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

Recreational Boating and Fishing Foundation
Innovative R3 Program Grant

Larry Pape
Nebraska Game and Parks Commission
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
**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

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**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.
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

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 your permit on site. Just talk to one of the staff members taking a survey.

For More Information

Visit us at Outdoor Nebraska.

NEBRASKA GAME & PARKS

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

NEBRASKA GAME & PARKS

Recreational Boating & Fishing Foundation
**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

### FAMILY FISHING PARTICIPANT REGISTRATION

<table>
<thead>
<tr>
<th>Event Name:</th>
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<tbody>
<tr>
<td>Location:</td>
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<td>Date:</td>
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<td>Group Leader*:</td>
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<tr>
<th>Name (Last, First)</th>
<th>DOB</th>
<th>Gender (M/F)</th>
<th>Email (only required for leader)</th>
<th>Last 4 SSN (not required)</th>
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**Participants:**

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*Leader is contact or spokesperson for the whole group*
http://apps.outdoornebraska.gov/FamilyFishing/
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. More 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, thank you 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

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

STAY CONNECTED

Facebook Twitter YouTube Instagram

Join our Mailing List

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 (RBFF Grant)

226 Recipients

Email 89% Delivered
SMS 11% Bounced
Facebook 42% Open Rate
Twitter 7% Click Rate

Nebraska Game and Parks Commission - Bulletin Detail

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 96% Delivered
SMS 4% Bounced
Facebook 12% Open Rate
Twitter 1% Click Rate

Nebraska Game and Parks Commission - Bulletin Detail

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 98% Delivered
SMS 2% Bounced
Facebook 16% Open Rate
Twitter 1% Click Rate
Nebraska Game and Parks Commission - Bulletin Detail ...

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)

Rainbow trout stocked across the state

Throughout October, rainbow trout will be stocked in city, pond and lakes across the state. Those anglers will enhance fishing opportunities the fall and winter.

The stocked trout are approximately 10 inches in length. See below for a tentative stocking schedule.

Rainbow trout fishing is a great way to introduce children to fishing. Because small and inexpensive equipment may be used, a simple rod and reel with a hook held with a worm will catch small trout. Trout can also be caught with spinners, salmon eggs, dough bait and artificial fly.

Want to learn more about fishing, and rainbow trout fishing in particular? Take a look at the Game and Parks Learn More Guide.

October stocking schedule

- Oct. 8 - Hanna Pond (Yardley)  
- Oct. 13 - Crooked Creek Lake (Bellevue)  
- Oct. 13 - Cameron Park Pond (Omaha)  
- Oct. 15 - Elmwood (Lincoln)  
- Oct. 18 - Lincoln Park (Lincoln)  
- Oct. 24 - Cañon City (Lincoln)  
- Oct. 17 - South Fork (Lincoln)  
- Oct. 15 - Bohemian Park (Omaha)  
- Oct. 19 - Jordan Lake (Burlington)  
- Oct. 21 - Greenback Lake (Yankton)  
- Oct. 25 - Chaffee Park (Omaha)  
- Oct. 27 - Kearney  
- Oct. 29 - Lake McConaughy (Burke)  
- Nov. 1 - Lake McConaughy (Burke)  
- Nov. 3 - Lake McConaughy (Burke)  
- Nov. 5 - Lake McConaughy (Burke)  
- Nov. 7 - Lake McConaughy (Burke)  
- Nov. 9 - Lake McConaughy (Burke)  
- Nov. 11 - Lake McConaughy (Burke)  
- Nov. 13 - Lake McConaughy (Burke)  
- Nov. 15 - Lake McConaughy (Burke)  
- Nov. 17 - Lake McConaughy (Burke)  
- Nov. 19 - Lake McConaughy (Burke)  
- Nov. 21 - Lake McConaughy (Burke)  
- Nov. 23 - Lake McConaughy (Burke)  
- Nov. 25 - Lake McConaughy (Burke)  
- Nov. 27 - Lake McConaughy (Burke)  
- Nov. 29 - Lake McConaughy (Burke)  
- Dec. 1 - Lake McConaughy (Burke)  

214 Recipients

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.

214 Recipients

[Marketing stats and images]
Permit Database Comparison

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

- 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
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