



Angler R3 Plan

MICHIGAN DEPARTMENT OF NATURAL RESOURCES

FISHERIES DIVISION

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CREATING MICHIGAN'S ANGLER R3 PLAN

- HOW IT STARTED
- RBFF
- WHO IS INVOLVED
- OUR TIMELINE

- THE PROCESS
- WHAT IT LOOKS LIKE
- WHAT'S NEXT
- KEY TAKE-AWAYS



HOW IT STARTED

- 2016 EFFORT Michigan R3 Plan for Hunting, Fishing and Shooting Sports
- 2018 Fisheries working with partner groups recognizes great need for Angler R3 Plan
- 2019 Michigan DNR Fisheries reached out to RBFF for support to create an Angler R3 Plan
- Michigan Hunting and Shooting Sports R3 Plan is still moving forward
- Michigan DNR Executive supports merging the two R3 plans at a later date



RBFF



- 2019 Angler R3 Plan partnership began
- 2019-2020 Angler R3 Plan creation ongoing
- "Solo" Angler R3 may be somewhat uniqueWhy we chose to do it this way
- RBFF guidance and facilitation
- Internal DNR and RBFF team
- Larger R3 Team includes external stakeholders such as angler groups and fishing partners, DNR and RBFF



WHO'S INVOLVED

DNR

- Fisheries staff outreach, education, biologists, technicians, supervisors
- Marketing & Outreach staff education services, interpreters, aquatic educator, hunting and shooting R3 coordinator

RBFF

Stephanie Hussey & Phil Seng, DJ Case & Associates

EXTERNAL STAKEHOLDERS & PARTNERS

 Trout Unlimited, Michigan Bass Nation, Bass Masters, Steelheaders, Muskie Alliance, Michigan United Conservation Clubs, USFWS, Michigan State University, community fishing groups, etc.



TIMELINE & PROCESS

- ONGOING CONSULTATIONS WITH RBFF
- **R3 PLAN DNR INTERNAL MEETING**

Overview/Review of R3

Goals, Objectives, Metrics, Target Audiences,

Strategies/Actions/Tasks

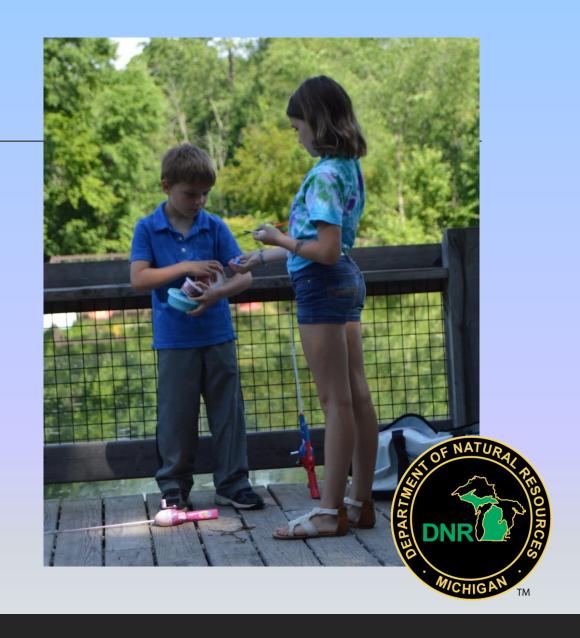
First draft of plan written, internal team review and comments/edits

DOCUMENTED DNR & STAKEHOLDERS EFFORTS

Our R3 "map" of recruitment, retention & reactivation

R3 PLAN – STAKEHOLDERS MEETING

Reviewed all current efforts and where they fit into R3 Gathered stakeholder input for next draft of plan



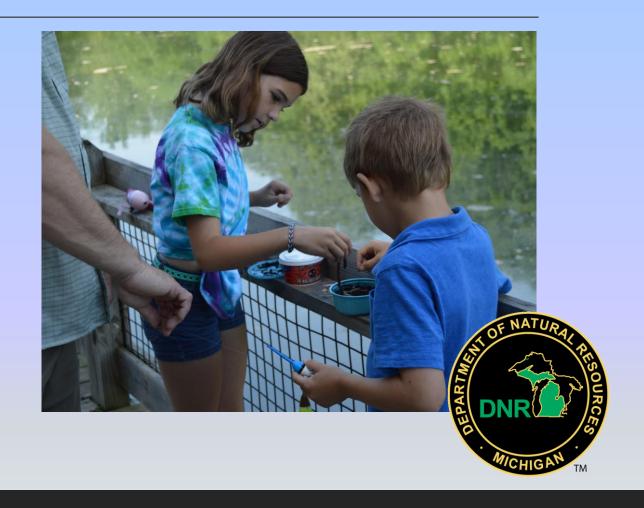
TIMELINE & PROCESS

SECOND DRAFT OF PLAN

Internal team review for comments/edits
Stakeholder review for comments/edits

FINALIZE MICHIGAN ANGLER R3 PLAN

Print plan and electronic version online
Share internally and externally
DNR and stakeholders to implement plan
R3 updates – living and breathing document
Merge Michigan Angler R3 Plan with Hunting &
Shooting Sports



WHAT OUR ANGLER R3 PLAN LOOKS LIKE NOW

- GOALS What we are trying to achieve
- OBJECTIVES Specific things we want to accomplish to achieve our goals
- METRICS How we will measure success
- TARGET AUDIENCE Our efforts are directed toward different groups
- STRATEGIES / ACTIONS / TASKS Nested layers of actions to complete



Michigan Angler R3 Plan - DRAFT

1. Goal: Increase the numb

- 1.1. Objective: Recruit 1% new a Target Audience: non-reside consumptive users, urbanites Metric: Michigan's License F 1.1.1. Strategy: Increase me 1.1.2. Strategy: Increase pu 1.1.3. Strategy: Address sor
- 1.2. Objective: Decrease the chu Target Audience: All resider five years since last purchase Metric: Michigan's License F 1.2.1. Strategy: Increase pu 1.2.2. Strategy: Determine t
- 1.3. Objective: Increase/enhance Target Audience: Municipal associations/friends groups, Trust Fund applicants, ADA a Metric: Market research amo has an association)
 - 1.3.1. Strategy: Encourage 1.3.2. Strategy: Encourage s shoreline, piers, etc.
- **1.4. Objective**: Reactivate 2% of license in 5 years or more) Target Audience: People wi Metric: Retail Sales System 1.4.1. Strategy: Increase public arrangement of containing licensing

2. Goal: Expand participation among diverse audiences

1.1. Objective: Conduct research to gain a better understanding of the barriers to fishing among diverse audiences by 2021

Target Audience: Women, ethnic minorities, people with disabilities, urban populations, non-consumptive users, university students

Metric: Track efforts provided by DNR's Diversity, Equity and Inclusion (DEI) Team

1.1.1. Strategy: Determine how to gain knowledge of barriers to fishing

1.2. Objective: Expand programs by 5% that target under-represented audiences Target Audience: Women, ethnic minorities, people with disabilities, urban populations, non-consumptive users, university students

Metric: Michigan's License Retail Sales System and surveys 1.2.1. Strategy: Conduct surveys to determine current level of programming to under-

represented audiences

1.2.2. Strategy: Increase mentored opportunities

1.2.3. Strategy: Increase public awareness of existing fishing opportunities/programs

2.1.2 Strategy: Develop programs/clinics that target these audiences

1.3. Objective: Raise awareness of value of fishing and natural resources management in Michigan.

Target Audience: Women, ethnic minorities, people with disabilities, urban populations, non-consumptive users, university students

Metric: DEI

1.3.1. Strategy: Use social media

1.3.2. Strategy: Enhance state fish hatcheries to increase visitation numbers

Michigan Angler R3 Plan - DRAFT



3. Goal: Increase collaboration with partner/stakeholder/other R3 efforts

1.1. Objective: Catalog current angling opportunities provided by agency and partners/stakeholders

Target Audience: stakeholders/partners, agency staff (DNR and others)

Metric: DNR tracking and stakeholder/partner survey

1.1.1. *Strategy:* Develop an electronic catalog system that allows groups to self-populate the list

1.2. Objective: Develop and share best practices for hosting angling events

Target Audience: Anyone who wants to conduct fishing events

Metric: Survey the groups who it was sent to 1.2.1. *Strategy:* Initiate train-the-trainer efforts

1.2.2. Strategy: Provide a list of resources (donations, financial) to interested parties

1.3. Objective: Communicate regularly with R3 partners

Target Audience: Partners/stakeholders

Metric: Did or didn't

1.3.1. Strategy: Support/attend an annual partner angling R3 summit

1.4. Objective: Act on DNR's Education Goals for all staff

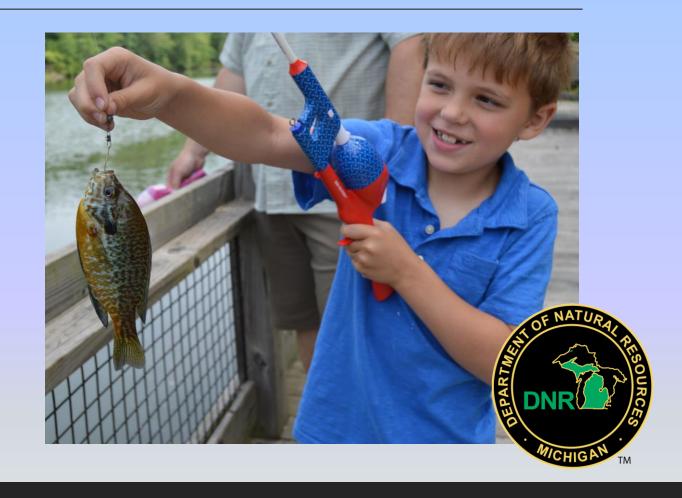
Target Audience: DNR employees **Metric:** Level of participation (survey)

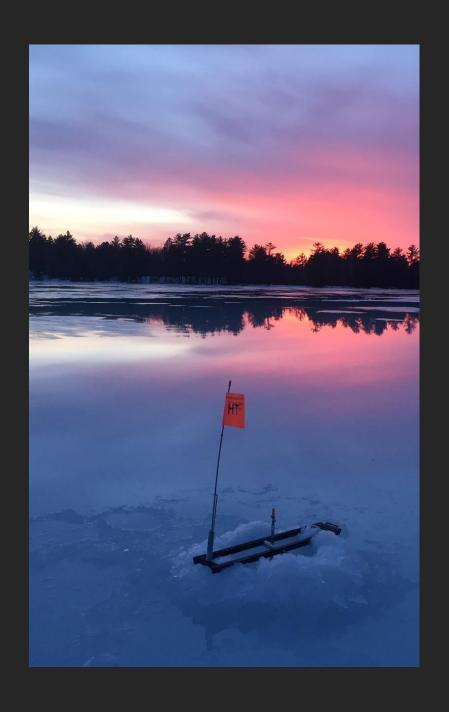
1.4.1. Strategy: Support individual efforts by DNR staff to provide education and outreach presentations, opportunities as well as participation in events

WHAT'S NEXT

FINALIZE MICHIGAN ANGLER R3 PLAN

- Begin implementation of the plan
- R3 updates living and breathing document
- Merge Michigan Angler R3 Plan with Michigan R3 Hunting & Shooting Sports Plan for one Michigan R3 PLAN
- DNR and stakeholders collaborating to implement strategies within the plan





KEY LESSONS LEARNED

- EXECUTIVE SUPPORT/SPONSOR IS CRUCIAL
- R3 PLAN IS AN ONGOING PROCESS NOT A PRODUCT
- MAKE PLAN AN INCLUSIVE, COLLABORATIVE PROCESS WITH STAKEHOLDERS

THANK YOU!

