



AREA/RBFF R3 Initiative

Recruit | Retain | Reactivate

AREA-RBFF R3 Project: The Latest News about R3



RECREATIONAL
BOATING & FISHING
FOUNDATION

December 14, 2016
Atlanta, GA



Aquatic Resources Education Association

Matt Dunfee
Wildlife Management Institute





Recruit | Retain | Reactivate

What is R3?

R3 is the PROCESS

Recruitment



Retention



Reactivation



How Do We Fix It?

Recruit | Retain | Reactivate

Get Strategic About What We're Doing!

1. Identify ALL the Problems
2. Build Actionable Alignment
3. Identify Strategies
4. Take targeted action





How Do We Fix It?

Recruit | Retain | Reactivate

PARTNERSHIP!



RECREATIONAL
BOATING & FISHING
FOUNDATION



Aquatic Resources Education Association





Recruit | Retain | Reactivate

How Do We Fix It?

BRILLIANCE!

Mike Beauchene

Steve Marshall

Bob Byrne

Joanne Martonik

Doug Darr

Larry Pape

Chris Dunnivant

Amanda Stroud

Barb Gigar

Chris Willard

Stephanie Hussey

Jenifer Wisniewski

Scott Lavin

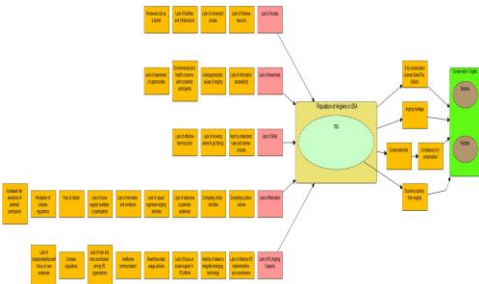


What We've Done

Recruit | Retain | Reactivate

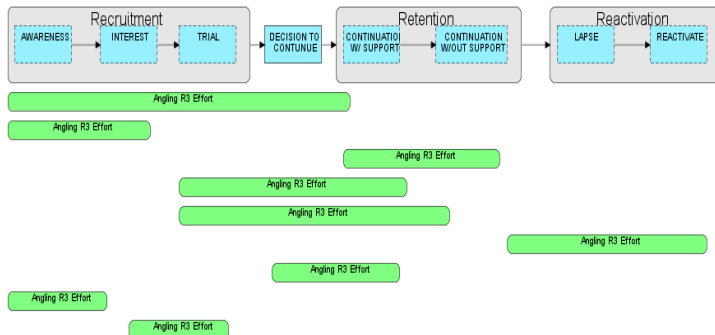
1. Identified Problems

2. Alignment



Highlights of Angler Recruitment, Retention and Reactivation (R3) Literature

Prepared for the Aquatic Resources Education Association



Cabela's
IT'S IN YOUR NATURE.™





What We've Done

Recruit | Retain | Reactivate

In General, We Identified and
Prioritized Strategies for Angler R3

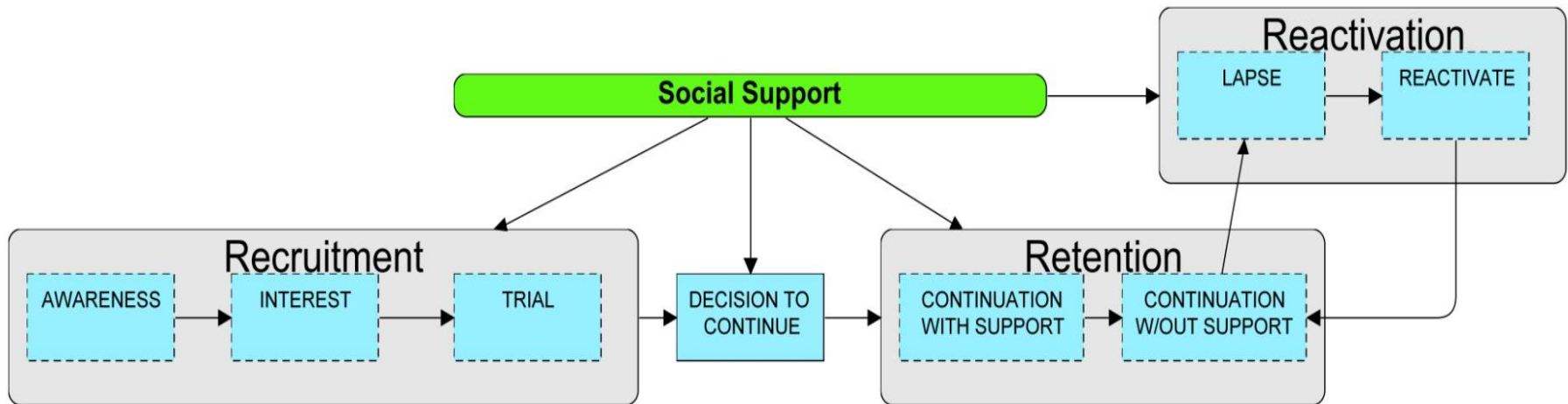
Now, Let's get specific.....



Recruit | Retain | Reactivate

1. Angler R3 efforts within agencies and organizations should be assessed and mapped using the Outdoor Recreation Adoption Model.

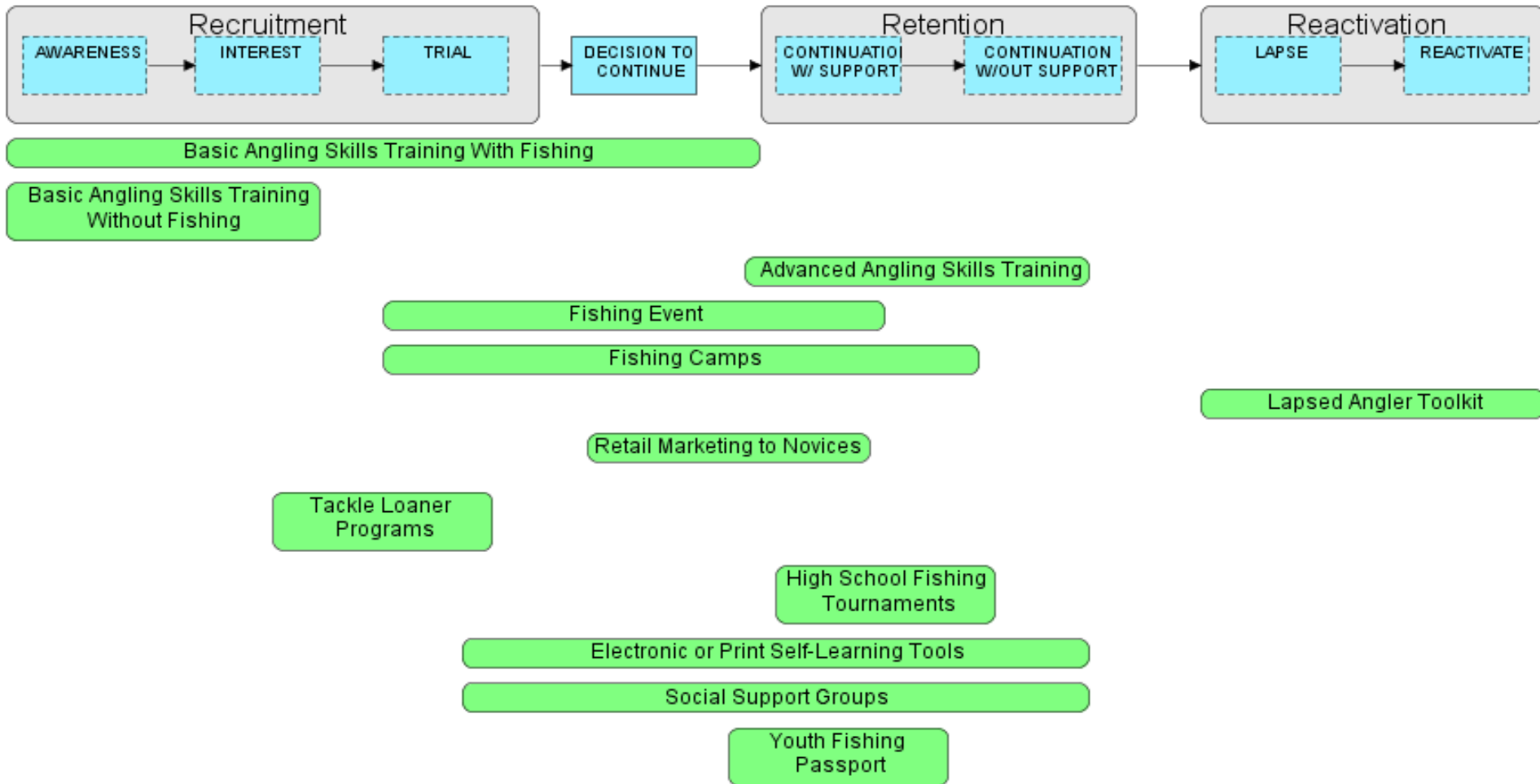
We Need a Way to Think About the Problem!





Recruit | Retain | Reactivate

1. Angler R3 efforts within agencies and organizations should be assessed and mapped using the Outdoor Recreation Adoption Model.





Recruit | Retain | Reactivate

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

Get Your House in Order!

You Will Need:

- 1. R3 Staff**
- 2. R3 Expertise**
- 3. Customer Tracking**



3. **Develop strategic angler R3 program priorities within agencies and organizations.**

Recruit | Retain | Reactivate

Focus on the Real Problems not Just the Easy Ones!

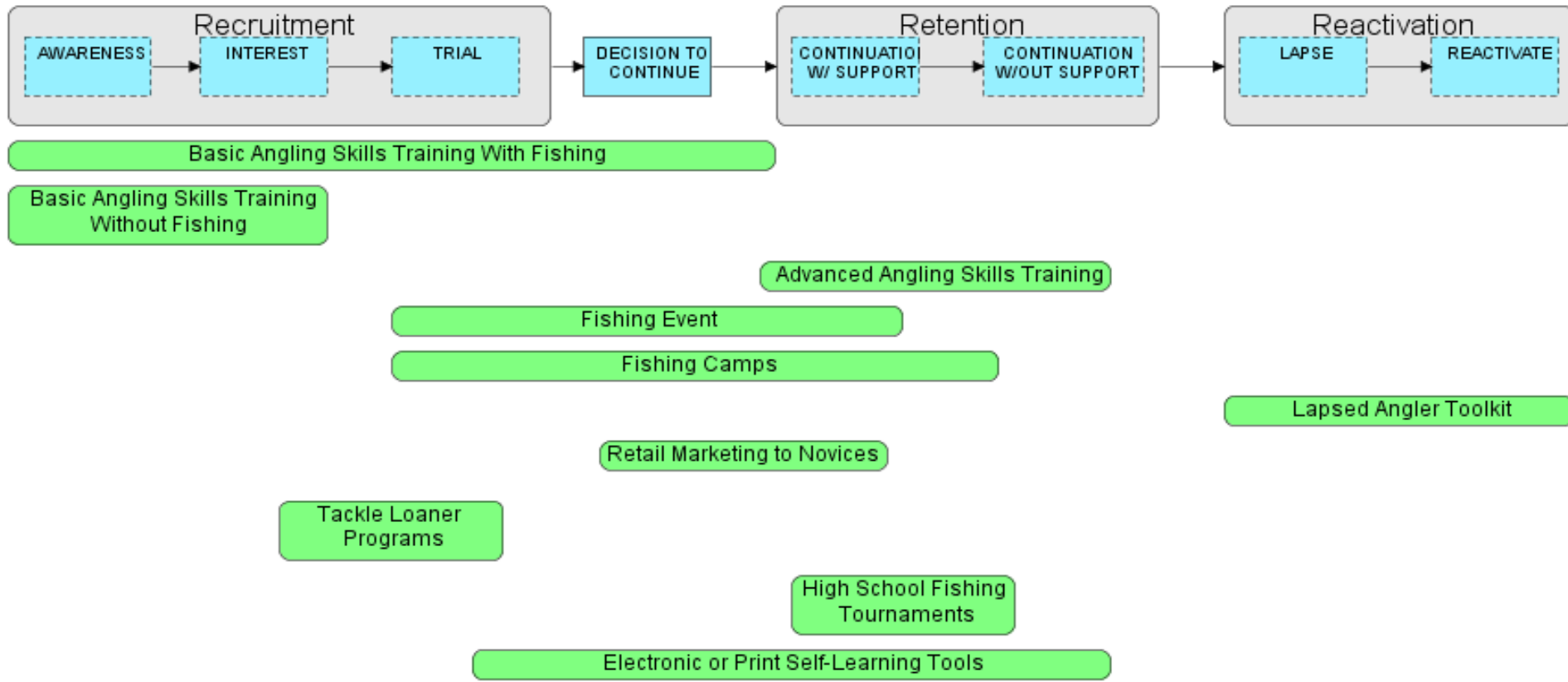




4. Improve partnerships among agencies and organizations to collaboratively implement angler R3 efforts.

Recruit | Retain | Reactivate

This is Too Big for One Organization!





Recruit | Retain | Reactivate

5. **Improve angler R3 efforts by ensuring that they are outcome-driven in their design, implementation and evaluation.**

Outputs do Not Equal OUTCOMES!

R3 = New Angler or R3 = More Active Angler



Recruit | Retain | Reactivate

5. **Improve angler R3 efforts by ensuring that they are outcome-driven in their design, implementation and evaluation.**

Outputs do Not Equal OUTCOMES!

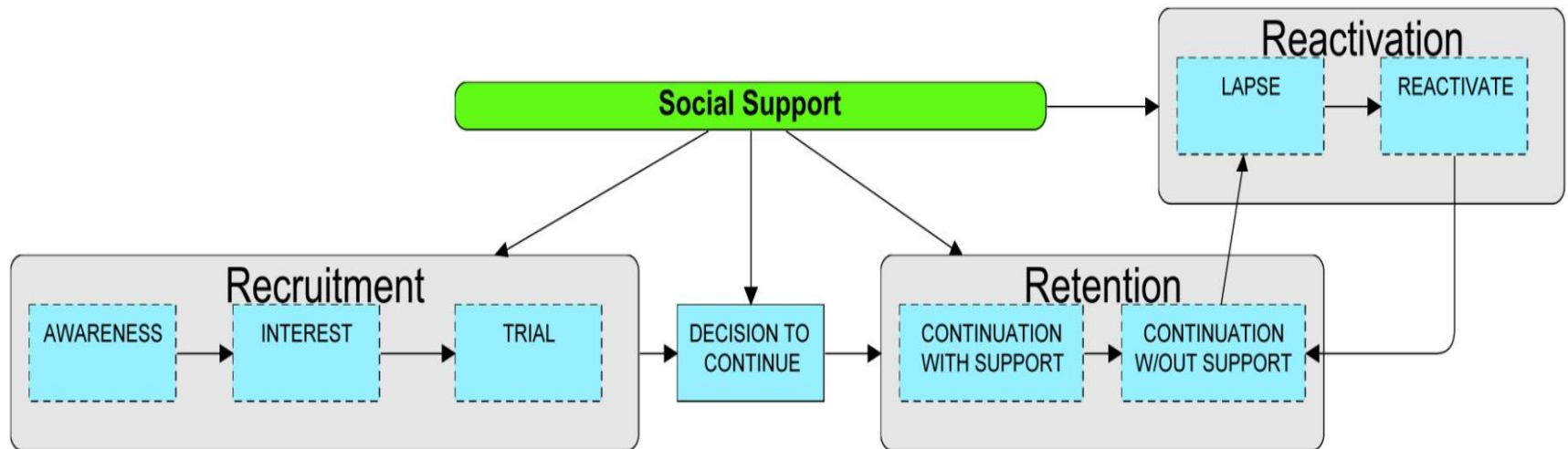
Aquatic Education \neq Angler R3



6. Coordinate angler R3 efforts with hunting and shooting sports R3 efforts.

Recruit | Retain | Reactivate

Don't Think "Anglers", Think "Outdoor-sapians."





7. **Structure future angler research to address the threats, needs and strategies and other angler R3 best practices.**

Recruit | Retain | Reactivate

Outdoor Education is Critical, but is Not R3!





And Finally....

Recruit | Retain | Reactivate

“We should work as if the future of fishing, hunting, and shooting sports depends on us....because it does”

-Jeff Rawlinson, Nebraska Game and Parks Commission



Questions?

Special Thanks To:



RECREATIONAL
BOATING & FISHING
FOUNDATION



Aquatic Resources Education Association