

R3 Technical Committee 2024 Annual Report



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



TABLE OF CONTENTS

2024 Committee Roster	3
2024 Meeting Information	4
Agenda	4
Attendance.....	5
Minutes	6
Appendix A: State & Territory Reports (submitted)	11
Alabama	12
Arkansas	14
Florida	15
Georgia	17
Kentucky.....	18
Louisiana	21
Mississippi.....	24
Missouri.....	26
North Carolina.....	28
Oklahoma.....	30
South Carolina.....	32
Tennessee.....	35
Texas.....	36
Virginia.....	39
West Virginia.....	41
Virgin Islands Dept. of Planning & Natural Resources, Fish and Wildlife.....	43

Report prepared by Olivia Harmsen, SEAFWA Regional R3 Coordinator

Acknowledgments – Special thanks to committee members and other state representatives who contributed state reports.

2024 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 (Chair)
J.J. Gladden
Will Burnett
Tina Johannsen
Rachel Crume (Vice Chair)
Rene LeBreton
Jeremy Bass
Eric Edwards
Travis Casper
Micah Holmes
Amanda Stroud
Matt Clarey
Jason Mercer
David Hennaman
Kayla Donathan

U.S. Territory

Virgin Islands Department of Planning & Natural Resources,
Fish and Wildlife
Dr. Nicole Angeli

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 Social Science Technical and R3 Committee-Joint Meeting Agenda
Tuesday, December 10, 2024 at 1-5pm
Augusta, GA



1-1:15pm: Welcome-Justin Grider, Chair

- Agenda Overview
- Introductions

1:15-2:45pm

Social Science Technical Committee (45 min)- Mallory Gyovai White-Co-chair

- Recap/Historical Overview
- AFWA Committee update and news
- Major project updates – State reports
- Committee needs/Collaborations

R3 Committee (45 mins)

- Recap/Historical Overview-Justin Grider
- R3 Practitioners Guide -Olivia Harmsen
- SEAFWA R3 Regional Review-Olivia Harmsen
 - Review of Current 2024 Grant Work
 - Review of 2025 Grants
 - Solicitation for involvement
 - SEAFWA R3 State Report – deadline reminder

2:45-4:15 pm

Partner Updates (1.5 hours)

- Recreational Boating and Fishing Foundation- Catherine Rose Ruiz (20 mins)
- Council to Advance Hunting and the Shooting Sports-Olivia Harmsen (10 mins)
- Southwick & Associates-Lou Cornicelli (20 mins)
- DJ Case- Matt Harlow (20 mins)
- Women's R3 Programing-Bebe Harrison (10 mins)
- IHEA-Jae Ellison (10 mins)
- NASP-Jeff Rawlinson (10 mins)

4:15-5pm

- **Open Discussion/Collaboration/Wrap Up- Justin Grider**
- **Agency/NGO Swag Drawing! -Rachel Crume**

2024 Meeting Agenda & Attendees

R3 COMMITTEE December 10 2024

Committee Members	Name (Proxy)	Present?
Alabama	Justin Grider	YES
Arkansas	J.J. Gladden, Becky Bloomfield	YES
Florida	Will Burnett (Jake FitzRoy)	PROXY
Georgia	Tina Johannsen (Bre Bashford)	PROXY
Kentucky	Rachel Crume, Brenda Ward Hill	YES
Louisiana	Rene LeBreton (David Breithaust)	PROXY
Mississippi	Jeremy Bass	YES
Missouri	Eric Edwards	NO
North Carolina	Travis Casper	YES
Oklahoma	Micah Holmes	NO
South Carolina	Amanda Stroud	YES
Tennessee	Matt Clarey (Daniel Cox)	YES
Texas	Jasson Mercer (Craig Bonds)	PROXY
Virginia	David Hennaman (Mallory White)	PROXY
West Virginia	Zack Brown	NO
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/SEAFWA	Olivia Harmsen	
Southwick Associates	Lou Cornicelli, Lee Lenvitt	
Recreational Boating & Fishing Foundation	Stephanie Hussey/Catherine Rose Ruiz	
Arkansas Game and Fish Commission	Jessica Feltz	
South Carolina Wildlife Federation	Bebe Dalton Harrison	
DJ Case & Associates	Matt Harlow	
United States Fish and Wildlife Service	Lynn Lewis	
Tennessee Wildlife Resources Agency	Torrey Grimes	
Florida Fish and Wildlife Commission	Jayne Johnston	

Minutes

SEAFWA R3 Committee Meeting Notes Augusta, GA 12/10/2024

Social Science/Human Dimensions Committee: Jessica Feltz (Chair, AR), Mallory Gyovai White (Co- Chair, VA)

1. Into-Review of skill set as a social scientist
 - a. Utility of social science between joint committees...see it as a perfect role!
 - b. What can influence hunters/angler values? And their change behavior when looking at license data?
2. History of the Social Science/ Human Dimension Committee
 - a. Formed in 2016
 - b. Based of having a need for specific social science/human dimensions FW positions
 - c. AL, MS, GA, current vacancies in Social Science positions
3. Major Projects of Social Science/Human Dimension Committee
 - a. Jessica sits on the AFWA Committee and she is the SEAFWA Representative
 - b. PATHWAYS: Human Dimensions Conference
 - i. Occurs in CO every other year, upcoming conference held in Estes Park, CO (Sept 7-10, 2025)
 - ii. <https://sites.warnercnr.colostate.edu/pathways/>
 - iii. Highlight SS/HD work at the conference, what is going on in the national, also this conference has international attendees and presentations
 - c. Wildlife Viewing
 - i. Record number of people participating in wildlife viewing, more likely to be a viewer than...
 - ii. There are a record number of people participating in wildlife viewing (45% of Americans) than who are hunters or anglers.
 - iii. Multi-state conservation grants out of Ashley Dayer's lab at VA Tech working on social science projects related to wildlife viewing for the last few years.
 - d. [Americas Wildlife Value Study](#)
 - i. All 50 states project done in 2018
 - ii. Evaluating human-wildlife interactions and the perspectives that the public has towards wildlife
 - iii. Piloting new questions and testing new methodology
 - e. [National Survey of Fishing, Hunting, and Wildlife-Associated Recreation \(FHWAR\)](#)
 - i. Survey been going since 1955
 - ii. The survey company, NORC, will present to the FW directors on the project
 - iii. The 2022 survey cycle had 15 states participate, including AR and VA
 1. With state specific samples
 2. States financial input depends on amount of Hunter and Anglers in your state and surrounding states
4. Common Trends within the Southeast within the SS/HD Committee
 - a. Economic impact studies: Striped bass (TX), Trout (NC), Trout (TN)
 - b. Desire for a grey literature database for technical reports
 - i. Often, our work isn't published but we conduct a lot of research that would be helpful to share among practitioners
 - ii. Angler Surveys: Trout surveys (TN, NC, VA), fishing program evaluations (OK, VA)
 - iii. Programmatic Evaluations: To gather public feedback from events that we are seeing in the region
 - iv. Looking forward to collaborating with more SEAFWA Committees!
 - v. The committee has been utilizing document sharing on SEAFWAs Website
 - vi. As human dimensions specialists, they are able to know the R3 practitioner's mindset since they have been working together. Perfect match since R3 practitioners are not trained as economics but social scientists have that mindset. So many ways to be collaborative!

R3 Committee- Updates

1. Review of [R3 Practitioners Guide](#) -Olivia Harmsen
2. Review of 2024 Grant Work
 - a. Using Social Influencers to Drive R3 for Furbearer Trapping
 - i. Social media influences creating content, turning into ads that are centered around the benefits of trapping and how to get started
 - ii. [Gotrapping.com](#) landing page also created; links to 14 out of the 15 SEAFWA states
 - iii. There are 10 states apart of this grant, approximately, \$22,000/ per state of ad spend
 - iv. Ads from these campaigns will be running now into early February 2025 for most
 - b. Enhancing Support for WSFR Among Recreational Shooters Through Targeted Research and Communication
 - i. Enhancing Support for WSDR Among Recreational Shooters through Target Research and Communication
 - ii. Targeted non-hunting sports shooters and firearms owners to boost their understanding of PR funds
 - iii. Phase 1: Research portion; Phase 2: Communication campaign, pilot states of TN and TX ads “Did you know the sales of firearms helps to support Wildlife conservation? Saw positive impact and provided specific recommendations on how to further communicate to this audience
 - c. Public Perceptions of Fish and Wildlife Agencies and Why It’s Important
 - i. This study aims to understand agency relevance to a traditionally underserved audience
 - ii. Created a webinar, well received 340 people registered, recording on R3 community
3. 2025 Multi-State Grants
 - a. Use of Data Dashboard-Helpful with Multistate Grants
 - i. We can make data drive decisions for the region and R3 committee based on a quick view of the license data dashboard. Helps to focus on states with the greatness need for specific multistate grants to leverage around where they need the most support
 - ii. 11 out of the 15 SEAFWA states are a part of the dashboard, we will be seeing LA soon, WV and AK will be joining as well and in the early stages, and having conversations with NC
 - iii. **SEAFWA/MAFWA Can the Role of Online Communities Lead Us to New Hunters? (\$271,864)**
 1. SEAFWA Awarded grant, how novice hunters use social media platforms to receive hunting information and support. CAHSS, MAFWA are partners in this grant
 2. Research will show the impacts of these platforms and how new hunters interact with them, grant centered around recruitment and retention of hunters
 3. Looking for states to be a part of social listening focus groups
 - iv. **MAFWA/SEAFWA Increase Public Awareness of State Fish and Wildlife Agencies (\$298.477)**
 1. Building off public perceptions grants from both regions, SEAFWA, and CHASS are partners of this grant
 - v. **MAFWA/SEAFWA Employing Social Media Influencers to Retain Female Anglers (\$77,792)**
 1. Application of RBFF Find Your Best Self Campaign
 2. In collaboration with SEAFWA and RBFF, CAHSS
 3. Retention of women anglers, using the dashboard with SE states who have the highest female angler churn, using data to drive efforts, close proven gaps
 - vi. Happenings in other Regions
 1. WAFWA, TU shared position in AZ, Angler R3 Coordinator, MAFWA Partner with a Payer Challenge, NEAFWA-Hunt for Good
 - vii. Action Plan: Here is where we are coming from with approved grants, participation trends going into 2025 with main priorities on the horizon
 1. Retention of hunters/shooters/Anglers and boaters
 2. Grant Coordination
 3. Volunteer Management Training and R3 Program Evaluation Training

Partner Updates

1. Recreational Boating and Fishing Foundation: Catherine Rose Ruiz cr Ruiz@rbff.org
 - a. Focusing on Fishing and Mental Health

- b. Second Catch
 - i. [Brand opportunity for states to use content for their state](#)
 - c. [Find Your Best Self on the water](#)
 - i. Minnesota implementing research/messaging
 - d. Psychology of Churn
 - i. Retention is a big issue in boating and fishing
 - ii. [Psychology of Churn hub and webinar](#)
 - iii. Takeaways from Research
 - 1. Focus on anglers to be long-term customers, hold their hand, encourage try something new, break the mold, plug one hole in the leaky bucket, and do one thing that will help with retention!
 - e. Participation Strong:
 - i. 13 M Youth (up from 12.7 M),
 - ii. 21.3 M females (highest on record),
 - iii. 6.3 M Hispanic (highest on record),
 - iv. 5.2 M African Americans (highest on record)
 - f. Vamos a Pescar (7 grants in 7 states)
 - g. State Marketing Workshop-Baltimore, MD Feb 24-26, 2025
 - h. State R3 Program Grants-Applications due 2/6
 - i. [Mobile First Catch Centers](#)
 - i. 34 trailers in 29 states; 417 events in 24 states; Saltwater trailers located in (SC)
 - j. Retention of Boaters-Direct Mail Letters who have lapsed (via mail and now email/social media)
 - k. Angler R3 Recommendations- Committed to CRM, Marketing, Evaluation, committed to original task force Recommendations
 - l. National State numbers
 - i. 74% of states have a full-time angler; 50% of states have R3 Plan launched; 80% full-time marketing staff; 90% or higher on scorecard (OK, AR, NC)
2. [Southwick Associates- Lou Cornelli \[lou@southwickassociates.com\]\(mailto:lou@southwickassociates.com\)](#)
- a. Partnered with American Sport Fishing Association on Economic Contributions of Recreational Fishing Report
 - i. There are 39,900,000 anglers in the US. They spend \$99.4 Billion on fishing purchase!
 - b. Increasing 25-44 Year Old Participations
 - i. Southwick, DJ Case, Backcountry Hunters, and Anglers are learning more of why license sales fell for all age groups except for 25-44 year olds (+9%)
 - ii. 35-44 year old cohort purchases a larger share of license than any other age class
 - iii. Their top reasons to take up fishing and hunting
 - 1. I fished/hunted a little when younger and wanted to pick it back up” “ I wanted to introduce my child to fishing/hunting”
 - c. WAFWA: Personas and Stages of Evolution for Hunters and Shooters
 - i. 10 unique personas for hunting and target shooting
 - ii. Hunters' Evolutionary Paths
 - d. [IHEA-Helping New Hunters Overcome Participation Hurdles](#)
 - i. Many HE grads don't buy a license, research to find out why,
 - ii. And what can we do to help them become independent hunters, it comes down to the “have's” and “have nots”
 - e. Public Perceptions of State Fish and Wildlife Agencies and Why It's Important
 - i. State FW agencies have broad responsibilities on behalf of all residents
 - ii. People's values have changed
 - iii. Take home:
 - 1. A large enough percentage of the population doesn't know who agencies are, doesn't share your values, and doesn't think you should be augmented if needed
 - 2. Communication is long term. Phase II of this research, with MAFWA and SEAFWA multistate grant for 2025, investigate effective communication strategies
3. [DJ Case & Associates -Matt Harlow \[matt@djcase.com\]\(mailto:matt@djcase.com\)](#)

- a. New hunter Marketing Ad Toolkit and Implementation (combined from lessons over across 3 MSCG projects)
 - i. New Hunter Persona and Journey, YouTube for Hunters, LearnHuntin.org Pilot States Marketing
 - 1. Toolkit Development, 375 different ads, different ads for personas of hunters (Recreationists, Family First, Self-Sufficient, Locavores), Firearm Handling, Hunting Access, processing
 - 2. Matches messages to audiences
 - ii. Recruiting Female and Ethnically Diverse Youth Participants into Shooting Sports
 - 1. Focus Groups (archery, clay trap, speed shooting, non-participants, coaches) uses toolkits for developing and testing messages, toolkit for coaches
 - a. “Making a friend”, “Have a blast”, “Shooting is for Everyone” and “Give it a Shot” messaging
 - iii. Relevancy Communication Toolkit
 - 1. Creating messages for all audiences to connect with, showcasing the value of agencies work
 - 2. Messages topics selected from SEAFWA public perceptions Report
 - a. Access, (Angling, Hunting, and Non-consumptive); Habitat (Angling, Hunting, and Non-consumptive); Control (Angling, Hunting, and Non-consumptive); Species (Angling, Hunting, and Non-consumptive); Environmental (clean water and air messages for all states)
 - 3. Next Phase
 - a. Survey preparations (January 2025), live testing (Feb 2025) sharing results
- 4. NASP-Jeff Rawlinson jeff@naspschools.org
 - i. 2024 Student Survey Results- Top takeaways from recent NASP Survey
 - 1. In 2023/2024, 1,835 total tournaments over a year span and 1.3 million total students who participate in archery in the schools that have been documented
 - 2. Growth in Archery participation 7 million to 19.2 million in 2020, this has been a team effort (including all archery)
 - 3. 68% of NASP archers feel more connected to their school; 34% are likely to try to learn another new skill; Because of NASP 39% have purchased a person bow (hunting or target bow) (with state agency R3 programing, can we say the same thing?)
- 5. Outdoors Women’s Event Coordinators- BeBe Dalton Harrison bebe@scwf.org
 - i. Gathering the Coordinators
 - 1. 64 contacts participate in calls (Agency, NGO, Non-Profits), 16 of which are from the southeastern region. Contacts that usually aren’t “in the room” at typical R3 conferences, and whos needing/wanting to grow their R3 efforts/initiatives with national work/practices
 - ii. Topics
 - 1. Hosting a specific conference in Arkansas in 2026, focusing on networking with other coordinators, sharing hands-on activities/things that cannot be shared on webinars, volunteer recruitment, national guidelines and R3 Relevancy
 - 2. Coordinator Drive
- 6. Council to Advance Hunting and the Shooting Sports-Olivia H. olivia.harmsen@seafwa.org
 - a. Swanny Evans, we wish him the best in his new chapter at USFWS and welcome Scott Lavin as Director of Research and Partnerships
 - b. Key Accomplishments
 - i. 30 new case studies that have been created in 2024 only, by Amanda Pitman and Lance Cherry
 - ii. 21 R3 webinars, over 8 symposium R3 training, assist with and partner on 28 MSCGP applications, 12 state-specific E3 Trainings (in addition of regional R3 training)
 - iii. 33,020 digital assets and growing, massive increase

- iv. Release of [National Hunting and Shooting Sports R3 Practitioners Guide](#): all under the leadership of Taniya Bethke, Director of Operations. In partnership between CAHSS, DJ Case, TAG/TAG Review Panel, Regional R3 Committees and partners.
 - 1. Composed practical skills for application and provides best practices and guidance with helpful information for agencies and organizations to use
- v. R3 Symposium 2024: Held in Mobile, AL, where there was 210 professionals representing over 100 different organizations in attendance
- vi. Save the Date: [2025 R3 Symposium: May 19-22 in Portland, Maine](#)

APPENDIX A:
STATE & TERRITORY REPORTS



2024 SEAFWA R3 Committee

(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: Partnership Positions

FY24 saw the addition of two co-funded R3 positions. Support for these positions was provided by the Council to Advance Hunting and the Shooting Sports and Grand Slam Club Ovis Hunting Heritage Program and Pittman-Robertson Wildlife Restoration funds. With the additional staff members, ADCNR was able to scale its outreach efforts and broaden the scope of work around the state. Additional capacity allowed our team to engage with more stakeholders, conduct more outreach events, and connect with new partners. Plans are in place to take on additional partnership positions and continue scaling R3 efforts.

Significant R3 Effort #2: Campus Conservation Program (CCP)

In 2023, ADCNR developed a new program designed to increase engagement and involvement with colleges and universities around the state. In 2024, The Collegiate Conservation Outreach Program was rebranded as the Campus Conservation Program (CCP) but maintains the original mission to increase participation in outdoor recreation among college and university students and streamline their career path towards conservation-specific employment. The intent is to provide pathways for students to graduate and immediately enter conservation careers as a means of filling vacant positions with skilled and passionate individuals in Agency roles. Our staff is proactively involved as guest speakers and lecturers on campuses around the state throughout the year. These engagements, along with career fairs and several years of developing partnerships with university faculty and staff, serve as starting points for students' participation in the program. From there, introductory events are planned and focus on consumptive and non-consumptive outdoor recreation activities. After the basic introductory event, additional, more advanced opportunities are provided to enhance students' skills and confidence. Following all these touch points, students then complete professional certifications which include hunter safety instructor, shooting sports instructor, and mentor training. During the entire process, we're able to assist these students with the state job application process and communicate with them about opportunities within the agency. At the conclusion of its first full year as an

official program, multiple program participants have been hired at the Agency and many more have developed new lifelong skills and passions for conservation. The program is growing rapidly due to its successful model. Additional colleges, universities, and campuses are already in the process of being added to the program.

Other R3 Efforts of Interest

- DCNR R3 Experience Days (days where staff can use work time to learn about and participate in R3 activities)
- University First Hunt Program, Academics Afield Program
- Firearms 101 Program (Handguns, Rifles, Shotguns, and Archery)
- Internal R3 staff training videos and learning modules
- National Archery in the Schools Program
- Disabled Hunting Trail
- Hunting 101 Workshops
- Hunter Education Range Days
- Community Archery Development Program
- Shooting Sports Events (Handguns, Rifles, Shotguns, and Archery)
- 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 (limited draw)
- Marketing Campaigns to increase hunting and angling participation

Barriers to R3 Efforts

- Money
- Days in a year



AU Wild Game Dinner



LatinX Hikers from Atlanta



2024 SEAFWA R3 Committee Meeting
(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:
R3 Lead:

Arkansas Game and Fish Commission

Becky Bloomfield, Statewide Program Coordinator,
becky.bloomfield@agfc.ar.gov

JJ Gladden, Education Division Assistant Chief,
jj.gladden@agfc.ar.gov



Significant R3 Effort #1: (Example 1)

Vamos A Pescar - Through the grant AGFC was able to develop Spanish messaging (print, radio, and TV) for a campaign that ran April - Oct 31st. As a continuation of this effort beyond the grant, AGFC created a fishing guide and beginner fishing book in Spanish.

Significant R3 Effort #2: (Example 2)

AGFC changed how we recruit for Fish Camps. People apply for the Fish Camp near them and the applications are reviewed to ensure that those who are selected for the camp are beginner/developing anglers. There were over 600 applicants to Fish Camps and this application process made sure that the limited spaces were reserved for beginner anglers.

Other R3 Efforts of Interest

- One Button - AGFC enhanced customer service and customer relations by filtering all requests for AGFC to be involved in community outreach through one request form. The Google Form on the AGFC website notifies AGFC of each new request and keeps a log of these requests and the contacts that submit the request. Each request is reviewed by a small group of AGFC staff and then distributed to the appropriate AGFC representative. Using this system we have improved agency efforts at community events and in the classrooms across the state.

Barriers to R3 Efforts

- The delayed launch of the volunteer and event management system.
- Program evaluation and adapting based on those results.
- There is a lack of support on "R3" from staff and leadership.



2024 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: Hunting and Shooting Sports Education

In October 2024, 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 ten participants that attended the workshop and nine participants that attended a deer hunt in November. Of the nine participants one harvested a deer, but all took part in field dressing.

Significant R3 Effort #2: Fisheries Education and Communication

The FWC, working with iHeart Media, launched the first of two marketing campaigns in 2024, based on the 2023 customer survey, to engagement Hispanic anglers within the state. The multi-platform campaign identified that Hispanic anglers were more likely to use social media to interact with our content and seek out information on where to go fishing. Staff are planning for a follow up marketing campaign in 2025 to encourage Hispanic anglers to go fishing by testing different motivators.

The School Fishing Club Program, which started in 2016 and was designed for students interested in learning how to be effective, conservation minded anglers, funded 34 schools for the program in the 2023-2024 school year. FWC works with each school, providing the curriculum, knowledge, and funding opportunities to run a successful fishing club. In the fall of 2024, the FWC published a new set of grant rules and guideline for the program, successfully funding 46 schools to continue the effort to engagement students across Florida in fishing activities.

FWC continued our efforts in the Vamos a Pescar (Lets Go Fishing) program, completing our eighth year. In 2024, four partner applications were accepted, all from returning partner who are dedicated to help increase our state’s efforts to reach and recruit Hispanic anglers. Miami-Dade County, Pasco County, Fishing’s Future and Tampa Bay Kayak Anglers all returned to the program for another year.

The FWC is continuing our efforts to engage students across the state in fishing and conservation by hosting the Fish Art Contest for our fifth year. The FWC has expanded our state prizing options to

include a fishing rod and reel combo to help bridge the gap between aquatic art and the sport of fishing. Agency staff are looking to partner with local aquariums to promote the contest and expand participation.

Significant R3 Effort #3: Freshwater Fisheries Education

TrophyCatch is FWC’s citizen-science, data collecting and promotional program for largemouth bass in Florida. This program focuses on retaining active anglers by offering prizes for catch submissions. The program asks anglers to submit their catches of all Florida bass weighing eight pounds or more, requiring photo/video documentation of all catch submissions and the live release the bass caught. The program in 2024 underwent a significant website migration, updating the website to improve angler engagement by incorporating program participants with the state’s licensing and permitting database. The program hit a major milestone in the fall of 2024, successfully reaching 15,000 approved catches.

Significant R3 Effort #4: Marine 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 encourage current anglers to diversify their catches to reach new achievements. This program provides a unique way for FWC to engage with stakeholders. Capitalizing on the success of the inaugural Triple Threat Throwdown, the FWC launched a second season of the challenge with a renewed marketing campaign. It challenged anglers to participate in all three categories of CAFM and submit photos during a period of six months, three months less than the previous campaign. This campaign reached over 1.2 million individuals and resulted in a 10% increase in Triple Threat Club members who had qualifying catches in the three CAFM categories. This success has inspired the CAFM team to continue utilizing diverse marketing strategies to ensure continued recruitment and retention of anglers.

Other R3 Efforts of Interest

- Standardizing Data Analysis and Evaluation
- Reintegrate the FYCCN website into the main agency site
- Improving Internal R3 Communication
- Create a manual for Aquaculture in the Classroom, a joint effort from marine and freshwater fisheries
- Coordinate and consolidate agency event tracking
- Update inventory management for educational publications
- Finalize the translation of fishing publication into Spanish

Barriers to R3 Efforts

- The availability and ease of customer participation reporting, not all the agency customer/participant data is stored in the same location
- The ability to easily cross reference program participants with the agency’s licensing database
- Funding and Staff Resources



2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State: Georgia
R3 Lead: Jennifer Davison
 Program Manager, Hunter Development
 Jennifer.Davison@dnr.ga.gov



Significant R3 Effort #1: Multiplatform Marketing Strategies

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: WRD Financial Support for Full Time R3 Coordinator

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 DU. This partnership is in its 9th year. WRD plans on significant evaluation efforts this year as there is a long-term participant tracking with programs coordinated by the Hunter Development Program.

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 – dedicated staff for evaluating programs that define R3. Staffed shooting ranges are important to our customers, and programming offered at ranges is highly desired. However, attracting and retaining Public Affairs and Hunter Development staff is challenging.





2024 SEAFWA R3 Committee Meeting
 (Hunting, Fishing & Wildlife Recreation Participation Committee)
State Report

State:

Kentucky

R3 Lead:

Rachel Crume, R3 Branch Manager

rachel.crume@ky.gov

502-892-4404



Significant R3 Effort #1: New legislation allows KDFWR to conduct mentor hunts at three Conservation Camps—Camp Currie, Camp Wallace, and Camp Webb

Camp John Currie Mentor Hunt Summary: The Camp John Currie Mentor Hunt hosted 8 hunters and 8 mentors for a deer hunt. One hunter successfully harvested a button buck. During the event, our local biologist collected a Chronic Wasting Disease (CWD) sample and provided an informative discussion on CWD to all participants. The deer was deboned on-site, and the harvested meat was sent home with the hunter along with a selection of recipes for preparation. While one hunter missed a shot, all participants had the opportunity to see deer while in the blinds, contributing to an overall positive experience.

Camp Earl Wallace Mentor Hunt Summary: The Camp Earl Wallace Mentor Hunt hosted 9 new hunters including one non-resident and 5 mentors for a successful squirrel hunt. The program began Friday evening with the opportunity to engage in range time. Following a wild game dinner, participants received an informative overview of squirrel biology and hunting techniques, concluding with a demonstration of squirrel hunting dogs. Saturday morning during the hunt, all hunters were able to take shots, with 8 hunters successfully harvesting 12 squirrels—6 of whom achieved their first squirrel harvest. All harvested animals were processed and packaged on-site, and many of the mentees took their meat home to enjoy.

Significant R3 Effort #2: Employee Mentoring Program – Program Update

During the last year, 7 different employees participated in the Employee Mentoring Program. 5 employees dedicated a total of 70.5 hours either learning to hunt or mentoring a new hunter. Additionally, 2 employees spent a total of 10 hours learning to fish or mentoring new anglers.

Other R3 Efforts of Interest

- The National Archery in Schools Program incorporated archery into the curriculum of 854 Kentucky schools, engaging 123,744 students during school hours and 30,605 in after-school

programs. The program added 55 new schools and reactivated 24. In tournaments, 643 schools registered 17,924 archers, with the 2024 State Bullseye Tournament featuring 8,493 archers from 416 schools, and the Ky NASP/IBO 3D Challenge Tournament hosting 2,608 archers from 181 schools.

- In the previous year the Aquatic Education Branch maintained 48 equipment loaner stations at state parks, libraries, and extension offices across the state. A total of 89 events were facilitated with over 3,000 participants. In partnership with Fisheries Staff the Aquatic Education Branch developed program curriculum on Invasive Carp and held two events highlighting such. During these two events 136 participants learned about Invasive Carp history, biology and KDFWR efforts as well as the opportunity for tasting samples.
- The Kentucky Shooting Range Map, initially created in 2022, has been updated with a new user-friendly design and search function for better accessibility.
- In the past year, Kentucky issued 10,343 Hunter Education certifications. A total of 7,255 students were certified through 383 courses, with an additional 3,088 students completing the course at Conservation Camp. Advanced education events reached 989 participants at 13 events, including Becoming an Outdoors Woman and Field to Fork. Among the 7,255 students, 178 were certified in 10 bowhunter education courses. The state boasts 280 active volunteer instructors. This year saw the training of 114 new instructors across 22 classes.

Barriers to R3 Efforts

- Limited funding poses challenges for R3 staff and programs.
- Our staff are tasked with managing multiple programs simultaneously, stretching resources thin.
- Convenient access to obtain license and customer data.



Camp Wallace Squirrel Hunt (above)




Camp Currie Mentor Hunt (right)



2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:	Louisiana	
R3 Lead:	(Rene LeBreton, Public Information Director, 504-286-8745)	

Significant R3 Effort #1: Archery in Louisiana Schools (ALAS)

LDWF’s **Archery in Louisiana Schools (ALAS)** program trained **20,576** students from **149** schools, certified **118** new basic archery instructors, and had 4016 archers participate in Regional and State competitions.

LDWF implemented a new tournament opportunity at this year’s State Bullseye Tournament. The 2024 IBO (International Bowhunting Organization) Indoor Challenge was a great success. Students shot one arrow into 30 different life-like 3D animals. Over 150 archers took part in this year’s contest. The tournament was designed for equipment the archers were already using for the ALAS program. Schools that didn’t sign up to shoot last year assured me they would be for this year’s after seeing the set up. We plan to expand the tournament to allow hunting-style bows to encourage ALAS participants to take the next step to hunting.

Significant R3 Effort #2: Fishing Course Series Expansion

Fishing Course Series Expansion

The Department continued developing the already established Fishing Course Series (FCS). The program reports excellent participation numbers, including fishing license sales among 50% of adult participants in the keystone FCS course, Intro to Fishing. FCS also boasts a 92% class capacity and 100% planned attendance after over 2 years of operation. In addition to continuing all established FCS courses, LDWF launched 2 new courses, Fishing Secrets Explained and Beginner Saltwater Fishing, bringing the total course catalog to eight classes with more in development. The program is also expanding staff and volunteer instructor rosters.

Other R3 Efforts of Interest

- **One** Becoming and Outdoors Woman (BOW) workshop, and **one** Beyond BOW Deer Hunt were conducted, reaching a total of **141** participants
- **Two** Families Understanding Nature Camps (FUN Camps), reaching 19 families
- **Four** Hunting-101 courses (Tree-stand Safety 101, Wood Duck 101, Squirrel Hunting 101, and Bow-Hunting 101) reached **44** participants

- **One** YHEC (Youth Hunter Education Challenge) state competition, and **One** YHEC Regional Competition.
- **One** – 4H Shooting Sports/Outdoor Skills Competition
- **Four** - National Hunting and Fishing Days were implemented in four locations statewide resulting in an estimated **5,681** user contacts.
- **Women’s Fishing Workshops** - LDWF held Women’s Fishing 101 Workshops in 2024 recruiting new anglers. An additional Women’s Fishing 102 Workshop was held during the summer, where past 101 participants attended a weekend long course focusing on bank and boat fishing.
- **LDWF Aquatic Volunteer Instructor Program** - LDWF’s Aquatic Volunteer Instructor Program (VIP) trains individuals 18 years and older to assist Fisheries Outreach staff educating youth and adults about Louisiana’s aquatic and fisheries resources. Aquatic VIP’s travel statewide attending various events. In the fiscal year 2023-2024, VIPs and outreach staff attended over 200 events, volunteers logged over 2,000 hours and had over 18,000 face-to-face interactions. VIPs educate youth and adults on topics including fish identification, fish anatomy, fishing and casting techniques, fish age and growth, aquatic invasive species, marine debris, pond ecology, and fisheries management. LDWF offers extended education courses/workshops such and Catch and Cook and many other opportunities for VIP to gain knowledge and stay engaged with fisheries topics and staff, and feel like part of the team.
- **Get Out & Fish! Community Fishing Program**—LDWF continues to work with community parks around the state to stock catfish and rainbow trout, increasing opportunities for easily accessible fishing. Staff are working on partnerships with other groups/organizations to increase fishing and aquatic education at 17 sites throughout Louisiana by combining existing programs (GOF, Volunteer Program, and Fishing Course Series).

Barriers to R3 Efforts

- Marketing dollars
- No R3 Coordinator
- Staff for hands-on training
- Tracking program participants through licensing system
- Competing with other sports or extracurricular activities



Fur/Trapping Education Presentation



Beyond BOW-Deer Hunt



Get Out and Fish



Aquatic Volunteer Instructor Program



Father Child FUN Camp



2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State: **Mississippi**

R3 Lead: Adam Butler
Director of Conservation Development
Adam.butler@wfp.ms.gov
601-432-2079

Jeremy Bass
Director of Marketing and Communications
Jeremy.bass@wfp.ms.gov
601-432-2218



Significant R3 Effort #1: Conservation Development Hire

MDWFP has established a Director of Conservation Development as a unique take on R3 and agency relevancy. While license sales have always been and will continue to be the cornerstone of the agency's funding, acknowledging that partnerships and other funding opportunities bring additional capacity to mission delivery is equally important. As such, a new role has been created within the agency whose focus will be working at the interface of funding, policy, and outreach to assist with strategic alignment of agency goals with fiscal opportunities. This endeavor seeks to augment traditional R3 approaches.

Significant R3 Effort #2: New License Sales Tool, CRM, and Event Management

MDWFP will successfully integrate its license sales product with the PayIt platform in February, which includes a robust Customer Relationship Management (CRM) tool. This integration will significantly enhance our audience engagement by enabling targeted marketing through email, SMS, and event management. The new platform will improve the agency's ability to gather and analyze data, creating personalized messaging and event outreach that drives recruitment, retention, and reactivation efforts. This system supports R3 goals by fostering deeper connections with our constituents and raising awareness about MDWFP's offerings.

Significant R3 Effort #3: Brand Evaluation, Outreach & New Website

MDWFP completed a comprehensive brand evaluation, culminating in the publication of a brand book that documents the agency's brand foundations. The objective was to increase

awareness to our stakeholders and general audience, in addition to having a promotional foundation. This initiative included launching a new, user-friendly website designed to regularly update content, ensuring an engaging experience for our audience. The website serves as a centralized hub for authoritative information, event updates, and educational content, encouraging repeat visits and bolstering engagement with Mississippi's outdoor community.

Significant R3 Effort #4: Fishing Rodeos

MDWFP hosted annual fishing rodeos that introduced over 3,500 participants to the joys of fishing, fostering responsible and licensed anglers and environmental stewards. These events combine hands-on fishing experiences with educational opportunities led by Fisheries Technical staff, Mississippi Museum of Natural Science biologists, and volunteer anglers. The program ensures successful catches in well-stocked ponds and incorporates boating safety education from the Law Enforcement Bureau, providing a holistic approach to cultivating lifelong fishing enthusiasts and conservation advocates.

Significant R3 Effort #5: Archery in Mississippi Schools (AIMS)

MDWFP expanded the Archery in Mississippi Schools (AIMS) initiative, adding two new events—AIMS Outdoors and AIMS Extreme. These outdoor-focused archery events encourage students to transition from indoor target shooting to real-world hunting experiences. The innovative format introduces wildlife and 3D animal targets, creating a bridge between recreational archery and outdoor hunting. These efforts have significantly increased awareness of shooting sports and strengthened the pathway for participants to explore Mississippi’s rich hunting traditions.

Other R3 Efforts of Interest

- Creation of non-consumptive products.
- Creation of cross-awareness initiatives using other agency assets (state parks, museums, outdoor events)
- Creation of an agency wide educational initiative
- Create and improve partnerships across the state
- Create initiative to improve stakeholder’s knowledge and value of outdoor recreation

Barriers to R3 Efforts

- Overall capabilities evaluation to fill gaps and improve efforts
- Data tracking evaluation and improvement
- Dedicated funding



2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Missouri

R3 Lead:

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



Significant R3 Effort #1: Code Complexity Project

The Missouri Department of Conservation (MDC) hired DJ Case to conduct a comprehensive study of our R3 educational programs. Our interest from an agency was to better understand if our programs were recruiting, retaining, and/or reactivating hunters, anglers, trappers, and recreational shooters. While there is evidence that our educational programs do contribute to recruitment, retention, and reactivation, there was obvious deficiencies in our programming efforts. The lack of social support and clear next steps are areas in need of improvement on our part. MDC has convened an internal team to develop logic models for all our R3 programs. MDC is also looking to provide ongoing social support through a mentorship program by working with a partner to provide dedicated staff in the administration of the program.

Significant R3 Effort #2: Missouri R3 Plan Revision

While MDC has been active in retention and reactivation email campaigns for the past several years, this year we took advantage of the Hunt For Good campaign. Ads were placed on Facebook, Snapchat and paid radio targeting 18–34-year-olds (our R3 target demographic) that didn't hunt or fish.

Other R3 Efforts of Interest

- MDC is currently working on a process to provide shared partner positions to increase the R3 footprint in Missouri. These positions would provide the administrative support for a large-scale mentorship training program.
- MDC continues to look at Code Complexity in an effort to reduce barriers to entry into R3 activities. Spring Turkey regulations were simplified this year and we continue to look at our many deer seasons to find areas in which we can become better at reducing complexity while offering multiple opportunities for participation.
- MDC & CAHSS partnered to offer two R3 foundational trainings to approx.. 70 MDC staff in both the St. Louis and Kansas City areas.
- In our second year of our R3 plan MDC was able to reach all three goals of; #1 Recruit 148,000 new resident permit holders annually #2 Reduce Churn by 1% annually and #3 Reactivate 100,000 lapsed resident hunters and anglers annually.

Barriers to R3 Efforts

- Reaching program scale to be beneficial to SMART objectives.





2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State: North Carolina

R3 Lead: Travis Casper, Wildlife Education Division
Chief
Travis.casper@ncwildlife.org
919-707-0337



Significant R3 Effort #1: Expansion of Learn to Hunt Suite of Programs

Development of Learn to Hunt (LTH) Workshop Minis (3-hour in person events) that expand on existing LTH Workshop (8-hours in person events) topics like tree stand setup and use, scouting, hunting gear, shooting skills, etc. and specifically designed for students needing more training while attempting to keep participants active and engaged beyond a single event. Development of full, time Go Outdoors annual calendar of hunting programming registration including Learn to Hunt (LTH) Hunting Workshops, Workshop Minis and Webinars including small game (i.e., squirrel and upland game), waterfowl, turkey deer and bear. Plans to expand to additional species remains ongoing to include bear, waterfowl, upland game and dove, etc.

Significant R3 Effort #2: Fin-tastic Fishing Festival

In June, the John E. Pechmann Fishing Education Center hosted the first annual Fin-tastic Fishing Festival. The event saw 368 participants in attendance. More than 40 volunteers and vendors assisted NCWRC staff with delivering 13 fishing-related educational activities. To add to the excitement, volunteers and vendors supported contests and giveaways throughout the day. Top prizes included a Family Fishing Package worth \$500, sponsored by Dick's House of Sports, and a Unified Lifetime Sportsman License, donated by the North Carolina Wildlife Federation (NCWF).

Other R3 Efforts of Interest

- Engagement Program Specialists hosted the first district family fishing events in held across the state since the realignment of duties and focus areas in 2023. The team of nine specialists held 29 events with 2,411 participants.
- Communication and support between the Wildlife Education Divisions and the other divisions in the agency have continued to grow, including involvement of

engagement specialists in field work with biological staff, and biological staff leading webinars for the Education Division.

- Engagement Team participated in 24 camps with 1321 youth participants during 2024. Many of these camps were in partnership with NC FFA, NC 4H Program, and the NC Habitat Foundation, with a focus of introducing youth from across the state to the NC hunting and fishing heritage, along with their role in stewardship and conservation of our wildlife resources.
- The North Carolina Youth Hunter Education Skills Tournament had 2,749 participants representing 336 teams compete.
- The National Archery in Schools Program recorded 18,623 active participants from 345 schools.
- Evaluation of BOW program continues, with planning for programming in 2025 after completing survey work. Currently in the rebranding phase of the evaluation.

Barriers to R3 Efforts

- While programmatic expansion remains ongoing, so too the need for increased volunteer involvement is needed to meet the growing demand of programming.
- Resistance of using the Brandt system from both staff and volunteers.
- Lack of mentorship programs, both internally and with partner agencies.



Fin-tastic Fishing Festival



National Hunting and Fishing Day



FNC Hunter Education Skills Tournament



2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Oklahoma

R3 Lead:

Kasie Harriet, R3 Coordinator, kasie.harriet.ctr@odwc.ok.gov,
918-629-4991



Significant R3 Effort #1: Agency Mentorship Program (AMP)

Launched the Agency Mentorship Program. AMP allows employees to accrue up to 16 hours on timesheets per calendar year while mentoring or being mentored in hunting, trapping and/or shooting.

- Piloted 20 participants
- 8 participants have completed, with many scheduled for early holiday antlerless and 2025
- Great feedback on post-activity surveys

Significant R3 Effort #2: WMA Open Houses

The Wildlife Management Area (WMA) Open House concept aims to support agency R3 goals, prioritizing communication on public hunting and shooting access. These are events open to the public. Details include:

- Mentored range time/hunt component
- Partner with NGOs for mentors, speakers, and lunch sponsorship
- Biologists, Game Wardens, and R3 Coordinator present on topics such as public lands, regulations, and a hunting workshop

Other R3 Efforts of Interest

- Continuation and expansion of ODWC's in-person trapping workshops
- Hosted over 14 Learn to Hunt virtual classes. Record attendance after concentrated marketing efforts and utilization of push notifications
- Premiered the Tailgate, a page on ODWC's website, where hunters can upload their harvest photos. It's given ODWC great promotional photos, straight from Oklahoma hunters
- New licensing structure that makes it simpler to attract and keep hunters and anglers in the state.

Barriers to R3 Efforts

- Improving R3 knowledge and buy-in within state agency
- Consistent tracking and evaluation efforts
- Manpower
- Attendance at in-person events

2 ODWC Staff participating in the Agency Mentorship Program



Kaw WMA Open House





2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State: **South Carolina**

R3 Lead: Amanda Stroud,
Director of Creative Services
StroudA@dnr.sc.gov | 803-734-0256



Significant R3 Effort #1: Update to SCDNR Branding

In 2022, the Office of Media and Outreach, now Office of External Affairs (OEA), published the agency’s first digestible brand guidelines, reducing a 76-page Brand Book to 20 pages with clear guidelines and strong examples. During 2024, OEA continued to fine tune that Brand Book. This included the first agencywide Editorial Style Guide, rebranding of all agency forms, and incorporation of agency branding in all new publications, social and web content.

In the upcoming months, several additional projects will be completed to further incorporate agency branding. This includes the development of the first ever Property Signage Guidelines, allowing for statewide uniformity and creating an interactive Brand Book for SCDNR’s intranet.

Significant R3 Effort #2: Reorganization of Agencywide Education Programming

The agency has dedicated funding and full-time positions to an agencywide education team within our Executive Division for the first time since 2010. This team currently includes four team members who implement programming meant to fill gaps left by the division specific programs. This includes:

- Bringing SC Project Wild back under the direction of SCDNR,
- Dedicated programming for K-12 education,
- State naturalist and agency historian to provide interpretive programming on SCDNR public lands,
- Dedicated staff to fulfill requests for career fairs and public presentations, and
- Community Engagement Program efforts to serve underrepresented communities.

The Director of Education has taken over as chairman of the SCDNR Education Task Force and has reengaged in accomplishing the goals outlined in the 2022 Strategic Plan.

Other R3 Efforts of Interest

A sample of R3 accomplishments from division specific outreach and education programs include:

Community Engagement Program

- In coordination with external partners, as well as with other agency recruitment and education managers, the team hosted or cohosted a total of 11 outdoor recreation programs, awareness programs and educational activities, reaching more than 900 Latinx and more than 700 Black individuals.
- On a smaller scale, the program hosted (or cohosted) 17 In-house events that included various nature walks, property tours, birding programs, litter awareness campaigns, etc. reaching 238 participants from the Latinx community and 55 from the Black community.
- Produced digital content to be used in multiple outlets. The Spanish Facebook page saw an audience growth of 4.9% during 2024. Meta insights indicate that the page is above the 75th

percentile for Followers and Content Interactions, when compared with other Businesses in the Government Agencies categories with similar 28-day organic reach.

- Produced an English and Spanish monthly newsletter with more than 800 and 10,000 subscribers respectively.
- Continued collaborating with the Conservation Access, Relevancy and Engagement Committee (C.A.R.E.) for the recruitment of underrepresented candidates in the conservation field to attend the SEAFWA Annual Conference. In 2024, South Carolina was the most represented state. With other agency professionals, the team was able to provide support in multiple Student Workshop activities, including the Field Trip.
- Produced the agency's Spanish printed version (5,000 booklets) of the *South Carolina Hunting and Fishing Laws and Regulations*. Available in a digital format as well: <https://www.eregulations.com/southcarolina/cazar>
- Established partnerships with two top Latinx Community Organizations providing outdoor and awareness programming in South Carolina: <https://www.latinosaventureros.org/> and <https://www.mujeres-latinas-sc.org/>.

Law Enforcement Education and Outreach

- Conducted 12 clinics which included 123 participants. The clinics included adults which were first time hunters who purchased licenses.
- Held 53 youth hunts for 75 participants who hunted the following species, deer, turkey, hog, dove, duck, and squirrel. We also had 81 mentors who assisted with TOMO.
- 30 trailer events were held with over 87,700 people in attendance.
- Taught 217 in-person boater and 285 hunter education classes as well as the internet option with a total of 6,752 students certified in boater education and 14,199 students certified in hunter education.
- The Boating Simulator was used at 27 civic and school events with more than 7,500 participants.
- Conducted Trap Open with 566 shooters, conducted Skeet Open with 497 participants, and Conducted Sporting Clay Shoot with 545 participants. · Held Skeet Championship with 178 participants (awarded \$20,000 in scholarship), Trap Championship with 180 participants (awarded \$20,000 in scholarship), 4 4H training sessions with 25 new coaches. Hosted 22 additional ranges with 156 participants.
- Held 9 NASP qualifiers leading up to the State Archery Tournament. · The State Bullseye and IBO tournaments invited the top 15 teams and additional top-scoring individuals Archer's participation was 1,600 bullseye archers and 1,006 IBO archers. A total of \$50,000 was awarded to archers at the SC State Archery Tournament.
- Conducted 23 Basic archery instructor classes with 260 new instructors.
- There were 11 basic handgun safety classes with 73 participants.

Saltwater Education and Outreach

- In 2024, 6 SCDNR Saltwater Outreach Staff and 61 Certified Fishing Instructors interacted with over 10,000 members of the public.
- SCDNR staff and volunteer instructors held 44 fishing clinics including clinics designed to reach underrepresented groups. These groups included mobility impaired, bilingual, women, military/veterans, and Title 1 Schools.
- SCDNR outreach staff and fishing instructors partnered with multiple organizations to host 10 Youth Saltwater Fishing Rodeos where 630 youth went fishing.
- A total of 10 Certified Fishing Instructors interacted with approximately 869 anglers for the Walk the Pier Program.

- Saltwater fishing outreach staff hosted or supported four adult tournaments, collecting information on 1,820 fish, including three catch and release flounder tournaments.

Marketing

- Continued delivery of onboarding emails and automated license reminders.
- Continued on 2023's successful digital campaign promoting fall hunting license sales by duplicating efforts in 2024.
- Participated in AFWA trapping awareness campaign and NDA Wildtails digital campaign.
- Participated in several human dimension surveys under MSG.
- Participated in the annual RBFF lapsed boating mailer.
- Hosted the annual Palmetto Sportsmen's Classic with over 35,000 attendees.

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.
- Outdated, hard to navigate websites.
- Lack of dedicated funding for retention or reactivation.
- No method to track education participants through license holder.
- Access to clinics or fishing activity in near targeted audiences is limited.
- Transportation for participants in underserved communities.
- Bilingual instructors for events and education offerings.





2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:
R3 Lead:

Tennessee

Matt Clarey, R3 Coordinator
Matt.clarey@tn.gov 615-781-6645



Significant R3 Effort #1: R3 Plan and Implementation

- The TWRA R3 Plan was finished on June 30, 2024 and was given to the Communications Division for edits. The plan will be rolled out to the agency early 2025.
- A new R3 Coordinator will be hired early 2025 since I am retiring on January 3, 2025 and will be working for IHEA on January 6th.

Significant R3 Effort #2: Partnerships/Retention

- Worked with Arch Academy to help with the purchasing of fishing licenses for students at their school.
- Granted funds to Tennessee Wildlife Federation for the 7th 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 SCTP to help run the program.
- The Fisheries Division and the R3 Coordinator worked together to start changing the goal of Free Fishing Day events. The regions were told to pick two major events that the agency would sponsor catfish and some fishing tackle for giveaways. They also were told to incorporate a “Pond to Plate” type event that would teach the public how to catch, clean, and prepare fish.

Other R3 Efforts of Interest

- Started talks with the National Fishing in the Schools Program about implementation in 2025 with 10 pilot schools and \$10,000 worth of grant money to help them get started.
- Ronnie Cowan was hired as the University of Tennessee Extension Outdoor Recreation Specialist under a grant from TWRA.

Barriers to R3 Efforts

- R3 Plan implementation
- Coordination among all NGO's and agencies in TN
- Incentives for lapsed hunters
- Communication with underserved groups



2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

Texas

R3 Lead:

Jason Mercer
 R3 Coordinator – Fish/Boat
Jason.Mercer@tpwd.texas.gov
 512.705.6265



Significant R3 Effort #1: Fishing For Conservation

TPWD hosted its inaugural Fishing for Conservation Course, designed to educate media partners on the North American Model of Conservation, R3 principles, and our agency’s significant conservation efforts. The two-day course included presentations, hands-on learning activities, a hatchery tour, and a paddle trip down the San Marcos River. By equipping media professionals with knowledge and resources, we aim to foster a deeper understanding of our conservation initiatives and encourage impactful storytelling that highlights the importance of our natural resources.

Significant R3 Effort #2: Agency-Wide R3 Staff Survey

To effectively engage the public in our conservation efforts, we initiated an internal assessment to gauge employee understanding of R3 principles and our funding model. An agency-wide survey of 3,200 employees established a baseline for future progress. The valuable insights gained from this assessment have informed the development of R3 training modules for both new and existing staff. Additionally, we are actively soliciting employee input to refine our second R3 plan and identify strategies to amplify our R3 initiatives.

Other R3 Efforts of Interest

The Urban Outdoor Engagement Forum

- A collaborative effort between TPWD and CAHSS, convened 30 partners to address key challenges and explore opportunities for enhanced collaboration. This valuable forum provided insights into the obstacles faced by our partners and identified potential avenues for partnership to strengthen relationships and facilitate program development. The forum has catalyzed new initiatives aimed at supporting our partners in creating innovative programs that encompass recruitment, retention, and reactivation.

Text To Lapsed Boater Campaign

- In 2024, TPWD received a \$25,000 grant from the Recreational Boating & Fishing Foundation (RBFF) to expand upon the success of our previous year's campaign, "Testing Text Messaging to Lapsed Anglers." This new initiative, focused on lapsed boaters, demonstrated a promising 12-15% conversion rate among recipients of SMS messages.

R3 Women at TPWD:

- This is an agency-wide initiative to introduce and educate women to activities they may have never engaged in. With support and participation from EO, fellow TPWD professionals and agency partners we will continue to offer opportunities for women to learn the skills of hunting and shooting. This way they can embrace these new interests/skills and join in the tradition and service of conservation through hunting and shooting.

Shooting Sports

- R3 Female Employee shooting (rifle and pistol) and hunting classes/trips (sandhill crane, geese, deer, hogs, dove). Executive Office staff participation and endorsement
- 4 issues of TPWD Shooting Sports e-newsletters; updated web landing page
- Social media - TPWD Shooting Sports on FB and Insta
- R3 Women of TPWD: attendance at shooting clinic at National Sports Clays Tournament at major shooting complex in San Antonio
- Planned sponsorship of Ladies Firearm Safety and Skills Clinics in 2025

Hunting

- Hunting: results of Big Time Texas Hunts. \$1.39M generated for conservation; New aoudad hunt benefits Bighorn Sheep Conservation

Licenses

- Three years ago, TPWD initiated the digital licensing program. Since then, we have steadily expanded these offerings. Building on this success, we are excited to announce our plan to transition to all recreational licenses offered in a digital format in 2026. Fifty percent of online purchasers opt for digital versions of our offerings. This trend indicates that we are successfully reaching younger demographics, aligning with R3 principles and meeting our audience where they are most engaged.

R3 Strategic Plan

- We are currently developing the second iteration of the Texas R3 Strategic Plan. This updated plan will incorporate Wildlife Viewing as a fifth pillar, alongside Hunting, Fishing, Boating, and Shooting Sports.

Barriers to R3 Efforts

- While we have made strides towards implementing a comprehensive CRM system, we continue to seek a solution that fully addresses our organization's evolving needs.
- The agency's size has contributed to knowledge gaps and siloed divisions, as evidenced by the agency-wide survey's findings regarding understanding of R3 and the funding model.

- A lack of public understanding regarding the funding mechanisms for conservation efforts can hinder support for TPWD and its initiatives. Prioritizing public education on our funding model is crucial to garnering broader support for our conservation mission.

R3 Women of TPWD attended a shooting clinic for women at National Sports Clays Tournament, in San Antonio at the National Sports Shooting Complex in October 2024.

On right: TPWD Communications Division Director, Mischelle Diaz, attended and learned safe shooting, how to choose a shotgun, and tips on enhancing her shooting proficiency.

On left: participant shooting clays at the clinic



R3 Women of TPWD: marketing writer from Communications Division on dove hunt in West Texas. Love the antler hat (actually tree branches in the background)! And on Sandhill Crane hunt in Happy, Texas (below)





2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

R3 Lead:

Virginia

David Hennaman

R3 Coordinator

David.hennaman@dwr.virginia.gov | 804-763-9741



Significant R3 Effort #1: Expanding the reach of R3 efforts through partnerships

- Supporting partner groups in creating programs to support new and youth hunters.
- The Campfire: Quarterly social event that brings together public, private and non-profit partners in or around the conservation mission to build relationships and encourage collaboration.
- Expansion of the Becoming a Virginia Hunter Program: A beginner level program aimed at non-hunters to give them the skills and knowledge to hunt deer, turkey and waterfowl.
- Utilization of targeted, paid marketing to attract hunter/angler adjacent outdoors people to try hunting and angling.
-

Significant R3 Effort #2: Filling a Hunter Outreach Coordinator position and restarting the Mentor Program

Cierra Strickland was hired to fill the Hunting Outreach Coordinator position. She is revamped the manual process for connecting mentors and mentees to keep pace with the more than 150 requests for mentors in 2023. A few initiatives DWR expanded or started to continue to grow the mentor program included the following:

- Expanded a partnership with Outdoor Access. DWR added additional mentor memberships and implemented a rotation of properties (8 total) 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 eight (8) properties where DWR mentors have exclusive reservation rights if a mentee signs up with them.
- DWR continued to provide training for new and existing mentors through new webinars and virtual meetings.
- Implemented 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/>)

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, to include Delta Waterfowl’s University Hunting Program. 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.

- In 2024, the Explore the Wild marketing campaign was launched as a comprehensive multi-channel marketing initiative. The campaign included a diverse range of tactics such as paid media placements. Owned media efforts involved organic social media posts and public relations activities, while event integration included participation in the Virginia Birding Classic and various outreach events. Additionally, the campaign featured content integration through promotional graphics and articles, and partnerships with the Virginia Tourism Corporation and content creators.
- A campaign style guide was produced, along with custom photos and videos to enhance the campaign's visual appeal. Although the campaign is still ongoing, the results from March 1 to June 30, 2024, have been notable. In this timeframe, the web-based tool has garnered 99,476 views and engaged 34,977 active users. Searches by activity included 8,904 for hunting, 19,753 for fishing, 845 for boating, 1,749 for paddling, 4,176 for wildlife viewing, 2,896 for primitive camping, and 4,417 for hiking.
- 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

- Little connection to the shooting sports in VA
- Inability to analyze program data in a meaningful way (participant tracking and engagement) due to event registration system being separate from the license system.
- Incomplete list of potential partners/NGOs that DWR can partner with to help expand efforts to promote hunting and fishing.





2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

State Report

State:

West Virginia

R3 Lead:

Kayla Donathan, Outreach and Education
Program Manager,
kayla.m.donathan@wv.gov, 304-352-1040

WEST VIRGINIA

DNR

Significant R3 Effort #1: Becoming an Outdoors Woman Fall Workshop

The Becoming an Outdoors Woman Fall Workshop was held in September 2024 at Canaan Valley Resort State Park. Over 75 participants explored a variety of outdoor activities, including fly fishing, fly tying, canning, wild game cooking, archery, shotgun and rifle shooting, wildlife habitat education, canoeing, kayaking, hiking, camping, nature photography, basic fishing, boating and trailering, and more. The workshop was tailored for beginners, offering participants the chance to try something new or rekindle their interest in outdoor pursuits.

Significant R3 Effort #2: Direct mailer postcard campaign – Hunting License renewal

In September 2024, a direct mail postcard was sent to 92,997 lapsed license holders, reminding them to renew their licenses before the fall hunting seasons. Following the mailing, over 66% of recipients—approximately 67,000 individuals—renewed their licenses. While it's unclear how many would have renewed regardless of the postcard, the campaign appears to have successfully prompted action.

Other R3 Efforts of Interest

- Beyond BOW events and Spring BOW Workshop
- National Hunting and Fishing Day Celebration, NASP trainings and state tournament and, Mentored youth hunts (WVDNR Law Enforcement)
- Gold Rush trout stocking. Fishing education events, Hunter education events, Boater safety courses, School outreach through the Wildlife Education team, Citizen science initiatives
- Paid and organic license sales marketing efforts

Barriers to R3 Efforts

- Program evaluation
- Staffing capacity
- Bureaucratic rules (approvals of all content/programs/materials by several agencies)
- Reaching non-traditional audiences

Bow Fall Photos:



Postcard Front (Right):



Postcard Back (Below):

WEST VIRGINIA DNR | Division of Natural Resources Headquarters
324 4th Avenue
South Charleston, WV 25303

Get Your License Today!

EASY AS 1. 2. 3. >>>

Scan to get your license or go to WVhunt.com

1. Login or create your account at WVhunt.com.

2. Click on "Purchase a License, Tag, or Permit."

3. Add your items & check out. Happy hunting!

PRESORT STD
U.S. POSTAGE PAID
CHARLESTON, WV 25303
PERMIT NO. 143



2024 SEAFWA R3 Committee Meeting

(Hunting, Fishing & Wildlife Recreation Participation Committee)

Report

State:
R3 Lead:

**Virgin Island Dept. of Planning and
Natural Resources, Fish and Wildlife**

Dr. Nicole Angeli
Director of Fish & Wildlife Division
nicole.angeli@dpr.vi.gov



Significant R3 Effort #1: Take Me Fishing Clinics

Take Me Fishing and other non-branded fishing clinics occur in partnership with schools (with the Department of Education), Friends of Virgin Islands' National Parks, and the Department of Sports Parks and Recreation. An average 16 participants per event at a total of 8 events across 3 islands attend.

Significant R3 Effort #2: Archery Clinics

DPNR maintains [1 target archery field](#), [two 3D archery fields on St. Croix](#), and supports the [Archery Federation \(Olympic Team\)](#) on St. Thomas. The fields are open to the public. Roughly 600 people use the field every year.

Other R3 Efforts of Interest: Go Outdoors Point of Sale System with Brandt

- Launching late 2025
- First territory to have a recreational fishing license!

Barriers to R3 Efforts:

- Limited Staff
- Supply Chain Logistics (few suppliers of archery gear that will ship to US Virgin Islands)



St. Croix Archery

2d · 🌐



Achievement scoring this weekend! December 2nd for those with your own equipment, December 3rd open to everyone (and we will have equipment available. Get ready! We will be hosting the VI Archery Federation tournament next month (January 7th)

