

RBFF State R3 Program Grants Nebraska Game & Parks – Angler Engagement Data Management System



Overview

The Nebraska Game and Parks Commission (NGPC) implemented a customer relationship management (CRM)/data management system to better track fishing education program participants. This would make communicating with them about other fishing education events and opportunities easier, and gather insights to help better understand the best ways to encourage continued engagement and provide targeted next-step opportunities.

The system allows individuals to register online for events, or to have staff add event participants after the fact. Those entering email addresses can be sent email communications directly from the program.



Partners

- Recreational Boating and Fishing Foundation
- Active Network



Benefits

This CRM system provides a place to keep information about those who attend fishing events, and an easy way to reach out to them about other educational and related fishing opportunities.

Being able to do online registration assists staff in planning supplies for events, and encouraging attendance at events; once their contact information is given, registrants have a much greater likelihood of showing up.

Once the information is entered into the system, a relationship is established, and we are easily able to communicate with and survey individuals. This helps improve our educational offerings, allows us to track the progress of those who attend our learning events to see if they continue to participate in fishing.

We are able to reach out to those attending a variety of educational events (such as Expos) and invited them to our fishing education programs.



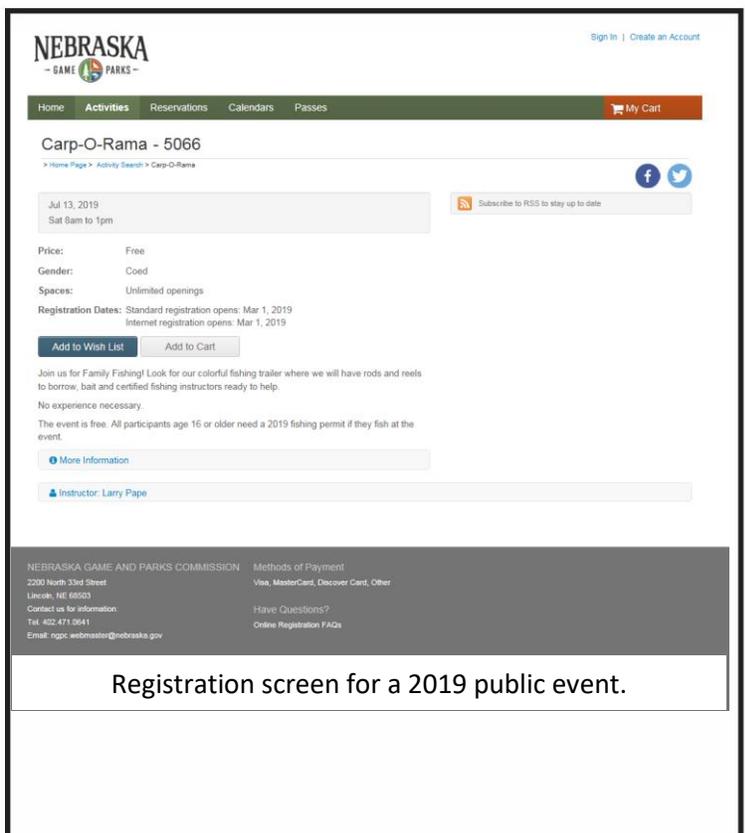
Results

NGPC began using a CRM program in September of 2018. Customer information from about 6,500 individuals attending outdoor programming at our Lincoln Outdoor Education Center was put into the system; we will be adding participants from each new fishing event that we offer.

All 2019 fishing education events are being put into the system; individuals are able to register online for these free events or NGPC staff will collect contact information and enter participant data post-event.

There are 62 events statewide planned, encompassing all ages and skill levels. Once individuals are entered in the CRM, they will be notified via email of upcoming events in their area, and reminded of “next-step” fishing opportunities, included educational events, seasonal opportunities, free expos and other programming.

Staff will track individuals for insights into participation in events, open and click-thru rates on emails, and progress through the R3 fishing adoption model.



The screenshot shows the website interface for a public event registration. At the top, there is a navigation bar with 'Home', 'Activities', 'Reservations', 'Calendars', and 'Passes'. The main content area is titled 'Carp-O-Rama - 5066' and includes details such as the date 'Jul 13, 2019', time 'Sat 8am to 1pm', price 'Free', and gender 'Coed'. There are buttons for 'Add to Wish List' and 'Add to Cart'. Below the event details, there is a section for 'Join us for Family Fishing!' and a 'More Information' link. The footer contains contact information for the Nebraska Game and Parks Commission, including the address '2200 North 33rd Street, Lincoln, NE 68503', phone number '402-471-0841', and email 'ngpc_webmaster@nebraska.gov'. There is also a 'Methods of Payment' section listing 'Visa, MasterCard, Discover Card, Other' and a 'Have Questions?' section with a link to 'Online Registration FAQs'.

Registration screen for a 2019 public event.



Support

“This grant will greatly help with our R3 Angler programs, and allow us to build on our successful education programs and ultimately increase the number of Nebraskans who enjoy fishing.”

–Commission Director Jim Douglas



Lessons Learned & Future Plans

Lessons Learned:

The timing on this project was not quite ideal: we wished we had been able to set this system up during the “off-season” so that it was ready to go for our April fishing events; instead, we worked on it through the summer and were ready to implement it in the fall, just as all our fishing education programming wrapped up.

Have a way for event attendees to provide register at events electronically – this will save much staff time in doing post-event data entry.

Remember that you may not be able to collect contact information for youth; be sure to include parent information in the youth’s profile.

Future Plans:

We are excited to work with this system in Spring of 2019 and use all the communication and tracking features it offers!



Methodology

NGPC staff worked with the Active Network implementation staff to design a system that would do customer relationship management (CRM) and allow for maintaining customer contact and participating information and also included:

- Online Event registration
- The addition of event attendees’ contact information by staff
- The addition of other groups (such as volunteer fishing instructors) by staff
- The ability to send individual or group emails to communicate with those in the system regarding educational opportunities
- Tracking and report information on individuals or groups to see how frequency of contact, engagement with messaged or attendance at events.

Once the system was set up, NGPC staff began to import names from past educational events.

Staff are entering all upcoming fishing education events, to allow/encourage online registration for these free events.

The system is also used for outreach to volunteer fishing instructors to help register them for required trainings.



Contact Info

Larry Pape, Fisheries Education Specialist
Nebraska Game and Parks
Larry.pape@nebraska.gov
(402) 471-5477

Screen to generate emails directly from the system.