

A composite image showing two different outdoor activities. The top half shows two men fishing in a shallow, grassy stream. The bottom half shows a man and a woman in camouflage gear and orange safety vests, sitting on the ground and aiming rifles. The text "CULTIVATING THE FUTURE OF OUTDOOR RECREATION IN IOWA" is overlaid in the center.

# CULTIVATING THE FUTURE OF OUTDOOR RECREATION IN IOWA





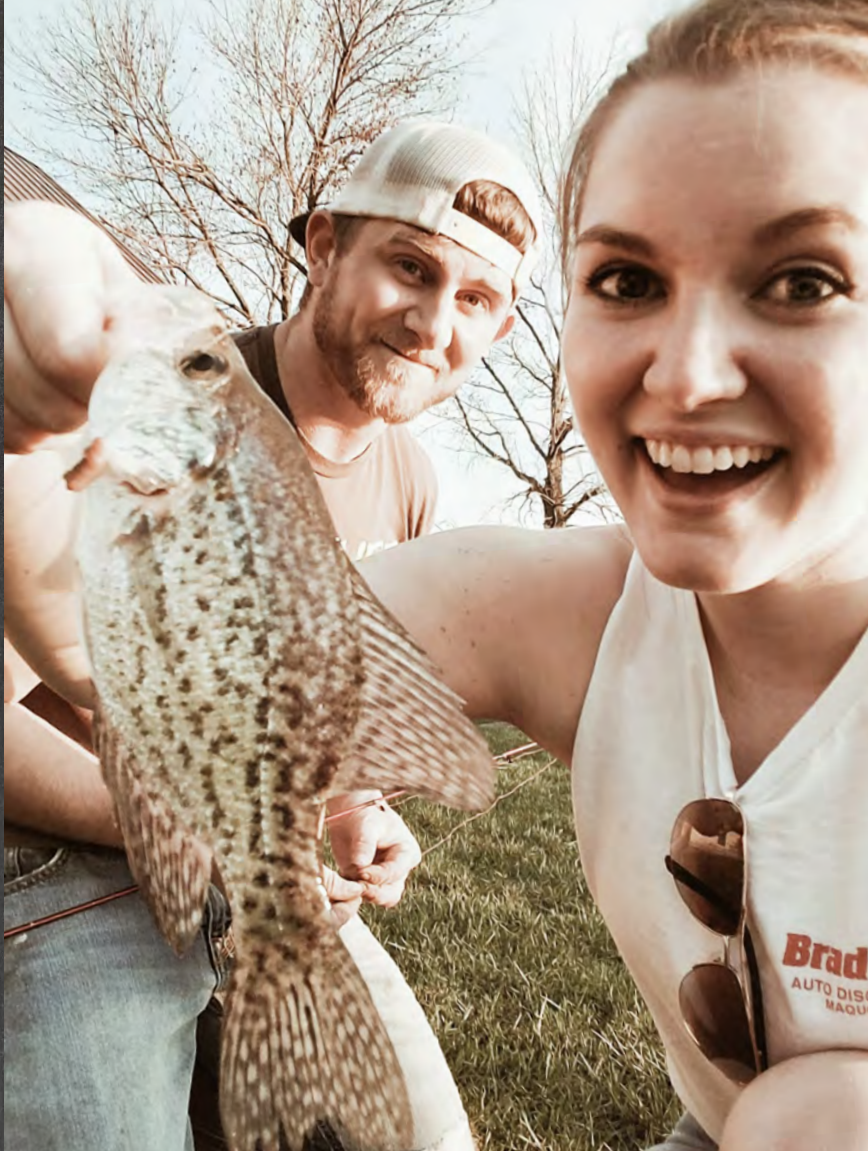
# CULTIVATING THE FUTURE OF OUTDOOR RECREATION IN IOWA

Strategies for Recruiting,  
Retaining and Reactivating  
Outdoor Recreationsists

NOVEMBER 2017

## TABLE OF CONTENTS

Acknowledgments	3
Glossary/Acronyms Used in This Document	3
Letter from Division Administrator	4
Executive Summary	5
Introduction	6
What is Our Ultimate Goal	7
How Do We Get it Done	7
Angling Participation Trends	10
Hunting Participation Trends	11
Recreational Shooting Participation Trends	12
Trapping Participation Trends	13
R3 Strategies & Actions	14
R3 Committee Members & Facilitators	30
Sources	31
Appendix	31





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# GLOSSARY/ACRONYMS USED IN THIS DOCUMENT

**Agency:** Local, County, State and Federal wildlife, fisheries or natural resources management governmental organizations

**CCB:** County Conservation Board

**Churn Rate:** The proportion of licensed hunters/trappers/anglers who choose not to renew each year

**CRP:** Conservation Reserve Program

**Cultivate:** Try to acquire or develop a quality, sentiment or skill

**DNR:** Iowa Department of Natural Resources

**IHAP:** Iowa Hunting and Access Program

**Industry:** For profit organization who support outdoor recreation and who have a vested interest in conservation

**Iowa R3 Action Plan:** Strategies for Recruiting, Retaining and Reactivating Outdoor Recreationists

**Locavore:** Person who is motivated to eat food that is grown, raised, produced and/or harvested locally

**NGO:** Non-governmental organization whose mission is focused on conservation and/or the shooting sports

**NRCS:** Natural Resources Conservation Service

**ORAM:** Outdoor Recreation Adoption Model

**Outdoor Recreationists:** Encompasses all outdoor recreational users with an emphasis placed on individuals who participate in a host of outdoor pursuits including but not limited to hunting, trapping, angling and recreational shooting.

**R3:** Recruitment, Retention and Reactivation

**REAP:** Resource Enhancement and Protection

**Recreational Shooting:** For the purpose of this plan it is defined as participation in an education program, shooting competition or leisure target practice, using firearms or bows.

**SCORP:** Statewide Comprehensive Outdoor Recreation Plan

**USFWS:** U.S. Fish and Wildlife Service

**WAP:** Wildlife Action Plan



# IOWA R3

***“It’s useless to tell a river to stop running; the best thing is to learn how to swim in the direction it’s flowing.” – African Proverb***

The message in the above proverb – it’s better to use the river’s strength than to fight it – tells us that we need to recognize how to navigate the challenges in front of us and to adapt our thinking to turn those challenges into assets.

When trying to recruit, retain and reactivate outdoor recreationists, we need to apply that same practice – to recognize barriers and to turn them to our advantage.

At the 2017 Iowa R3 Summit we will work through the Iowa R3 Plan that began with many of you back at the Iowa R3 Workshop in November 2016.

In the plan, we identify ways to modify redundant recruitment efforts and emphasize our unique strengths by working together instead of pulling the same audience in different directions. Much of this discussion will involve stepping out of our comfort zones, making personal contacts and personal invitations, and reaching out to new communities.

We’ve all been in meetings where speakers sprinkle the hot buzzwords of the day through their presentations to impress the audience. I’ll save you the eye roll and leave you with this: Iowa’s population has topped 3.1 million. Our hunter and angler numbers have dropped by as much as 50 percent from 1975 to today.

Just like our target audiences, we all come from different backgrounds. I believe our strength lies in those differences. By focusing on our common goal we can turn any barrier into an asset.

Dr. Dale Garner  
Administrator  
Conservation and Recreation Division  
Iowa Department of Natural Resources

## EXECUTIVE SUMMARY

In November 2016, over 70 individuals representing Iowa conservation-based agencies, NGOs and industry partners began discussing the current trends in the recruitment, retention and reactivation of hunters, trappers, anglers, recreational shooters and other outdoor recreationists. Since that time, through a long, collaborative processes involving several committees and facilitators, the strategies and actions in this plan were drafted. The draft of this plan was further refined and prioritized by the Iowa R3 Plan Development Working Group through numerous in-person meetings and conference calls.

The ultimate goal, process and products of this effort were achieved through community consensus. The strategies and actions in this document are the direct results of committed partners coming together to share their visions and experiences. Using this plan as our guide, we will work together to cultivate outdoor recreationists and stewards who will support stronger local economies, abundant fish and wildlife resources and clean air and water in our great state for many generations to come.

### STRATEGIES FOR RECRUITING, RETAINING AND REACTIVATING OUTDOOR RECREATIONISTS:

- 1. IMPROVE PARTNERSHIPS AMONG AGENCIES, ORGANIZATIONS AND INDUSTRY**  
To Collaboratively and Effectively Implement R3 Efforts
- 2. IMPROVE AGENCY AND ORGANIZATIONAL CAPACITY**  
To Design, Implement and Evaluate Outcome Driven R3 Efforts
- 3. INCREASE ACCESS AND OPPORTUNITY**  
For Outdoor Recreation in Iowa
- 4. EDUCATE, TRAIN AND EQUIP PARTNERS**  
With the Necessary Tools to Enhance R3 Efforts
- 5. INCREASE CUSTOMER ENGAGEMENT AND SATISFACTION**  
Through Improved Customer Management Practices and Services
- 6. COMMUNICATE VALUE OF OUTDOOR RECREATION**  
To Expand Agency and Organization Relevance

The strategies, actions and tasks in this document are listed in order of priority as determined by the Iowa R3 Plan Development Working Group.

# INTRODUCTION

Data regarding participation in natural resource-based outdoor recreation activities are conflicting and often changing. There is some evidence of a recent uptick in participation for activities such as angling, hiking and shooting sports, but it is too soon to tell if this an actual upswing or just a deviation. What we do know is that participation rates in several activities are nowhere near historical levels. Further, we also know that Americans’ values are changing, with a significant gap between their interests in nature and their efforts, abilities and opportunities to pursue those interests. According to a recent study, 51.4% of youth (ages 6-24) did not participate in any outdoor activity in 2016. This statistic is alarming, and should be a call to all of us committed to ensuring outdoor recreation thrives and continues to be a part of America’s culture.

Early in the 20th century, sportsmen and women and national leaders, recognized the critical need for a significant and sustainable source of funding for wildlife

management. Revenue generated from the sale of licenses and sporting arms equipment provides the foundation for the most successful model of wildlife conservation in the world – North American Model of Wildlife Conservation. This user pay, user benefit model was applied again in 1950 to create a sustainable source of funding for sport fish management. Today, hunting, trapping and fishing license sales provide valuable funding each year for conservation and habitat restoration. Additionally, hunter, trapper, angler and recreational shooter expenditures generate billions of dollars annually for the national economy and support hundreds of thousands of jobs.

While hunters, trappers and anglers paved the way for conservation and have provided core funding for many years, declining participation means funding from these individuals alone is no longer sufficient to fund wildlife conservation. We must identify ways to diversify our customer base and conservation revenue sources.

## IOWA’S ECONOMIC IMPACT SNAPSHOT

ACTIVITY	PARTICIPANTS	ECONOMIC IMPACT (TOTAL)
Fishing	473,000	\$278 million
Hunting	253,000	\$405 million
Wildlife Watching	837,000	\$711 million

*Note: See Appendix 1 for a more detailed breakdown of Outdoor Recreation’s Impact on our Economy.*

Due to the economic impact from outdoor recreation in Iowa and nationally, we must recruit, retain and reactivate users to reverse the decline in participation. Agency and partner efforts focused on increasing participation in outdoor recreation collectively are referred to as R3 efforts. In the past, most R3 efforts have focused primarily on providing the novice with introductory trial opportunities that, at most, increase awareness of or interest in the activities. Traditionally, these efforts have reached youth of Caucasian, middle-aged, males already active in the outdoors and thus have limited participation to those already predisposed to activities such as hunting, trapping, angling or recreational shooting. Additionally, R3 efforts have been duplicative and isolated, and their effectiveness has remained largely unknown.

The challenge facing partners working to stabilize and increase participation is complex. Leaders in the conservation community (agencies, NGOs and industry) have forged a conscious effort to adopt an adaptive management, scientific-based approach to R3. Research demonstrates that future R3 efforts must go beyond providing a simple hands-on, one-time learning experience and establish recruitment pathways, so participants are presented an array of experiences and contacts over time. This multi-pronged approach provides potential for partnerships within the conservation community to align efforts and financial resources necessary to provide a customer-centric focus for new and diverse audiences.





## WHAT IS OUR ULTIMATE GOAL?

The ultimate goal of the Iowa R3 Action Plan is to increase participation in outdoor recreation with an emphasis on hunting, trapping, angling and recreational shooting. Public support is vital for the future of outdoor recreation in Iowa. Increasing participation is the first critical step, so it is the focus of this plan.

## HOW DO WE GET IT DONE?

There are many challenges to increase participation in Iowa, but through collaboration and continued development of our efforts, we can rise to the challenge. The following are immediate needs that we, as a collective group, must address in order to find success in R3.

### COMMITMENT OF ORGANIZATIONS

Commitment of dedicated organizations is critical to the implementation of actions outlined in the plan.

Partnerships are foundational to the overall success of R3 because the challenges the outdoor recreation community faces in the 21st century are not isolated to specific agencies or conservation groups. Our challenges impact industry, individuals, chapters and local economies as well.

Pooling the diverse resources of Iowa's committed organizations will result in a successful strategic approach to R3. Those resources go beyond sheer labor and finances. True commitment means a philosophical shift in how we approach the engagement of people in these activities. True commitment means individuals acting on a grassroots level to educate and mentor new outdoor enthusiasts of any age or race. True commitment means organizations setting aside differences to reach shared goals.

Together, using this plan as our guide, we will work to create new outdoor stewards who support stronger local economies, abundant fish and wildlife resources and clean air and water.

## INCREASE CAPACITY & FOCUS APPROACH

Each partner must determine their desired outcomes and implement focused strategies that align with their mission and R3 goals. This may mean doing things differently than in the past, but not necessarily doing more. It is difficult, if not impossible, for a single organization to offer all the information and resources needed to address the variety of potential participants and reach the masses. Each partner presents unique expertise and resources capable of providing effective opportunities to engage participants along various portions of the R3 pathway. However, by building capacity in a coordinated approach, agencies, NGOs and industry can combine their strengths and resources to connect potential participants through multiple experiences, so they can move through the necessary stages to become lifelong participants.

## STATEWIDE R3 COORDINATOR

A statewide coordinator position is necessary to serve as the single point of contact for R3 efforts. This individual will coordinate staff efforts throughout the agency as they relate to increasing participation in outdoor recreation. This individual will also facilitate and foster partnerships among agency R3 efforts and those of conservation-related NGOs and outdoor industry partners. Moving forward, Iowa's R3 Coordinator will be:

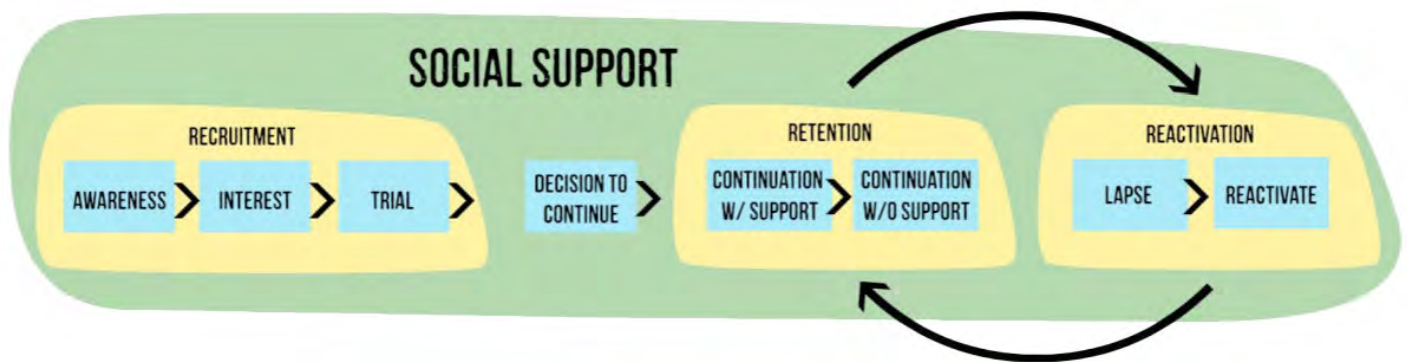
Megan Wisecup, Iowa R3 Coordinator

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Phone: 515-238-4968 | Fax: 515-725-8201 | Email: [Megan.Wisecup@dnr.iowa.gov](mailto:Megan.Wisecup@dnr.iowa.gov)

## CONTINUAL EDUCATION AND EVOLUTION

The Outdoor Recreation Adoption Model (ORAM) can be extremely helpful to R3 practitioners in identifying where their efforts address a participant's progress through the adoption process, in developing more effective R3 strategies and in implementing comprehensive R3 efforts.



The focus of recruitment efforts is to engage new participants in an outdoor activity. Recruitment spans the awareness, interest and trial stages. Recruitment efforts include those designed to enhance exposures and reduce barriers to initial participation and trial.

Retention efforts focus on individuals who have experienced a trial, made the decision to continue pursuing the activity and/or may have been participating in the activity for some time. Thus, they have been "recruited." These individuals have likely begun or completed forming a self-identity that

embraces the activity and may or may not face multiple challenges to continued participation.

Reactivation describes the process in which the individual lapses in their participation for a period of time due to a variety of reasons. Reactivation efforts focus on providing a targeted suite of support and resources designed to help reactivate and retain an individual in a particular activity.

The decision to continue represents a solidification of an individual's opinion of the new activity they just



tried. The trial of the activity either confirms (perhaps exceeds) their expectations or it disappoints them. The personal experience they gained in the previous step, and the potential self-identity that may have been challenged, provides the perspective necessary for them to decide if this new activity is for them. This decision to continue and the personal experience that drives it, separates the recruitment stage from the retention stage.

Elemental to the process of adopting a new activity or behavior is the presence of a social support network that encourages an individual's participation. If this support system is not in place, and the individual does not have a community to provide positive reinforcement, it is highly likely that they will not adopt the activity for the long term. Therefore, it is critical that R3 administrators incorporate or address this element in EVERY R3 strategy or tactic they implement, and ensure that a social network is available for that individual as they move through the adoption process.

*More information on the ORAM and how to utilize this powerful tool can be found in Appendix 2.*

## **WHERE WE ARE AND WHERE WE ARE GOING**

In order to move forward with R3 efforts, we must first understand participation trends in Iowa and at the national level. The next few pages provide a snapshot of the current trends for angling, hunting, recreational shooting and trapping.

The snapshot is followed by strategies and more specific actions to be accomplished to better focus our efforts. Focused R3 activities will address identified barriers to participation and improve R3 results for activities in Iowa. Metrics for success are included in each strategy to ensure we are on the path to achieve the ultimate outcome – increased participation. Each action includes a proposed implementation team and priority tasks needed to accomplish the action. As more partners become involved in R3 in Iowa, and as each one determines their role(s) in recruiting, retaining and reactivating participants, implementation teams and tasks will evolve.





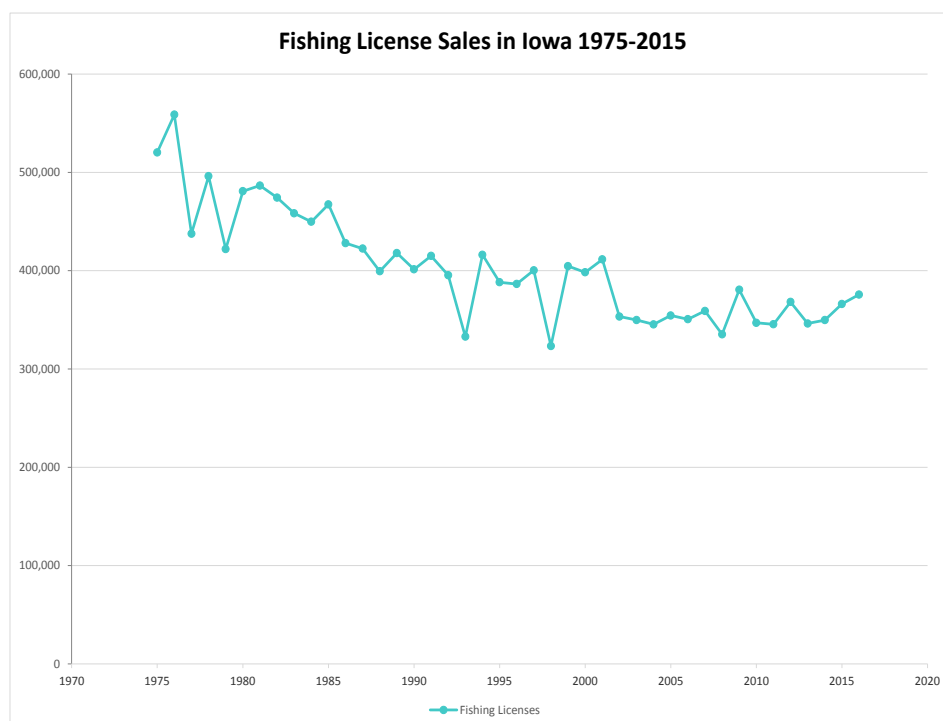
# ANGLING

As the second most popular outdoor recreational activity in the U.S. behind running, fishing attracted 35.8 million individuals 16 years old and older in 2016. These anglers spent an average of 13 days fishing. Approximately 83% of anglers in the U.S. were first introduced at a young age. Once a person reaches the age of 12, it is considerably less likely that they will become an angler. Furthermore, two-thirds of anglers fish from shore.

Nationally, 77% of anglers participate in other outdoor activities. Fishing is considered an outdoor “gateway” activity – it creates awareness and interest in outdoors that results in participants trying other outdoor activities. Fishing is a relatively inexpensive outdoor activity, requires a minimum skill level, is accessible in many areas and is an ideal activity for families and groups.

Over half of Iowa anglers live in urban areas, but the vast majority of urban residents do not fish. Participation among Iowa’s youth, ages 6-15, ranks among the highest in the U.S.; however, participation among Iowa’s urban youth is lower. In 2016, there were 318,681 resident licenses sold; 4,277 more than 2015.

The top reasons participants fish include exercise, to be with family and friends, to be close to nature and to enjoy nature/scenic beauty. Weather, proximity and quality of fishing access and work/family commitments also impact participation in Iowa.







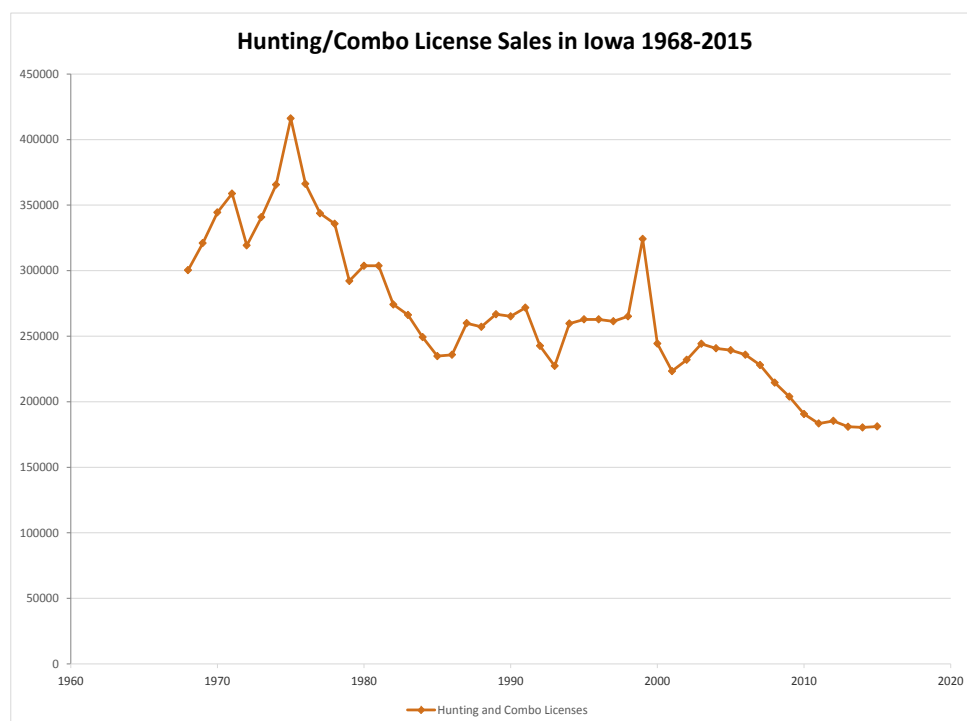
# HUNTING

In 2016, 11.5 million people, 5% of the U.S. population 16 years old and older, went hunting. Hunters in the U.S. spent an average of 16 days pursuing wild game. The “average” hunter is 45 years old, Caucasian, male and lives in small metro/rural area [89% of Iowa hunters are male]. Nationally, hunting participation decreased from 2011 to 2016. 80% of hunters pursued big game such as elk, deer and wild turkey, while only 21% of hunters pursued small game such as squirrel, rabbits, quail and pheasants. Iowa hunters have also shifted to big game hunting opportunities. This is a significant change from past generations where participants started hunting small game and gradually moved on to big game.

Only 5% of residents in Iowa’s urban counties hunt, but 40% of Iowa’s licensed hunters reside in these counties. Rural counties (e.g., Allamakee at 20.9%) have the highest participation rates. While the average number of licensed hunters in Iowa is on a steady decline since 1980, there are pockets of hope. Over the last 10 years, female hunters have had a 39% increase and male bowhunters have had a 19% increase in participation. In 2015, there were 181,154 resident licenses sold; 777 more than 2014.

Hunters state the benefits of hunting are exercise, time spent with friends and family, a sustainable source for natural foods, balance to the ecosystem and provides funding for conservation. Weather, work/family obligations, lack of access to land and game and lack of social support are some of the top reasons why participation in hunting fluctuates.

*More information on hunting participation trends can be found in Appendix 3.*





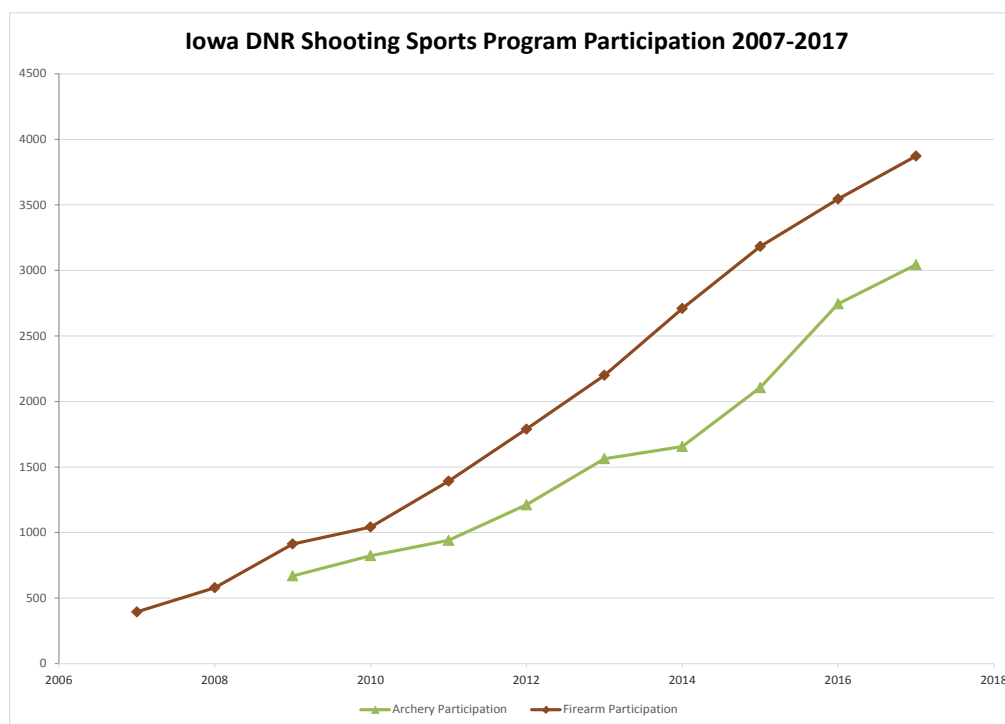
## RECREATIONAL SHOOTING

Nationally in 2015, over 32 million recreational shooters participated using firearms and over 12 million participated using bows. In Iowa, access to recreational shooting data is limited, but the Iowa DNR's youth programs allow an insight into participation. The Iowa DNR participates in both the Scholastic Shooting Sports Foundation's (SSSF) programs as well as the National Archery in the Schools Program (NASP). Both of these programs have been in Iowa for over 10 years and are showing an increase in participation across the state. SSSF's programs focus on trap, skeet, sporting clay, rifle and pistol disciplines, while NASP allows for education and competition in bullseye and 3D archery.

Research shows that recreational shooting has seen a notable influx in female participants, especially in archery. Historically, recreational shooters are more often male than female, young or middle-aged and from rural areas or small cities/towns. In contrast, new recreational shooters (those with 5 years of experience or less) are more often female, non-hunters and urban/suburban dwellers. Additionally, archery has seen a substantial increase in those that participate in archery but do not bow hunt.

Recreational shooting often builds confidence and courage. It advances personal responsibility, while increasing physical and mental discipline. Furthermore, continued participation in recreational shooting increases a person's ability to focus. Additional motivations for recreational shooting are to be with family and for the sport and recreation.

*More information on distribution of SSSF and NASP programs in Iowa can be found in Appendices 4 & 5.*







# TRAPPING

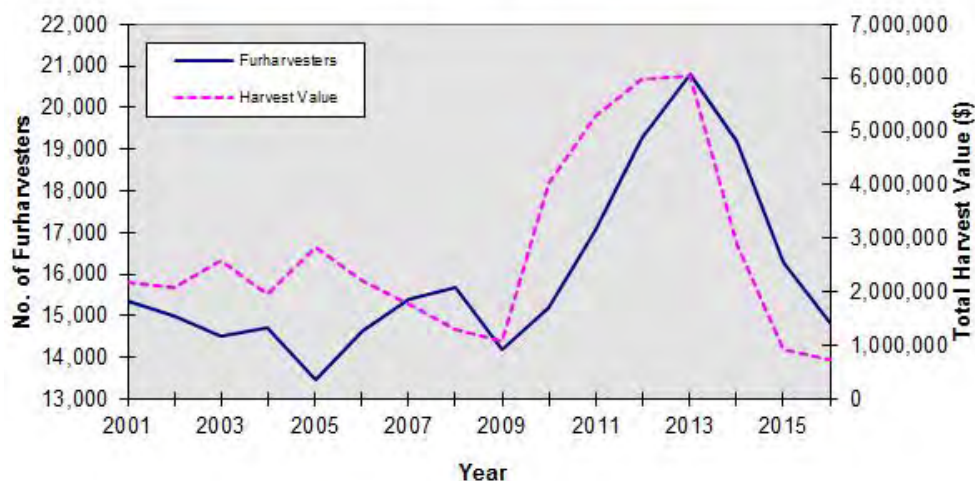
Trapping has been a long-standing part of our North American heritage and remains, still today, of cultural and economic importance. It has been a highly regulated activity due to the public concerns of wildlife conservation and the welfare of wild animals. Nationally, 176,573 trapping licenses were sold in 2015, with 54% of trappers residing in the Midwest. The average trapper is a 48-year-old Caucasian male, who spends approximately 36 days trapping per year. Raccoon, coyote, muskrat and beaver are the most sought-after species across the country.

There are many economic, ecological, cultural, biological and aesthetic values of furbearers that continue to be used and managed as valuable and renewable, natural resources. Responsible trappers also provide many benefits to society such as disease control, habitat protection, endangered species protection, property protection, wildlife restoration and wildlife research.

The average number of licensed fur harvesters in Iowa fluctuates with current fur markets. Generally, as fur prices increase, the number of fur harvesters in the state increases in subsequent years, and vice versa in years when fur prices are lower. In 2014-15 the number of licensed fur harvesters in Iowa declined to 19,186 from a 10-year high of 20,818 in 2013-14. This decline continued with 16,284 fur harvesters in 2015-16 and reflects the downward trend in fur markets.

Annual and long-term weather events, habitat and disease significantly impact furbearer populations and harvest success in Iowa. Precipitation, water levels in wetlands and waterways, and time of freeze-up especially affect aquatic furbearer harvests throughout the state. Muskrat and beaver populations are typically cyclic and historically fluctuate following wet/dry periods; resulting in fluctuating annual harvests.

**Number of Licensed Furharvesters and Total Harvest Value in Iowa (2001-Present)**





# R3 STRATEGIES & ACTIONS





## STRATEGY 1: IMPROVE PARTNERSHIPS AMONG AGENCIES, ORGANIZATIONS AND INDUSTRY TO COLLABORATIVELY AND EFFECTIVELY IMPLEMENT R3 EFFORTS

### Metrics for Success:

- Host annual R3 Summit
- Website remains relevant and updated to stakeholder needs
- Annual fishing license sales are trending upwards

### Action 1: Host an annual R3 summit for agencies, NGOs and outdoor industry stakeholders

**Implementation Team:** Megan Wisecup (R3 Coordinator) - Team Lead, Rachel Ladd (Hunter Education and Shooting Sports), Tyler Stubbs (Urban Fisheries), Barb Gigar (Angler Education) and Jamie Cook (Pheasants Forever/Quail Forever)

#### Priority Tasks:

- Create and maintain a current database of all agencies, NGOs and outdoor industry stakeholders that are involved in R3 efforts.
- Provide stakeholders with the training and tools needed to evaluate their current and future R3 efforts using the Outdoor Recreation Adoption Model (ORAM).
- Annually update Iowa R3 Action Plan and allow access via [www.iowadnr.gov/r3](http://www.iowadnr.gov/r3).

### Action 2: Participate in industry-wide 60 in 60 campaign

**Implementation Team:** Tyler Stubbs (Urban Fisheries) – Team Lead, Shannon Hafner, Jeff Kopaska, Ben Dodd, Paul Sleeper, Rebecca Krogman, Joe Larschied (Fisheries), Barb Gigar and Holly Schulte (Angler Education), Julie Tack (Marketing and Communications), Kati Bainter (Communications) and Jenny Stromburg (State Parks)

#### Priority Tasks:

- Identify strategies for improving consistency of fishing license purchase (lowering churn rate) e.g., license purchase reminders and drip email campaigns.
- Increase awareness of urban fishing opportunities (urban fishing atlas, fishing signage and city administration support).
- Increase programming in urban, suburban areas and DNR State Parks/CCB parks/Federal refuges in or near urban areas.

### Action 3: Develop and host Iowa R3 web page on Iowa DNR website to allow access to resources and tools

**Implementation Team:** Megan Wisecup (R3 Coordinator) - Team Lead, Tracy Fahrion (Communications), Rachel Ladd (Hunter Education and Shooting Sports), Tyler Stubbs (Urban Fisheries), Barb Gigar (Angler Education) and Jamie Cook (Pheasants Forever/Quail Forever)

#### Priority Tasks:

- Disseminate timely information on Iowa R3 Action Plan.
- Provide opportunity for R3 partners to share information, successes and opportunities on the Iowa R3 web page.

## STRATEGY 2: IMPROVE AGENCY AND ORGANIZATIONAL CAPACITY TO DESIGN, IMPLEMENT AND EVALUATE OUTCOME DRIVEN R3 EFFORTS

### Metrics for Success:

- All programs are mapped using ORAM
- Target audience is defined
- License trend data is ran annually
- Funding and support is awarded to effective R3 programs

### Action 1: Maximize partner impact through an inventory of current programs/efforts, assist in evaluation efforts and adjust based on identified gaps and deficiencies

**Implementation Team:** Megan Wisecup (R3 Coordinator) - Team Lead, Rachel Ladd (Hunter Education and Shooting Sports), Chris Van Gorp (Shooting Sports and Ranges), Donise Petersen (Archery), Susan Stocker (Boater Education), Barb Gigar and Holly Schulte (Angler Education), Jeff Kopaska (Fisheries), Tyler Harms and Peter Fritzell (Wildlife), Aimee Wright (IT), Rich Smith (Licensing), Jamie Cook (Pheasants Forever/Quail Forever), Stacey Sipe Smith (National Wild Turkey Federation), Tom Hazelton (Iowa Association of County Conservation Boards), Rick Cerwick (Izaak Walton League), Rhonda Fowler (OHV/Snowmobile Education), Todd Robertson (River Program), Christina Roelofs (Shelby County Conservation Board) and Recreational Safety Officer Unit (Law Enforcement)

#### Priority Tasks:

- Inventory of industry-wide programs/efforts and evaluate efficacy and who they are targeting and where (location, demographics, area of focus and target audience).
- Evaluate program/efforts using ORAM, results chain mapping and evaluation tools – Determine how to quantify and evaluate programs/efforts outputs and outcomes (e.g., number of licenses purchased, surveys of participants, etc.).
- Identify current and potential R3 partners and determine what they are willing and able to do effectively (Organizational Capacity). Consider the partner's geography, venue (facility), target audience, tactics, capacity and reach (who do they serve and how do they serve them).
- Inform partners and Iowa DNR staff of identified gaps and deficiencies. Implement efforts to address these threats and/or barriers through Iowa DNR and R3 partners.

### Action 2: Define target audiences

**Implementation Team:** Megan Wisecup (R3 Coordinator) – Team Lead, Barb Gigar and Holly Schulte (Angler Education), Rachel Ladd (Hunter Education and Shooting Sports), Tyler Stubbs (Urban Fisheries), Jamie Cook (Pheasants Forever/Quail Forever), Stacey Sipe Smith (National Wild Turkey Federation), Christina Roelofs (Shelby County Conservation Board), Donise Petersen (Archery), Chris Van Gorp (Shooting Sports and Ranges), Rick Cerwick (Izaak Walton League) and Recreational Safety Officer Unit (Law Enforcement)

#### Priority Tasks:

- Modify existing and develop new (if needed) efforts that reach families that encourage the parents to take on the support role for their kids to continue participation.
- Connect R3 efforts to existing family-orientated organizations such as home-schooling organizations, churches, community-based groups, etc. that will provide an extended social support network.
- Target Iowa DNR Shooting Sports participants and their families who



do not currently participate in hunting, trapping or angling.

- Develop efforts that target non-traditional adult audiences specifically to those who have an interest in conservation or the outdoors, live in urban areas and value healthy, local food sources.

#### **Other Tasks:**

- Assess opportunities for locavore centric “field to fork” and “hook and cook” style programs in Iowa.
- Assess opportunities for “couple’s retreats” that involve programming around various outdoor activities that they can come out and learn the skills necessary to do an activity while building their social support circle at the same time.
- Continue to expand on opportunities focused on women with an interest in the outdoors through outlets such as the Becoming an Outdoors-Woman program. These offerings would focus on specific activities you can do in a local area and target participants and partners that live in those areas so social support is built for continued interaction after the event.

### **Action 3: Maintain outdoor participation and license trend data**

**Implementation Team:** Rachel Ladd (Hunter Education and Shooting Sports) – Team Lead, Joe Larschied, George Scholten and Jeff Kopaska (Fisheries), Chris Ensminger, Tyler Harms, Vince Elvasizer and Peter Fritzell (Wildlife), Aimee Wright (IT) and Rich Smith (Licensing)

#### **Priority Tasks:**

- At a minimum, annually update hunting, trapping

and fishing license sales information so we can continue to learn and understand who our customers are and their trends through time.

- Identify potential deficiencies in the electronic license sales system that prevents efficient and timely access to critical customer data and important sales trends to understand our impacts of R3 efforts in Iowa.
- Collect and analyze shooting sports participant data and periodically cross-check data with electronic licensing data to show purchase history.

### **Action 4: Design and implement an R3 grant program**

**Implementation Team:** Megan Wisecup (R3 Coordinator) – Team Lead, Barb Gigar (Angler Education), Kara Bryant (Budget and Finance), Chris Lee (Des Moines County Conservation Board), Jamie Cook (Pheasants Forever/Quail Forever), Stacey Sipe Smith (National Wild Turkey Federation) and Rick Cerwick (Izaak Walton League)

#### **Priority Tasks:**

- Design and implement an R3 grant program that provides financial assistance to stakeholders wanting to implement a new R3 effort that follows the guidance and recommendations within this plan. Require grant proposals or funding requests for R3 efforts to include evaluation, a defined target audience and outcome tracking.
- Seek out willing partners or grant opportunities to contribute funds to the grant program.
- Establish a grant review committee made up of agency, NGO and industry members.



## STRATEGY 3: INCREASE ACCESS AND OPPORTUNITIES FOR OUTDOOR RECREATION IN IOWA

### Metrics for Success:

- A map created of current license buyers
- A map created of urban fishing areas
- Landowner's Access Field Day is created
- Online easement database is created and maintained
- Public shooting ranges are properly managed, maintained and expanded

### Action 1: Understand where outdoor recreationists live in relation to opportunities (Determine Recreational Capacity)

**Implementation Team:** Tyler Stubbs (Urban Fisheries) – Team Lead, Jeff Kopaska (Fisheries), Tyler Harms and Chris Ensminger (Wildlife), Monica Thelen (GIS), Rachel Ladd (Hunter Education and Shooting Sports) and Aimee Wright (IT)

#### Priority Tasks:

- Determine spatial location of current license holders.
- Map location of license buyers to existing recreational opportunities.
- Work with communities (including CCBs) in their planning process to determine areas where additional recreational opportunities would have the greatest impact on participation.
- Use spatial distribution to inform ad buys for marketing efforts.

### Action 2: Develop an urban planning tool to assist development in understanding the value of providing quality access

**Implementation Team:** Tyler Stubbs (Urban Fisheries) – Team Lead, Rachel Ladd (Hunter Education and Shooting Sports), Mike Hawkins and Jeff Kopaska (Fisheries), NRCS Urban Conservation, Sara Kurovski (Pleasant Hill Mayor), Lori Eberhard (State Parks), Todd Schenck (Ankeny Park and Recreation), Chris Van Gorp (Shooting Sports and Ranges), Guy Goldsmith (North Liberty Park and Recreation), John Schmitz (Johnston Park and Recreation) and Andy Kilner and Tyler Harms (Wildlife)

#### Priority Tasks:

- Compile information on value of outdoor recreation and need for providing opportunities (financial and recreational).
- Develop a process for evaluating urban recreation opportunities (hunting/angling/recreational shooting) and better coordination between county and city that meets local demand. Design standards that meet our objectives.

### Action 3: Expand the use of County Conservation Board parks, DNR State Parks and Recreation Areas and Federal refuges to increase recreational opportunities

**Implementation Team:** Megan Wisecup (R3 Coordinator) – Team Lead, Tyler Stubbs (Urban Fisheries), Todd Coffelt, Jason Dykstra and Jessica Manken (State Parks), Joe Larschied (Fisheries), Todd Bishop and Kelly Smith (Wildlife), Julie Tack (Marketing and Communications), Tom Hazleton (Iowa Association of County Conservation Boards), Scott Gilje (USFWS) and Matt Cosgrove (Webster County Conservation Board)

#### Priority Tasks:

- Identify areas that are expandable – State parks converted to recreation areas, county conservation board parks/land, urban parks that allow recreation (fishing/bow fishing), special hunting and target shooting



opportunities (e.g., bow hunting within area), Wilson Island, Volga River, Brushy Creek and Pleasant Creek (new land added to state park managed land that are huntable – e.g., Pilot Knob Recreation Area) and USFWS refuges.

- Develop tools for State Park staff and CCB staff to advertise about special hunts/recreational shooting opportunities, etc. Include advertising about open facility rentals, cabin rentals and camping opportunities – stay and play concept.

#### **Action 4: Provide diverse opportunities to fish in urban areas**

**Implementation Team:** Tyler Stubbs (Urban Fisheries) – Team Lead, Holly Schulte and Barb Gigar (Angler Education), Kathryn Clark (GIS), George Wyth State Park Ranger, Rachel Ladd (Hunter Education and Shooting Sports), Mike Hawkins and Jeff Kopaska (Fisheries), NRCS Urban Conservation, Sara Kurovski (Pleasant Hill Mayor), Lori Eberhard (State Parks), Todd Schenck (Ankeny Park and Recreation), Chris Van Gorp (Shooting Sports and Ranges), Guy Goldsmith (North Liberty Park and Recreation), John Schmitz (Johnston Park and Recreation) and Andy Kilner and Tyler Harms (Wildlife)

##### **Priority Tasks:**

- Recruit/train/support partners to include efforts that support angler R3 with their audiences (including assessment tools).
- Develop urban fishing map with available fishing locations.
- Work with cities, DNR State Parks/CCB parks/Federal refuges in or near urban areas and other partners in urban areas to promote fishing.
- Use regulations and management practices (e.g., catch and release, length limits and signage) to maintain quality fishing.

#### **Action 5: Maximize marketing resources to promote opportunities to participate in Outdoor Recreation including but not limited to hunting, trapping, angling and recreational shooting activities across Iowa**

**Implementation Team:** Julie Tack (Marketing and Communications) – Team Lead, Alex Murphy, Kati Bainter and Tracy Fahrion (Communications), Mick Klemesrud (Law Enforcement/Wildlife), Shannon Hafner and Jeff Kopaska (Fisheries), Barry Kriha (Plastilite), Tom Hazelton (Iowa Association of County Conservation Boards), Travel Iowa, Gail McMahon (Bass Pro Shops), Barb Gigar

(Angler Education), Tyler Stubbs (Urban Fisheries), Megan Wisecup (R3 Coordinator), Rachel Ladd (Hunter Education and Shooting Sports), Rich Smith (Licensing), Alicia Plathe (Customer Service) and Chris Ensminger (Wildlife)

##### **Priority Tasks:**

- Investigate partnership opportunities to leverage marketing resources. Priorities include R3 partners, NGOs, Travel Iowa, industry and organizations representing diverse/non-traditional audiences, local retailers and public broadcast stations/news stations.
- Research and target grant opportunities (e.g., Recreational Boating and Fishing Foundation, National Shooting Sports Foundation, Council to Advance Hunting and the Shooting Sports and the Association of Fish and Wildlife Agencies)
- Identify influencers and ambassadors from non-traditional partners and communities and work with them to further R3 efforts.

#### **Action 6: Inventory public and private shooting ranges and create a structured plan for DNR owned ranges**

**Implementation Team:** Chris Van Gorp (Shooting Sports and Ranges) – Team Lead, Rachel Ladd (Hunter Education and Shooting Sports), Donise Petersen (Archery), Megan Wisecup (R3 Coordinator), Michelle Wilson (Conservation and Recreation Division), Scott Peterson, Bryan Hellyer, Doug Chafa and Josh Gansen (Wildlife), Jason Dykstra and Eddie Elkin (State Parks), Dennis Goemaat (Linn County Conservation Board), Tisma Juett (National Shooting Sports Foundation), Eric Whitescarver (NRA Range Services Coordinator), Jack Johnson (Izaak Walton League), Ben Berka (Scholastic Shooting Sports Foundation), Mary Emmons (USA Archery) and Emily Beach, Jenifer Mazur and Josh Gold (Archery Trade Association)

##### **Priority Tasks:**

- Baseline Standard Operating Plan for all Department Managed Ranges – Addendum's to be added with specifics for each range.
- Statewide needs assessment – what we have existing on the landscape (public and private) and survey what users need.
- Write and implement an Operations and Maintenance plan for every state-owned shooting range (manned and unmanned).



#### Other Tasks:

- Create master plan for public range development statewide.
- Conduct a usability study in the local area prior to any new development.
- Write a standardized lead reclamation plan and schedule for state-owned shooting ranges.
- Write and implement an education and communication plan for every state-owned shooting range when applicable (manned and unmanned).
- Share plans and documents developed with interested partners to utilize as guidance documents when building and/or operating shooting ranges under their oversight.

### Action 7: Increase consistent technical and financial assistance with landowners to grant public access

**Implementation Team:** Jamie Cook (Pheasants Forever/Quail Forever) – Team Lead, Matt Cosgrove (Webster County Conservation Board), Brian Hickman and Katy Reeder (Wildlife), Bob Moser (NRCS Webster County), Tammie Krausman (Legislative Liaison/REAP Coordinator), Stephanie Shephard (Wildlife), Drew Larson (Pheasants Forever/Quail Forever), Mick

Klemesrud (Law Enforcement/Wildlife), Jeff Swearngin (Law Enforcement), Nate Hoogeveen (River Program) and Tim Hall (Environmental Services Division)

#### Priority Tasks:

- Develop model field day program that could be hosted by CCBs or State Parks to partner with cross political groups (NRCS, county, DNR, city council, Iowa Conservation Alliance) to show different projects, explain funding and link to species of greatest need (WAP).
- Identify and set up pilots.
- Provide consistent/strategic priorities for 2018 Farm Bill.
- Incorporate strategies and resources already developed by Rivers Program to include shoreline conservation practices.

#### Other Tasks:

- Review existing videos (private lands, Pheasants Forever/Quail Forever and link to Facebook live videos).
- Create “how to videos” for landowners looking to learn more about creating quality habitat/conservation at any scale (based off of field day action item).



## Action 8: Increase access to Access Easement Program resources through an online resource center (e.g., IHAP, Water Trails, Urban Ponds and Trout Streams)

**Implementation Team:** Jamie Cook (Pheasants Forever/Quail Forever) – Team Lead, Tyler Stubbs (Urban Fisheries), Mike Steuck and Mike Siepker (Fisheries), Travis Baker (Engineering/Realty), Ross Baxter (Iowa Natural Heritage Foundation), Matt Cosgrove (Webster County Conservation Board), Brian Hickman (Wildlife), Rick Cerwick (Izaak Walton League), Jeff Swearngin (Law Enforcement), Nate Hooegeveen (River Program), Tracy Fahrion (Communications), Mick Klemesrud (Law Enforcement/Wildlife) and Rick Horton and Dan Martin (National Wild Turkey Federation)

### Priority Tasks:

- Review current easement enforcement standards and identify gaps.
- Create standards that address identified gaps.
- Maintain an online database on [www.iowadnr.gov](http://www.iowadnr.gov).
- Develop additional easement instruments.

## Action 9: Increase education and awareness of CRP, IHAP and other private lands programs through 1 on 1 meetings with local and state government officials

**Implementation Team:** Tammie Krausman (Legislative Liaison/REAP Coordinator) – Team Lead, Ross Baxter (Iowa Natural Heritage Foundation), Tom Hazelton (Iowa Association of County Conservation Boards) and Iowa Conservation Alliance

### Priority Tasks:

- Create a Legislative Event Clearing House so staff and legislatures are aware of upcoming events.
- Grow advocacy base through REAP Assemblies.
- Educate legislators and city officials on public land and other opportunities such as IHAP.



## STRATEGY 4: EDUCATE, TRAIN AND EQUIP PARTNERS WITH THE NECESSARY TOOLS TO ENHANCE R3 EFFORTS

### Metrics for Success:

- Second-hand equipment program is adopted
- Mentor training program is adopted
- Conservationist club is adopted
- Increase in the number of shooting sports coaches and teams

### Action 1: Recruit new coaches and teams to shooting sports

**Implementation Team:** Rachel Ladd (Hunter Education and Shooting Sports) – Team Lead, Chris Van Gorp (Shooting Sports and Ranges), Donise Petersen (Archery), Megan Wisecup (R3 Coordinator), Ben Berka (Scholastic Shooting Sports Foundation), Larry Gay (Iowa SCTP Inc.), Recreational Safety Officer Unit, Jeff Morrison and Greg Harson (Law Enforcement), Denny Bradley (Iowa Bowhunters Association), Carol Thompkins (Iowa State Archery Association) and the Iowa Archery in the Schools and Iowa Shooting Sports Advisory Boards

#### Priority Tasks:

- Develop a guidance document and online web resources for new coaches and/or persons interested in starting a team.
- Seek out and/or develop shooting sports coach continuing education opportunities and online resources specific to disciplines.

#### Other Tasks:

- Explore opportunities to work with partners to hold clinics, workshops and mentored opportunities for athletes and their families in a variety of outdoor recreational pursuits.
- Assess the feasibility of starting a “check out” program for equipment such as the Scholastic Action Shooting Program steel targets to aid new schools or clubs with getting a program started.
- Seek out opportunities for existing Scholastic Clay Target Teams and/or partners to host “demo days” to give coaches, athletes and their families the opportunity to try out the Scholastic Action Shooting Program.

### Action 2: Encourage participation among R3 partners in the development of a formal mentor training program that is replicable among entities and can focus on large audiences

**Implementation Team:** Cortney Schaefer (Pheasants Forever/Quail Forever) – Team Lead, Jamie Cook (Pheasants Forever/Quail Forever), Megan Wisecup (R3 Coordinator), Stacey Sipe Smith (National Wild Turkey Federation), Rick Cerwick (Izaak Walton League), Barb Gigar and Holly Schulte (Angler Education), Recreational Safety Officer Unit (Law Enforcement), Donise Petersen (Archery), A Jay Winter (Olofson Shooting Range Manager) and Chris Lee (Des Moines County Conservation Board)

#### Priority Tasks:

- Assist with the development of a mentor training program that includes formal training/best practices, tracking and evaluation, continuing education and incentives along with printed and online resources.
- Assist with the development of an application process that focuses on identifying what types of mentoring opportunities mentors are interested in and includes conducting a national background check



and collecting fees.

- Recruit from existing cadre of volunteer instructors and chapter members to become mentors.
- Implement a tracking and evaluation component into the mentor/mentee experience.

#### **Other Tasks:**

- Develop and implement a statewide mentor database.
- Utilize media to show what it takes to be a good mentor. How a mentoring effort may look to get them more comfortable with the possibility.

### **Action 3: Implement the national AFWA conservation education strategy**

**Implementation Team:** Barb Gigar (Angler Education) – Team Lead, Holly Schulte (Angler Education), Megan Wisecup (R3 Coordinator), Rachel Ladd (Hunter Education and Shooting Sports), Donise Petersen (Archery), Chris Van Gorp (Shooting Sports and Ranges) and A Jay Winter (Olofson Shooting Range Manager)

#### **Priority Tasks:**

- Continue to support statewide training for local partners in the Conservation Education toolkit and Project Wild.
- Promote training opportunities through formal and non-formal education networks.
- Share the “conservation message” through trainings and program materials, including the integral role of hunting, trapping, angling and recreational shooting participants in the conservation of natural resources.

### **Action 4: Encourage participation among R3 partners in the development of a conservationist club that is replicable among entities and can serve target audiences within a community**

**Implementation Team:** Cortney Schaefer (Pheasants Forever/Quail Forever) – Team Lead, Jamie Cook (Pheasants Forever/Quail Forever), Stacey Sipe Smith (National Wild Turkey Federation), Chris Lee (Des Moines County Conservation Board), Rick Cerwick (Izaak Walton League), Barb Gigar and Holly Schulte (Angler Education), Recreational Safety Officer Unit (Law Enforcement), Donise Petersen (Archery), A Jay Winter (Olofson Shooting Range Manager) and Megan Wisecup (R3 Coordinator)



#### **Priority Tasks:**

- Assist with the development of a conservationist club that would offer opportunities monthly within a defined local community or county on a variety of outdoor recreational activities/efforts.
- Identify areas with willing organizations to participate in pilot efforts.
- Maintain a calendar of events scheduled by the Iowa State Coordinator (Jamie Cook) with input from county and state agency staff and partner organizations.
- Seek out potential members within the target communities through a variety of outlets.

### **Action 5: Develop a program/process for recycling/reusing equipment to individuals that identify equipment as a barrier to participation**

**Implementation Team:** Jamie Cook (Pheasants Forever/Quail Forever) – Team Lead, Stacey Sipe Smith (National Wild Turkey Federation), Rick Cerwick (Izaak Walton League), Barb Gigar and Holly Schulte (Angler Education), Donise Petersen (Archery), Recreational Safety Officer Unit (Law Enforcement), A Jay Winter (Olofson Shooting Range Manager) and Megan Wisecup (R3 Coordinator)

#### **Priority Tasks:**

- Develop a framework for a program that can be customized to local chapters or organizations.
- Identify willing partners/locations to pilot efforts.
- Partners identify participants who will receive the equipment/clothing – Pilots.
- Track what is distributed and evaluate use by individuals.

## STRATEGY 5: INCREASE CUSTOMER ENGAGEMENT AND SATISFACTION THROUGH IMPROVED CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES AND SERVICES

### Metrics for Success:

- Customer needs identified
- Usability of DNR website improved
- Limited public access toolbox is created
- Quality of data collected by vendors is improved

### Action 1: Gain understanding of who our current and potential customers are and what they need

**Implementation Team:** Julie Tack (Marketing and Communications) – Team Lead, Megan Wisecup (R3 Coordinator), Tyler Stubbs (Urban Fisheries), Barb Gigar (Angler Education), Rachel Ladd (Hunter Education and Shooting Sports), Peter Fritzel and Chris Ensminger (Wildlife), Jeff Kopaska and George Scholten (Fisheries), Alex Cross (Customer Service and Licensing), Alicia Plathe (Customer Service), Rich Smith (Licensing) and Tracy Fahrion and Alex Murphy (Communications)

#### Priority Tasks:

- Identify website patrons, email recipients, license buyers and program/effort participants to determine their demographics and barriers of participation via electronic survey methods.
- Analyze GovDelivery reports, phone center statistics and website/social media analytics to identify trends and pathways our customers take to find information.
- Conduct multiple focus groups to identify barriers of participation and potential solutions.
- Identify customer segments and determine emerging or stagnant growth opportunities.

### Action 2: Continue and improve communication with existing outdoor recreationists

**Implementation Team:** Julie Tack (Marketing and Communications) – Team Lead, Alex Murphy (Communications), Mick Klemesrud (Law Enforcement/Wildlife), Shannon Hafner, George Scholten and Jeff Kopaska (Fisheries), Megan Wisecup (R3 Coordinator), Rachel Ladd (Hunter Education and Shooting Sports), Alex Cross (Customer Service/Licensing), Alicia Plathe (Customer Service), Rich Smith (Licensing) and Chris Ensminger, Tyler Harms and Peter Fritzell (Wildlife)

#### Priority Tasks:

- Expand customer relationships via email communications – e.g., Archery in the Schools Athlete Parents, Hunter Education Graduates, Fishing News, Weekly Fishing Report, Hunting News, Outdoor News Packet and Monthly Parks Reservation Email.
- Targeted communication with lapsed customers.
- Campaign alerting customers of expiring licenses.
- Identify and research best practices for improved renewal opportunities – auto renewal, automatic email triggers, up-selling/cross-selling and discounting.

### Action 3: Assess the usability of the Iowa DNR website and social media channels

**Implementation Team:** Alex Murphy (Communications) – Team Lead, Julie Tack (Marketing and Communications), Tracy Fahrion and Jessie Brown (Communications), Shannon Hafner, Jeff Kopaska and George Scholten (Fisheries), Peter Fritzel (Wildlife), Mick Klemesrud (Law



Enforcement/Wildlife), Alex Cross (Customer Service and Licensing), Alicia Plathe (Customer Service), Megan Wisecup (R3 Coordinator), Rachel Ladd (Hunter Education and Shooting Sports), Barb Gigar (Angler Education) and Tyler Stubbs (Urban Fisheries)

**Priority Tasks:**

- Develop and implement surveys to determine opportunities to improve the user interface and experience of the Iowa DNR website and social media channels.
- Analyze results and use information to enhance customer online experience.
- Partner with established, ethical hunting/fishing media outlets and organizations to utilize nationally, branded videos and/or info graphs related to providing information to outdoor recreationists on how to get involved, self-learning tools, etc. through DNR social media outlets and web.

**Action 4: Build a tool box that addresses limited public access: programs, access programs, equipment and planning development**

**Implementation Team:** Jamie Cook (Pheasants Forever/Quail Forever) – Team Lead, Tyler Stubbs (Urban Fisheries), Jeff Goerndt (State Forester), Brian Hickman (Wildlife), Rick Tebbs (Lee County Conservation Board), Rick Cerwick (Izaak Walton League), Stacey Sipe Smith (National Wild Turkey Federation), Nate Hoogeveen (River Program), Tim Hall (Environmental Services Division), Mick Klemesrud (Law Enforcement/Wildlife) and Tracy Fahrion (Communications)

**Priority Tasks:**

- Create/start formation of online resources: mobile friendly, interactive and “how to” videos.
- Compile list of equipment and contractor resources.
- Compile list of wildlife private lands staff, forestry staff, CCB contacts, government programs and NGOs for programs.
- Choose your own adventure website that ends in contacts for programs (River Program is currently putting together a toolbox model we can build off of).

**Action 5: Improve regulatory clarity, license buying and camping reservation experience while strengthening customer relationships**

**Implementation Team:** Alex Cross (Customer Service/Licensing) – Team Lead, Julie Tack (Marketing and Communications), Jessica Maken (State Parks), Jeff Kopaska, Shannon Hafener and George Scholten (Fisheries), Chris Ensminger, Tyler Harms and Peter Fritzel (Wildlife), Megan Wisecup (R3 Coordinator), Rachel Ladd (Hunter Education and Shooting Sports), Mick Klemesrud (Law Enforcement/Wildlife) and Michelle Wilson (Conservation and Recreation Division)

**Priority Tasks:**

- Review customer surveys and discuss with other states on new ideas.
- Revisit and determine if additional vendor survey needs to be completed or additional actions taken.
- Utilize current DNR email lists with a call to action to update their customer record – email address and mailing address.

**Other Tasks:**

- Add the ability to purchase hunting and/or fishing licenses to the DNR State Parks Reservation Page and vice-versa.
- Gain up-to-date customer contact information.
- Investigate partnership with Department of Transportation to improve reliability of current mailing addresses.
- Develop questions on improving ongoing customer relationship and experience for SCORP survey.
- Ease the license buying process for purchasers.

**Action 6: Develop a marketing strategy for license vendors to promote increased sales and participation in urban areas and also improve the quality of data collected**

**Implementation Team:** Julie Tack (Marketing and Communications) – Team Lead, Alex Cross (Customer Service and Licensing), Rich Smith (Licensing), Aaron Brees (Legal), Megan Wisecup (R3 Coordinator), Donise Petersen (Archery), Barb Gigar and Holly Schulte (Angler Education), Tyler Stubbs (Urban Fisheries), Shannon Hafner (Fisheries), Mick Klemesrud (Law Enforcement/Wildlife) and Jessica Manken (State Parks)







**Priority Tasks:**

- Research examples of similar efforts across the nation.
- Identify willing agents in urban areas near fishing, hunting, camping and other outdoor recreational opportunities that are suitable for novice/casual users.
- Survey vendors to determine appropriate incentives.
- Determine protocol/policy to work with a partner to accomplish the incentive program.

**Other Tasks:**

- Include end-caps such as “First Time Angler” or “Archery/Camping Basics” for participating vendors with equipment and where/how to fish info or where/how to shoot archery/camp (that addresses barriers to participation).
- Link to efforts that provide better information and/or programming for novice/casual users at recreational areas such as city ponds, urban archery parks, Federal refuges or state/county park campgrounds/ cabins near urban areas.

**Action 7: Analyze data collection points and systems within DNR and partners to determine our current capacity and what’s needed to better track R3 programs/efforts going forward**

**Implementation Team:** Rachel Ladd (Hunter Education and Shooting Sports) – Team Lead, Rich Smith (Licensing), Alex Cross (Customer Service/ Licensing), Aimee Wright (IT), Megan Wisecup (R3 Coordinator), Barb Gigar (Angler Education), George Scholten, Jeff Kopaska and Rebecca Krogman (Fisheries), Chris Ensminger, Tyler Harms, Peter Fritzell and Katy Reeder (Wildlife), Michelle Wilson (Conservation and Recreation), Stacey Sipe Smith and Dan Martin (National Wild Turkey Federation), Rick Cerwick (Izaak Walton League) and Jamie Cook (Pheasants Forever/Quail Forever)

**Priority Tasks:**

- Identify current data collection points across the state and analyze data warehousing competencies.
- Compile all relevant data.
- Analyze information and determine gaps.
- Survey/discussion with participants to determine gaps in addressing barriers to participation (WAP Public Meetings, SCORP and Angler Surveys).



## STRATEGY 6: COMMUNICATE VALUE OF OUTDOOR RECREATION TO EXPAND AGENCY AND ORGANIZATIONAL RELEVANCE

### Metrics for Success:

- Consistent marketing brand is created and shared

### Action 1: Create and distribute consistent marketing message and brand across agency and partner networks and communication channels

**Implementation Team:** Julie Tack (Marketing and Communications) – Team Lead, Kati Bainter (Communications), Mick Klemesrud (Law Enforcement/Wildlife), Shannon Hafner, George Scholten and Jeff Kopaska (Fisheries), Tyler Stubbs (Urban Fisheries), Barb Gigar (Angler Education), Megan Wisecup (R3 Coordinator), Rachel Ladd (Hunter Education and Shooting Sports), Alex Cross (Customer Service and Licensing), Alicia Plathe (Customer Service) and Chris Ensminger (Wildlife)

#### Priority Tasks:

- Develop cohesive marketing plan and message.
- Identify opportunities and limitations within our partner network for adopting the consistent marketing message and brand.
- Determine strategies to address issues or limitations.

#### Other Tasks:

- Create an online toolkit housed on Google Drive that can be shared with all interested partners.
- Measure success of campaigns and retool if necessary.
- Identify additional marketing messages and interested partners that can financially support it.
- Incorporate integrated messaging across DNR bureaus. Determine how we merge established brands so they are complimentary vs. divergent.

### Action 2: Clearly communicate the importance and value of increasing participation in outdoor recreation including but not limited to hunting, trapping, angling and recreational shooting

**Implementation Team:** Alex Murphy (Communications) – Team Lead, Barb Gigar (Angler Education), Dale Garner (Conservation Recreation Division), Jeff Swearingin (Law Enforcement), Todd Coffelt (State Parks), Joe Larscheid and Shannon Hafner (Fisheries), Jeff Goerndt (State Forester), Travis Baker (Engineering/Realty), Todd Bishop (Wildlife), Julie Tack (Marketing and Communications), Megan Wisecup (R3 Coordinator), Mick Klemesrud (Law Enforcement/Wildlife), Rick Cerwick (Izaak Walton League), Stacey Sipe Smith (National Wild Turkey Federation), Jamie Cook (Pheasants Forever/Quail Forever), Tom Hazelton (Iowa Association of County Conservation Boards), Dave Cretors and Lisa Walters (Customer and Employee Services)

#### Priority Tasks:

- Research techniques to effectively communicate with the general participation population so they understand their roles in the process.
- Ensure each partner group acknowledges their role and responsibilities in R3 efforts in Iowa and how it pertains to their mission.

#### Other Tasks:

- Ensure each Iowa DNR employee understands their role in and impact on R3. Ensure that they also understand the critical role of R3 in the mission of the agency.
- Incorporate R3 in Most Valuable Resource employee on-boarding including an explanation of conservation funding and its role in accomplishing the Iowa DNR's mission.







## R3 COMMITTEE MEMBERS

This plan was a work in progress. It would not be possible for the joint efforts for the Iowa DNR and its multiple partners. The time and efforts in this process of the following people, are greatly appreciated. Together we are cultivating the future of outdoor recreation in Iowa.

### ACCESS (LAND/WATER/SHOOTING RANGES)

A Jay Winter, Olofson Shooting Range Manager (Iowa DNR)  
Angi Bruce, Wildlife (Iowa DNR)  
Chris Van Gorp, Shooting Sports and Ranges (Iowa DNR)  
Kelly Smith, Wildlife (Iowa DNR)  
Matt Cosgrove, Director (Webster County Conservation Board)  
Rick Cerwick, 3rd Vice President (Iowa Division of the Izaak Walton League of America)  
Ross Baxter, Land Projects Director (Iowa Natural Heritage Foundation)  
Tyler Seufferer, Chief Range Safety Officer (Warren County Conservation Board)  
Tyler Stubbs, Urban Fisheries (Iowa DNR)  
Nathan Schmitz, Wildlife (Iowa DNR)  
Marty Eby, Recreational Safety Officer (Iowa DNR)  
Jeff Swearngin, Law Enforcement Chief (Iowa DNR)

### COMMUNITY OUTREACH

Alicia Plathe, Customer Service (Iowa DNR)  
Allen Crouse, Recreational Safety Officer (Iowa DNR)  
Barb Gigar, Angler Education (Iowa DNR)  
Eric Sytsma, Northern Iowa Regional Field Representative (Pheasants Forever/Quails Forever)  
Joel Van Roekel, Supervisor of Environmental Education (Des Moines City Park & Recreation)  
Tyler Stubbs, Urban Fisheries (Iowa DNR)  
Mick Klemesrud, Law Enforcement/Wildlife (Iowa DNR)  
Holly Schulte, Angler Education (Iowa DNR)

### MENTORING

A Jay Winter, Olofson Shooting Range Manager (Iowa DNR)  
John Linquist, Shooting Sports Program Manager (Pheasants Forever/Quails Forever)  
Marlowe Wilson, Conservation Officer (Iowa DNR)  
Tyler Stubbs, Urban Fisheries (Iowa DNR)  
Donise Petersen, Archery (Iowa DNR)  
Holly Schulte, Angler Education (Iowa DNR)

### MARKETING

Alex Cross, Customer Service and Licensing (Iowa DNR)  
Shannon Hafner, Fisheries (Iowa DNR)  
John Linquist, Shooting Sports Program Manager (Pheasants Forever/Quails Forever)  
Steve Konrady, Environmental Services Division (Iowa DNR)  
Tyler Stubbs, Urban Fisheries (Iowa DNR)  
Barry Kriha, Marketing (Plastilite)  
Brad Freidhof, Conservation Program Manager (Johnson County Conservation Board)  
Julie Tack, Marketing and Communications (Iowa DNR)

### EDUCATION

A Jay Winter, Olofson Shooting Range Manager (Iowa DNR)  
Andrew Kellner, Wildlife (Iowa DNR)  
Holly Schulte, Aquatic Education (Iowa DNR)  
John Linquist, Shooting Sports Program Manager (Pheasants Forever/Quails Forever (Iowa DNR)  
Paul Kay, Conservation Officer (Iowa DNR)  
Thaddeus Nanfeto, Environmental Services Division (Iowa DNR)  
Tyler Stubbs, Urban Fisheries (Iowa DNR)  
Jim Coffey, Wildlife (Iowa DNR)  
Chris Lee, Director (Des Moines County Conservation Board)



## TECHNICAL

Alex Cross, Customer Service and Licensing (Iowa DNR)  
Chris Ensminger, Wildlife (Iowa DNR)  
Peter Fritzell, Human Dimensions Specialist (Iowa DNR)  
Richard Smith, Licensing (Iowa DNR)  
Rick Cerwick, 3rd Vice President (Izaak Walton League)  
Tammie Krausman, Legislative Liaison/REAP Coordinator (Iowa DNR)  
George Scholten, Fisheries (Iowa DNR)  
Terry Nims, Recreational Safety Officer (Iowa DNR)  
Jeff Swearngin, Law Enforcement Chief (Iowa DNR)  
Mick Klemesrud, Law Enforcement/Wildlife (Iowa DNR)

## R3 COMMITTEE FACILITATORS

Michelle Wilson, Conservation and Recreation Division (Iowa DNR) – Lead Facilitator  
Jerah Sheets, Environmental Services Division (Iowa DNR)  
Kelly Smith, Wildlife (Iowa DNR)  
Jacklyn Gautsch, Environmental Services Division (Iowa DNR)  
Tammie Krausman, Legislative Liaison/REAP Coordinator (Iowa DNR)  
Callie Kirkegaard, Environmental Services Division (Iowa DNR)  
Scott Flagg, Environmental Services Division (Iowa DNR)  
Tiffany Wilson-Lillard, Environmental Services Division (Iowa DNR)  
Theresa Stiner, Environmental Services Division (Iowa DNR)

## R3 PLAN DESIGN AND LAYOUT

Kati Bainter - Graphic Artist (Iowa DNR)  
Rachel Ladd - Co Author (Iowa DNR)  
Megan Wisecup - Co Author (Iowa DNR)

## SOURCES:

2011 National Survey of Fishing, Hunting and Wildlife-Associated Recreation (USFWS)  
2016 National Survey of Fishing, Hunting and Wildlife-Associated Recreation National Overview (USFWS)  
2017 Special Report on Fishing (RBFF, Outdoor Foundation)  
2016 Recommendations and Strategic Tools for Effective Angler, Recruitment, Retention and Reactivation (R3) Efforts (AREA & RBFF)  
2016 National Hunting and Shooting Sports Action Plan (CAHSS)  
2015 Trapper Education Manual (AFWA)  
2015-2016 Trends in Iowa Wildlife Populations and Harvest (Iowa DNR)  
2017 Hunting, Fishing, Sport Shooting, and Archery Recruitment, Retention, and Reactivation: A Practitioner's Guide (Responsive Management & NSSF)  
2017 Outdoor Recreation Participation Topline Report (Outdoor Industry Association)  
2016 The Disappearance of Hunting and Fishing (Loren Chase, PhD)  
2017 The Nature of Americans (DJ Case and Associates)

## APPENDIX:

- 1: Iowa and National Economic Impact of Outdoor Recreation
- 2: ORAM Handout
- 3: Hunting License Dashboard
- 4: SCTP Participation Map
- 5: NASP Participation Map

## 65% OF IOWA

RESIDENTS PARTICIPATE  
IN OUTDOOR RECREATION  
EACH YEAR

Communities across Iowa recognize that outdoor recreation supports health, contributes to a high quality of life and—perhaps most importantly—attracts and sustains employers and families. Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially.



### OUTDOOR RECREATION SUSTAINS

more than twice as  
many jobs in Iowa  
(83,000) as the  
ethanol industry  
(39,000)<sup>1</sup>



Iowa residents  
are more likely to  
**PARTICIPATE  
IN CAMPING  
AND FISHING**  
than the average  
American



### IN IOWA OUTDOOR RECREATION GENERATES:

**\$8.7  
BILLION**

IN CONSUMER  
SPENDING ANNUALLY



**83,000**

DIRECT  
JOBS



**\$2.7  
BILLION**

IN WAGES AND  
SALARIES



**\$649  
MILLION**

IN STATE AND LOCAL  
TAX REVENUE





# OUTDOOR RECREATION IS A POWERFUL ECONOMIC ENGINE

Outdoor recreation is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

## THE NATION'S OUTDOOR RECREATION ECONOMY GENERATES:

**\$887 BILLION**  
IN CONSUMER SPENDING ANNUALLY



**7.6 MILLION**  
AMERICAN JOBS



**\$65.3 BILLION**  
IN FEDERAL TAX REVENUE



**\$59.2 BILLION**  
IN STATE AND LOCAL TAX REVENUE



## GET INVOLVED

- 1 Visit the OIA Advocacy Center at [outdoorindustry.org/advocacy](http://outdoorindustry.org/advocacy) to learn more about the issues and actions affecting outdoor recreation.
- 2 Educate your elected officials about the outdoor recreation economy, how it can support healthy economies and healthy communities in your neighborhood and encourage policies that promote it.
- 3 Go outside and enjoy the public lands and waters that are our nation's treasures. They belong to you.

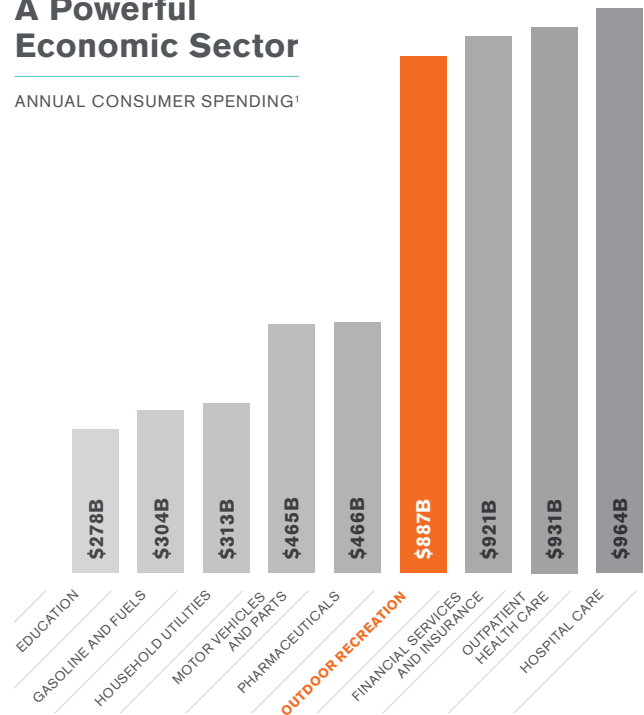
**OUTDOOR INDUSTRY ASSOCIATION**  
TOGETHER WE ARE A FORCE.

2580 55TH STREET  
SUITE 101  
BOULDER, CO 80301

[OUTDOORINDUSTRY.ORG](http://OUTDOORINDUSTRY.ORG)

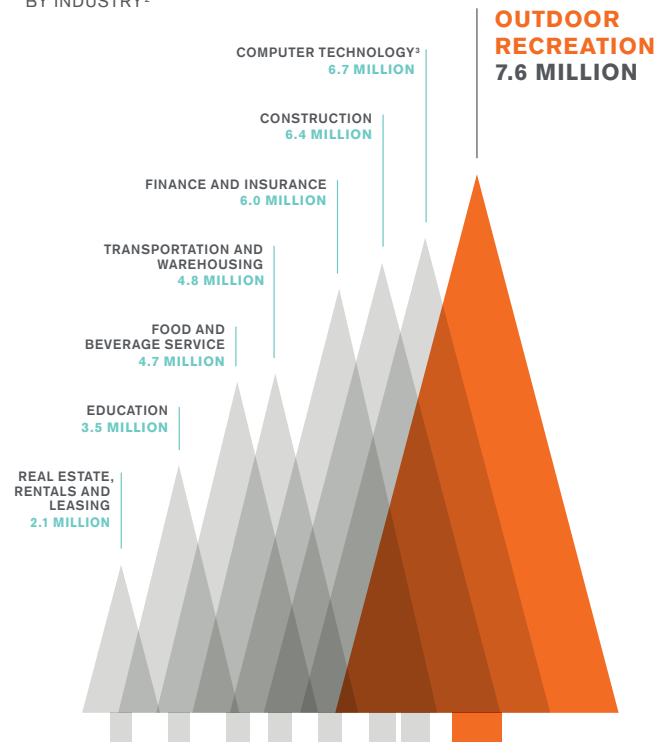
## A Powerful Economic Sector

ANNUAL CONSUMER SPENDING<sup>1</sup>



## Job Comparison

BY INDUSTRY<sup>2</sup>



<sup>1</sup> Bureau of Economic Analysis

<sup>2</sup> Bureau of Labor Statistics

<sup>3</sup> Computing Technology Industry Association

# R3 AND THE OUTDOOR RECREATION ADOPTION MODEL



## INTRODUCTION

Participation rates in many outdoor activities are changing. Demographic changes, competing hobbies and interests, and shifts in popular American culture have all contributed to the decline in participation rates of several outdoor pastimes. Currently, champions of the outdoor recreation community are focusing their efforts to strategically increase participation in hunting, angling, and the shooting sports through a national movement referred to as “R3.”

R3 (recruitment, retention and reactivation) describes everything from a specific program to an organization’s entire strategic vision to engage and serve customers.

The goals of R3 efforts are simple and two-fold:

- 1) Create new participants in an outdoor activity
- 2) Increase participation rates of current outdoor participants

True R3 efforts focus on the needs of individuals and the process required to ensure their adoption of, and continued participation, in a new outdoor activity. This outdoor-specific adoption process is referred to as the Outdoor Recreation Adoption Model (ORAM), and is based on more than fifty years of research documenting why and how certain activities or ideas are adopted by people and cultures. The ORAM illustrates, in a linear fashion, the steps an individual moves through as they learn about, try and then adopt a new activity or behavior and can be used to understand the difference between recruitment, retention and reactivation.

By understanding the ORAM and the processes critical to an individual’s adoption of an activity, R3 program managers and organizations can build strategies that effectively engage individuals in outdoor recreation and increase the reach and impact of their R3 efforts. To learn more about the ORAM and R3, join the professional R3 community at

[www.nationalR3plan.com](http://www.nationalR3plan.com).



Recruit | Retain | Reactivate

## DEFINITION OF R3

While there is no formal definition of recruitment, retention and reactivation, each can be described, in relation to their role in the ORAM, as follows.

## RECRUITMENT

The focus of recruitment efforts is engaging new participants in an outdoor activity, and spans the awareness, interest and trial stages. Recruitment efforts include those designed to enhance exposures and reduce barriers to initial participation and trial.

## RETENTION

Retention efforts focus on those individuals who have experienced a trial, made the decision to continue pursuing the activity, and/or may have been participating in the activity for some time. Thus, they have been “recruited.” These individuals have likely begun or completed forming a self-identity that embraces the activity and may or may not face multiple challenges to continued participation.

## REACTIVATION

Reactivation describes the process in which the individual lapses in their participation for a period of time due to a variety of reasons. Reactivation efforts focus on providing a targeted suite of support and resources designed to help reactivate and retain an individual in a particular activity.



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS



# The Steps of the Outdoor Recreation Adoption Model

## RECRUITMENT



### AWARENESS

The first step of an individual's path to adopting an activity is for them to become aware of it as something relevant to them. On a personal level, as this awareness is established, an individual determines if this new activity is interesting enough to make them want to learn more about it. They may not have considered this activity as an option for them in the past, so introductory programs or informational resources that cultivate their interest and motivation are necessary and are extremely useful in this stage.



### INTEREST

An awareness of a new activity, if aligned with an individual's values and motivations, can ignite a personal interest as the individual begins to understand the activity and how it might fit with their lifestyle, identity and community. Fostering this interest through experiences catering to skill and knowledge development relevant to the activity (i.e. tasting game meat, target shooting with a firearm or bow, etc.) and appealing to their personal motivations, will build and increase the confidence needed for the individual to try the activity for the first time.



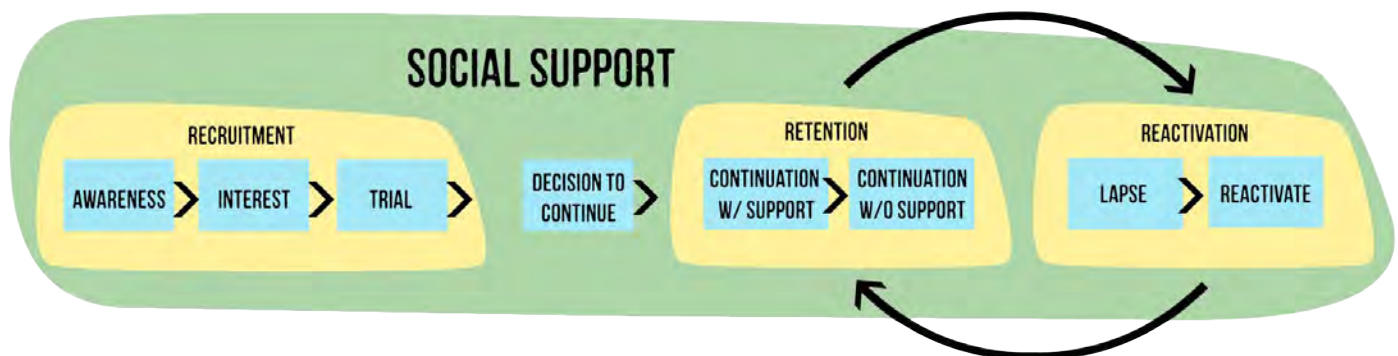
### TRIAL

If an individual develops enough confidence in their ability to try the activity, and are personally motivated enough to do so, they may seek out a trial opportunity. For hunting, this frequently involves a mentored hunt. For target shooting, this simply involves some time at the range. Ultimately, this step provides the first opportunity for the individual to contrast their expectations, assumptions, and even hesitations with a personal experience. This new personal experience allows the individual to assess if this activity is, or is not, something they wish to continue.

### DECISION TO CONTINUE:

This decision represents a solidification of an individual's opinion of the new activity they just tried. The trial of the activity either confirms (perhaps exceeds) their expectations or it disappoints them. The personal experience they gained in the previous step, and the potential self-identity that may have been challenged, provides the perspective necessary for them to decide if this new activity is for them or not. This decision to continue and the personal experience that drives it, separates the recruitment stage from the retention stage.

## Outdoor Recreation Adoption Model



To learn more about the Outdoor Recreation Adoption Model, watch a video found here: [www.cahss.org/oram](http://www.cahss.org/oram)

# The Steps of the Outdoor Recreation Adoption Model

## RETENTION



### CONTINUATION WITH SUPPORT

For those that decide to continue, the next step is extremely critical. Some research indicates that an individual is more likely to desert the activity than adopt it if needed resources are limited or not available. In other words, if the new participant does not have support in the form of information, next steps, continued learning opportunities, or social support, they are more likely to drop out of the activity. Developing their confidence, skills, and motivation to participate following an individual's decision to continue should be top priorities for those implementing R3 efforts.



### CONTINUATION WITHOUT SUPPORT

An individual who has moved to this step has, at some level, accepted the activity as a part of their lifestyle. Participants have formed or adjusted their self identity to accept the activity as a part of what they do and perhaps who they are. While they still require resources and information, they are motivated enough to often find what they need. However, this is not to say that these individuals no longer need R3 efforts or interventions. Social support, new learning opportunities, and additional skills are important to their continued and increased participation. People's lives change and their participation in an activity are frequently impacted by competing priorities. This "Continuation Without Support" can last for varying amounts of time depending on the individual.

## REACTIVATION



### LAPSE

At any time during the "Continuation Without Support" stage, an individual can lapse. There are two types of lapse; short-term and long-term. Short-term lapses occur due to predictable life changes (i.e. going off to college, moving to a new state, having a child, etc.). R3 efforts that remind people why hunting and shooting sports are relevant to them, such as campaigns that provide reminders for license purchases or share updates on new hunting or target shooting information, are tactics that can be used to help reduce the duration or frequency of the short-term lapse. Long-term lapses often impact individuals who tried the activity but never found the next steps or resources they needed to continue, or individuals who were long-term participants, but stopped due to a significant life change (i.e. military service, loss of friends or family to go with, physical disability, etc.). Generally, a long-term lapse is harder for a participant to overcome.



### REACTIVATE

In both short- and long-term lapses, R3 efforts by an organization or individual are usually needed to get a lapsed participant active again. These efforts are frequently different than those used in recruitment because by this point, an individual is far more invested in the activity than an individual just starting out. Those organizations or individuals working on reactivation issues need to recognize this difference and address the unique barriers facing those who have lapsed.

## SOCIAL SUPPORT

Elemental to the process of adopting a new activity or behavior is the presence of a social support network that encourages an individual's participation. If this support system is not in place, and the individual does not have a community that can provide a positive reinforcing environment, it is highly likely that they will not adopt the activity for the long term. Therefore, it is critical that R3 administrators incorporate or address this element in EVERY R3 strategy or tactic they implement, and ensure that a social network is available for that individual as they move through the adoption process.



## Beyond the Model

### APPLICATION OF THE MODEL

The ORAM can be extremely helpful to R3 practitioners in identifying where their efforts address a participant's progress through the adoption process, in developing more effective R3 strategies, and in implementing comprehensive R3 efforts. For example, if the majority of an organization's R3 efforts only provide hunting knowledge, skills, and a first trial, we might assume that the participants of those efforts are likely in need of "next steps" and additional resources to continue along in the process of becoming a hunter. Similarly, if an organization has no efforts targeting individuals who may have lapsed, their recruitment efforts may be limited in their long-term effectiveness as recruited or retained hunters continue to lapse over time. In these and other strategic applications, R3 practitioners can use the ORAM to "map" their efforts. This mapping process can help to identify where gaps may exist in their R3 efforts, to strategically link individual R3 efforts together, and to prioritize needs for the new R3 efforts and resources. By understanding these concepts, R3 practitioners will greatly improve the impact of their efforts to continue the outdoor heritage.

### NATIONAL R3 COMMUNITY

The Outdoor Recreation Adoption Model is a core concept, serving as a foundation for many R3 efforts being implemented nationwide. To learn more about R3, the ORAM, and how other professionals are managing their R3 efforts, join the National R3 Community at [www.nationalr3plan.com](http://www.nationalr3plan.com).

### NATIONAL HUNTING AND SHOOTING SPORTS ACTION PLAN

The goal of many R3 efforts is to build a pathway that spans the entire Outdoor Recreation Adoption Model, allowing a participant to find an activity and then continue to become an avid participant. Generally, one organization does not have the resources or time to build a successful pathway by themselves. It will take the effort of many entities - state and federal fish and wildlife agencies, industry professionals and non-government organizations working together to build a pathway that successfully recruits, retains and reactivates participants in hunting and the shooting sports. For this reason, the Council to Advance Hunting and the Shooting Sports and the Wildlife Management Institute led an effort to develop a national strategy to help identify, coordinate, and align resources for national R3 efforts. The National Hunting and Shooting Sports Action Plan is the product of that effort. To learn more about the Plan and the related recommendations for R3 efforts, please visit [www.nationalr3plan.com](http://www.nationalr3plan.com).



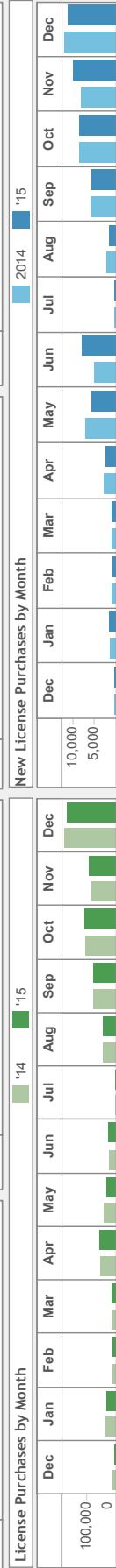
To learn to use the Outdoor Recreation Adoption Model to map R3 programs, watch a video found here: [www.cahss.org/mapping-r3-efforts](http://www.cahss.org/mapping-r3-efforts)



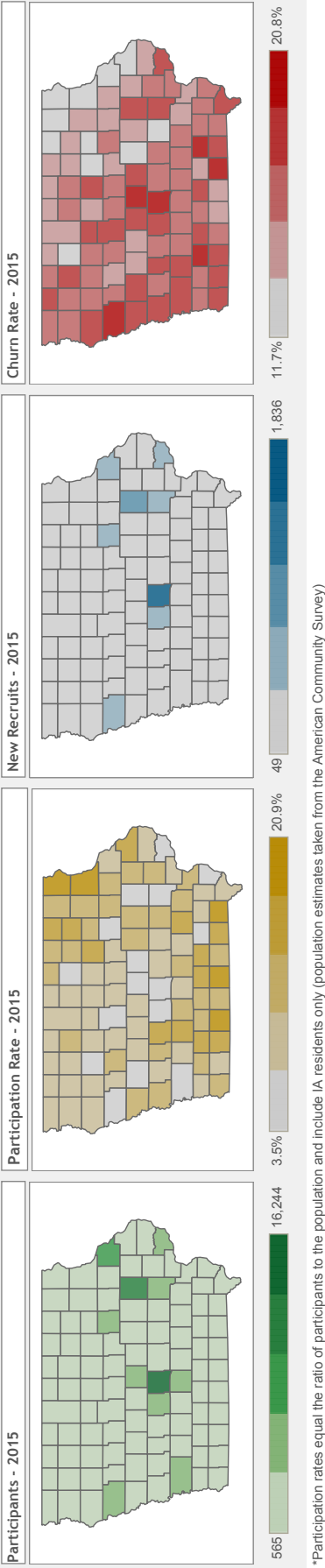
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Recruit | Retain | Reactivate

# Iowa Sportsmen Participation - 2015



	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Resident</b>	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
<b>Nonresident</b>	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K
<b>Resident</b>	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K	220.0K
<b>Female</b>	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K	15.0K
<b>Male</b>	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K	260.0K
<b>0-17</b>	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K	26.0K
<b>18-24</b>	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K	24.0K
<b>25-34</b>	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K	30.0K
<b>35-44</b>	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K	25.0K
<b>45-54</b>	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K	45.0K
<b>55-64</b>	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K	50.0K
<b>65+</b>	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K	40.0K
<b>Part. Rate</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>New Recruits</b>	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K	8.0K
<b>Churn</b>	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%
<b>'15</b>	26,060	221,497	19,252	228,305	24,131	26,030	41,430	38,343	44,666	40,422	32,535		
<b>'15</b>	0.0%	7.1%	1.2%	13.1%	3.2%	7.7%	9.6%	9.2%	9.5%	8.4%	5.9%		
<b>'15</b>	8,026	19,213	4,639	22,600	6,121	3,502	5,017	3,576	4,000	3,162	1,861		
<b>'15</b>	42.3%	16.2%	31.6%	17.6%	21.9%	22.7%	19.8%	19.0%	18.3%	16.9%	13.6%		

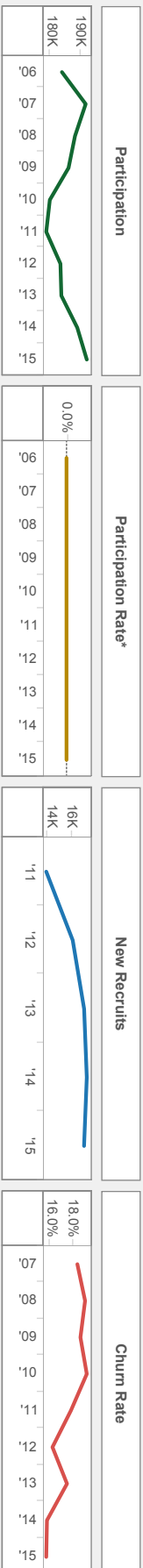


\*Participation rates equal the ratio of participants to the population and include IA residents only (population estimates taken from the American Community Survey)



# Iowa Sportsmen Participation - 2015

Permission  
Hunting - Resident Small Game



License Purchases by Month

'14 '15

New License Purchases by Month

2014 '15

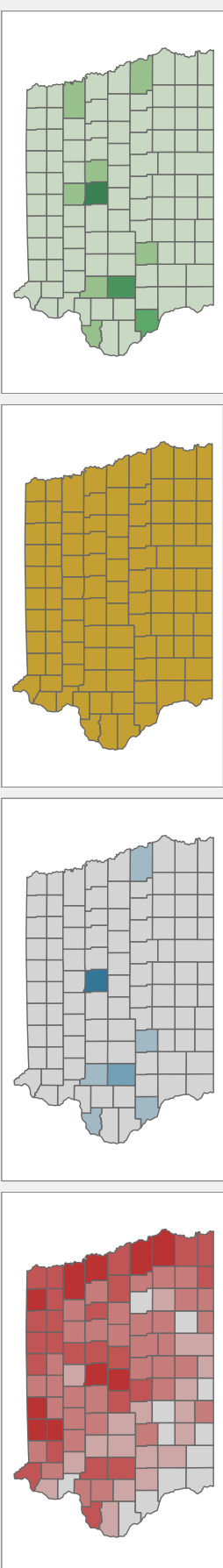
License Purchases by Month											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
20,000+											
10,000-											
New License Purchases by Month											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
2,000+											
0											
Churn Rate											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
18.0%											
16.0%											
Participation											
Resid..	Participants						Part. Rate				
Resident	190.0K	180.0K	180.0K	180.0K	180.0K	180.0K	0.0%	0.0%	0.0%	0.0%	0.0%
Female	12.0K	10.0K	10.0K	10.0K	10.0K	10.0K	0.0%	0.0%	0.0%	0.0%	0.0%
Male	180.0K	170.0K	170.0K	170.0K	170.0K	170.0K	0.0%	0.0%	0.0%	0.0%	0.0%
0-17	10.0K	8.0K	8.0K	8.0K	8.0K	8.0K	0.0%	0.0%	0.0%	0.0%	0.0%
18-24	26.0K	22.0K	22.0K	22.0K	22.0K	22.0K	0.0%	0.0%	0.0%	0.0%	0.0%
25-34	36.0K	34.0K	34.0K	34.0K	34.0K	34.0K	0.0%	0.0%	0.0%	0.0%	0.0%
35-44	40.0K	35.0K	35.0K	35.0K	35.0K	35.0K	0.0%	0.0%	0.0%	0.0%	0.0%
45-54	40.0K	30.0K	30.0K	30.0K	30.0K	30.0K	0.0%	0.0%	0.0%	0.0%	0.0%
55-64	30.0K	25.0K	25.0K	25.0K	25.0K	25.0K	0.0%	0.0%	0.0%	0.0%	0.0%
65+	30.0K	10.0K	10.0K	10.0K	10.0K	10.0K	0.0%	0.0%	0.0%	0.0%	0.0%
New Recruits											
Resid..	New Recruits						Churn Rate				
Resident	16.0K	14.0K	14.0K	14.0K	14.0K	14.0K	18.0%	18.0%	18.0%	18.0%	18.0%
Female	3.0K	2.5K	2.5K	2.5K	2.5K	2.5K	35.0%	35.0%	35.0%	35.0%	35.0%
Male	14.0K	12.0K	12.0K	12.0K	12.0K	12.0K	18.0%	18.0%	18.0%	18.0%	18.0%
0-17	3.6K	3.4K	3.4K	3.4K	3.4K	3.4K	25.0%	25.0%	25.0%	25.0%	25.0%
18-24	3.5K	2.5K	2.5K	2.5K	2.5K	2.5K	26.0%	26.0%	26.0%	26.0%	26.0%
25-34	3.5K	2.5K	2.5K	2.5K	2.5K	2.5K	24.0%	24.0%	24.0%	24.0%	24.0%
35-44	2.5K	2.2K	2.2K	2.2K	2.2K	2.2K	20.0%	20.0%	20.0%	20.0%	20.0%
45-54	2.0K	2.0K	2.0K	2.0K	2.0K	2.0K	18.0%	18.0%	18.0%	18.0%	18.0%
55-64	1.6K	1.4K	1.4K	1.4K	1.4K	1.4K	17.0%	17.0%	17.0%	17.0%	17.0%
65+	1.0K	0.8K	0.8K	0.8K	0.8K	0.8K	16.0%	16.0%	16.0%	16.0%	16.0%
Churn Rate											
Resid..	Churn Rate						Churn Rate				
Resident	17.030	17.030	17.030	17.030	17.030	17.030	15.8%	15.8%	15.8%	15.8%	15.8%
Female	3.160	3.160	3.160	3.160	3.160	3.160	32.2%	32.2%	32.2%	32.2%	32.2%
Male	13.870	13.870	13.870	13.870	13.870	13.870	14.7%	14.7%	14.7%	14.7%	14.7%
0-17	3.518	3.518	3.518	3.518	3.518	3.518	22.5%	22.5%	22.5%	22.5%	22.5%
18-24	3.160	3.160	3.160	3.160	3.160	3.160	24.2%	24.2%	24.2%	24.2%	24.2%
25-34	3.577	3.577	3.577	3.577	3.577	3.577	18.9%	18.9%	18.9%	18.9%	18.9%
35-44	2.120	2.120	2.120	2.120	2.120	2.120	16.8%	16.8%	16.8%	16.8%	16.8%
45-54	2.096	2.096	2.096	2.096	2.096	2.096	15.7%	15.7%	15.7%	15.7%	15.7%
55-64	1.581	1.581	1.581	1.581	1.581	1.581	14.3%	14.3%	14.3%	14.3%	14.3%
65+	978	978	978	978	978	978	2.2%	2.2%	2.2%	2.2%	2.2%

Participants - 2015

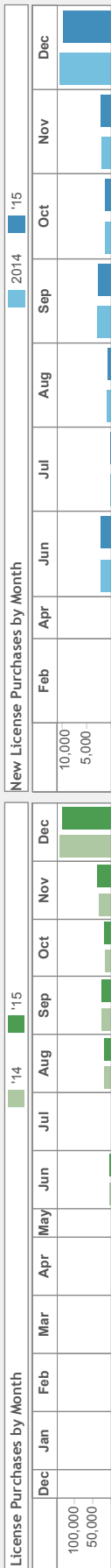
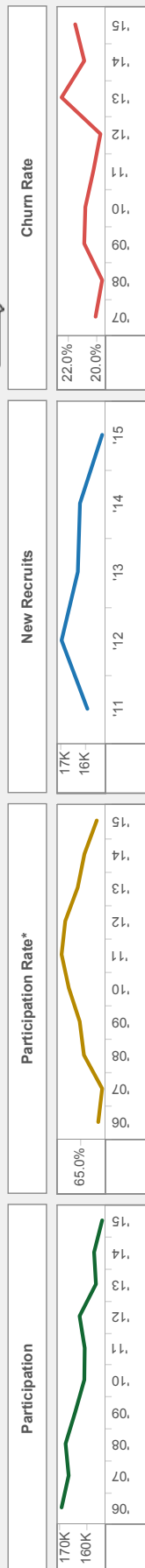
Participation Rate - 2015

New Recruits - 2015

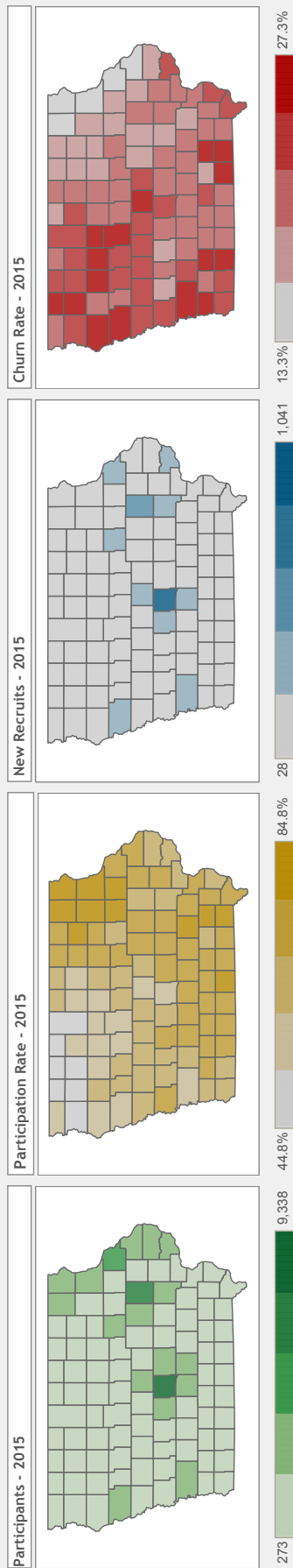
Churn Rate - 2015



\*Privilege rates were not calculated for residency-specific permissions



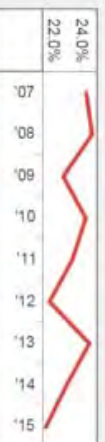
	2014												2015																																																																							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																																																											
Resident	Participation												Part. Rate												'15												New Recruits												'15												Churn												'15											
	7.0K 6.5K												30.0% 20.0%												24.9% 20.0%												1.8K 1.7K												1,762												50.0% 45.0%																							
Gender	160.0K 150.0K												70.0% 68.0%												67.0% 66.0%												15.0K 14.0K												13,569												20.0% 20.0%																							
	12.0K 10.0K												68.0% 66.0%												64.8% 62.4%												3.0K												3,107												36.0% 34.0%																							
Age	160.0K 150.0K												65.0% 62.4%												62.4% 79.2%												13.0K												12,224												20.0% 20.0%																							
	20.0K 19.0K												80.0% 75.0%												79.2% 66.5%												5.5K 5.0K												4,672												24.0% 22.0%																							
	20.0K 18.0K												70.0% 65.0%												66.5% 65.5%												2.0K												2,085												26.0% 24.0%																							
	29.0K 27.0K												70.0% 65.0%												65.5% 64.5%												2.8K 2.6K												2,817												22.0% 20.0%																							
	35.0K 25.0K												65.0% 60.0%												64.5% 61.2%												2.2K 2.0K												1,882												22.0% 20.0%																							
	35.0K 30.0K												65.0% 60.0%												61.2% 59.6%												2.0K 1.8K												1,760												20.0% 18.0%																							
	24.0K 20.0K												60.0% 55.0%												59.6% 46.4%												1.4K 1.2K												1,344												20.0% 18.0%																							
	14.0K 12.0K												60.0% 50.0%												46.4% 22.2%												0.7K												771												24.0% 22.0%																							















































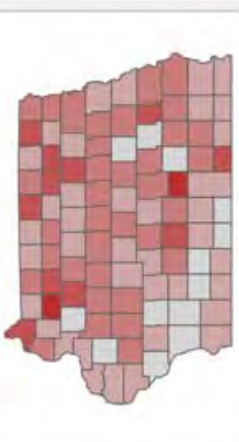
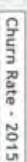
\*Privilege participation rates equal the ratio of the number of privilege holders to all corresponding license holders



**Southwick Associates**  
SA

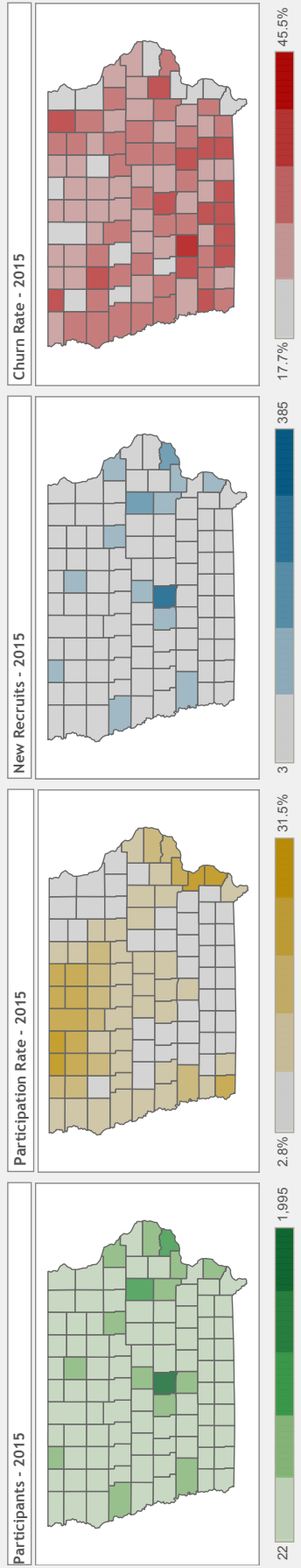
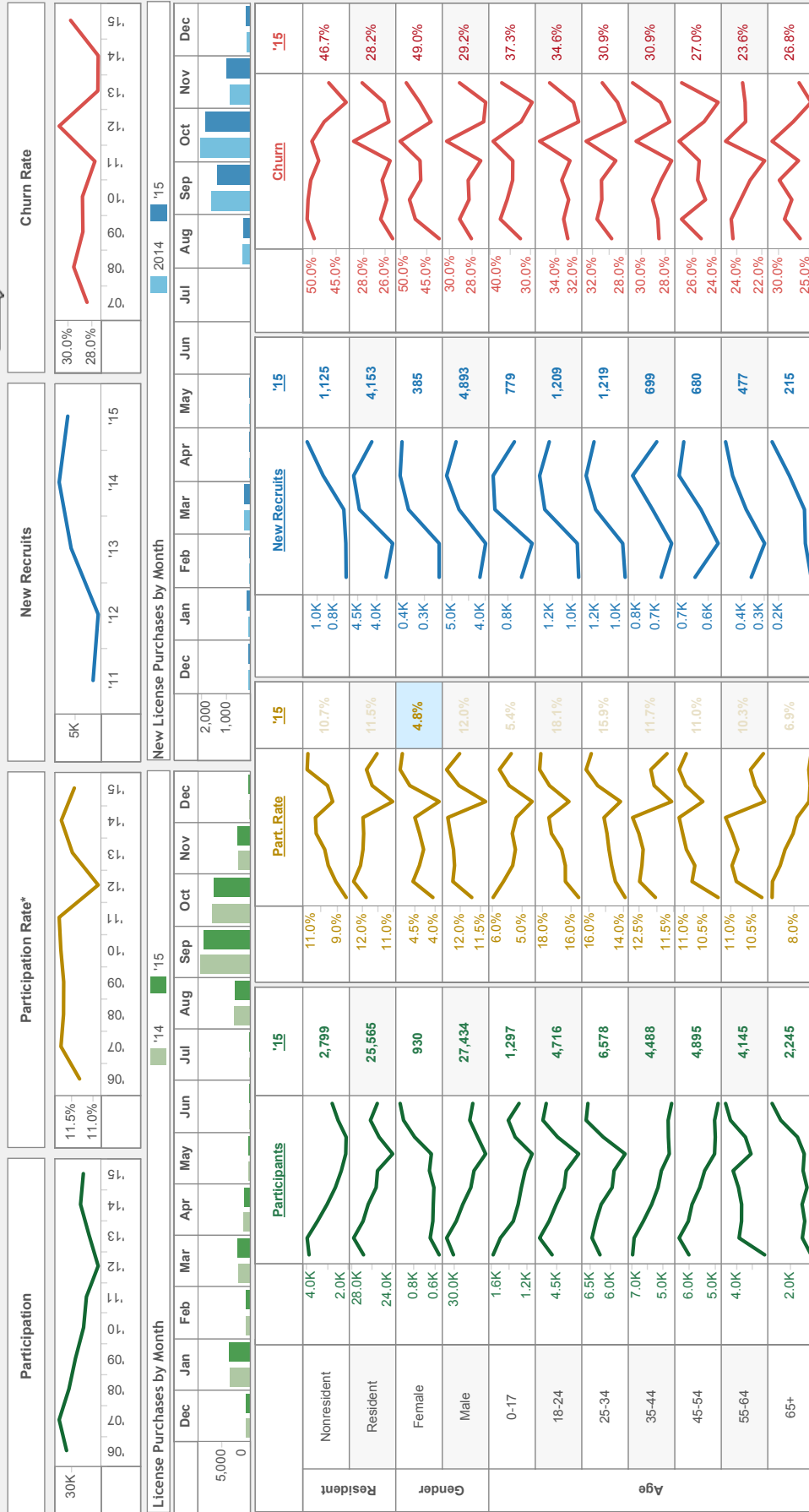


		Participants			Part Rate			New Recruits			Churn		
Resident	Nonresident	3.0K 2.5K		2,501	10.0% 6.0%			1.1K		1,090	90.0% 70.0%		80.4%
	Resident	60.0K 50.0K		62,904	25.0%		28.4%	8.5K 8.0K		8,364	20.0% 45.0%		19.8%
Gender	Female	4.0K 2.0K		3,890	20.0% 15.0%			1.2K 1.0K		1,273	45.0% 40.0%		37.0%
	Male	60.0K 55.0K		61,515	25.0% 20.0%			8.5K 8.0K		8,181	24.0% 22.0%		21.3%
Age	0-17	4.0K 3.8K		4,042	15.0% 15.0%			1.7K 1.5K		1,632	30.0% 28.0%		27.5%
	18-24	8.0K 7.0K		7,891	30.0% 20.0%			1.6K 1.4K		1,565	28.0% 25.0%		25.8%
	25-34	13.0K 12.0K		13,231	30.0% 25.0%			2.0K 1.9K		2,015	24.0% 22.0%		22.5%
	35-44	13.0K 12.0K		12,246	30.0% 25.0%			1.5K 1.4K		1,445	24.0% 23.0%		22.3%
	45-54	13.0K 11.0K		12,600	25.0% 20.0%			1.5K 1.3K		1,361	24.0% 22.0%		20.9%
	55-64	10.0K 6.0K		9,858	20.0% 15.0%			0.8K 0.5K		950	22.0% 20.0%		19.5%
	65+	4.0K 2.0K		5,537	15.0%		11.6%	0.4K		486	30.0% 20.0%		19.5%



## Appendix 3

**Iowa Sportsmen Participation - 2015**

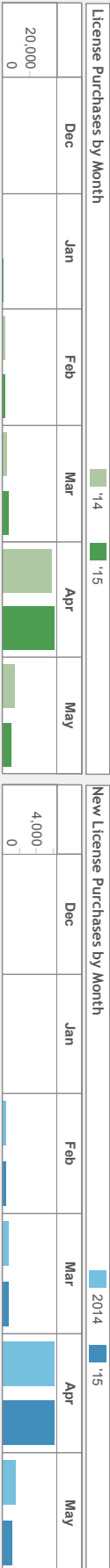
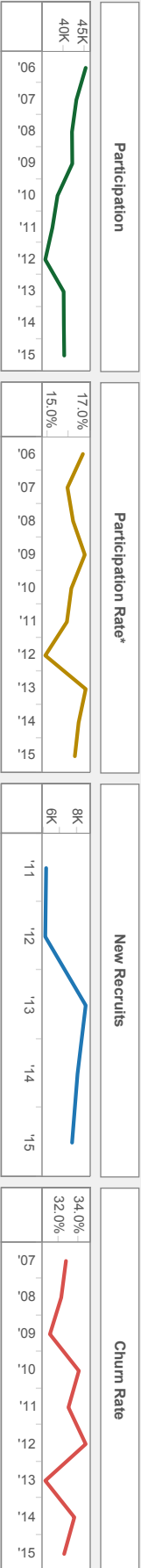


\*Privilege participation rates equal the ratio of the number of privilege holders to all corresponding license holders

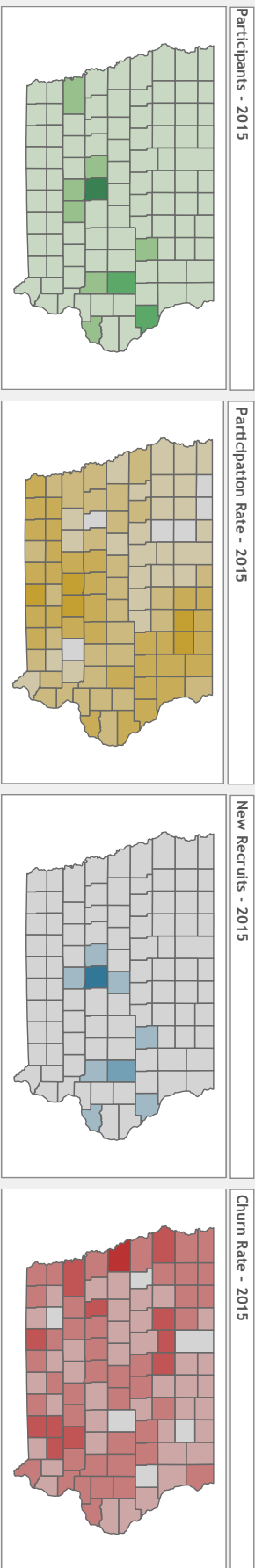


# Iowa Sportsmen Participation - 2015

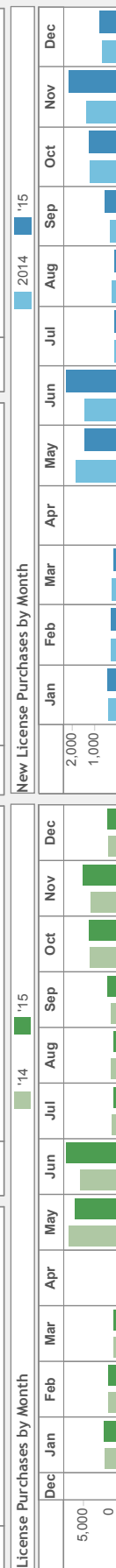
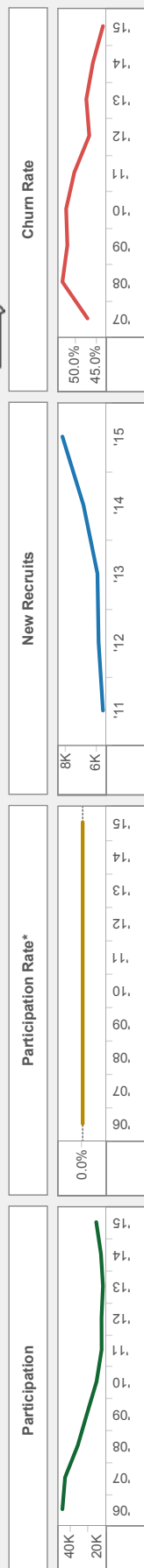
Permission  
Hunting - Spring Turkey



		Participants		Part. Rate		New Recruits		Churn	
			'15		'15		'15		'15
Resident	Nonresident	2.2K	1,878	8.0%	7.2%	0.5K	523	45.0%	39.3%
	Resident	40.0K	38,535	18.0%	17.4%	8.0K	7,263	34.0%	32.3%
Gender	Female	3.0K	3,213	16.0%	16.0%	6.0K	1,198	50.0%	45.6%
	Male	2.0K	37,200	14.0%	16.3%	1.0K	6,588	46.0%	31.6%
Age	0-17	40.0K	7,152	15.0%	29.6%	2.5K	2,454	30.0%	36.0%
	18-24	7.0K	3,928	12.0%	15.1%	2.0K	963	40.0%	41.2%
	25-34	3.0K	6,318	16.0%	15.2%	0.8K	1,391	35.0%	36.2%
	35-44	7.0K	6,043	14.0%	15.8%	1.5K	1,024	34.0%	32.4%
	45-54	10.0K	6,223	17.0%	15.3%	1.0K	903	32.0%	30.1%
	55-64	6.0K	6,184	15.0%	15.0%	0.8K	672	28.0%	25.6%
	65+	4.0K	3,965	16.0%	12.2%	0.7K	379	32.0%	27.8%
		3.5K		15.0%		0.3K		28.0%	



\*Privilege participation rates equal the ratio of the number of privilege holders to all corresponding license holders



Resid.		Participants	'15	Part. Rate	'15	New Recruits			'15	Churn	'15
Gender	Nonresident	40.0K 20.0K	25,748	0.0%	0.0%	8.0K 6.0K	8,259			50.0% 45.0%	43.5%
	Female	0.6K	736	0.0%	0.0%	0.3K 0.2K	347			60.0% 50.0%	50.6%
	Male	40.0K 20.0K	25,012	0.0%	0.0%	8.0K 6.0K	7,912			50.0% 45.0%	43.3%
Age	0-17	1.5K 1.0K	904	0.0%	0.0%	0.5K 0.4K	518			65.0% 55.0%	54.1%
	18-24	2.0K 1.0K	1,381	0.0%	0.0%	0.6K 0.4K	694			60.0%	51.3%
	25-34	6.0K 4.0K	3,531	0.0%	0.0%	1.4K 1.2K	1,550			55.0%	51.0%
	35-44	10.0K 5.0K	4,560	0.0%	0.0%	1.4K 1.3K	1,421			50.0%	45.7%
	45-54	10.0K	6,577	0.0%	0.0%	1.5K	1,872			50.0% 45.0%	41.2%
	55-64	6.0K	5,763	0.0%	0.0%	1.5K 1.0K	1,478			50.0% 40.0%	38.3%
	65+	3.0K 2.5K	3,032	0.0%	0.0%	0.6K 0.4K	726			50.0% 40.0%	38.8%

Participants - 2015	Participation Rate - 2015	New Recruits - 2015	Churn Rate - 2015
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County Breakouts only available for Resident Permissions

County Breakouts only available for Resident Permissions

County Breakouts only available for Resident Permissions

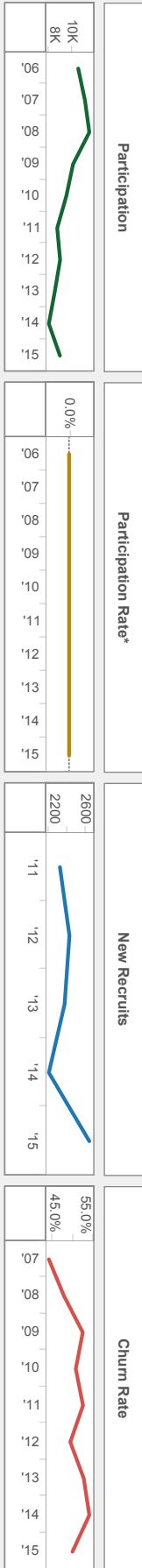
County Breakouts only available for Resident Permissions

Privilege rates were not calculated for residency-specific permissions



# Iowa Sportsmen Participation - 2015

Permission  
Non-Res. Deer App.



License Purchases by Month

New License Purchases by Month



		Participation	Part. Rate	New Recruits	Churn
		'15	'15	'15	'15
Resid..	Nonresident	10.0K 8.0K	0.0%	2.6K 2.2K	55.0% 45.0%
	Female	0.2K	0.0%	0.1K	50.0%
Gender	Male	10.0K 8.0K	0.0%	2.4K 2.2K	55.0% 45.0%
	0-17	0.2K	0.0%	0.1K	50.0%
Age	18-24	0.3K 0.2K	0.0%	0.1K	60.0% 50.0%
	25-34	1.5K 1.0K	0.0%	0.4K	60.0% 50.0%
	35-44	3.0K 2.0K	0.0%	0.6K	55.0% 45.0%
	45-54	3.5K 2.5K	0.0%	0.6K	50.0% 45.0%
	55-64	2.0K 1.6K	0.0%	0.5K 0.4K	50.0% 40.0%
	65+	1.0K 0.6K	0.0%	0.2K	50.0% 40.0%
		968	0.0%	183	42.3%

Participants - 2015

Participation Rate - 2015

New Recruits - 2015

Churn Rate - 2015

County Breakouts only available for Resident  
Permissions

County Breakouts only available for Resident  
Permissions

County Breakouts only available for Resident  
Permissions

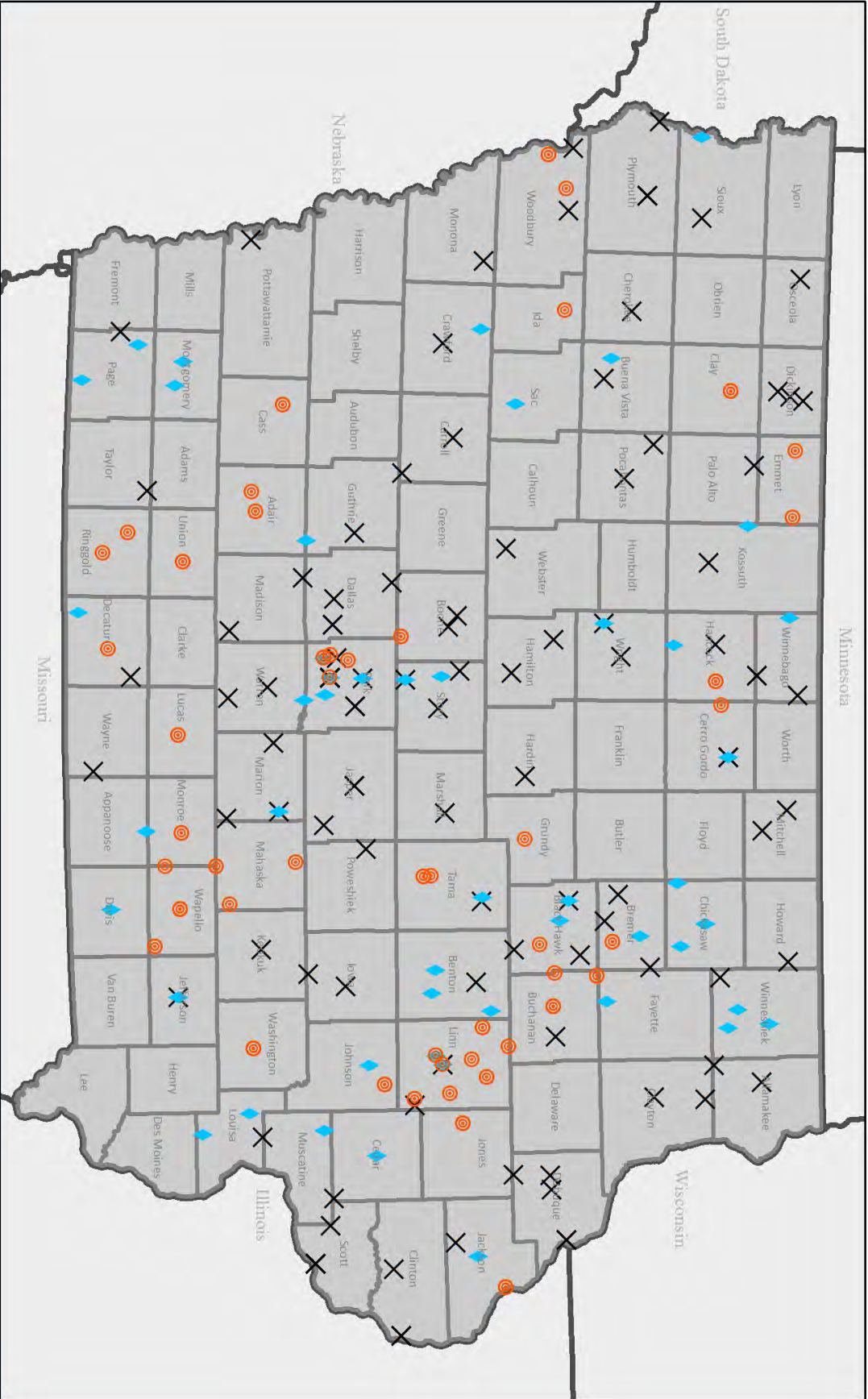
County Breakouts only available for Resident  
Permissions

\*Privilege rates were not calculated for residency-specific permissions

## Appendix 4







**National Archery  
in the Schools Program  
(NASP)**

- Active In-School and Competitive Programs
- ◆ Active In-School Program Only
- × Past Schools/Inactive/Unknown School Status







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