



# Fishing Recruitment Program On-Site Permit Sales and Participant Marketing and Tracking

Recreational Boating and Fishing Foundation  
Innovative R3 Program Grant

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Nebraska Game and Parks Commission



## 2016 Family Fishing Events

Sponsored by the Nebraska Game and Parks Commission, events will be held at venues across the state. Look for the Family Fishing Trailer, where loaner rods and reels, bait and fishing instruction are available free to participants. This is the perfect opportunity for people of all ages who have never been fishing or haven't fished for years to learn. All participants ages 16 or older need a 2016 fishing license ([OutdoorNebraska.org](http://OutdoorNebraska.org) for permits).

### Events in Lincoln and Omaha Areas

All events 6 - 8 pm unless otherwise indicated.

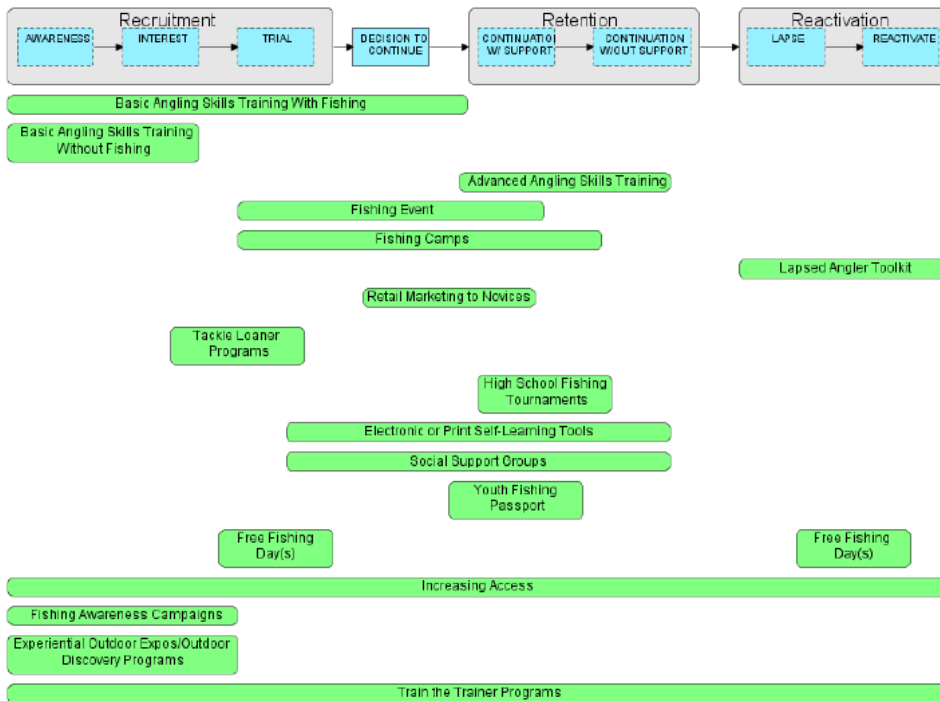
City	Location	Dates
Lincoln	Holmes Lake	May 24, June 21, Aug 4
	Oak Lake	June 9, July 12
	Bowling Lake	June 15, July 20
	Carp-0-Rama at Branched Oak SRA	June 18 (8 am-1 pm)
	White Perch Tourney at Branched Oak SRA	June 25
LaVista	Prairie Queen Lake	June 29, Aug 2
Omaha	Benson Park	June 8, July 28
	Towl Park Pond	June 23
	Carter Lake	June 30
	Zorinsky Lake	July 19
Papillion	Halleck Park	May 26, July 14
	Walnut Creek	June 14

NEBRASKA  
- GAME & PARKS -

Visit us at [OutdoorNebraska.org/FamilyFishing](http://OutdoorNebraska.org/FamilyFishing)  
to find us on Facebook and stay updated on  
additional events throughout the summer!

- Fishing Education Events started in approximately 1999
- In 2016, 54 events were listed on the Family Fishing Events brochure
- Promoted to beginners, especially parents ages 25 -45
- Assistance, bait and loaner equipment
- Average 2,500 participants per year
- Increasingly volunteer functioned and managed





## Fishing Event

A fishing event with little or no angler education; Basic instruction or tips may be provided while fishing.

*Examples: Family fishing events (NE, CT), advertised fishing opportunities at state and community parks with "roving interpretation" providing assistance as needed (IA)*

Reference: Angler R3 Recommendations



## Angler R3 Recommendations

### Recommendation 2

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

#### Finding 2

The literature review found few examples of programs with effective evaluation systems in place. Currently, the most commonly used evaluation tools only measure program *outputs* (e.g., number of participants; fishing catch rates; age, gender and race of participants; and overall satisfaction). These metrics do not address ultimate effectiveness or *outcomes* (e.g., participant mastery of angling skills and knowledge, or participant behaviors such as going fishing or purchasing a fishing license). A consequence of this lack of outcome-based R3 effort focus is that most programs do not have data management systems for R3 efforts that track indicators of participant behavior. The Working Group noted that most state fish and wildlife agencies have limited capacity to track a participant from an R3 program to a future license purchase.

## RBFF R3 Grant Goals

- Promote Mobile Permit System
- Investigate participant permit histories
- Track participants involvement with NGPC programs
- Market permits and programs to participants
- Connect participants to NGPC social media
- Improve events and programs through participant input





### Thank you for participating in our survey.

We are collecting feedback about our family fishing events to understand the value of this program to our participants and to assist us in planning future events and activities. We appreciate your assistance with this effort.

Your response will also enter you in a drawing for a half-price lifetime fishing permit for a Nebraska resident (15 or under) of your choice. If your name is drawn, you will be contacted (using the information you have provided) about this opportunity.

### Want to fish today, but don't have 2016 Nebraska Fishing Permit?

If you have a credit or debit card, you can buy you permit on site. Just talk to one of the staff members taking a survey



For More Far

Visit us at Outdoc



or find us on Facebook  
and stay updated on  
additional events  
throughout the summer!



## Equipment and Supplies

- iPad Mini 4 (6)
- Jetpack MiFi Mobile Hotspots (2)
- Protective Cases (6), Storage Case (1), Field Bags (3)
- Survey Cards
- Location Banner



**FAMILY FISHING PARTICIPANT REGISTRATION**

Event Name:

Location:

Date:

**Group Leader\*:**



Name (Last, First)	DOB	Gender (M/F)	Email (only required for leader)	Last 4 SSN (not required)

**Participants:**


\*Leader is contact or spokesperson for the whole group

**Data Collected**

- Participant information is collected as a group.
- Individual participants are categorized as Leader or Member.
- Participant data categories include; Name (first, last), DOB, Gender, Email
- Participant data cataloged by event, date, time and location





Search Event

Location: (All)

Event List

Name	Location	Type	Date	Status	Participants
<a href="#">Fort Kearny FFN</a>	Fort Kearny	Family Fishing	08/12/2016	Closed	<a href="#">Participants</a>
<a href="#">Holmes Lake FF</a>	Lincoln, Holmes Lake	Family Fishing	08/04/2016	Closed	<a href="#">Participants</a>
<a href="#">Mormon Island FFN</a>	Mormon Island, GI	Family Fishing	08/03/2016	Closed	<a href="#">Participants</a>
<a href="#">Prairie Queen Lake FF</a>	LaVista, Prairie Queen Recreation Area	Family Fishing	08/02/2016	Closed	<a href="#">Participants</a>
<a href="#">Benson Park FF</a>	Omaha, Benson Park	Family Fishing	07/29/2016	Closed	<a href="#">Participants</a>
<a href="#">Victoria Springs FFN</a>	Anselmo, Victoria Springs	Family Fishing	07/23/2016	Closed	<a href="#">Participants</a>
<a href="#">Melham Park FEN</a>	Broken Bow, Melham Park	Family Fishing	07/22/2016	Closed	<a href="#">Participants</a>
<a href="#">Zorinsky Lake FF</a>	Omaha, Lake Zorinsky	Family Fishing	07/19/2016	Closed	<a href="#">Participants</a>
<a href="#">Carp-O-Rama (Makoney)</a>	North Platte, Lake Makoney SRA	Family Fishing	07/16/2016	Closed	<a href="#">Participants</a>
<a href="#">City Park FEN</a>	City Park, Holdrege	Family Fishing	07/15/2016	Closed	<a href="#">Participants</a>
<a href="#">Haleck Park FF</a>	Papillion, Lake Haleck	Family Fishing	07/14/2016	Closed	<a href="#">Participants</a>
<a href="#">Oak Lake FF</a>	Lincoln, Oak Lake	Family Fishing	07/12/2016	Closed	<a href="#">Participants</a>
<a href="#">Carter Lake FF</a>	Omaha, Carter Lake	Family Fishing	06/30/2016	Closed	<a href="#">Participants</a>
<a href="#">Prairie Queen FF</a>	LaVista, Prairie Queen Recreation Area	Family Fishing	06/29/2016	Closed	<a href="#">Participants</a>
<a href="#">Towl Park FF</a>	Omaha, Towl Park	Family Fishing	06/23/2016	Closed	<a href="#">Participants</a>

<http://apps.outdoornebraska.gov/FamilyFishing/>

Search Participant

Event Info:

Last Name:

Group ID:

Participant List

Group#	Name	Gender	DOB	Ssn	Email	Phone	Address
271	Mytue, Marilyn - Leader	Female	06/02/1957		Mytue@windstream.net		
271	Case, River	Male	07/25/2013				
271	Case, Juniper	Female	10/09/2015				
271	Pulec, Arabelle	Female	01/05/2016				
270	Domina, Anna - Leader	Female	12/07/1976		annadomina@gmail.com		
270	Domina, Ella	Female	02/10/2009				
270	Domina, Jason	Male	06/01/1979				
270	Bjorklund, Christina	Female	04/12/1943				
270	Bjorklund, Lemnat	Male	10/26/1945				
269	Bressman, Sara - Leader	Female	06/03/1980		sarabressman@gmail.com		

Learn more about upcoming events and fishing in Nebraska  
Having trouble viewing this email? [View it as a Web page](#)



### Stay in touch and start planning your next fishing trip



Thank you for attending one of our Family Fishing Nights this summer. We hope it was a great time of learning, connecting with family and hooking some fish.

We're pleased to offer this program and to share the things you need to know to enjoy fishing in Nebraska.

Read on for ways to stay in touch with us, learn about upcoming events and discover helpful fishing tips.

If you're in the Lincoln area, come to Family Fishing Night at Holmes Lake on Sept. 13. [Details are online.](#) For those near Ponca State Park, another great event is the Missouri River Outdoor Expo which happens Sept. 17-18. [Visit our website](#) to learn more about this popular event.

If you loved fishing with us, [follow us on Facebook](#) and visit the calendar to find out about upcoming Family Fishing Nights as soon as they're planned.



[Our website](#) is your source for all things fishing-related. On it, you can also find our [Fishing Guide](#), which includes helpful info on fishing regulations, state records, public fishing areas and more.

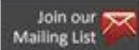
Again, thanks for joining us, and we can't wait to see you and your family again. Let us know if you have any questions by contacting us [on Facebook](#).

[Learn More](#)

Nebraska Game and Parks Commission  
2200 North 33rd Street  
Lincoln, NE 68503  
402.471.0641  
[www.OutdoorNebraska.org](http://www.OutdoorNebraska.org)

Nebraska Game and Parks Commission is responsible for stewardship of the state's fish, wildlife, parklands, and outdoor recreation opportunities.

STAY CONNECTED



## Nebraska Game and Parks Commission - Bulletin Detail ...

Subject: Family Fishing Nights - Connect With Us!  
Sent: 09/07/2016 05:15 PM CDT  
Sent By: jane.gustafson@nebraska.gov  
Sent To: Subscribers of Family Fishing Night participants (RBF Grant)

226

Recipients

Email

SMS

Facebook

Twitter

89%

Delivered

0% Pending

11% Bounced

42% Open Rate

7% Click Rate

Subject: Halloween Events; Heritage Days; Fall Turkey Hunting  
Sent: 09/09/2016 01:26 PM CDT  
Sent By: millie.almond@nebraska.gov  
Sent To: 19 Topics

117,998

Recipients

Email

SMS

Facebook

Twitter

96%

Delivered

0% Pending

4% Bounced

12% Open Rate

1% Click Rate

Subject: Learn to Hunt workshops now open  
Sent: 08/28/2016 09:30 AM CDT  
Sent By: jane.gustafson@nebraska.gov  
Sent To: 20 Topics

65,664

Recipients

Email

SMS

Facebook

Twitter

98%

Delivered

0% Pending

2% Bounced

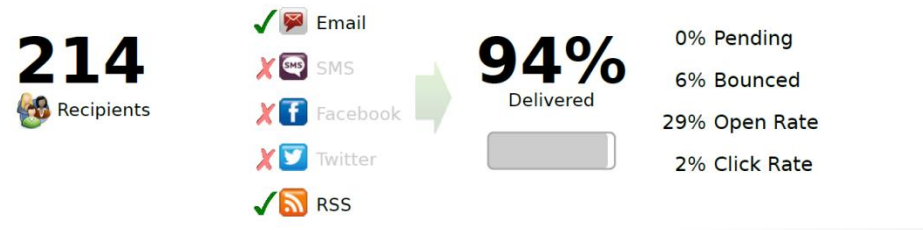
16% Open Rate

1% Click Rate





**Subject:** Rainbow Trout Stocking Schedule  
**Sent:** 10/10/2016 01:30 PM CDT  
**Sent By:** jane.gustafson@nebraska.gov  
**Sent To:** Subscribers of Family Fishing Night participants (RBFF Grant)



**Sent To:** 214 randomly selected subscribers of AT - Resident Fish Permits, Anglers within 75 miles of Lincoln, Burchard lake area anglers (08/13/2015), Fishing Permit Holders [Scottsbluff area] (2013 & 2014), or General Fishing,



Catchable-size rainbow trout are being stocked in dry ponds and lakes across the state.

### Rainbow trout stocked across the state

Throughout October, catchable-size rainbow trout will be stocked in city ponds and lakes across the state. These stockings will enhance fishing opportunities this fall and winter.

The stocked trout are approximately 10 inches in length. Some basses for a tentative stocking schedule.

Don't forget, trout fishing is a great way to introduce children to fishing because simple and inexpensive equipment may be used. A simple rod and reel with a hook baited with a worm will work well. Trout also can be caught with spinners, salmon eggs, dough baits and artificial flies.

Want to learn more about fishing, and rainbow trout fishing in particular? Take a look at the Game and Parks [Game Rules Guide](#).

[Learn More](#)

### October stocking schedule

- Oct. 5 - Mamell Ponds (Mamell)
- Oct. 11 - Crystal Cave Lake (South Sioux City)
- Oct. 12 - Sorenson Park Pond (Omaha), Pleasant SRA Lake No. 2 (Pleasant)
- Oct. 13 - Holmes Lake (Lincoln), Bowling Lake (Lincoln)
- Oct. 14 - Carter P. Johnson Lake, Park Robinson
- SP (Clarendon)
- Oct. 17 - Carbury/Link Lake, Sugarco T., Mahoney SP (Ashland), Lake Haddock (Papillon), David City Park Pond West (David City)
- Oct. 18 - Standing Bear Lake (Omaha), Nebraska SP Ponds (Nebraska), Curtis Golf Course Pond (Curtis), Sandwood WMA (North Platte)
- Oct. 19 - Tantausauka Park Lake (Norfolk), Riverside Park West (Columbia)
- Oct. 20 - Standing Bear Lake (Omaha), Hitchcock Park Pond (Omaha), Travel Park Pond (Omaha)
- Oct. 24 - Fort Kearny SRA Lake No. 8 (Kearney), Holdrege City Lake (Holdrege), Windmill SRA Lake No. 2 (Gibson), Suck's Lake (Grand Island), Hearshall Park Lake (Hastings), Independence Landing (Seward), Holdrege City Lake (Holdrege), Windmill SRA Lake No. 2 (Gibson), Fort Kearny SRA Lake No. 8 (Kearney)
- Week of Oct. 24 - Grove Lake (Royal)
- Oct. 25 - Stanton Park Ponds (Nebraska City), Fairgrounds Lake (Auburn), Stanton Lake (Hills City), Humboldt City Park Lake (Humboldt), Revere City Park Lake (Revere City), Wagoning Water Pond (Wagoning Water)
- Oct. 26 - Ord City Lake (Ord), Maham Park Lake (Broken Bow), Amaley City Lake (Amaley), Oxford City Lake (Oxford), Leaverton City Lake (Leaverton), Elm Creek (Mad Cloud)
- Oct. 27 - Grass Creek Pond (Sturvel)

Nebraska Game and Parks Commission  
 2200 North 22nd Street  
 Lincoln, NE 68503  
 402.471.0641  
[www.gdnr.state.ne.us](http://www.gdnr.state.ne.us)

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# Permit Database Comparison

- 841 individuals by Name, DOB, Gender
- Occurred 191 times, all types of permit database entry



**PARK ENTRY PERMITS**

**BUY!**

**Park Entry Permits**

Annual	\$26
Duplicate Annual	\$13.50
Daily	\$5/day



**FISHING PERMITS**

**BUY!**

**Fishing Permits (combos also available)**

	Resident	Nonresident
Annual	\$29.50	\$61.50
1-Day	\$8.50	\$10.50
3-Day	\$23.50	\$28.50

Lifetime and Multi-Year Permits also Available

- 104 Fishing Permits (all types of fishing permits)
- For those >16yo, 29% had fishing permits
- When Purchased
  - 82 before event
  - 10 day-of event
  - 12 after event



**HUNTING PERMITS**

**BUY!**

**Hunting Permits (combos also available)**

	Resident	Nonresident
Annual	\$15	\$82
Youth Annual	N/A	\$15
2-Day	N/A	\$57

Lifetime and Multi-Year Permits also Available



**SUPER TAG/COMBO LOTTERIES**

**APPLY!**

Super Tag One Deer, one Elk, one Antelope and two Turkeys! Good for two years

Combo Does not include Elk

Apply during application period!



**DEER PERMITS**

**BUY OR APPLY!**

**Deer Permits**

	Resident	Nonresident
Deer	\$31	\$216
Deer Statewide Buck	\$74.50	\$537
Deer Landowner	\$16.50	\$109
Youth Deer	\$7	\$7

Buy or Apply during Application Period!



**TURKEY PERMITS**

**BUY!**

**Turkey Permits**

	Resident	Nonresident
Spring/Fall Turkey	\$25	\$97
Youth Turkey	\$7	\$7

Buy during application period!



**ELK PERMITS**



**ANTELOPE PERMITS**



## Lessons Learned

- IT development and production is time consuming, expensive and complicated
- Accurate data collection requires quality, dedicated and well trained staff
- The information-from and use-of the data is only limited by imagination, money and time



## Next Steps

- Develop a standard protocol for marketing and outreach
- Create standard reporting on participants versus their permit database involvement
- Implementing this system at programs statewide through volunteers and outside staff