

MEMORANDUM



To: Florida Fish and Wildlife Conservation Commissioners
From: Doc Kokol, Director, Office of Strategic Initiatives
Date: July 10, 2017
Subject: Recruitment, Retention and Reactivation (R3): Part I – Overview of National and State Efforts

Purpose:

To provide the Commissioners with an overview of the National initiative to recruit, retain, and reactive (R3) hunters, anglers, and boaters and to provide highlights of Florida’s initiatives that support this national initiative.

This is part one of three segments of the Recruitment, Retention and Reactivation discussion. This segment (Part 1) is the general overview of the national initiative and Florida efforts. Part 2 features an update on the Florida Youth Conservation Centers Network (FYCCN). Part 3 features invited industry leaders engaging the Commission in an open dialogue of strengthening partnerships between private industry and public agencies.

Summary:

The R3 campaign is designed to enhance current efforts to recruit, retain and reactivate anglers, boaters, hunters, and shooting sports participants. The project, part of a national campaign of conservation agencies, industry partners and Non-Governmental Organizations (NGOs), was created in response to the need for increased participation in conservation. Successful R3 efforts are based on understanding the constituents’ decision-making process to become lifetime outdoorsmen and women, and using that knowledge to enhance efforts that meet their needs. Invited guest, Mr. Matt Dunfee, Programs Manager with the Wildlife Management Institute, will provide the Commission with the national perspective.

FWC has a number of existing and new programs and efforts that step down this National Initiative to the state level. Several of the programs will be highlighted by staff. Staff is evaluating current R3 programs and identifying opportunities to reach broader audiences through effective partnerships with industry and NGOs. Our evaluation process will include a calculation of the return on investment for our outreach programs to ensure resources are being used in the most effective way possible.

Staff Recommendation:

This review is being provided as information for the Commissioners and any direction they may want to provide.

Staff Contact and/or Presenter:

Doc Kokol, Director, Office of Strategic Initiatives, FWC
Invited Guest, Matt Dunfee, Programs Manager with the Wildlife Management Institute