AREA/RBFF R3 Initiative

AREA-RBFF R3 Project:
The Latest News about R3

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Aquatic Resources Education Association

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Wildlife Management Institute
What is R3?

R3 is the PROCESS

Recruitment

Retention

Reactivation
How Do We Fix It?

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?

PARTNERSHIP!

Aquatic Resources Education Association
How Do We Fix It?

BRILLIANCE!

Mike Beauchene  Steve Marshall
Bob Byrne  Joanne Martonik
Doug Darr  Larry Pape
Chris Dunnavant  Amanda Stroud
Barb Gigar  Chris Willard
Stephanie Hussey  Jenifer Wisniewski
Scott Lavin
What We’ve Done

1. Identified Problems

2. Alignment
What We’ve Done

In General, We Identified and Prioritized Strategies for Angler R3

Now, Let’s get specific.....
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!
1. Angler R3 efforts within agencies and organizations should be assessed and mapped using the Outdoor Recreation Adoption Model.
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.

Focus on the Real Problems not Just the Easy Ones!
4. Improve partnerships among agencies and organizations to collaboratively implement angler R3 efforts.

This is Too Big for One Organization!
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
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 ≠ Angler R3
6. Coordinate angler R3 efforts with hunting and shooting sports R3 efforts.

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.

Outdoor Education is Critical, but is Not R3!
And Finally…

“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