Lures & Lunch: Spring 2019

Tyler Stubbs
Community Fishing Biologist
About Lures & Lunch

• 8 week course to learn the basics of fishing.
• March 1 – April 18, 2019.
• 40 participants (2 classes of 20 every Friday)
• 28 Females and 12 males.
DNR Bureaus

• Employees from ten different bureaus and sections:
  • State Parks
  • Forestry
  • Air Quality
  • Water Quality
  • Customer and Employee Services
  • Application Development
  • Land, Waters, & Engineering
  • Field Services
  • Budget and Finance
  • Director Staff
Course Schedule

- Week 1: Intro to Lures & Lunch
- Week 2: Tackle Box Basics
- Week 3: Different Types of Rods and Reels
- Week 4: Fishing Laws and Regulations with a Conservation Officer
- Week 5: Fishing Knots and Lines
- Week 6: Casting Basics
- Week 7: How to choose a location to fish, and what spot to fish
- Week 8: Fish Cleaning and Cooking at Terra Park, Johnston.
- *Fish Identification was included at the start of each class during weeks 2 through 5.*

*90% of participants rated the class as highly organized*
Follow-Up Survey

• 82% Response rate (32/40).

• 14 questions.

• Averaged 4 minutes to take the survey.

• Included rank, multiple choice, and short answer questions.

• Utilized Survey Monkey.
Survey Results

Q1 What describes your fishing ability/knowledge before taking this class?

Answered: 32  Skipped: 0

- No Experience/K...
- Little Experience/K...
- Average Experience/K...
- Very Experienced/
- Expert

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Survey Results

Q8 Which individual class session was the most helpful?
Answered: 31  Skipped: 1

Q9 Which individual class session was the least helpful?
Answered: 20  Skipped: 12
Survey Results
Q10 How likely are you to continue fishing after this class?

- Very likely: Answered 32, Skipped 0
- Likely: Answered 32, Skipped 0
- Somewhat likely: Answered 32, Skipped 0
- Neither likely nor unlikely: Answered 32, Skipped 0
- Somewhat unlikely: Answered 32, Skipped 0
- Unlikely: Answered 32, Skipped 0
- Very unlikely: Answered 32, Skipped 0

Q11 Do you feel this class gave you the confidence to fish independently in the future?

- Yes: Answered 31, Skipped 1
- No: Answered 31, Skipped 1
## Barriers and Suggestions for Future Classes

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Session Suggestions</th>
<th>Future Lunch &amp; Learn Topic Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>More fishing</td>
<td>Kayak Fishing</td>
</tr>
<tr>
<td>How to clean fish</td>
<td>More fishing environments</td>
<td>Boat Fishing</td>
</tr>
<tr>
<td>Knots</td>
<td>More classes</td>
<td>Boating Basics</td>
</tr>
<tr>
<td>No fishing Partner</td>
<td>Target species</td>
<td>Tackle Purchasing</td>
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<tr>
<td>Safety-Fishing alone</td>
<td>Mentoring opportunities</td>
<td>Ice Fishing</td>
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<tr>
<td>Lures for certain species</td>
<td>Different time of year</td>
<td>Species Specific mini-classes</td>
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<tr>
<td>LE Rules and Regulations</td>
<td>Tackle purchase field trip</td>
<td>Cooking/Processing/Preserving</td>
</tr>
<tr>
<td>Practice with reels</td>
<td>More homework/videos</td>
<td>River Fishing</td>
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<tr>
<td>Keep Tyler as instructor</td>
<td></td>
<td>Walleyes/Pike/Muskie</td>
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<td>Open to private business</td>
<td></td>
<td>Fly Fishing</td>
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<td>Open to other public employees</td>
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<td>Seasonal fishing patterns</td>
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<tr>
<td>Make sure it is legit beginners</td>
<td></td>
<td>Occasional short course refreshers</td>
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<tr>
<td>Future fishing outings after class</td>
<td></td>
<td>Expensive vs. Knock off products</td>
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<tr>
<td>Keep officers coming in to teach</td>
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<td>Bass Basics</td>
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<tr>
<td></td>
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<td>Lures &amp; Lunch Level 2</td>
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</tbody>
</table>
What did you want to learn that wasn’t covered?

<table>
<thead>
<tr>
<th>Were there topics that you wanted to learn about that were not covered?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landing a fish</td>
</tr>
<tr>
<td>How to hold a fish</td>
</tr>
<tr>
<td>How to remove a hook</td>
</tr>
<tr>
<td>How to put a bobber on</td>
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<tr>
<td>Lure techniques</td>
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<tr>
<td>Lure demonstrations</td>
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<tr>
<td>What brand of tackle to buy</td>
</tr>
</tbody>
</table>
## R3

<table>
<thead>
<tr>
<th>Category</th>
<th>Recruited</th>
<th>Retained</th>
<th>Reactivated</th>
<th>Missed</th>
<th>Lapsed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fishing License</td>
<td>8</td>
<td>11</td>
<td>7</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Trout Fee</td>
<td>9</td>
<td>4</td>
<td>1</td>
<td>20</td>
<td>3</td>
</tr>
</tbody>
</table>
Conclusions

• Generated $683.00 in gross license revenue.
• Very social group.
• Little time commitment for instructor and participants.
• Shows willingness and desire to learn.
• Participation matters.
• Need more scheduled fishing days.
• Comfortable learning atmosphere.
• Plan future meet-ups.
• Majority wanted to fish because their children had interest.