

Focus Group Meeting Agenda Planner

Title of the Meeting:

Facilitator:

Date:

Location:

Start Time:

End Time:

Desired Outcome: *To engage stakeholders in order to determine the value millennials have in participation or support of angling, hunting, shooting sports or the gateway activities that lead to a better appreciation and understanding of such activities.*

Categories of Interest:

- Expectations for going outdoors (satisfied with experiences offered in Iowa, what do you do, what would you like to do)
- Where Information is found
- What Motivates them (messaging, media)
- Ideal mentor for activities of Interest

Stakeholders/Meeting Attendees:

Background Materials needed by Facilitator:

Discussion Questions:

Expectations and Motivations for going outdoors

1. What outdoor activities do you currently participate in (fun, health, sports, etc....)? How often does your time allow you to participate in the things you like to do (once a week, month, year, etc...)
2. What new-to-you outdoor activities are you interested in but haven't had the chance to try yet? What is the most significant barrier keeping you from doing it?
3. Where do you go to spend your time participating in these activities? How do you find out about the places you go or special events you can participate in about the activity? (Do they know the difference between state, city, county, federal lands, organizations?)
4. Do you feel that Iowa has sufficient and quality opportunities for you to participate in the activities you currently do or want to do? If not why (environmental factors, enough space, etc...)? Where do you think funding comes from in order to continue having these opportunities available to you?
5. What do you like the most about being outdoors in Iowa (relax, beauty,)? What do you like the least?
6. Specifically, have you ever been fishing? If so what do you enjoy about it? What didn't you enjoy about your experience? How often do you go? If you don't go anymore, why did you stop? Is it about the number you catch, the size of the catch or quality time outdoors that makes a day good or a bust?

- a. For those of you that haven't been fishing, would you like to do it? If not, why not?
7. Specifically, have you ever been hunting? If so, what do you enjoy about it? What didn't you enjoy about your experience? How often do you go? If you don't go anymore, why did you stop? Is it about the number you harvest, the size of the rack, or quality time outdoors that makes a day good or a bust?
 - a. For those of you that haven't been hunting, would you like to do it? If not, why not?
8. Specifically, have you ever been target shooting? If so, what do you enjoy about it? What didn't you enjoy about your experience?
 - a. Is there a difference to you between shooting a gun or participating in an archery activity? For those of you that haven't shot a gun or a bow, would you like to do it? If not, why not?
9. When you are ready to head home from a day's adventures, what do you want to feel like? What do you expect from this time spent outdoors – what do you want the resource to do for you?

The Local Food Motivation

10. What does the term locavore mean to you? Do you consider yourself one?
11. How would you categorize yourself in terms of food consumption? What about the meat you eat? Do you typically search for organic, local, and pasture-raised? Is it important for you to know where your food comes from?
12. Would you be more interested to hunt or fish as a way to supply your food source? Are there any phrases, or information relating to local foods that would influence you to try fishing or hunting?
13. Do you know how to take/prepare fish, wild game or wild edibles from the field to the table? Would you have an interest in learning more about how to prepare fish, wild game or wild edibles to maximize your health and nutrition needs while creating a mouthwatering meal for you, friends and family?

Learning and Skills

14. Where would you most likely go to find out information on classes or even general information about outdoor opportunities (internet, mobile, paper, word of mouth)? If you had to pick the social media app you use the most, what would it be?
15. Going back to our earlier list on activities you like to do currently or those you want to learn how to do, how do you prefer to (in person, family and friends, online/YouTube)? If classes were offered by experts would you attend? If one-on-one opportunity (mentors) were available would you prefer that opportunity?
16. Do you find more value in classes and information offered from agencies (cities, counties, state, federal) or from small businesses like outfitters or stores like REI, Bass Pro?
17. Are you more likely to sign up for opportunities when the classes are small or large? Would you feel more comfortable in a mixed class or one that is specific to your gender?
18. If we were looking at a class/opportunity list today, what would be the types of classes you'd want to sign up for?