWA still really desired by all R3 practitioners! Lots of support for this idea and the committee reviewed a one-page document to be distributed at the director's business meeting by the co-chairs to formally present the proposal.**

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

- Lost participants exceeds new and returning – still that leaky bucket!

- Females, youths and Hispanics all growth segments in that order
- Need an increased emphasis on women because when brands put women front and center, women choose those brands as well as men!
- 26% growth in fishing can be achieved if we grow women to where men are now
- SEAFWA queued up for photoshoot if the region can organize it
- Grants available Vamos a Pescar and R3 as well as Mobile First Catch Centers
- Angler R3 Recommendations still the same and states are making progress!

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

- Hunting up over 2019 by 3% but down 1% against 2020
- New recruits down 9% from 2020 but up 9% against 2019
- 2019 should really be our base year for comparison
- Fishing down 6% against 2020 and up 3% over 2019
- New Fishing recruits down 17% v 202 and up 8% over 2019
- Females are the growth in both fishing and hunting – license purchases up 3% with males being flat since 2016 and up 9% since 2019 with males up 4%
- Strongest growth is from 35-44 and only other growth bracket was 55-64; Since 2019 license sales up 10%, 2.5x more than any other age group
- Encouraged any states not involved in the real time dashboard to get involved. (noted that all SEAFWA states had at least expressed interest)

**Council to Advance Hunting and Shooting Sports Updates** – Swanny Evans, CAHSS Director of Research & Partnerships, was unable to make the meeting due to a delayed flight.

**Roundtable about R3 project successes and challenges**

**Adjournment**



**APPENDIX A:  
STATE REPORTS**



## 2022 SEAFWA R3 Committee Meeting

### State/Partner Report

**State:**

**Alabama**

**R3 Lead:**

Justin Grider, R3 Coordinator

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



#### Significant R3 Effort #1: I am R3 Days Program

ADCNR developed a new program designed to encourage staff to get involved as mentors or learn from experienced mentors about hunting, shooting sports, fishing, and trapping. Employees can use up to two 8-hour workdays per fiscal year to mentor or be mentored by someone in any of those activities. The program serves as a staff training opportunity for agency employees to become more familiar with the state's natural resources. As a result, employees are better prepared to serve the citizens of the state of Alabama and carry out the agency's mission.

#### 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 is the website overhaul which included adding the ability to translate the website into multiple languages. Content placement and messaging was evaluated by staff to increase user friendliness and provide an easy entry point for new customers and constituents to engage with the department. Copy and imagery were updated and adjusted on each landing page featuring outreach programs so they provided clarity and supported inclusivity. Compared to 2019, license sales to people of color are up by 20% in hunting licenses and 24% in fishing licenses.

#### Other R3 Efforts of Interest

- Collegiate Mentoring program, University First Hunt Program, Academics Afield Program
- Firearms 101 Program
- Internal R3 staff training videos and learning modules
- 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
- Go Fish! Alabama Program
- Community Fishing Events
- Youth and Adult Dove Hunts
- Trapping Workshops (Youth and Adult)
- Adult Mentored Hunting Program
- Special Opportunity Area Hunts

**Barriers to R3 Efforts**

- Personnel
- Funding



# 2022 SEAFWA R3 Committee Meeting

## State Report

**State:**

**Arkansas**

**R3 Lead:**

JJ Gladden, Assistant Chief of Education  
jj.gladden@agfc.ar.gov; 501-676-6963



### Significant R3 Effort #1: Revision of AGFC R3 plan

After creating the 5 year Arkansas R3 plan in late 2019, we took the opportunity to begin the revision process a couple of years early. After all the changes brought forth through the pandemic, we felt it was time to take a hard look at our plan. Knowing this was a living document of over 70 pages we had ample room to make adjustments. 34 staff from across AGFC worked through the existing plan and placed items into tiers based on a rubric of potential impact and effort. Matt Dunfee, Stephanie Hussey, Phil Seng, and Chris Willard provided guidance with this project. We have hopes to present the revised plan in early 2023.

### Significant R3 Effort #2: Increasing connectivity of fishing programing

Through program and marketing alignment we hope to increase the impact of our agency efforts. AGFC has a large amount of resources dedicated to fishing efforts for beginners and families, but has not always been able to connect participants with the next step. Marketing efforts are now being made more intentionally to connect people to resources to aid in their outdoor journey, not only fishing but hunting and shooing as well. As we move forward with new technology and resource we will be better equipped to serve this mission.

### Other R3 Efforts of Interest

- New license, website, mobile app, program and volunteer management system from S3 in production
- Adjusting measurement tools to capture data
- Integration of disparate data sources
- Development of R3 mentor programs
- Integration of disparate customer data sources.
- Increase in multi-day fish camps
- Brand identity consolidations
- Diversify demographic targets of participants to include more young adults

- Created a community outreach position
- Sponsorship Marketing
- Retail marketing partnerships
- Leased hunting opportunities
- Adding new cities for urban deer hunting and fishing

### **Barriers to R3 Efforts**

- Program evaluation 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
- Funding for marketing
- Real-time dashboards



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Florida**

**R3 Lead:**

Brandon Stys

[Brandon.Stys@MyFWC.com](mailto:Brandon.Stys@MyFWC.com) | 850.617.6012



#### Significant R3 Effort #1: Hunting and Shooting Sports Education

In October 2022, FWC held the agency's 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 twenty-two participants that attended the workshop and fourteen participants that attended a deer hunt in November and December. Of the fourteen participants one harvested a deer.

#### Significant R3 Effort #2: Freshwater Fisheries Education

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.

In fiscal year 2021-2022 the High School Fishing Program accepted 40 schools for the 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. FWC updated the High School Fishing Program, changing its name to the School Fishing Club Program, to remove the grade level requirement allowing for a wider range of grades and ages to participate in 2022. In September of 2022, we accepted 50 schools into the program, working to increase our reach across Florida.

FWC continued our efforts in the Vamos a Pescar (Lets Go Fishing) program, completing our sixth year. In 2022, we had two returning partners and brought on an additional two new ones to help increase our effort to reach and recruit Hispanic anglers. In addition to Miami-Dade County and Pasco County returning, Fishing's Future and Tampa Bay Kayak Anglers joined the program.

**Significant R3 Effort #2: Freshwater Fisheries Education**

Catch a Florida Memory (CAFM) is FWC's saltwater angler recognition program that is designed to recruit and retain anglers. CAFM provides recognition and rewards to anglers who submit photos of qualifying catches to three categories. These incentives help attract new anglers to the program and encourages current anglers to diversify their catches to unlock new achievements. This program provides a unique way for FWC to engage with stakeholders.

**Other R3 Efforts of Interest**

- Standardizing Data Analysis and Evaluation
- Improving Internal R3 Communication
- Aquaculture in the Classroom

**Barriers to R3 Efforts**

- Funding
- Staff Resources



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Georgia**

**R3 Lead:**

Tina Johannsen,  
Assistant Chief of Game Management  
[tina.johannsen@dnr.ga.gov](mailto: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, automated e-mail campaigns, short form promotional video, social media, and social influencers move the needle forward with targeted and like-minded audiences.

#### 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.

#### Barriers to R3 Efforts

- Within agency – staffing/capacity. Staffed shooting ranges are important to our customers, and programming 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.





## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Kentucky**

**R3 Lead:**

Olivia Harmsen, R3 Coordinator  
[olivia.harmsen@ky.gov](mailto:olivia.harmsen@ky.gov) | 270-245-7612



#### Significant R3 Effort #1: Growth in Employee Mentor Program

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!

#### Significant R3 Effort #2: I am R3 Course Completed

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 R3 Efforts of Interest

- **Increase use of Gov Delivery to promote Hook and Cook Classes, learn to hunt, fish, and shoot Webinars, and Kayak Mentor Program**
- **There was 8,692 Kentucky student archers representing 442 schools participated in the 2022 KY NASP® State Tournament**
- **Kayak Mentor Program continued for its 4<sup>th</sup> year.** This is a recruitment program designed so that members of the public can take someone new to fishing out on the water and enter in a

kayak giveaway contest. The program will be reviewed after its 5<sup>th</sup> year to assess its impact on recruiting and retaining anglers.

- **Added specific Shooting Range Access Planning Team goals to already establish R3 Strategic Plan**
- **Completed a shooting range database.** This database is an informative resource available to the public that allows them to find shooting ranges based on location.
- **Online Programming and In-Person Events** continued in 2022 with a Field to Fork Squirrel Workshop, Field to Fork Venison Preservation and Cooking with the University of KY, Field to Fork Deer Process Demonstrations with the University of KY, Teachers Tackle Box events, in-person Fall BOW Weekend, Beyond BOW events, Women’s Turkey Field to Fork Workshop, Women’s Hook and Cook workshop, multiple Hook and Cook events in partnership with University of Kentucky Extension Offices, Bowfishing, and Catfishing Webinars.
- **Kentucky’s 5th R3 Summit** was held virtually. It created a more diverse collection of partners who could attend virtually than in years past when it was in person.
- **Establish a Best Practice Guide for Mentoring**
- **Establish an R3 program list for hunting, fishing, recreational shooting, and non-harvest activities**
- **Hunter Ed Range Days were offered at Marketing Shows and Events in 2022:**  
*Whistler’s Day July 2022- 43 Range Day completed and certified – 39*  
*KY State Fair, August 2022- 122 Range Day completed and certified*
- **Kayak Mentor “enter to win” display at KY State Fair**
- **Social Media Field to Fork Posts:** 40 posts for 2022 to advertise with links to register for Field to Fork and Hook and Cook programming. (In 2021, there were 18 posts!)

#### **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.



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Louisiana**

**R3 Lead:**

Eric Shanks, Biologist DCL-A

[eshanks@wlf.la.gov](mailto:eshanks@wlf.la.gov) | 337/491-2201



#### Significant R3 Effort #1: Female Hunter Marketing Campaign

Our objectives are to reduce female hunter churn, reactivate lapsed female hunters and recruit new female hunters through email and social media ad buys. We developed a webpage for our new female hunters to provide a series of hunting 101 educational videos to help assist these new hunters with entry into the sport. Most of these videos featured female hosts to make the message more relatable.

Additionally, the team has designed 10 social media ads featuring women and some popular reasons women enjoy hunting (as well as a 20-second video that uses the same theme as our static ads which will be used in our social ad buy). We have identified 45 of the most popular shooting ranges around the state and have geo-targeted women using these shooting ranges for our social media ads.

- Our ROI was 4.3 for the total campaign. Our most effective strategy was retention-focused emails.

#### Significant R3 Effort #2: Monthly Lapsed Angler/Hunter Email Campaigns

We target 250,000 lapsed hunters or anglers each month with directed emails. We average 950 reactivation each month from these campaigns.

#### Significant R3 Effort #3: 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, wood duck hunting 101, and Introduction to Shotgun Shooting. Development is ongoing to refine these and develop additional courses.

#### Significant R3 Effort #4: Archery in Louisiana Schools

Shooting sports (archery) recruitment program, Louisiana’s NASP program. Currently up to approximately 18,000 students enrolled.

<b>Other R3 Efforts of Interest</b>
<ul style="list-style-type: none"><li>• 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</li><li>• Beyond Becoming an Outdoors Woman Deer Hunt</li><li>• Families Understanding Nature Camp</li><li>• Youth Hunter Education Challenge</li><li>• Continually writing grants for R3 funding</li></ul>
<b>Barriers to R3 Efforts</b>
<ul style="list-style-type: none"><li>• Lack of dedicated R3 coordinator</li></ul>



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Mississippi**

**R3 Lead:**

Jennifer Shows, Marketing & Communications Coordinator  
Jennifer.shows@wfp.ms.gov | 601.432.2172



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

Email efforts are sent periodically to retain and reactivate customers.

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

#### Significant R3 Effort #2: Internal Employee Engagement

MDWFP provided opportunities for MDWFP staff to engage in outdoor recreation via two programs:

- Women at the Range Day – 53 ladies participated in a Level 100 Gun Safety Course
- Employee Fish Camp – introduction to fishing as well as a glimpse at Fisheries biologist work.

#### Other R3 Efforts of Interest

- Delta Waterfowl University Hunt Program – 10 participants
- Youth Hunt programs –
  - 56 participants at five Youth Squirrel Hunts
  - 75 participants at multiple Youth Dove Hunts
  - 11 participants at Youth Waterfowl Camp (partnership with Ducks Unlimited)
  - Youth/Veteran/Active Military Seasons for Deer, Turkey, Small Game, and Turkey
- Youth Fishing Rodeos – 28 youth fishing events with 3,200 participants
- Participation in National Fishing Week offering free fishing days
- MS Scholastic Shooting Sports Program – 64 participating schools with 1074 students enrolled in the program.
- RBFF Boat Registration Retention Mailers, SEM Marketing, Geofenced Targeting

#### Barriers to R3 Efforts

- Staff time and availability, Budget



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Missouri**

**R3 Lead:**

Eric Edwards, Hunter & Angler Marketing Specialist

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#### Significant R3 Effort #1: Relevancy Branch

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.

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

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.

#### Other R3 Efforts of Interest

- 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.

#### Barriers to R3 Efforts

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



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**North Carolina**

**R3 Lead:**

Travis Casper, Chief, Wildlife Education Division

[Travis.Casper@ncwildlife.org](mailto:Travis.Casper@ncwildlife.org) | 919-707-0337



#### Significant R3 Effort #1: Pathway to Wildlife Relevancy Project

During this period the Wildlife Education Division completed an evaluation project, *Pathway to Relevancy*, to assess whether its programs and classes were fulfilling the agency’s mission, meeting the division’s educational goals, and promoting the relevancy of the agency to broader constituencies in North Carolina. The evaluation emphasized data-driven decision making and incorporated an array of stakeholder input from both within and outside the agency. To ensure objectivity and the integration of the most recent research, WED partnered with the Wildlife Management Institute to help design and facilitate the evaluation process and division action plan development. The plan was presented and approved by Commission’s executive board in December 2022.

This Division Action Plan offers a framework for establishing WED as a current and future driver of NCWRC relevancy initiatives. It is the belief of WED leadership that the strategies identified in this plan will dramatically improve the effectiveness of the NCWRC’s public education and engagement efforts and increase the agency’s relevancy with the public.

#### Significant R3 Effort #2: Development of the Fishing and Aquatic Education Team

The North Carolina Wildlife Resources Commission formed a Fishing and Aquatic Education Team during this period. This group will allow the Commission to offer fishing and aquatic education curriculum in a variety of ways, including classroom instruction at our fishing education center, various hatcheries, on-site instruction at public fishing access areas and other waters throughout the state. This group will implement curricula that offer multiple engagement points in angler development while creating an atmosphere of social support. This program will build off the success the agency has experienced with it’s John E. Pechmann Fishing Education Center.

### Other R3 Efforts of Interest

- Official adoption of an agency R3 implementation plan by the Commission.
- The agency began an onboarding angler campaign during this period with targeted emails with various education material to first time fishing license buyers.
- The agency completed a survey project, *Understanding Hunter Education Graduates*, to gain understanding about hunter education graduates who have not purchased a hunting license.
- They agency entered a contract to implement Brandt’s licensing system by July 2023. The transition has already begun.
- Our marketing team has ramped up their targeted marketing push by utilizing geofencing and focused advertisement on several social media platforms to potential new class/program participants.
- Hired six fulltime range safety officers for the agency operated ranges.
- Implementing a continuous evaluation effort on Wildlife Education Division’s programs and classes.
- The North Carolina Youth Hunter Education Skills Tournament had 300 teams with more than 3,000 participants, and the National Archery in Schools Program had 15,565 active students.

### Barriers to R3 Efforts

- Consistent evaluation for all programs and classes because of various platforms used for registration and follow-up.
- Discipline to stick to the plan.
- Knowledge of how to apply the Outdoor Recreation Adoption Model.
- Patience to adhere to the long term R3 process.
- Focus on the agency and division missions.





## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:** **Oklahoma**

**R3 Lead:** Micah Holmes, Assistant Chief of Communication and Education  
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#### Significant R3 Effort #1: Agency Rebranding Project

The ODWC Brand Team led the Oklahoma Department of Wildlife Conservation in unifying and modernizing brand public image for the first time since the 1960's. The project was as challenging as it was impactful. The resulting effort, with a new logo as its centerpiece, has been met with an overwhelmingly positive response.

A select team of highly skilled and motivated employees led the agency through the complex process. Through extensive internal and external surveys and focus groups, the Brand Team along with an outside vendor determined that ODWC did not have the brand recognition the agency strives for, and it was the right time to streamline the brand to reflect the full mission of the agency. The new brand is welcoming to a diversity of audiences including those who are new to hunting, fishing and outdoor activities.

While the logo gets most of the attention, a brand is made up of so much more. This new branding allows us to present a consistent “look” using colors, imagery, typefaces and more. The Team also outlined a transition plan to lead the agency through many different facets of the re-brand in an efficient and pragmatic manner. (ODWC Brand Book available upon request)

#### Other R3 Efforts of Interest

- Growth of the Oklahoma [Vamos a Pescar program](#) in collaboration with the Recreational Boating and Fishing Foundation. Now in its second year the program has grown in both number of partners and engagement and serves a community that the ODWC previously had no significant connection with.
- Hiring a full time Shooting Range Coordinator within the Communication and Education Division
- Developing an internal agency Relevancy Team with representatives from all branches to seek out ways that the agency can serve all Oklahomans, not just our current customers. This work is in partnership with the Wildlife Management Institute and builds on the critical work completed through the [Relevancy Roadmap project](#).

- Establishing the [Fostering Outdoor Oklahoma Families](#) program in which the agency provides specialized fishing opportunities to children in the Foster Care system. The project is in partnership with Oklahoma Department of Human Services.
- Changing the [agency social media strategy](#) to expand the audience beyond traditional hunters and anglers and show that the outdoors is fun, diverse and welcoming.
- Developing a unique and ongoing partnership with [Urban Bridge](#), a community development organization that exists to bridge the poverty gap in traditionally under-represented communities. The agency effort is providing mentorship through learn-to-fish programming.

#### **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.



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**South Carolina**

**R3**

Amanda Stroud, Director, Office of Media and Outreach

**Lead:**

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#### Significant R3 Effort #1: South Carolina DNR Rebranding

SCDNR continued implementing the rebranding of our agency through the adoption of agency directives and internal training opportunities. During the upcoming year, we will work to integrate rebranding materials into our staff website relaunch for ease of use.

#### Significant R3 Effort #2: Onboarding Emails

Beginning in Fall 2022, SCDNR launched an onboarding email series for first time and returning customers through our licensing system. Each license holder, based on privilege purchased, now receives a series of emails following their license purchase with additional resources.

#### Significant R3 Efforts #3: Education and Outreach

The SCDNR Education Task Force was created in 2022. This task force is made up of education staff from across the agency working to find solutions for problems and hurdles that each has historically faced independently. This collaboration affords more resources and staff available for finding solutions to issues facing everyone's programs.

Additionally, SCDNR continues to work and succeed in our continuing recruitment efforts. During 2022, education programs expanded in person opportunities.

A sampling of accomplishments include:

##### Freshwater Aquatic Education

- Approximately 1,199 participants took part in the 51 Family Fishing Clinics that were offered throughout the state. Due to COVID-19 restrictions, a cap of 6-10 participants was instituted for most in-person events. After April 2022, alleviated COVID-19 restrictions allowed for a cap of 20 participants

for most in-person events, increasing the number of Family Fishing Clinics offered by 24 from last year.

- A scaled back return of the events was in effect reducing the number of events to half the amount from previous years. A total of 14 events were held reaching 1,224 youth participants.
- It is estimated that 922 rods and reels were borrowed by 486 people who have utilized the tackle loaner sites. The information collected reflects users from 4 different states in addition to South Carolina users.
- Sixteen schools were awarded the program for the 2021-2022 school year, over the course of the school year, around 3,863 students had exposure and participated in the program. All of the schools had trout survive until the end of the school year to stock. Approximately 1,140 rainbow trout were released at the two restoration sites.
- There were 28 submissions to the Bass Slam in its first full year. Engagement with the public was conducted through distribution of brochures, development of blog articles, and posts on the agency's social media platforms. Through promotion on Facebook and Instagram over three posts, there was a combined reach of 95,514.
- The 10<sup>th</sup> annual SCDNR Youth Bass Fishing Championship was held on April 23, 2022 for its second year in the new format of rotating throughout the state. The tournament was held on Lake Marion using John C. Land Facility. There were 52 boats present carrying 103 students from 33 different schools.

### **Community Engagement Program**

- The CEP worked in coordination with our other recruitment and education programs to host bilingual fresh and saltwater fishing rodeos.
- Had 75 participants from underrepresented populations attend various nature hikes, kayaking clinics, and field days.
- Hosted two webinars covering the topics of Hiking Safety (June 11, 5 participants) and Backyard Birding (November 5, 11 participants).
- Collaborated with Clemson University to identify barriers and triggers for Hispanic participation to participate in outdoor recreation.

### **Law Enforcement Education and Outreach**

- Conducted three clinics. One turkey followed with a mentored turkey hunt, and two deer.
- Held 44 youth hunts for the following species, deer, turkey, hog, dove, duck, and squirrel.
- Held 59 trailer events with over 230,470 people in attendance.

- Conducted in-person and internet boating and hunting education courses with a total of 5,504 students in boater education and 12,062 students in hunter education.
- Conducted Trap Open with 434 shooters.
- Conducted one Ladies Shotgun Clinic with 15 participants.
- Conducted Skeet Open with 454 participants.
- Conducted Sporting Clay Shoot with 445 participants.
- Held Skeet Championship with 161 participants.
- Held Trap Championship with 179 participants.
- Held 3 4H trainings with 24 new coaches.
- Held 5 NASP qualifiers with 1514 archers.
- Held State Bullseye and IBO tournaments with 963 bullseye archers and 584 IBO archers.
- Held 12 Basic archery instructor classes with 127 new instructors.
- Held our first two basic handgun safety classes with 30 in attendance.

### **Saltwater Education and Outreach**

- Staff and volunteers hosted 6 surf fishing clinics, 4 pier fishing clinics, and 20 general saltwater fishing clinics reaching 462 individuals. Inclusive fishing clinics included veteran, bilingual, and women’s fishing clinics.
- Staff facilitated two youth fishing tournaments, three fishing rodeos, two summer camps events, and two live release flounder tournaments in 2022.
- Through the Marine Game Fish Tagging program, 91 trained volunteers tagged and released 2,580 saltwater gamefish of 21 different species, and 485 anglers reported the recovery of 564 tagged fish. The program welcomed 30 new taggers and 80% of recaptures were reported by anglers doing so for the first time.
- Outreach staff held a series of three charter guide summits in the northern, central, and southern coastal regions to engage in dialogue with the charter fishing community. Approximately 90 licensed charter guides attended.
- In 2022, Saltwater Fishing Outreach staff and certified fishing instructors interacted with over 7,000 members of the public.

### **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
- Lower participation numbers as return to in person programming.
- Outdated, hard to navigate website
- Lack of dedicated funding for retention or reactivation
- Limited staffing and funding for education and recruitment programs



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Tennessee**

**R3 Lead:**

Jenifer Wisniewski, Director of Marketing and Special Projects

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#### Significant R3 Effort #1: Retention!

With the surge of license buyers from 2020 and 2021, our #1 goal continued to be retention. We did several things to help with this:

Continued emails of all types – 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. Continued 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.

We set goals for R3.

- For 2022 our goal was to retain 90% of 2021 customers, we retained 80% which is definitely success.
- In 2022 we had 165,619 new customers. We had a goal of 175,000 new customers so
- We wanted to be flat in license revenue from 2021 and are only down 5%. Compared to 2019 we are up so we feel like we aren't that far off from our goal.

#### Significant R3 Effort #2: Partnerships

Continued 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 5<sup>th</sup> 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

Granted funds to ETSU to create an outdoor recreation program focused on fishing

Granted funds to Univ. of Tennessee's 4-H program to get youth involved in shooting sports

#### Other R3 Efforts of Interest

- Doubled budget of Hunting & Fishing Academy to \$500,000 a year to our partner Tennessee Wildlife Federation (in-person and virtual 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)
- Lots of range projects in the works!

**Barriers to R3 Efforts**

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



# 2022 SEAFWA R3 Committee Meeting

## State Report

**State:**

**Texas**

**R3 Lead:**

Janis Johnson, Sr. Marketing Specialist

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

- R3 Implementation Teams continued 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. Regular meetings with R3 Coordinators have been taking place.
- Two R3 Coordinator positions (Fishing/Boating and Hunting/Shooting) were hired as of May 2022.
- R3 project tracking and sharing tools have been created and implemented; R3 Dashboard for tracking individual R3 goals and progress and a R3 Status page via Sharepoint for news, updates, events, and resources related to the R3 Strategic plan.

#### Boating

- Internal Agency Boating Committee was created to collaborate and coordinate on all boating-related activities. A Paddling Sub-Committee was derived from this group to work on building a better relationship with our paddling enthusiasts.
- Purchased a new VR (Virtual Reality) headset for Sailing training and boater ed recruitment that is used at our outreach events to build interest in sailing.

#### Hunting

- 50th Anniversary of Hunter Education – Hunter Education certifies over 1.5Million students, trains over 26,000 instructors with a 75% reduction in hunting accidents over 50 years.
- The TPWD PBS Show featured a food-focused, multi-generational, Hispanic family hunt in the southernmost tip of Texas called “Hunting Las Palomas”. Social and magazine producers also captured a group of amigas on their annual dove hunt resulting in 30k impressions, 105k Instagram Accounts reached and an article in fall’s hunting issue.

#### Shooting Sports

- NASP continues to connect more schools and students with safe shooting sport opportunities. This year will be the largest State Tournament to date with over 4,000 archers from 179 schools.
- TPWD has added Firearms Fundamentals to its online Hunter Education suite, providing on-demand training for handgun, rifle, and shotgun training.

#### Fishing



- Survey sent to One-Day Fishing License buyers to learn about these license buyers (demographics, barriers to license buying, fishing preferences, etc.) Results will be used to better tailor communications and selection of channels/platforms to increase fishing frequency and license purchases, or upgrade to a different license. One interesting learning was how specific ethnic groups prefer to obtain information (Articles, Videos, Online/In-Person Classes). Plan to expand this survey to reach more types of license buyers.
- Applied for an RBFF grant to help us increase renewals among lapsed Year-From-Purchase (YFP) fishing license holders in Texas, by reaching 200,000 people within our target audience with text messages a minimum of two times (400,000 text messages total). The audience we would target are all lapsed YFP fishing license holders in Texas, regardless of age or gender. The rationale for the target audience is that we readily have email address and phone number data for this audience, it is a sizable audience, and has large revenue potential for the agency. The total target audience in 2022 was 472,366. (Grant Awarded in 2023)
- The K-12/College campus pilot program has been designed to engage families and young adults who have never fished or who already enjoy fishing yet might not have access to equipment. A K-12/College Campus Tackle Loaner Program provided to schools near State Parks (no fishing license required) or Neighborhood Fishing Parks (that are regularly stocked throughout the year) with priority will be given to Title 1 (K-12) schools, Historically Black Colleges and Universities (HBCU) and Hispanic Serving Institutes (HSI). We have the program in 3 schools in 2022; Hanna High School, Brownsville (Title I), Hutsell Elementary, Katy (Title I), Biotech Academy, Houston (Title 1) – with plans to add 6 more schools/campuses.
- A “Fishing for Beginners” landing page was created and efforts developed to drive new license buyers to this page through our email campaigns. New anglers can obtain information (videos, articles, apps, web links) on where to fish, how to fish, how to prepare wild-caught fish, etc.
- Angler Retention Email Campaign: The goal was to increase fishing license renewals from expired year-from-purchase license buyers in 2021. The email series saw an open rate of 47%, which is much higher than industry average of 28%. We also sent year-from-purchase license buyers an additional renewal reminder email 45 days after the first expiration notification. This series saw an open rate of 53.15%, again far exceeding the industry average of 28%. This effort achieved \$279,350 in revenue for FY22.
- We grew paid social marketing support as a driver of Neighborhood Fishing awareness and participation through increased link clicks and click-through rate (CTR) to the website. We optimized our audience strategy this year by expanding our prospecting tactics through a new lookalike segment focused on reaching people who behave like those who already follow TPWD or engage with our content.
- Results: Reach: 984,319, Link Clicks: 137,134, Unique Clicks: 114,432

#### **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) which has been a huge success and are looking to expand to more license types in License Year 2024. Digital licenses we offered for; Super Combo, Senior Super Combo, and Lifetime Super Combo Tags with 50k users being anticipated. We are currently at just over 77,200 digital licenses sold. 15.6% of all Super Combo’s sold were digital, 4.7% were Senior Super Combos and 13% were Lifetime Super Combo Tag Renewals. We only offered the digital license online, so brick and mortar buyers did not have

the opportunity to have this type of license. When we look at the percentage of ONLINE buyers, we see a drastic shift in participation. 51.5% of online buyers selected the Digital Super Combo, 26.8% the Digital Senior Super Combo and 60.9% of Lifetime Super Combo tag renewals selected the digital version. This supports our thoughts that individuals comfortable with online commerce are more apt to participate in a digital environment. Plans to expand to more license types in the future.

- Dedicated efforts by our Communications Division to include R3 related topics and articles in our magazine, social media and video content on a regular basis.
- We have an MOU with OnX where we would feature them in our monthly Hunting and Fishing Combo License, Hunting License, Extra Perks with Your Combo License, and Extra Perks with Your Hunting License emails. In total, in 2022, OnX appeared in 661,294 emails that we sent, of which 368,304 were opened, and OnX content received 1,120 unique clicks. See report attached for more details on the monthly sends. We were able to leverage OnX's audience for our Big Time Texas Hunts campaign and send a push notification to OnX Texas users. The push notification was sent on 10/4/22 to over 110K users in Texas, 354 users clicked on the notification, for a 2% conversion rate, which generated 11 paid transactions and \$717 in revenue. It cost us nothing to send the push notification to their users.

#### **Barriers to R3 Efforts**

- No dedicated budget for R3 programs or marketing.
- Methods of participant tracking and program evaluation are not available under our current licensing system.
- Implementing an Auto-Renew feature for license purchases is currently unavailable due to our contracts with DIR and NIC, but discussions are taking place to see if an exemption can be put in place to allow us to do so.
- R3 efforts that require changes to existing regulations, statutes, or license enhancements take time to remedy and implement.



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**Virginia**

**R3 Lead:**

Vacant

Provided by Brian Moyer, Asst. Director, Outreach Division



#### Significant R3 Effort #1: Hunter Mentor Program

Virginia DWR continues to grow the Hunting Mentor Program. The manual process for connecting mentors and mentees was unable to keep paces with the more than 150 requests for mentors in 2022. A few initiative DWR expanded or started to continue to grow the mentor program included the following:

- Expanded partnership with Outdoor Access. DWR added additional mentor memberships and one additional property (total of 4) to provide mentors with exclusive opportunities while hunting with a mentee. Outdoor Access (<https://outdooraccess.com/#/>) allows members to “lease” private land by the day. Our partnership provides up to 100 mentors a free membership and four (4) properties where DWR mentors have exclusive reservation rights if a mentee signs up with them.
- DWR continues to provide training for new and existing mentors through webinars and virtual meetings.
- Initiated a partnership with the International Hunter Education Association (IHEA) to match new hunters in VA with experienced hunting mentors through their new interactive website (<https://www.learnhunting.org/>)

#### Significant R3 Effort #2: New Hunter Email Newsletter

DWR continues to provide new hunters with an email newsletter that was initially created in 2021. The newsletter is emailed directly to new hunters, which includes recent hunter education graduates, educational workshop participants, and apprentice hunting license holders. The current list is 48,825 and provides a direct channel for promoting 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. A total of 266,394 emails were sent to new hunters.

#### Other R3 Efforts of Interest

- Continue to expand our partnership with the USFWS and the James River National Wildlife Refuge to offer hunting opportunities for mentors and new hunters. The success of our partnership with James River NWR lead to a new partnership with the Dismal Swamp NWR and a potential partnership with Crows Nest Natural Conservation Area. These partnerships

are critical for R3 because it provides a safe environment for teaching hunting and promotes a stronger partnership between Virginia and other state and federal agencies.

- Designed and updated a website search tool to help new hunters and anglers find places to hunt and fish. The website will include all of DWR's and partners properties that are open to hunting and/or fishing with searchable fields for species and "best bets."
- Initiated a digital version of the hunting and fishing regulations. The digital version will allow individuals to search by location, species, or date to easily find hunting and fishing regulations. Complexity of regulations is consistently listed as a barrier for new hunters in Virginia.

#### **Barriers to R3 Efforts**

- Currently no R3 Coordinator and understaffed in general in the Outreach and Education Division
- Limited communication from the R3 program to other Division including the Director's office.
- Little connection to the shooting sports in VA
- Unable to do any paid digital advertising.



## 2022 SEAFWA R3 Committee Meeting

### State Report

**State:**

**West Virginia**

**R3 Lead:**

Zack Brown, Assistant Chief of Operations

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#### Significant R3 Effort #1: WVDNR R3 Plan Implementation

As COVID-19 safety guidelines were lifted, the WVDNR was able to begin planning for the implementation of new programs to help in our R3 plan and restart existing events and programs that were used to help in the recruitment, retention, and reactivation of our customers.

Those programs included the return of in-person competitions like the Archery in the Schools State Tournament that saw thousands of students and community members come out to the event. Other programs in the R3 strategic plan include Becoming an Outdoors Woman, Project Wild, and our Outdoor Classroom program.

The R3 plan incorporated a great addition with the opening of the Claudia L. Workman Wildlife Education Center. This new wildlife education center has had several events since its opening in June 2022 and has been praised by members of the surrounding communities. We have had over 5,000 visitors in the first six months and look forward to many more as programming continues to expand.

#### Significant R3 Effort #2: Program Additions and Expansions

Our programs like Becoming an Outdoors Woman and our Outdoor Classroom program have expanded their reach. Becoming an Outdoors Woman hosted several events in 2022. Those events included an antlerless deer hunt, fly fishing weekends, and backpacking wildlife viewing.

The Outdoor Classroom program was presented in more than 50 schools in FY2022 to teach more than 2,600 students about conservation and wildlife with hands-on demonstrations and interactions with live animals native to West Virginia. The Project Wild program also expanded by offering another option called Aquatic Wild the expands upon the rich aquatic diversity here in West Virginia, the first class from this program will be offered in early 2023.

**Other R3 Efforts of Interest**

- National Hunting and Fishing Days Celebration
- Special youth hunting opportunities
- Gold Rush trout stocking
- Fishing education events
- Hunter Education courses
- Boater Safety courses
- Non-resident student lifetime licenses

**Barriers to R3 Efforts**

- Currently understaffed in outreach section
- Lack of proper program evaluation
- Communication between wildlife office and communications office
- All paid advertising must be created and approved through WV Division of Tourism which causes some delays