

R3 Planning Panel Discussion



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FISHERIES**
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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



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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.



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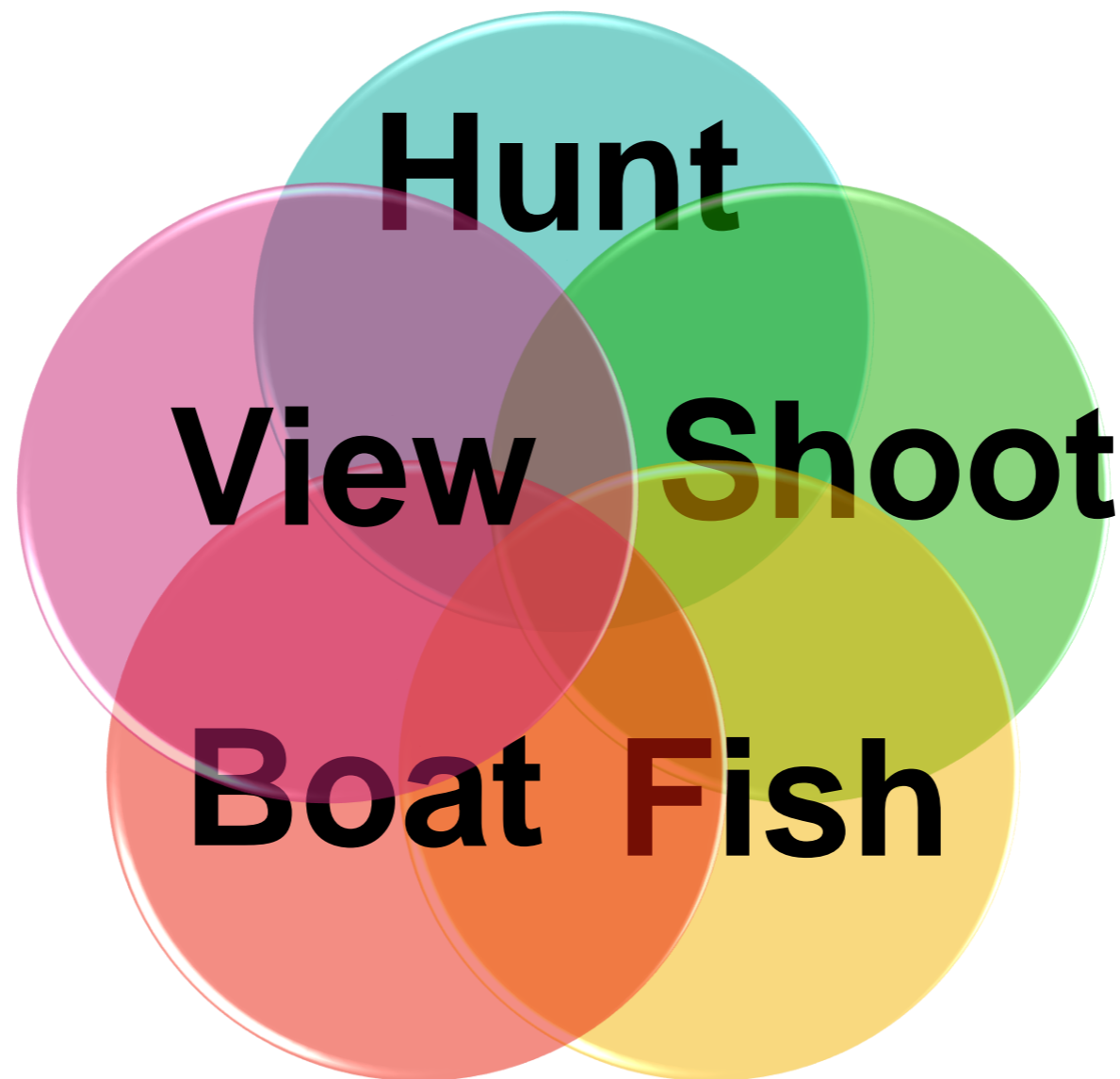
Background and Considerations

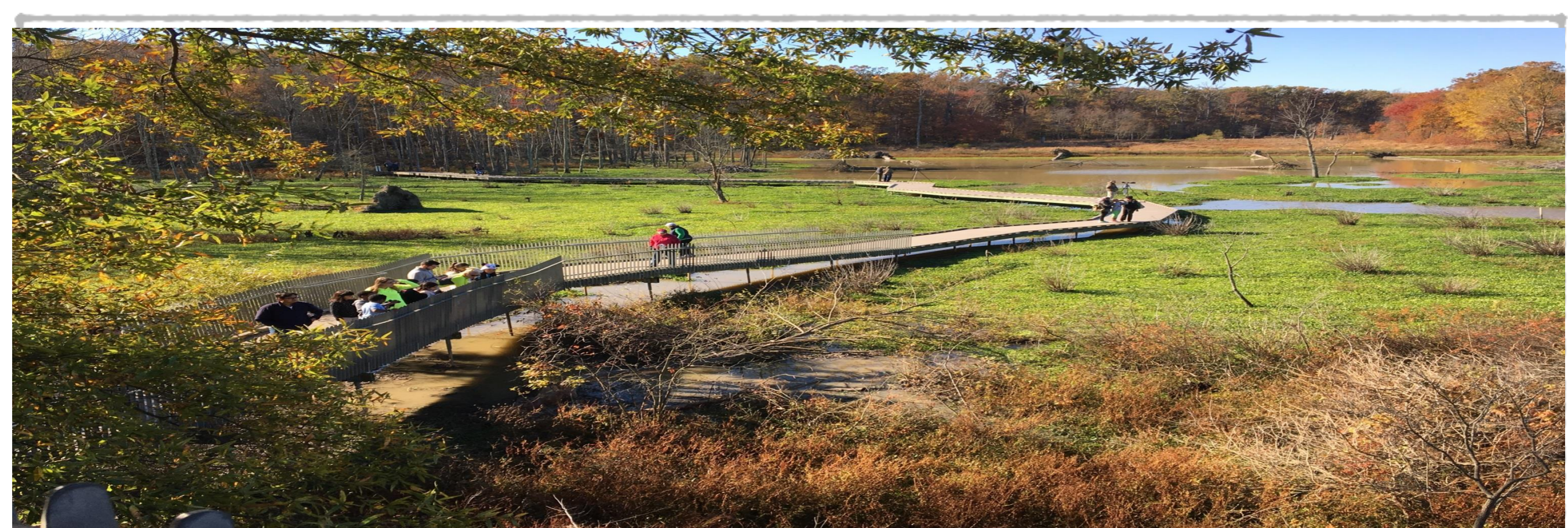


R3 “Virginia Style” Pillars

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**



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In the end...

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?”**”



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