



RECREATIONAL
BOATING & FISHING
FOUNDATION

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 unique
 - Why 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 number of anglers

1.1. Objective: Recruit 1% new anglers

Target Audience: non-resident anglers, urbanites, non-consumptive users, urbanites

Metric: Michigan's License Retail Sales System

1.1.1. *Strategy:* Increase marketing efforts

1.1.2. *Strategy:* Increase public awareness

1.1.3. *Strategy:* Address social media

1.2. Objective: Decrease the chum

Target Audience: All residents who have not purchased a license in five years since last purchase

Metric: Michigan's License Retail Sales System

1.2.1. *Strategy:* Increase public awareness

1.2.2. *Strategy:* Determine target audience

1.3. Objective: Increase/enhance

Target Audience: Municipal associations/friends groups, local businesses, Trust Fund applicants, ADA & other groups

Metric: Market research and surveys (e.g., has an association)

1.3.1. *Strategy:* Encourage participation

1.3.2. *Strategy:* Encourage social media presence on shoreline, piers, etc.

1.4. Objective: Reactivate 2% of anglers (no license in 5 years or more)

Target Audience: People who have not purchased a license in 5 years or more

Metric: Retail Sales System

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

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!

