

# 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



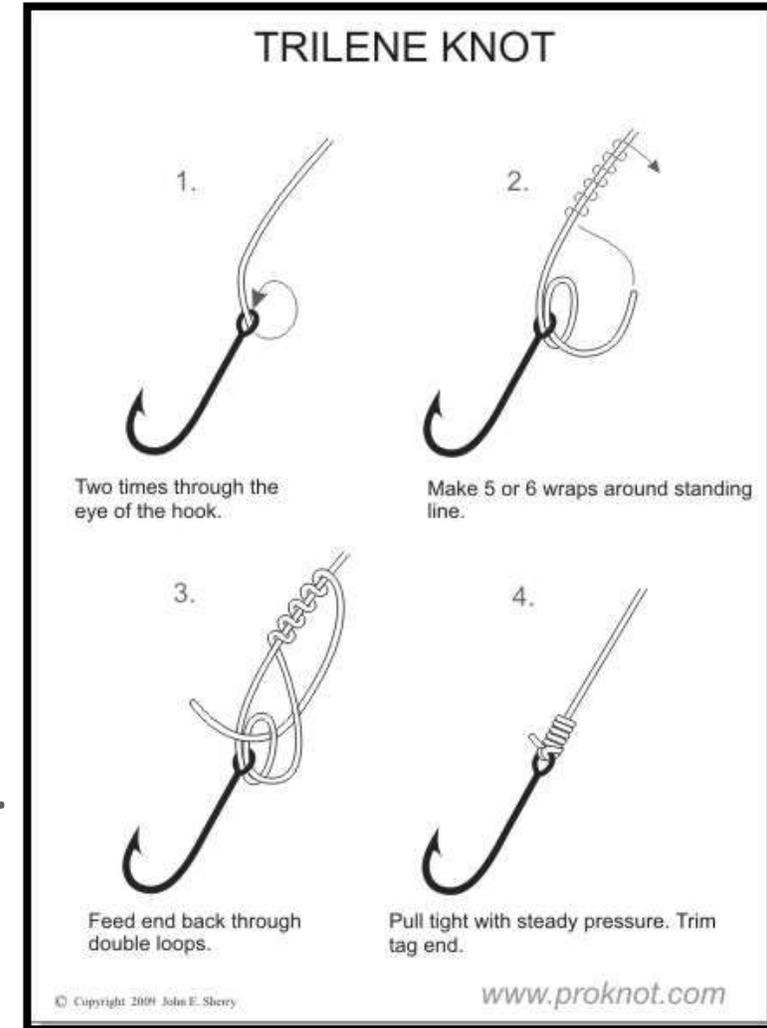
## Course Schedule

- 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.

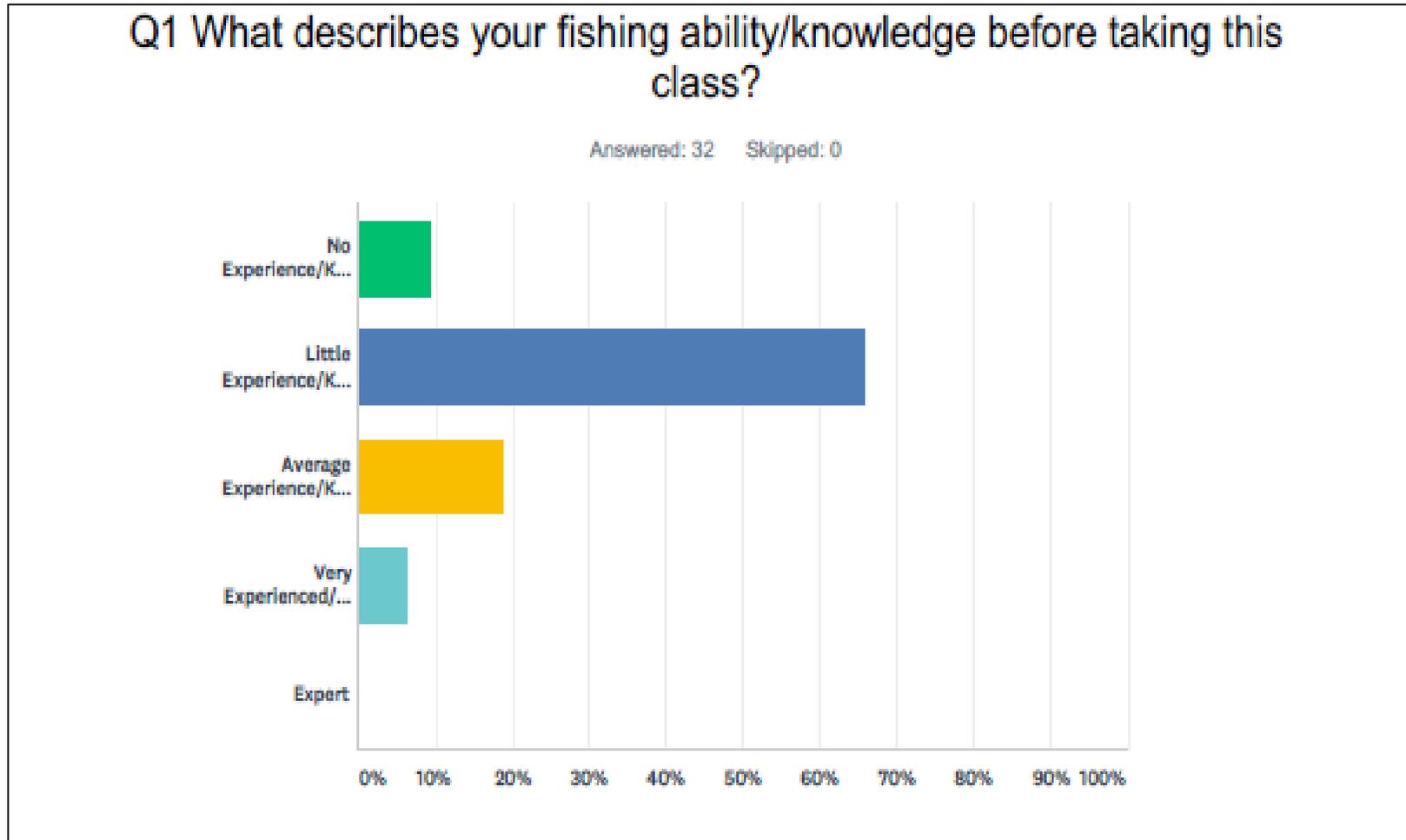
*\*90% of participants rated the class as highly organized\**

## 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.



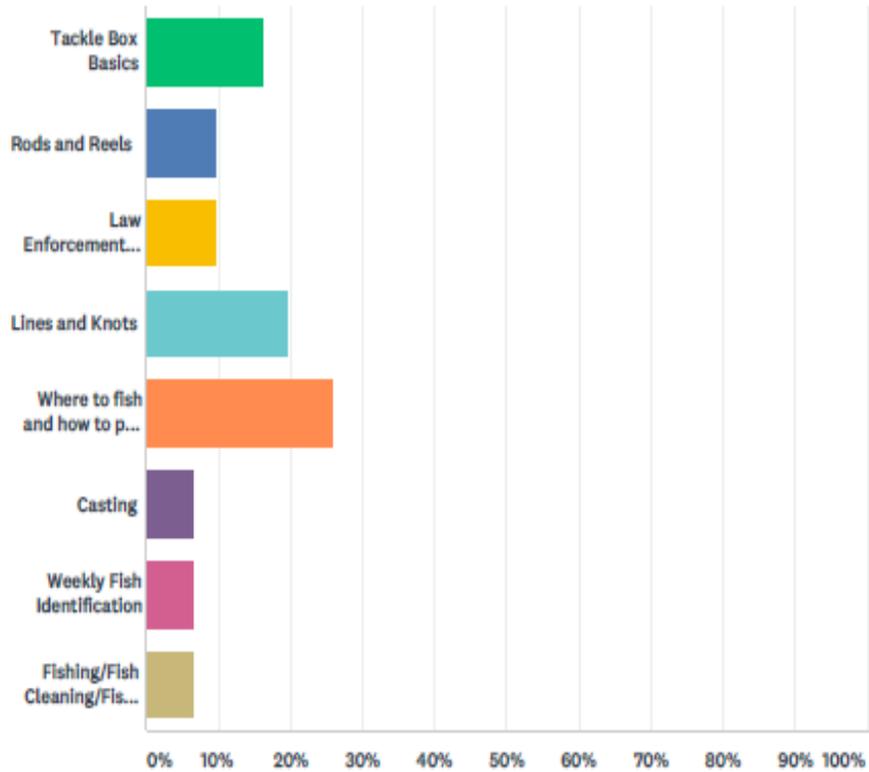
# Survey Results



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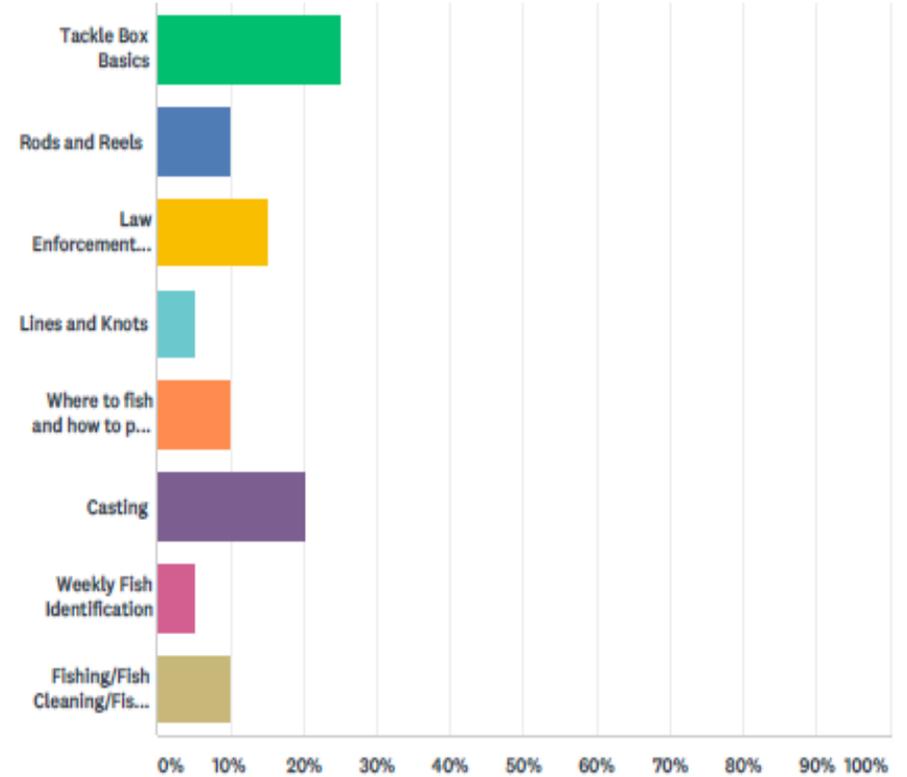
## Q8 Which individual class session was the most helpful?

Answered: 31 Skipped: 1

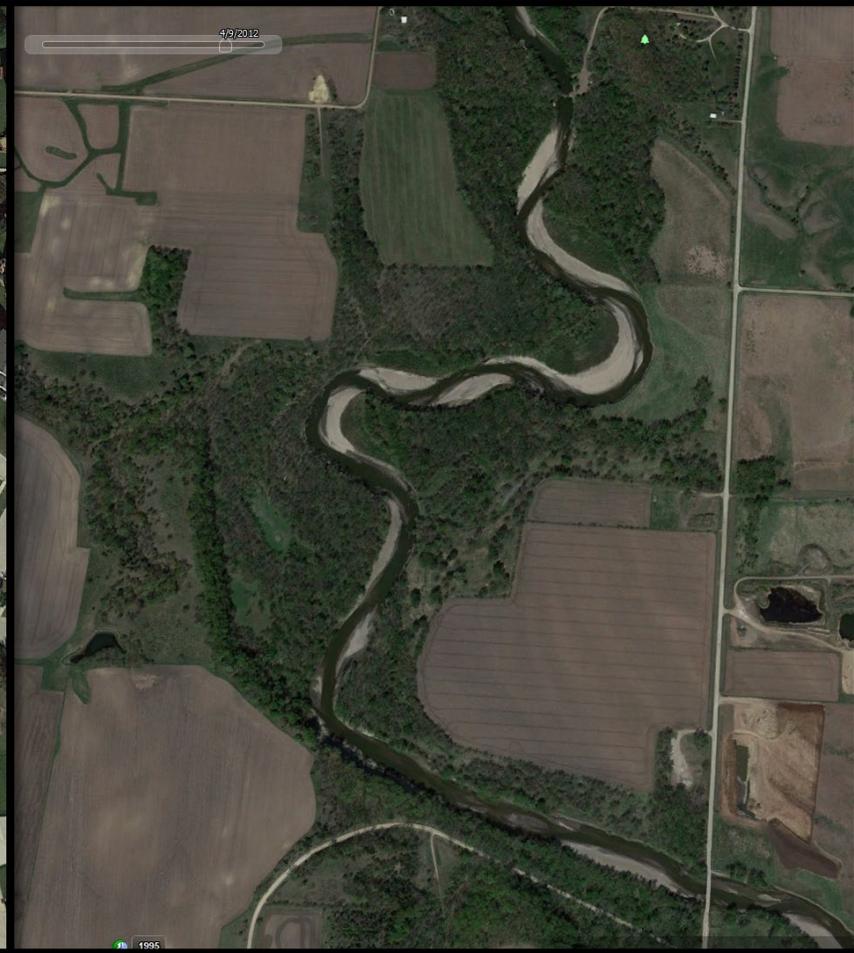
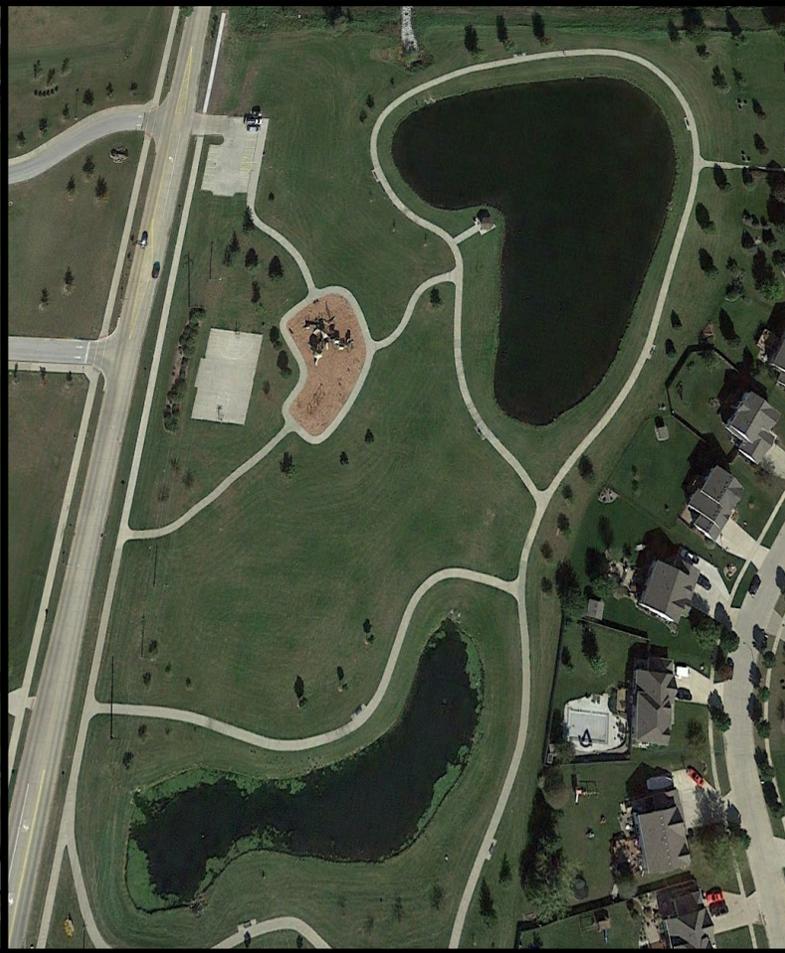
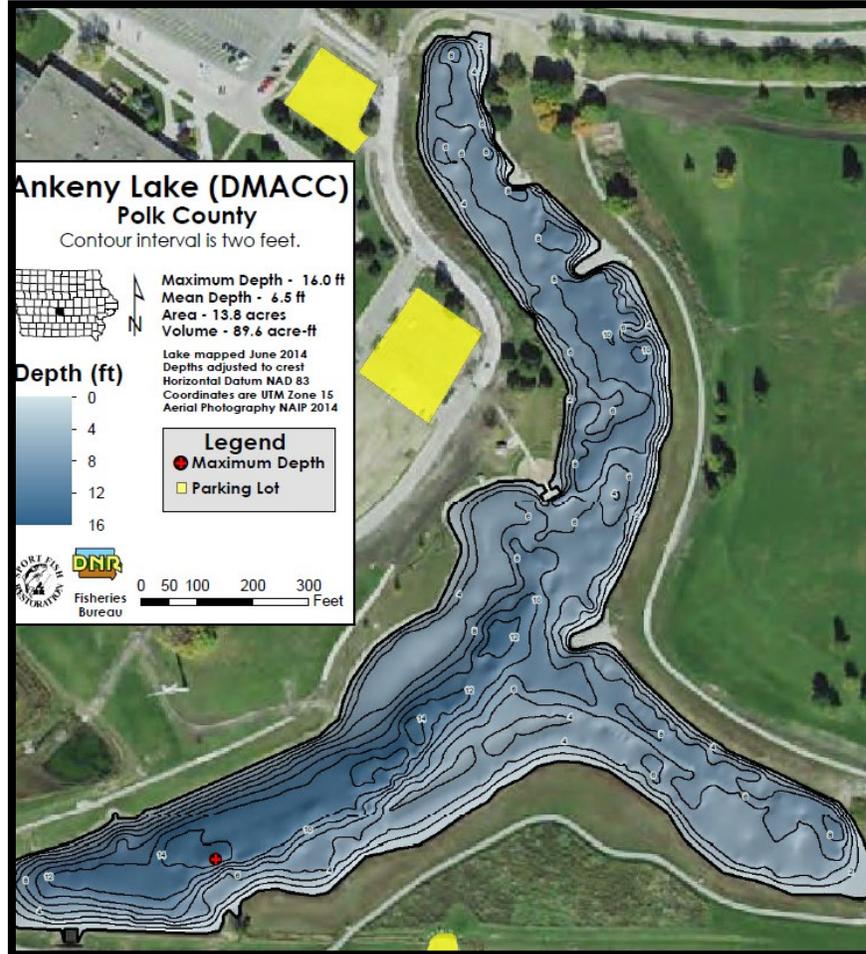


## Q9 Which individual class session was the least helpful?

Answered: 20 Skipped: 12

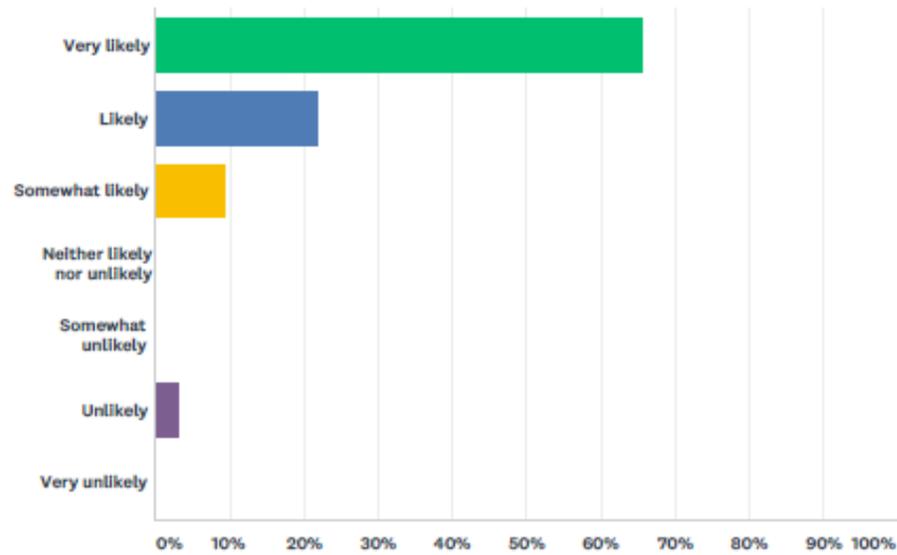


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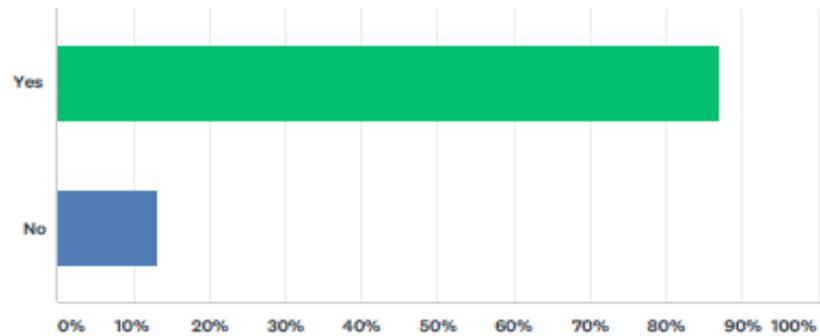
### Q10 How likely are you to continue fishing after this class?

Answered: 32 Skipped: 0



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

Answered: 31 Skipped: 1



# Barriers and Suggestions for Future Classes

Barriers	Session Suggestions	Future Lunch & Learn Topic Ideas
Time	More fishing	Kayak Fishing
How to clean fish	More fishing environments	Boat Fishing
Knots	More classes	Boating Basics
No fishing Partner	Target species	Tackle Purchasing
Safety-Fishing alone	Mentoring opportunities	Ice Fishing
Lures for certain species	Different time of year	Species Specific mini-classes
LE Rules and Regulations	Tackle purchase field trip	Cooking/Processing/Preserving
Practice with reels	More homework/videos	River Fishing
	Keep Tyler as instructor	Walleyes/Pike/Muskie
	Open to private business	Fly Fishing
	Open to other public employees	Seasonal fishing patterns
	Make sure it is legit beginners	Occasional short course refreshers
	Future fishing outings after class	Expensive vs. Knock off products
	Keep officers coming in to teach	Bass Basics
		Lures & Lunch Level 2

# What did you want to learn that wasn't covered?

<b>Were there topics that you wanted to learn about that were not covered?</b>	
Landing a fish	How much weight to use
How to hold a fish	How to clean a fish
How to remove a hook	More than 1 fishing time
How to put a bobber on	Lures-Fish Behavior
Lure techniques	Timing of different lure use
Lure demonstrations	More Fish Identification
What brand of tackle to buy	More handouts/videos

# R3

Category	Recruited	Retained	Reactivated	Missed	Lapsed
Fishing License	8	11	7	7	4
Trout Fee	9	4	1	20	3



# 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.

