

Georgia R3 Action Plan
22-23 Action Item Updates and/or Changes

This document is intended to track the changes from the Fall 2017 version of the *Georgia Hunting Action Plan* to the Summer 2023 *Georgia R3 Action Plan*. It remains primarily hunting based, but will provide additional actions on Fishing and Shooting Sports. The updates provided are not representative of all of the accomplishments as they are plentiful and widely distributed. For more information regarding specifics please contact the Georgia R3 Coordinator. GA R3 Initiative Committees: Hunting, Fishing, Shooting with each committee considering the tools of evaluation, access, communication and education. Collaboration is broken down into access points of Government and NGOs. Committees meet bimonthly virtual with in person meetings in July and January. **Identified priorities.**

Objective 1: Diversify and increase participation in hunting, fishing and shooting sports

Objective 2: Increase public support for hunting and shooting sports

Fall 2017	Updates and/or Changes	Summer 2023
<p>Strategy 1: Improve cooperation and direction among R3 partners</p> <p>Action: <i>Maintain a statewide R3 Coordinator position.</i></p> <p>Implementation: Cooperative funding from stakeholders</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Serve as the main point of contact for all R3 stakeholders on the design, implementation, and evaluation of R3 strategies and programs. • Facilitate stakeholder partnerships and host the annual Georgia R3 Summit. • Maintain an updated version of this plan and ensure strategies are up-to-date and programs evolve according to new information. • Serve on and coordinate the GRI Committees. • Assist with the implementation of pilot programs and execution of action items. 	<p>This action is constant and will continually be in progress with annual updates to the tasks as determined by the position funders.</p> <ul style="list-style-type: none"> • Participating organizations include Georgia Wildlife Federation, GA DNR-Wildlife Resources Division, National Wild Turkey Federation, Georgia Chapter of Safari Club International and Ducks Unlimited. The position agreement was updated in December 2022 transferring management of contracts from DNR-WRD to GWF. Rather than a single contract amongst all partners, GWF has single contract with each individual partner. All partners have agreed upon a 3 year commitment, except GA SCI who has agreed to a 1 year commitment. • The first R3 Coordinator was Swanny Evans working from Dec. 2015-Dec. 2020. The Second R3 Coordinator was Bre Bashford working from Jan. 2021-current. 	<p>Strategy 1: Improve cooperation and direction among R3 partners</p> <p>Action 1.1: <i>Maintain a statewide GA R3 Initiative influence.</i></p> <p>Implementation: Cooperative funding from all</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Fund a R3 Coordinator • Fund a R3 Team • Expand Community Partner Roles • Serve community stakeholders on the design, implementation, and evaluation of R3 strategies and programs. • Facilitate stakeholder partnerships • Maintain presence and contribute to state, regional, and national meetings.

<ul style="list-style-type: none"> • Assist with public relations, outreach, and media coverage. • Represent the GRI at state, regional, and national meetings. 		
	<p>This is a new action.</p>	<p>Action 1.2: <i>Maintain the statewide R3 Action Plan</i></p> <p>Implementation: Georgia R3 Initiative</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Drive innovative and dynamic action • Maintain a record of state R3 achievements and challenges • Maintain a SMART work plan to facilitate progress on agreed upon Action Plan • Utilize Summit meetings to request community feedback and share progress on plans • Ensure strategies are up-to-date • R3 Coordinator contributes to all efforts
<p>Action: <i>Host the annual Georgia R3 summit for agency, NGO, and industry stakeholders.</i></p> <p>Implementation: R3 Coordinator</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Expand the stakeholder base to include more partners and potentially invite constituents (locavores, teachers, etc.) to provide outside perspective. • Disseminate current terminology, information, goals, direction, and successes for R3 in Georgia. • Encourage implementation of the strategies and evaluation processes detailed in this plan. 	<p>This Action is in progress.</p> <ul style="list-style-type: none"> • Summits held: 2016, 2017, 2018, 2022. • It is advised to hold a Summit annually to maintain participation and momentum. • Metrics to measure success <ul style="list-style-type: none"> ○ Use Google form survey <ol style="list-style-type: none"> 1. Increase understanding of current state of GA R3 Initiative efforts 2. Provide benefits to stakeholder organizations 3. Increase partnerships 4. Accelerate R3 action for within their organization • 2022 Summit Evaluations Results: 	<p>Action 1.3: <i>Host the annual Georgia R3 Summit for agency, NGO, industry and other stakeholders.</i></p> <p>Implementation: Georgia R3 Initiative</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Expand the stakeholder base to include more partners • Disseminate current terminology, information, goals, direction, and successes for R3 in Georgia. • Request community feedback on plans • Share state progress on plans

<ul style="list-style-type: none"> • Increase partnerships among R3 stakeholders and remove the organizational silo approach to R3. • Allow time for committees to meet in person, facilitate cross-pollination among committees where needed, and allow all stakeholders to provide input on committee direction. • Use the feedback and information about evolving efforts shared at this meeting to keep an annually updated version of this plan which will be hosted on the National R3 Community website. 	<ol style="list-style-type: none"> 1. 46 registrations (60% attendees were NGO, 30% were WRD) 2. 94% of respondents said we did good or excellent at increasing understanding of current state of GA R3 Initiative efforts 3. 88% said we did good or excellent at providing benefits to their organization 4. 93% said we did good or excellent at increasing partnerships 5. 74% said we did good or excellent at accelerating R3 action for within their organization 	<ul style="list-style-type: none"> • Encourage implementation of the strategies and evaluation processes detailed in the R3 Action Plan. • Increase partnerships among R3 stakeholders and remove organizational silos. • Use the feedback and information about evolving efforts shared at this meeting to keep an annually updated version of this plan which will be hosted on the National R3 Community website and Georgia Wildlife Federation R3 page.
	<p>This is a new action.</p>	<p>Action 1.4: <i>Establish a Georgia R3 Grant Program</i></p> <p>Implementation: Georgia R3 Initiative</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Identify a funding source • Encourage community contribution by awarding financial support • Require grant proposals or funding requests include integrated evaluation, defined target audiences, and outcome tracking.
<p>Strategy 2: Improve societal acceptance of hunting and shooting</p>	<p>Language changed from acceptance to support as the ~77% of the public approves of hunting for meat. Often the public doesn't realize the meat is required by law to be prepared for consumption. We also want to generate active support rather than passive acceptance. We also</p>	<p>Strategy 2: Improve societal support of hunting and target shooting</p>

	<p>don't have much power to change attitudes. We have abilities to change behavior.</p>	
<p>Action: <i>Incorporate conservation and hunting through community education.</i></p> <p>Implementation: Education Committee</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Identify accessible groups to offer hunting/conservation education modules (e.g., home schooling associations, summer camps, garden clubs, Boy Scouts of America, Georgia Independent School Association) and populate a target list based on priority (especially in urban/suburban areas). ○ Include the history of conservation, the North American Model of Wildlife Conservation, and the role of hunters, anglers and shooters in wildlife conservation. ○ Investigate the potential of hunter education and firearm safety training as sanctioned activities (potential industry or NGO sponsorship). 	<p>This Action is in progress.</p> <ul style="list-style-type: none"> • GA DNR-WRD <ul style="list-style-type: none"> ○ Conducts shooting outreach to students in K-12 education through NASP and hunting outreach to students in SCTP. ○ Education centers provide conservation education (e.g., Charlie Elliot Education Center, Go Fish Center). ○ Efforts to go to “where the people are” through Gateway to Fishing (in the City) and biologists and Law Enforcement outreach. • NGO partners such as GWF provided education outreach • Community education occurs on social media platforms. • Georgia Natural Resources Foundation hosts Teacher Conservation Workshops and Outdoor Wildlife Leadership School for school teachers. • Conclusions from 2017 Education Committee Meetings: teachers want modules, parents need modules, both want HE instructor volunteers <ul style="list-style-type: none"> ○ Becoming a HE instructor is time consuming and burdensome ○ 2022 DNR-WRD published STEAM curriculum matching k-12 standards as modules 	<p>Action 2.1: <i>Incorporate conservation and hunting/fishing through community education.</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Promote license sales as a conservation tool <ul style="list-style-type: none"> ○ WRD- Launch Be Georgia Wild Campaign ○ WRD- Understand other state’s large scale education efforts (e.g. Colorado Wildlife Council) and evaluate practicality for GA • Develop or Identify R3 Educational Modules (any in the STEAM modules? Or mirror off of AA Welcome Presentation?) <ul style="list-style-type: none"> ○ Distribute to accessible groups to offer R3 education modules (e.g., home schooling associations, summer camps, garden clubs, Boy Scouts of America, Georgia Independent School Association) and methods of implementation). ○ Include the history of conservation, the North American Model of Wildlife Conservation, and the role of hunters and shooters in wildlife conservation. ○ Consider improving current HE instructor certification system

Action: *Marketing campaigns for both hunters and non-hunters targeted at increasing positive exposure to and acceptance of hunting and shooting sports.*

Implementation: Marketing Committee

Tasks:

- Continue to include mainstream media on contact lists for hunting and shooting sports events.
- Produce marketing that may include:
 - **Targeting general public:** Mainstream video clips, commercials, and social media campaigns to increase awareness of the benefits of hunting and shooting.
 - **Targeting hunters:** Articles and media blasts aimed at hunters to educate them on how conservation is funded, advocate for the responsible use of public lands by hunters and shooters, and encourage understanding of nontraditional demographics to create a more inclusive culture.
- Ideas for the consideration of the committee:
 - Testimonial stories that show non-hunter perspectives of hunting programs that benefit society (e.g., Hunters for the Hungry – an underprivileged family talking about the assistance received).
 - Conservation land that has been preserved by hunter dollars and the opportunities available in these areas.

This Action is in progress.

- GA DNR-WRD-
 - Micro-influencer partnerships to show hunting and fishing through the eyes of a Georgia citizen who love the sport used in digital advertising and across social media.
 - Adventure Together and Get Hooked increase awareness of the benefits of the activities.
 - Conservation Awareness Campaign targeted at urban areas to a non-hunting/fishing audience.
- Georgia Outdoors published a “Why I Became a Hunter” Series
- SEAFWA grant of Firearm Fundamentals Course promotion??

Action 2.2: *Marketing campaigns for both hunters and non-hunters targeted at increasing positive exposure to and support of hunting and shooting sports.*

Implementation:

Tasks:

- Include mainstream media on contact lists for hunting and shooting sports events.
- Produce marketing that may include:
 - **Targeting general public:** Mainstream video clips, commercials, and social media campaigns to increase awareness of the benefits of hunting and shooting.
 - **Targeting hunters:** Articles and media blasts aimed at hunters to educate them on how conservation is funded, advocate for the responsible use of public lands by hunters and shooters, and encourage understanding of nontraditional demographics to create a more inclusive culture.
- Improve media relations efforts

<ul style="list-style-type: none"> ○ “How I became a Hunter?” on Georgia Outdoors. Provide stories about how they became involved in the outdoors and conservation. ○ GA DNR-WRD promoting all hunting events and activities available throughout the state. ○ Retailers to feature the excise tax payers in the state as “wildlife champions.” ○ “Eat local, hunt” campaign. 		
	<p>This is a new Action.</p> <ul style="list-style-type: none"> • In a report by Southwick Associates, titled “2021 Proportions of Excise Taxes Generated by Hunting and Non-hunting Activities,” it has been found that 74.2% of all taxable firearm and ammunition retail sales are from non-hunting purposes. • This suggests that the merit of target shooting programs is great. • The R3 community needs to recognize not all shooters want to become hunters and we must acknowledge their support of conservation for what it is. 	<p>Action 2.3: <i>Engage and support educational shooting programs</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Recognize when a program is fostering shooting sport participation and when it is fostering a “gateway to hunting.” Both programs have merits and the distinctions need to be recognized, understood and evaluated. Refer to additional actions. • Support shotgun, archery and rifle programs in school systems and at public and private ranges
<p>Strategy 3: Reduce Churn Rate</p>		<p>Strategy 3: Reduce lapse in participation (churn rate)</p>
<p>Action: <i>Identify what assistance lapsed Georgia hunters need in order to continue hunting on yearly basis.</i></p> <p>Implementation: R3 Coordinator and GA DNR-WRD</p>	<p>The Action is in consideration, but not initiated.</p> <ul style="list-style-type: none"> • For all license categories from 2017 to 2022, WRD measured a retention rate of 58.82%. Our annual retention rate hovers at about 82% and increases every year. This 	<p>Action 3.1: <i>Identify what assistance lapsed Georgia hunters need in order to continue hunting on yearly basis.</i></p> <p>Implementation:</p> <p>Tasks:</p>

<p>Tasks:</p> <ul style="list-style-type: none"> • Conduct focus groups made up of lapsed hunters to identify what actions (not already included in this plan) may serve to mitigate lapse in the future. 	<p>increase is largely due to automation of outreach via WRD software and contractors.</p>	<ul style="list-style-type: none"> • Conduct GA focus groups made up of lapsed hunters to identify what actions (not already included in this plan) may serve to mitigate lapse in the future.
<p>Action: <i>Implement marketing strategies aimed at reducing churn rates of existing hunters.</i></p> <p>Implementation: Marketing Committee</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Email retention campaigns: <ul style="list-style-type: none"> ◦ Hunting license renewal reminder (GA DNR-WRD is currently conducting research on this method). ◦ Share existing how-to videos and encourage hunting another species (i.e., buy another license). • Clearly define the rules and regulations. <p>Continue to make the GA DNR-WRD website more user-friendly.</p>	<p>This Action is complete and just needs to be maintained.</p> <ul style="list-style-type: none"> • GA DNR-WRD has cell phone push notifications for seasons and important dates, emails promoting different seasons or properties, auto birthday reminders and auto renewal reminders etc. <ul style="list-style-type: none"> ◦ These efforts bring in hundreds of thousands of dollars. • Welcome and Returning Hunt and Fish auto-emails with additional resources. • For all license categories from 2017 to 2022, WRD measured a retention rate of 58.82%. Our annual retention rate hovers at about 82% and increases every year. This increase is largely due to automation of outreach via WRD software and contractors. 	<p>REMOVED.</p>
	<ul style="list-style-type: none"> • This is a new action. • According to Responsive Management <i>Women’s Participation in Hunting and Shooting 2022</i> study: nationally, on average, 51% of females in state databases were one-timers in a 5-year period for hunting <ul style="list-style-type: none"> ◦ This suggests that there are women who we already have contact information for, who have already expressed and acted on their interest, 	<p>Action 3.2: <i>Implement national retention strategies for high lapse in participation in women</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Map all existing programs for women • Identify and implement strategies to help women overcome barriers and

	<p>have the potential to increase their participation significantly. Identified barriers include: lack of time, lack of access and safety concerns. Seek to reduce feelings of nervousness and intimidation. Elements of Retention Programs should address:</p> <ol style="list-style-type: none"> 1. How to make women more comfortable, prepared, successful, confident in hunting and shooting 2. How to make women more autonomous and independent when preparing to hunt and shoot 3. How to help women gain access to places to hunt and shoot independent of their mentor / significant other 4. How to help program participants connect to a community of fellow hunters and foster the much-needed social support after the program is over 5. How to help women feel SAFE in the field 	<p>incorporate strategies to achieve recommended elements</p>
<p>Strategy 4: Improve access to hunting and shooting areas</p>	<p>According to “Accessing the Quality and Availability of Hunting and Shooting Access in the US” by Responsive Management. There are five components to access that need to be addressed. These components are distributed throughout the plan.</p> <ol style="list-style-type: none"> 1. Availability 2. Accessibility 3. Accommodation 4. Awareness 5. Assumptions 	<p>Strategy 4: Improve access to hunting, fishing and shooting areas</p>

Action: Increase shooting sports opportunities on public and private land.

Implementation: Shooting Sports Committee

Tasks:

- Increase the number of ranges that provide shooting opportunities that are relevant to hunting (e.g., 100yd rifle, shotgun, 3D archery), especially near urban areas. Ensure that a Range Technical Team Advisor is consulted during the range development and/or improvement process.
- Use partnerships to open more opportunity on existing ranges (e.g., inclusive of competition level shooting, archery).
- Increase range marketing.
- Increase access to and number of available shooting coaches.
 - Develop a “Shooting Coach Locator” tool and host on the GA DNR-WRD website.
 - Create a shooting coach training program.
- Support legislation that reduces restrictions on discharge of firearms and archery equipment in urban areas and restrictions on range development.
- Compile existing resources and best practices into a range development guide (how to get started, regulations, available grants, etc.) for any organization/individual interested in

This Action is in progress.

- GA DNR-WRD has constructed new and dramatically improved shooting ranges. As of 2022, there are now 17 shooting ranges 24 archery ranges.
- WRD expects to add Sporting Clays as a new service at select venues
- Shooting sports are an increasing emphasis by the department due to the influx of shooting sport revenue from Pittman Robertson funds
 - In a report by Southwick Associates, titled “2021 Proportions of Excise Taxes Generated by Hunting and Non-hunting Activities,” it has been found that 74.2% of all taxable firearm and ammunition retail sales are from non-hunting purposes.
- Website links to NSSF’s “where to shoot”
- We don’t need to create a shooting coach training program, but better distribute access to existing shooting coach training programs from NRA or SSSF.
- Hunting and shooting sport opportunities are more widely available at State Parks.
- WRD has a best practices on range development document that may be available on request (contact Hunter Development Program)

Action 4.1: Increase shooting sports opportunities on public and private land.

Implementation:

Tasks:

- Update private/public shooting opportunities map and/or link WRD website to wheretoshoot.org. Identify gaps in access and address.
 - Not listed on hunting homepage
- Increase range marketing.
- Distribute [NSSF Safety/Liability Sheet](#)
- Increase access to and number of available shooting coaches.
- Host (or link to) “Shooting Coach/Shooting Class Locator” tool on the WRD website. (e.g., USA Archery, National Sporting Clays Association, NRA, etc.)
- Support legislation that reduces restrictions on discharge of firearms and archery equipment in urban areas. Support legislation that reduces restrictions on range development and availability of silencers.
- Partner with WRD on range development
- Advertise DNR- PRHSD opportunities in DNR-WRD calendars and vice versa
- Increase awareness and availability of multi-disciplinary ranges to include archery and shotgun ranges.
- Improve access to WRD interactive map as public shooting opportunities is not easily obtained

<p>starting a range and host this information on the GA DNR-WRD website.</p>		
<p>Action: <i>Identify public lands that do not provide adequate hunting opportunities and work with land managers to allow hunting opportunities.</i></p> <p>Implementation: Land Committee</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Identify underutilized public land that could offer hunting opportunities (e.g., UGA forestry and agricultural properties, local municipality and county land especially in urban/suburban areas). • Target a few of the identified areas to open hunting access, document the process and results, and then use as a model to apply to other public lands. <ul style="list-style-type: none"> ○ Develop prepackaged materials to provide successful examples of nontraditional land access and eliminate misconceptions about hunting safety and liability issues. Make the materials available for distribution by all partners in hard copy and electronic forms. 	<p>This Action is in progress.</p> <ul style="list-style-type: none"> • WRD found more challenges than opportunities when pursuing this line of access. Documentation is being gathered to create conclusions. • NSSF Hunting and Safety Liability Fact Sheet is available online. • In 2017 DNR had 102 WMAS management areas and now has 111 WMAS. With Georgia being one of the fastest growing populations, opening up more public lands will <i>always remain relevant</i>. Assistance from GOSA can facilitate these purchases. • Chuck Sykes, Director of Conservation Division of Alabama says they’ve received great feedback on their initiative to divide up a new parcel of public land into blocks easing concerns of over use by hunters • Nontraditional Land Access Brochure is available to Program Implementors 	<p>Action 4.2: <i>Identify public lands that do not provide adequate hunting and fishing opportunities and work with land managers to allow opportunities or supplement opportunities with additional acreage.</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Identify underutilized public land that could offer hunting or fishing opportunities and help them improve access (e.g., UGA and Fort Valley State University’s forestry and agricultural properties; local municipality and county land especially in urban/suburban areas; USFWS Wildlife Refuges). <ul style="list-style-type: none"> ○ Track efforts • Enhance Voluntary Public Access program • Utilize GOSA, federal funds etc. to open up additional public lands for hunting. • Consider addressing the most common criticism of public land hunting-never knowing when you might stumble upon another hunter <ul style="list-style-type: none"> ○ Ex: Alabama quota applications have 150 acre “daily blocks” • There is a need to ensure lands are not crowded by understanding the availability and mobility aspect of access on properties.

<p>Action: <i>Improve access to maps and information about public hunting/shooting opportunities.</i></p> <p>Implementation: Land Committee</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Make the GA DNR-WRD website user-friendly with an interactive map of all public hunting/shooting opportunities and their respective dates/regulations (include federal lands). • Increase the capacity of the Outdoors GA App and incorporate an interactive map with links to regulations for public property. 	<p>This Action has been largely completed, but needs to be constantly maintained with continued public outreach.</p> <ul style="list-style-type: none"> • We have an interactive map including dates and regs (still need to add federal lands including core of engineers) available on desk top and Outdoors Georgia app. • Dramatic improvements on website and app • Removed from Action Plan. 	<p>REMOVED.</p>
<p>Action: <i>Promote private hunting opportunities.</i></p> <p>Implementation: Land Committee</p> <p>Tasks:</p> <ul style="list-style-type: none"> • The committee developed a website page for GA DNR-WRD to provide information on gaining general hunting permission, leasing land, and joining a preexisting club (http://georgiawildlife.com/hunting-permissions). ○ Make all stakeholders aware of this page so they can provide it to R3 program participants and general audiences. • Identify large land holding entities, determine what percentage of their land is leased for recreational purposes, and if portions have gone unleased, investigate ways to resolve. 	<p>This Action has not been initiated or is in progress.</p> <ul style="list-style-type: none"> • WRD has an R3 dove field at Clybel WMA for R3 programs, adult youth pair and recent grads of R3 programs. • New technology, particularly commercial apps have made identifying property owners easier • Landowner concerns over liability, trespassing, concerns over careless behavior • Private landowners have been very valuable in promoting R3 with initiatives like hunt and learns and Field to Fork <ul style="list-style-type: none"> ▪ Consider creating R3 endorsed private • ands covered by insurance and make available for a limited time to new hunters that have completed an R3 program---let's 	<p>Action 4.3: <i>Promote private hunting opportunities.</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> ○ Improve awareness and distribution ○ Track use ○ WRD Publish list of private land hunting opportunities/outfitters/commercial shooting preserve licenses • Ensure all stakeholders and program participants are aware of existing opportunities (e.g. R3 Dove Field at Clybel WMA)

<ul style="list-style-type: none"> Consider creating R3 endorsed private lands covered by insurance and make available for a limited time to new hunters that have completed an R3 program. 	<p>start with awareness of existing opportunities</p> <ul style="list-style-type: none"> Information on gaining general hunting permission, leasing land, and joining a preexisting club (http://georgiawildlife.com/hunting-permissions). 	
<p>Strategy 5: Add evaluation and long-term tracking to all R3 programs</p>		<p>Strategy 5: Add evaluation and long-term tracking to all programs</p>
<p>Action: Regularly update the Dashboard View of Hunting and Fishing Metrics in Georgia.</p> <p>Implementation: GA DNR-WRD</p> <p>Tasks:</p> <ul style="list-style-type: none"> Provide agency leadership a better understanding of their customer base and license sales trends through time. Identify potential deficiencies in license sales systems that prevent timely access to important customer data and license sales trends critical to understanding the impacts of internal and external R3 efforts. See Appendix IV for a link to the dashboard. 	<p>This Action is being transitioned.</p> <ul style="list-style-type: none"> WRD used to submit data to the NSSF and Southwick dashboard to provide trends to other organizations. WRD stopped as their dashboard didn't adequately represent our accomplishments and WRD created an internal dashboard with results available by request. Updates occur automatically. WRD is reconsidering providing data to NSSF and Southwick so the nation can better track trends 	<p>Action 5.1: Communicate trends of hunting and fishing participation metrics to stakeholders</p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> Regularly update the Dashboard View of Hunting and Fishing Metrics in Georgia to NSSF and Southwick to contribute to national research. Provide license sales trends to GA R3 Initiative Community annually at Summit
<p>Action: Implement participant tracking into every R3 program.</p> <p>Implementation: R3 Coordinator and GA DNR-WRD</p> <p>Tasks:</p> <ul style="list-style-type: none"> Use GA DNR-WRD online event system as the registration site for R3 programs. 	<p>This Action is in progress.</p> <ul style="list-style-type: none"> Academics Afield, a program of GA R3 Initiative, uses the online event system for registrations to ensure long term tracking, but implementation of automatic surveys within the system is still in development. 	<p>Action 5.2: Implement participant tracking into every R3 program.</p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> Use GA DNR-WRD online event system as a marketing resource for all R3 programs as a first step

<p>This system facilitates tracking the future license buying behaviors of program participants (via their GA DNR Customer ID #).</p> <ul style="list-style-type: none"> • Short-term – pilot this system with a few programs to ensure the functionality and use input from participants to make the system more user friendly. • Long-term – encourage (possibly through incentives) all organizations with R3 programs to require registration for their events through the online event tracking system. • Allow evaluation of program effectiveness to improve structure and design of R3 programs. • Create a database of R3 participants to use for follow up surveys and offer future opportunities/programs based on their interests. • Maintain a master list of programs that have been designated R3. • Dedicate financial resources to the management of this system and the analysis of the data. 	<ul style="list-style-type: none"> • All programs can submit a request to GA R3 Coordinator to advertise event on WRD website at gwf.org/r3. • Registration system is complicated because of costs for events and appropriate system response emails 	<ul style="list-style-type: none"> ○ This system will facilitate tracking the license buying behaviors of program participants (via their GA DNR Customer ID#), but system needs improvement. ○ Eventually, encourage all organizations with R3 programs to complete registration for their events through the online event tracking system. ○ Use evaluation of program effectiveness to improve structure and design of R3 programs. ○ Create a database of R3 participants to use for follow up surveys and offer future programs based on their interests. ○ Maintain a master list of programs that have been designated R3. <ul style="list-style-type: none"> • Dedicate financial resources to the management of this system and the analysis of the data.
<p>Action: <i>Integrate participant surveys into every R3 program.</i></p> <p>Implementation: All stakeholders with R3 programs - assistance from R3 Coordinator</p> <p>Tasks:</p>	<p>This Action is in progress.</p> <ul style="list-style-type: none"> • Every R3 program established should be designed with evaluation metrics in mind. Evaluation data should be collected and analyzed. • Follow up surveys have been largely underutilized leaving practitioners 	<p>Action 5.3: <i>Integrate participant surveys into every R3 program.</i></p> <p>Implementation:</p> <p>Tasks:</p>

<ul style="list-style-type: none"> • Electronic, editable templates of pre-, post-, and follow-up questionnaires are available in Appendix VI. • Incorporate specific steps to improve program delivery and content based on the questionnaire feedback to fulfill participant needs. • Long-term – integrate surveys into the online event tracking system. • Assess methods of ensuring high questionnaire response rates (especially the follow up 10 to 12 months after the program). 	<p>unfamiliar with whether or not their programs are producing desired results.</p>	<ul style="list-style-type: none"> • Electronic, editable templates of pre-, post-, and follow-up questionnaires are available at GWF.org/r3. • Incorporate specific steps to improve program delivery and content based on the questionnaires to fulfill participant needs. • Long-term – integrate surveys into the WRD online event system. • Assess methods of ensuring high questionnaire response rates (especially the follow up 10 to 12 months after the program).
<p>Action: <i>Require grant proposals or funding requests for R3 efforts to include integrated evaluation, defined target audiences, and outcome tracking.</i></p> <p>Implementation: All stakeholders that award money or resources for R3 efforts – assistance from R3 Coordinator</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Redesign request for proposals to encourage efforts to encompass the direction described under this plan. • Increase buy-in to the Georgia R3 Initiative resulting in a more efficient data driven approach. 	<p>As there are very few grant opportunities administered by Georgia organizations, this Action is not pertinent to this Strategy. It is being reworked and incorporated into Action 1.4.</p>	<p>REMOVED</p>
<p>Strategy 6: Redefine target audiences</p>		<p>Strategy 6: Redefine target audiences</p>

<p>Action: <i>Shift current hunting R3 programs that target a youth-centered audience to a family-centered audience.</i></p> <p>Implementation: All stakeholders with youth-focused R3 programs - assistance from R3 Coordinator</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Restructure current youth programs to engage the adults in the family unit which will ultimately facilitate the transportation, financials, and social support needed for youth to continue hunting without the aid of programs. • Change the title and the terminology used in the program to reflect that it is a family program as opposed to a youth program. • Link programs to existing family-oriented organizations (e.g., churches, home-schooling associations, summer camps) to provide an extended social support network. 	<p>This Action is in progress according to each stakeholder.</p> <ul style="list-style-type: none"> • The Wildlife Management Institute (WMI) published in 2022 <i>Measuring the Efficacy of State R3 Efforts: A Quantitative Approach</i> that participants under 18 produced the lowest lift in participation and engagement of all age groups, and adults 25-35 and 35-50 generally showed the most lift. 	<p>Action 6.1: <i>Shift current recruitment programs that target a youth-centered audience to a family-centered audience.</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Restructure current youth programs to engage the adults in the family unit which will ultimately facilitate the transportation, financials, and social support needed for youth to continue hunting without the aid of programs. • Change the title and the terminology used in the program to reflect that it is a family program as opposed to a youth program. • Assess goals and audience on family-centered programs and ask if you are accomplishing your goals. Coordinate with R3 Coordinator for guidance.
	<p>This is a new Action.</p> <ul style="list-style-type: none"> • According to the 2016 National Survey of Fishing, Hunting and Wildlife-Associated Recreation, over 90% of hunters identify as white, thus there is great opportunity to expand conservation efforts by engaging underrepresented populations. • A report published by Victoria Vayer at North Carolina State University studied interest levels of hunting in those who hadn't participated prior. They studied 	<p>Action 6.2: <i>Diversify participation in R3 programs</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Intentionally provide programs that overcome specific barriers of underrepresented populations <ul style="list-style-type: none"> ○ Host events in their communities

	<p>college students and identified that those who had never hunted, yet might be willing to, more closely reflected America’s general population. Nearly half were women, 38 percent were people of color, and 43 percent came from urban areas. This reminds us that all types of people are interested</p>	<ul style="list-style-type: none"> ○ Invite “Bridge Builders” to foster trust between R3 practitioners and new participants • Increase awareness of R3 access and opportunities that may appeal to women recognizing their barriers • Provide diverse instructors • Track racial make up in WRD customers • Market in different languages and recall people may not learn well with text, but do better with imagery (clear regulations) • Imagery (people of color and women) • Utilize social media influencers to help promote awareness (Ex: My sister’s keeper)
<p>Action: <i>Replicate Field to Fork.</i></p> <p>Implementation: All stakeholders with R3 programs - assistance from R3 Coordinator</p> <p>Tasks:</p> <ul style="list-style-type: none"> • A review of the first two years of the pilot program Field to Fork can be found in these articles: <u>“Field to Fork” Helps Locavores Become Hunters</u> <u>Field to Fork: Part 2</u> • Replicate the successful model developed in other areas of Georgia using conservation NGO chapters to facilitate program implementation and sustainability. • Investigate funding sources for the start-up costs of each program. 	<p>This Action has been deemed too specific and unscalable.</p> <ul style="list-style-type: none"> • Emphasis on food is essential as approximately 45% of hunter education graduates are food motivated • Although approximately 90% of Field to Fork participants purchase a license a following year, this volunteer led program is labor intensive, challenging to implement and funding has been unattainable 	<p>Action 6.3: <i>Increase opportunities to learn game processing, butchering and meal preparation.</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Resources and a complete guide for conducting a program for locavores can be found here: <u>Locavore.Guide</u>. • Enhance existing learn to hunt opportunities through additional instruction • Establish skills workshops focusing on the processing and preparation of game meat • Facilitate partnerships between NGOs and agencies to ensure a spectrum of R3 style programming is being offered (recruit, retain and reactivate) accommodating for different learning needs (skills-based vs weekend long hunt and learns) • Assess ROI and outcomes for weekend long events such as Field to Fork

<p>Resources and a complete guide for conducting a program for locavores can be found here: Locavore.Guide.</p>		
<p>Action: <i>Replicate the college learn-to-hunt model at other colleges and pilot additional programs to target millennials.</i></p> <p>Implementation: All stakeholders with R3 programs - assistance from R3 Coordinator</p> <p>Tasks:</p> <ul style="list-style-type: none"> • A review of the initial pilot program targeting college students can be found in these articles: <ul style="list-style-type: none"> Learn-to-Hunt Pilot Program Starts Small – with Small Game Learn to Hunt Program Aimed At College Students ○ Replicate the successful model developed at other colleges in Georgia using NGO chapters to facilitate program implementation and sustainability. ○ Investigate funding sources for the start-up costs of each program. • Pilot programs to target existing cohorts of millennials outside of college (e.g., professional societies) focusing on urban/suburban centers. <ul style="list-style-type: none"> ○ If possible, select hunting locations that are cell service friendly to allow 	<p>This Action is in progress.</p> <ul style="list-style-type: none"> • Academics Afield (the college learn-to-hunt program) has been replicated and is active at five Universities in Georgia (UGA, GSU, ABAC, FVSU, ASU) <ul style="list-style-type: none"> ○ Academics Afield is active at 10 other Universities in the southeastern region, half are at Historically Black Colleges or Universities ○ Diverse students from non-traditional audiences are being introduced to hunting and shooting ○ Long term tracking analysis of Academics Afield suggests 50% of student participants purchase a license a following year ○ Programs engage multiple partners including institutions, agencies and NGOs creating infrastructure and capacity for long term program implementation ○ A practitioner’s toolkit for replication will be published Fall of 2023 • The Wildlife Management Institute (WMI) published in 2022 <i>Measuring the Efficacy of State R3 Efforts: A Quantitative Approach</i> that participants under 18 produced the lowest lift in participation and engagement of all age groups, and adults 25-35 and 35-50 generally showed the most lift (greatest 	<p>Action 6.4: Expand learn to hunt opportunities for adult “first timers”</p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Provide resources for college aged audiences as it is an efficient model for reaching diverse non-traditional audiences <ul style="list-style-type: none"> ○ Maintain Academics Afield ○ Toolkit published Aug. 2022 • Host first time hunting skills training or one-on-one instruction • Identify additional methods of reaching non-traditional adults in ages 25-50

<p>participants to stay in touch and utilize social media.</p>	<p>impact on participation for new participants).</p>	
<p>Strategy 7: Additional structure changes needed for R3 programs</p>		<p>Strategy 7: Improve pathways and support systems</p>
<p>Action: <i>Create targeted approaches to promote pathways and next-steps.</i></p> <p>Implementation: All stakeholders with R3 programs - assistance from R3 Coordinator</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Provide retention programs that pull participants from the database of people that have previously participated in a recruitment program to provide multiple contact opportunities (pending completion of Action 12). • Provide reactivation programs that will pull lapsed hunters back into the fold (e.g., college or family friendly programs). • Provide next steps at the end of every R3 program (e.g., information about hunting locations, direct links to other programs in their area). • Provide self-learning tools at the end of every program (e.g., QDMA e-book, how-to videos, online information sources, e-mentors). It will be important to provide tools relevant to the target audience (e.g., millennial learning tools should be geared at mobile devices and social media). 	<p>This Action has not been initiated or is in progress</p> <ul style="list-style-type: none"> • Action 12 is pending, but retention programs such as Artemis and Back Country Hunters and Anglers exist • Next steps and additional resources are occasionally provided • Learnhunting.org is an excellent resource and should be provided at the end of EVERY program. 	<p>Action 7.1: <i>Create targeted approaches to promote pathways and next-steps.</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Provide retention programs <ul style="list-style-type: none"> ○ Potentially pull participants from the database of people that have previously participated in a recruitment program to provide multiple contact opportunities (pending completion of Action 12). • Provide reactivation programs that will pull lapsed hunters back into the fold (e.g., college or family friendly programs). • Provide next steps at the end of every R3 program (e.g., learnhunting.org, information about locations, direct links to other in-person programs in their area). • Provide self-learning tools at the end of every program (e.g., how-to videos, online information sources, one-to-one instructor databases (ex: learnhunting.org)). • Develop and implement advanced fishing classes for those possessing basic fishing skills but limited experience

<p>Action: <i>Create a database of available mentors.</i></p> <p>Implementation: Outreach Committee</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Fill the GA DNR volunteer database with available mentors regardless of organization affiliation (the database is filterable by skill set, location, and age). ○ Currently piloting the inaugural Georgia Mentor Competition (gon.com/mentor) to: <ul style="list-style-type: none"> ▪ Fill the existing volunteer database with available mentors. ▪ Incentivize recruitment of new hunters. ▪ Highlight the importance of mentorship through state-level outlets. ▪ Evaluate the effectiveness of one-on-one mentorship. ○ Encourage R3 program participants to become mentors in future years (see results chain under Strategy 6). ○ Make the database available to stakeholders with R3 programs registered in the event system mentioned in Action 12. • Ideas for the consideration of the committee: <ul style="list-style-type: none"> ○ Mentor vetting system, mentor insurance, and protecting mentors from false accusations. 	<p>This Action has not been initiated.</p> <ul style="list-style-type: none"> • In a report titled “The Missing Link in R3-Making Mentoring Work” by Wildlife Management Institute (WMI) and Southwick Associates defines mentoring as one-to-one repeat interaction. The study also demonstrates participants don’t like the term mentor and mentee automatically given. Thus, the community is encouraged to implement language such as instructor/coach and student/participant. This allows a participant to award a title of mentor if they feel it is deserved. • The inaugural Georgia Mentor Competition did not recruit the attention hoped for and has not been replicated. • Recognize the merits of skills-based training vs true mentorship opportunities • If mentoring is to be successful as a mimic to an organic process, studies show it’s best when brokered by a trusted individual (e.g., neighbor, friend, or state agency) • According to the “Best Practices and Recommendations” from Wildlife Management Institute published in 2022, nearly 10% of survey respondents representing the US population indicated at least a moderate level of interest in becoming a potential hunting mentee soon. In addition, 18% were at least moderately interested in becoming a target shooting mentee. There is a substantial opportunity for both mentoring efforts and 	<p>Action 7.2: <i>Create a database of available volunteer instructors.</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> ▪ Drive recruitment of volunteers to IHEA Learnhunting.org <p>Market “invite someone hunting.” Incentives aren’t necessary to energize mentorship</p> <ul style="list-style-type: none"> • Encourage R3 program participants to become instructors in future years
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<p>Provide special property access to the mentor and their mentee via R3 designated properties (public or private, work with Land Committee).</p>	<p>increased hunting and target shooting participation</p>	
	<p>This is a new Action.</p> <ul style="list-style-type: none"> • According to the “National Hunting and Shooting Sports Action Plan” published by the Wildlife Management Institute and Council to Advance Hunting and the Shooting Sports Feedback from participant focus groups indicates that firearm or archery safety is important for individuals to master before other R3 interactions can be effective. • Tailored range facilities and activities that create and emphasize the recreational (fun) value of the shooting sports can motivate some participants to continue their participation. 	<p>Action 7.3: <i>Provide shooting sport audiences and fishing audiences learn to hunt opportunities</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • If the program is considered a “gateway to hunting,” provide information regarding additional opportunities or next steps <ul style="list-style-type: none"> ○ Hunter Education ○ 3D Archery • Consider methods of tracking “gateway to hunting” shooting program participants to better understand impacts and outcomes <ul style="list-style-type: none"> ○ Gift them or sell them apprentice hunting licenses to assign a Go Number for tracking ○ Adjust paperwork protocols to collect names and birthdates
	<p>This is a new Action.</p>	<p>Action 7.4: <i>Increase educational and informational support for Fishing</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Develop print and digital resources/videos to offer on the WRD and Go Fish Center websites • Work with Public Affairs Section to initiate an email campaign introducing new anglers

		<p>(fishing license holder for less than 2 years) to fishing events and opportunities nearby</p> <ul style="list-style-type: none"> • provide resources and tips to equip anglers with tools needed to increase the chance of success (where to go, what baits to use, species to target, equipment tutorials, etc.).
	<p>This is a new Action.</p> <ul style="list-style-type: none"> • Hunting, fishing and shooting are considered “gateways” as participants in one activity are more likely to participate in another of the three recreations if offered opportunity to try it • According to Responsive Management and Outdoor Stewards of Conservation in their “American’s Attitudes Toward Hunting and Target Shooting,” those who hunt, sport shoot, or fish are more likely to approve of hunting than any other descriptive category. 	<p>Action 7.5: <i>Convert single sport license holders into multi-sport license holders</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Communicate and collaborate with the Public Affairs, Marketing and Communications Unit • Communicate and collaborate with the License and Boat Registration Unit
	<p>This is a new Strategy.</p> <ul style="list-style-type: none"> • In a report titled “Fish and Wildlife Relevancy Roadmap “by the Association of Fish and Wildlife Agencies (AFWA) and WMI, it is suggested society’s primary outdoor recreations and relationship to fish and wildlife has changed. The Roadmap prompts State Wildlife Agency to enhance conservation through broader engagement. • This concept is included in the R3 Action Plan to encourage conversation regarding our role in the community and the broader community’s role in conservation. • R3 is the prescription of sustained participation in wildlife consumptive 	<p>Strategy 8: Increase Fish and Wildlife Relevancy to broader constitutes</p>

	<p>activities and conservation funding structures to ensure the health of our ecosystems and longevity of wildlife species. The State Wildlife Agency, the driving force of R3, must understand its' relationship to broader constituents to continue implementing R3 efforts effectively.</p>	
	<p>This is a new Action.</p> <ul style="list-style-type: none"> In Georgia 7.0% of the population holds the privilege to hunt and 12.4% of the population holds the privilege to fish. As our mission is essential, and we hold wildlife in trust for all people, we must understand our audiences to remain relevant to the broader public. 	<p>Action 8.1: <i>Establish a WRD agency working group to evaluate relevancy</i></p> <p>Implementation: GA DNR-WRD</p> <p>Tasks:</p> <ul style="list-style-type: none"> Participate in a multi-state relevancy study launching in 2023 Understand the Relevancy Roadmap and consider implementation of components
	<p>This is a new Action</p> <ul style="list-style-type: none"> New professionals bring creative ideas, unconsidered perspectives and unidentified challenges to be overcome 	<p>Action 8.2: <i>Diversify perspectives and cultural values of conservation professionals</i></p> <p>Implementation:</p> <p>Tasks:</p> <ul style="list-style-type: none"> Recognize that new professionals bring creative ideas, unconsidered perspectives and unidentified challenges to be overcome. The conservation community needs to relate to all people. Hire individuals who are best suited for the position description and <ul style="list-style-type: none"> Support community outreach to minority populations to improve awareness of career opportunities

		<ul style="list-style-type: none">○ Foster pathways for minority populations into conservation careers
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