R3 Planning Panel Discussion

Darin Moore
Director of Planning and Finance

P 804.367.1103 / M 804.357.0977
darin.moore@dgif.virginia.gov
Background and Considerations

• No “Silver Bullet”

• Had considered “traditional” CAHSS or RBFF led workshop.

• Had watched. And had learned from others.

“In any situation, the best thing you can do is the right thing; the next best thing you can do is the wrong thing; the worst thing you can do is nothing.”

- Theodore Roosevelt
Background and Considerations

Lead in wildlife conservation and inspire people to value their role in nature.

DGIF wanted alignment with recent Strategic Planning/Thinking Effort.
Background and Considerations
R3 “Virginia Style” Pillars

Joint, Integrated Approach
(DGIF, WMI, RBFF, CAHSS)

DGIF wanted to think of our outdoor participants as dynamic.
Planning Timeline: Stage 1

- **October (2016):** Adopted NEW Vision, Mission, Priorities
- **March:** Hired (first ever) Marketing Director
- **May:** Workshop Planning began
- **June:** Hired FT R3 Coordinator (Eddie Herndon)
- **July:** Scheduled R3 Workshop (for August 7-8). Selected attendees and assigned homework (and told to “keep an open mind”).
WORKSHOP: What did we do?

- 50 staff invited + Senior Leadership
- Tuesday: To set expectations; Discuss trends; Introduce ORAM.
- Wednesday: Deep dive; Breakout groups, Map, Identify Linkages.
- RBFF Angler R3 Plan Guiding Document
- RBFF Angler R3 Effort Worksheet and “Prioritization Questions”
WORKSHOP: What did we learn?

- No evaluation or use of outcome-based performance measures
- No official programs...lots of activities, and even a few events.
- “NO IDEA”
- Staff is ready to act.
- Great start.
Planning Timeline: Stage 2

- **September**: Steering Committees and Sub-committees begin meeting monthly; Continue mapping efforts of UNKNOWN.

- **October**: Announced realignment of R3 under one division.

- **November-December**: Draft plan complete, circulating internally

- **January (2018)**: Partner/Stakeholder meeting scheduled

- **February (2018)**: Anticipate Final R3 Plan to be published. (In time for FY19 Budget Development and to assist with R3 Priorities)
Other Progress to Date

- Go Outdoors Virginia Auto Renew/Auto Reminder
- Hunter education “referral” to Go Outdoors Virginia
- Partnership with Southwick Associates “Dashboard”
- Boater Education extension to paddle sports safety
- Hispanic Outreach with three different organizations
- Partnership with Isaac Walton League
At DGIF…

“R3 is not another program, but instead a strategic effort to recalibrate existing programs and establish new ones, with a common objective to find ways to increase participation in angling, boating, and hunting, shooting sports and wildlife viewing.”

“R3 efforts, to truly be integrated, should always ask “What’s next?””