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# Recommendations for Effective Angler R3 Efforts Webinar

February 22, 2017



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

Matt Dunfee  
Wildlife Management Institute





# AREA-RBFF Partnership

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[www.arenet.org](http://www.arenet.org)



# AREA

Founded 1994

**Aquatic Resources Education Association**





# Angler R3 State Agency Working Group

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Mike Beauchene (CT)

Steve Marshall (FL)

Doug Darr (AL)

Larry Pape (NE)

Chris Dunnavant (VA)

Amanda Stroud (SC)

Barb Gigar (IA)

Chris Willard (OR)

Scott Lavin (AZ)

Jenifer Wisniewski (GA)



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# What is R3?

## R3 is the PROCESS

Recruitment



Retention



Reactivation



# How Do We Fix It?

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## Get Strategic About What We're Doing!

1. Identify ALL the Problems
2. Build Actionable Alignment
3. Identify Strategies
4. Take targeted action



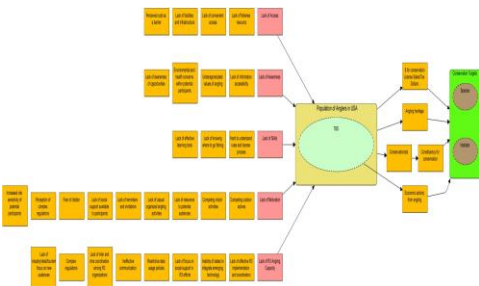


# What We've Done

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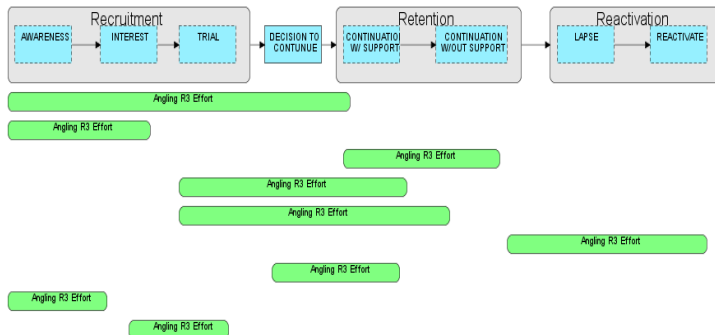
## 1. Identified Problems

## 2. Alignment



Highlights of Angler Recruitment, Retention and Reactivation (R3) Literature

Prepared for the Aquatic Resources Education Association



Cabela's  
IT'S IN YOUR NATURE.™





# What We've Done

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In General, We Identified and  
Prioritized Strategies for Angler R3

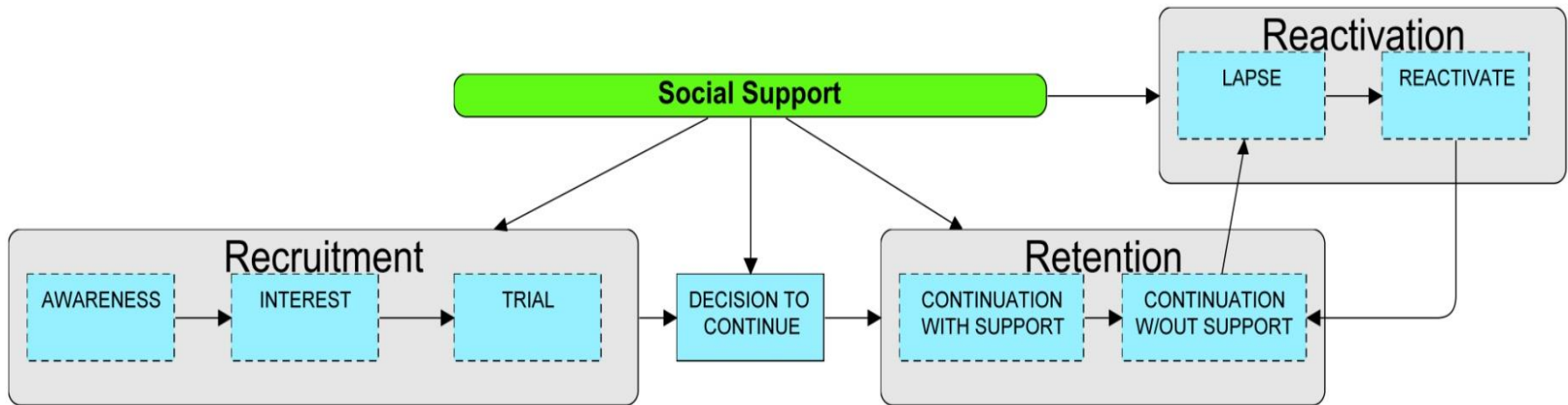
Now, Let's get specific.....



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1. Angler R3 efforts within agencies and organizations should be assessed and mapped using the Outdoor Recreation Adoption Model.

# We Need a Way to Think About the Problem!

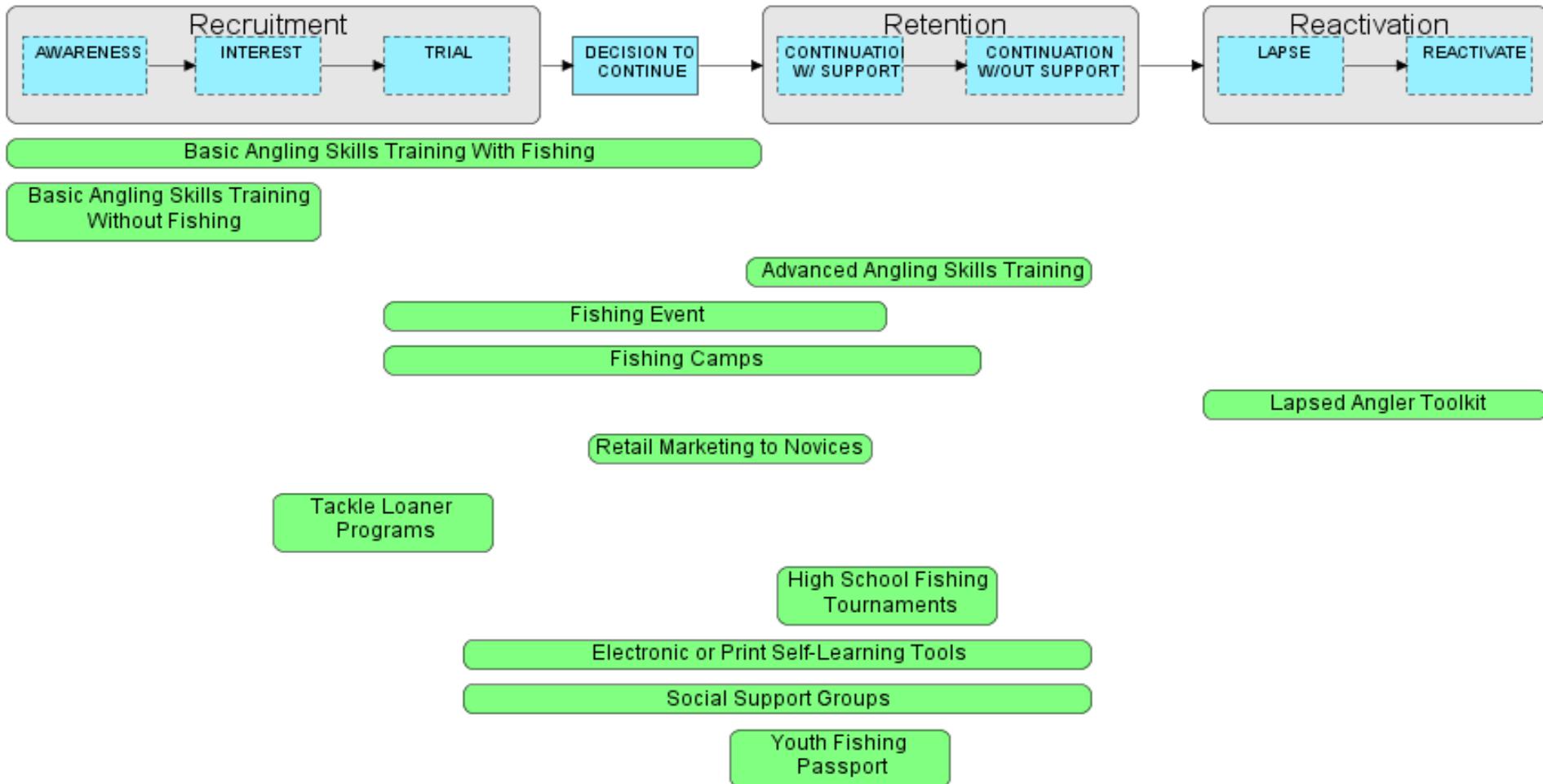






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# 1. Angler R3 efforts within agencies and organizations should be assessed and mapped using the Outdoor Recreation Adoption Model.





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2. **Improve the capacity of agencies and organizations to design, implement, and evaluate angler R3 efforts.**

**Get Your House in Order!**

**You Will Need:**

- 1. R3 Staff**
- 2. R3 Expertise**
- 3. Customer Tracking**



3. **Develop strategic angler R3 program priorities within agencies and organizations.**

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Focus on the Real Problems not Just the Easy Ones!

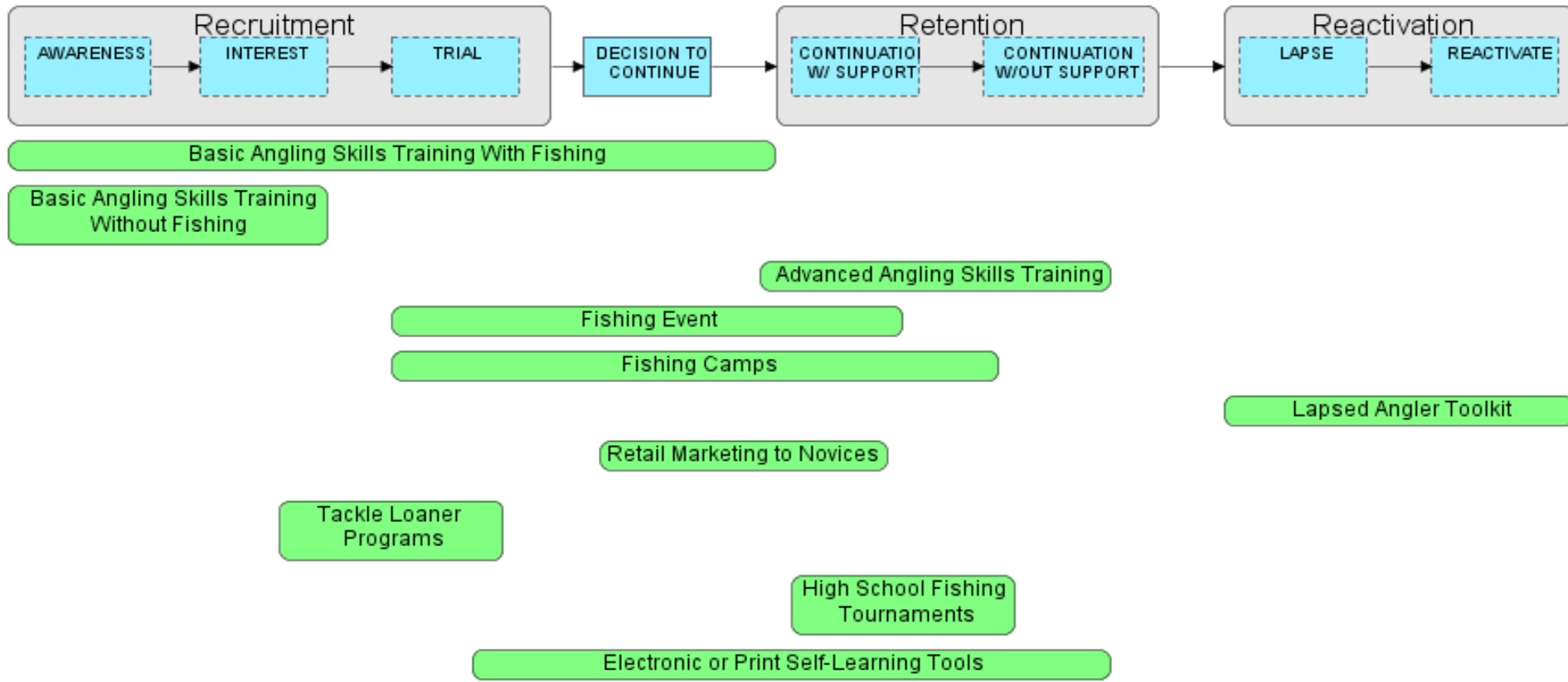




## 4. Improve partnerships among agencies and organizations to collaboratively implement angler R3 efforts.

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# This is Too Big for One Organization!





5. **Improve angler R3 efforts by ensuring that they are outcome-driven in their design, implementation and evaluation.**

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**Outputs do Not Equal OUTCOMES!**

**R3 = New Angler or R3 = More Active Angler**



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5. **Improve angler R3 efforts by ensuring that they are outcome-driven in their design, implementation and evaluation.**

**Outputs do Not Equal OUTCOMES!**

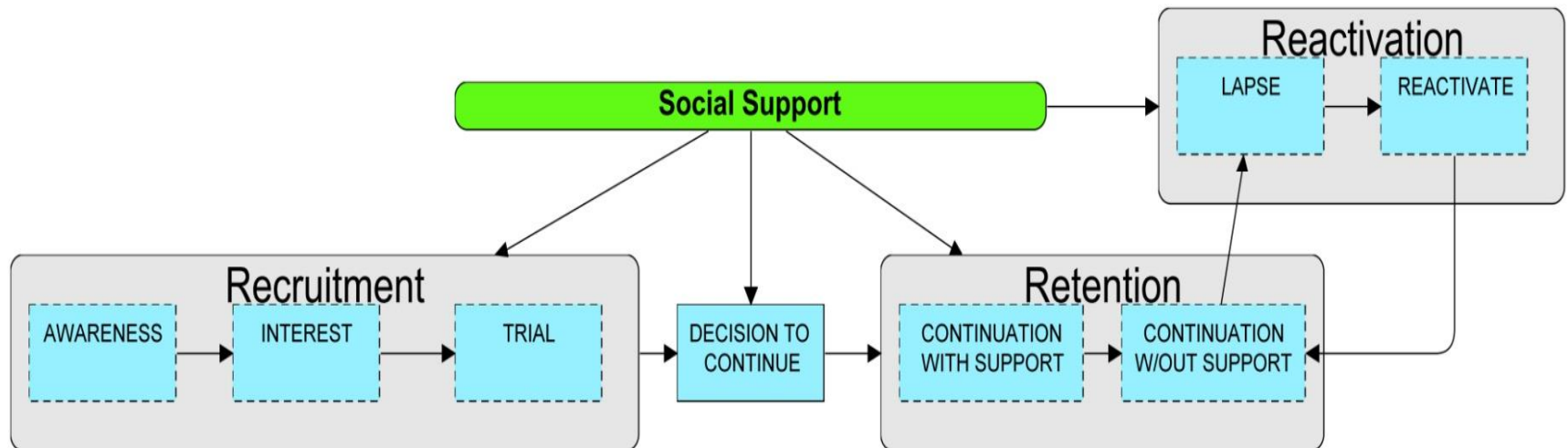
**Aquatic Education  $\neq$  Angler R3**



## 6. Coordinate angler R3 efforts with hunting and shooting sports R3 efforts.

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# Don't Think "Anglers", Think "Outdoor-sapiens."





7. **Structure future angler research to address the threats, needs and strategies and other angler R3 best practices.**

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**Outdoor Education is Critical, but is Not R3!**







# And Finally....

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*“We should work as if the future of fishing, hunting, and shooting sports depends on us....because it does”*

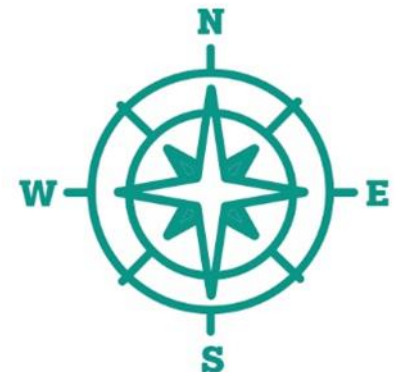
*-Jeff Rawlinson, Nebraska Game and Parks Commission*



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# Next Steps

- State Angler R3 Effort Survey
- Angler R3 National Advisory Group
- Develop National R3 “Checklists”





# Questions?

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