



**Georgia R3 Summit Agenda**

**July 19<sup>th</sup> 2023 9am-5pm**

11600 Hazelbrand Road NE

Covington, GA 30014

**-9:00-10:20** Welcome Address and Introductions

Bre Bashford- R3 Coordinator, GA R3 Initiative

**-10:20-10:35** Keynote Speaker

Dr. Tina Johannsen- Assistant Chief of Game Management, Wildlife Resources Division of the GA DNR

**-10:35-10:50** Coffee Break

**-10:50-11:45** GA R3 Updates

Bre Bashford- R3 Coordinator, Georgia R3 Initiative

Mike Worley- President and CEO, Georgia Wildlife Federation

Coral Minchey- Academics Afield Facilitator, Georgia Wildlife Federation

Marion Baker- Angler R3 Coordinator, Wildlife Resources Division of the GA DNR

Audrey Hawk- Outreach Coordinator, Quail Forever

**-11:45-12:00** National R3 Updates

Swanny Evans- Director of Research and Partnerships, Council to Advance Hunting and the Shooting Sports

**-12:00-1:00** Lunch Sponsored by Ducks Unlimited

Justin Aycok- Manager of Youth Engagement Programs, Ducks Unlimited

**-1:00-2:00** R3 Minutes

Each presenter will have three minutes and one PowerPoint slide to tell their R3 story

**-2:00-2:15** Opportunities for Collaborative Statewide Action

Audrey Hawk- Outreach Coordinator, Quail Forever

**-2:15-2:25** Walking Break and Committee Sign Up

**(continued)**





**-2:25-3:25** Concurrent Breakout Sessions (select one of the following three sessions to attend)

**Mentoring Resources and Tools**

Audrey Hawk- Outreach Coordinator, Quail Forever

*Interested in finding mentoring resources and recommendations for applications to help you enjoy the great outdoors? This session we will dive into resources like LearnHunting.org, Bobscapes, OnX, and a few other platforms to help novice and professional conservationists connect with agencies, organizations, and potential students.*

**Improving the Effectiveness of Fishing Events**

Marion Baker- Angler R3 Coordinator, Wildlife Resources Division

*Come share your experience with fishing events. We will discuss existing barriers that may impact success. Further exploration of factors such as resources, staff, target audience, location, and format may provide insight that can be used to improve their effectiveness. Bring an open mind and creativity as we brainstorm ways to improve fishing events to successfully recruit, retain, and reactivate anglers.*

**GA R3 Programming Needs and Resources**

Bre Bashford-R3 Coordinator, Georgia R3 Initiative

*The Georgia R3 Initiative is a state-wide effort to support R3 collaboration and facilitate innovation. Join a dynamic session where we discuss local R3 challenges, programmatic needs and brainstorm solutions. Meet other R3 advocates and potential community partners. The facilitator will introduce the existing tools and resources available to help you in your contributions to Georgia R3 efforts.*

**-3:25-4:25** Concurrent Breakout Sessions (select one of the following three sessions to attend)

**Data Collection and Evaluation of R3 Efforts**

Marion Baker- Angler R3 Coordinator, Wildlife Resources Division

*We know the importance of using data-driven insights to drive R3 efforts. So how do we determine if our efforts are effective? Tell us what metrics and methods you're using or would like to use to evaluate R3 efforts. We will also discuss ways to improve and streamline the data collection process with resources that are currently available.*

**Storytelling and Participant Inclusivity**

Audrey Hawk- Outreach Coordinator, Quail Forever

*Join us in an active conversation about how to share stories of experience, heritage, and connection to the outdoors! We will discuss the importance of oral traditions in conservation, how stories connect us to the land we use and to people from all backgrounds. We will introduce stories as a way to brainstorm solutions to big conservation issues.*

**Extend Your Reach via Improved Marketing and Communication Efforts**

Bre Bashford- R3 Coordinator, Georgia R3 Initiative and Public Affairs- Wildlife Resources Division

*Join an instructional workshop on existing communication tools such as press releases, social media and stories. Also, learn how to advertise your R3 programming on the Wildlife Resources DNR calendar.*

**-4:25-4:45** Closing Remarks and Call to Action

