



Developing, Evaluating R&R programs



*Presented by Doug Burt, AZGFD
Summer 2012 HAWHG Meeting*

We're Not Alone

- Recruitment and retention efforts have been occurring nationally for years.
- Despite that, participation rates and license sales continue to trend downward.
- Many programs are attracting existing hunters, rather than recruiting new ones.
- There is a national effort to develop, evaluate, and standardize recruitment and retention programs to be more successful.



National Effort

- Key representatives from across the nation:
 - Wildlife Management Institute
 - Foundation's of Success
 - National Wild Turkey Federation
 - Duck's Unlimited
 - Orion: The Hunter's Institute
 - Federal Ammunition
 - Private wildlife conservation consultants
 - 8+ State Fish & Wildlife agencies



What's on the Table?

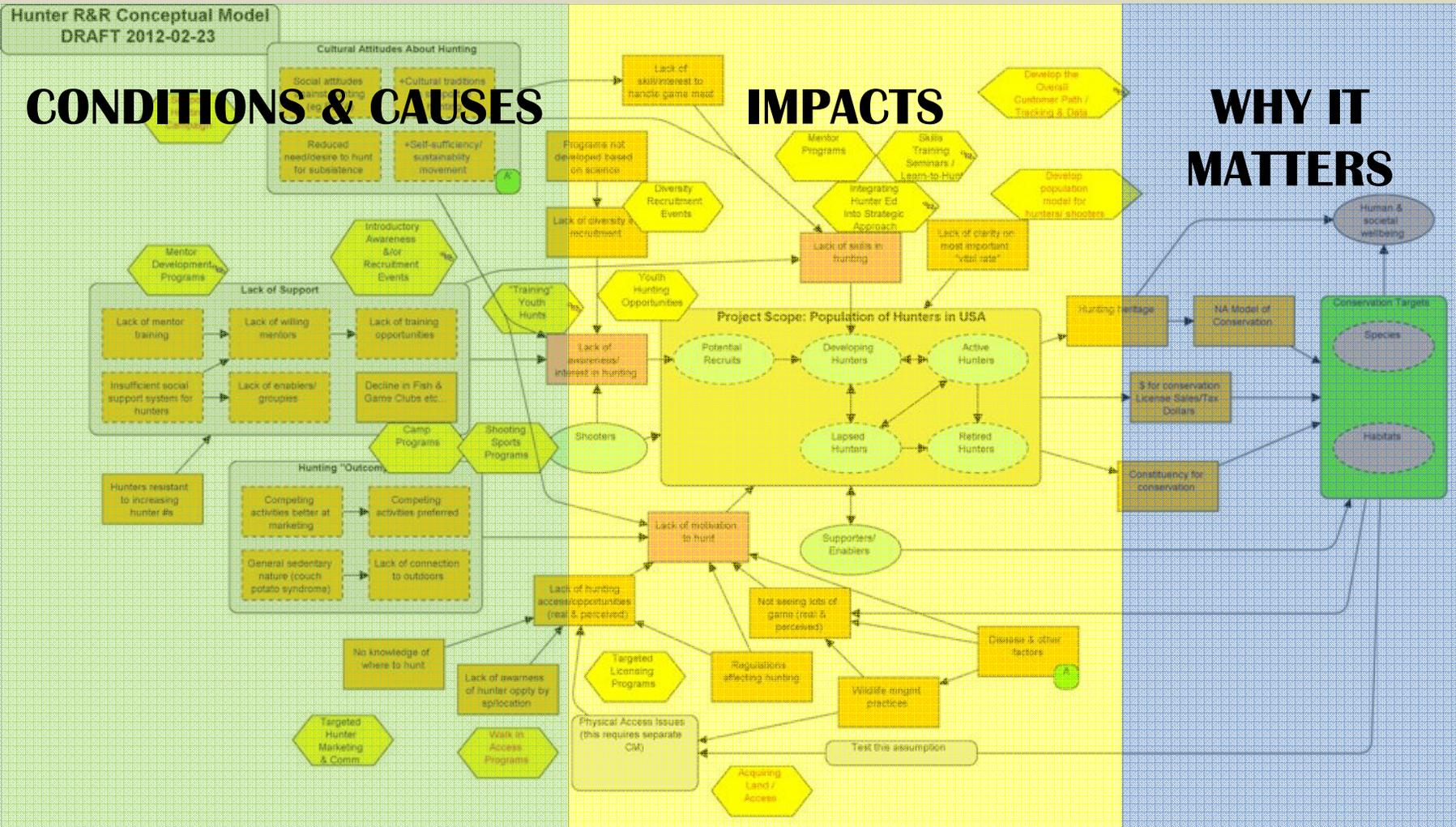
- Establishing standard definitions for “recruitment,” “retention,” and programs.
- Creating program models that address a known cause for decline, and can be evaluated.
- Connecting participants with “social support,” and “next steps” pathway necessary for further development.
- Marketing events to the “right” participant



The Approach

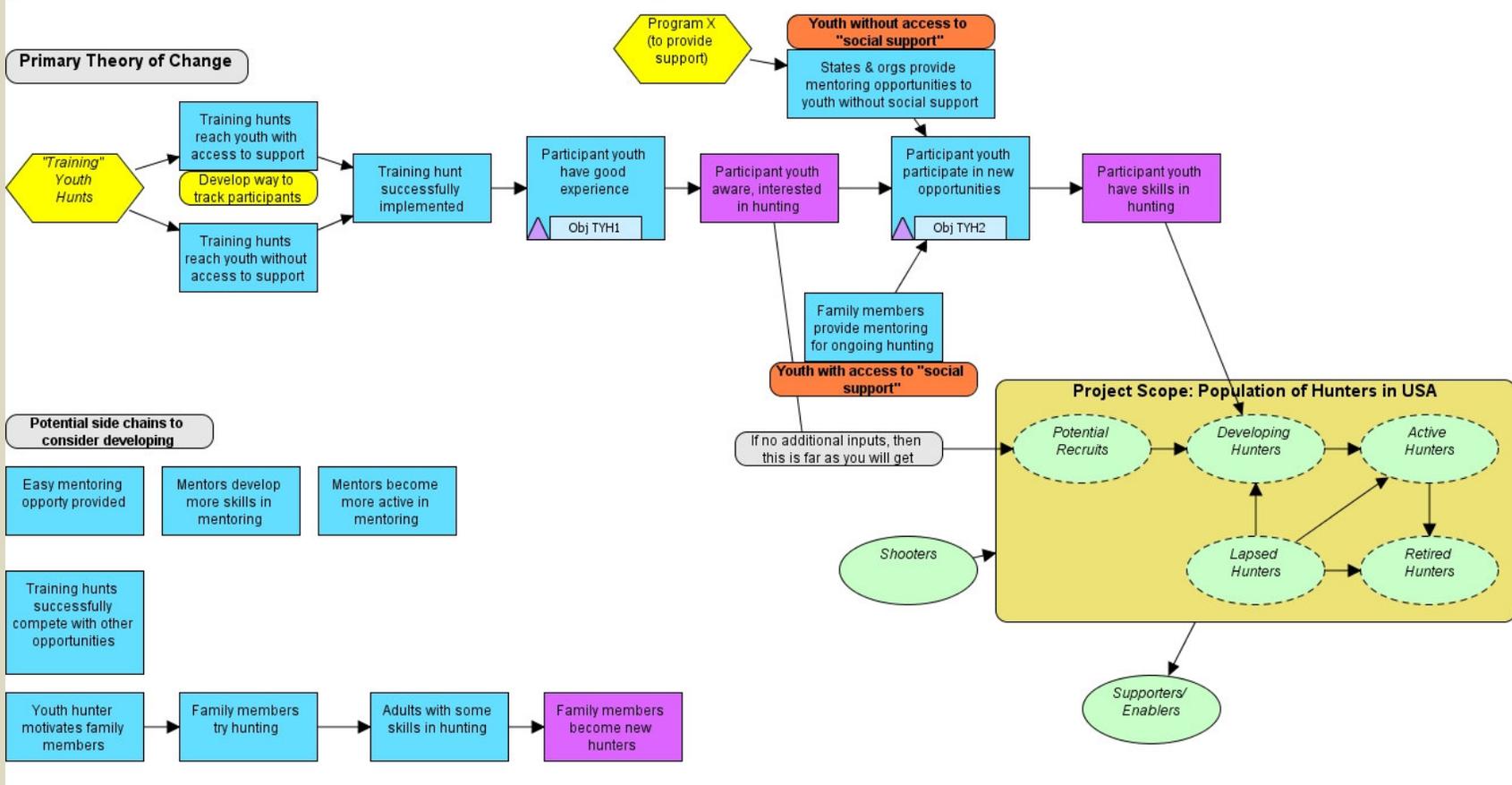
- Scientific approach using modern theory of change software to address known reasons for the decline in participation rates.
 - Urbanization
 - Disconnected from nature
 - Change in family structure, mentoring
- Develop, or improve programs to address known area(s) of decline, evaluation, and providing pathway to continue.

Modeling Barriers

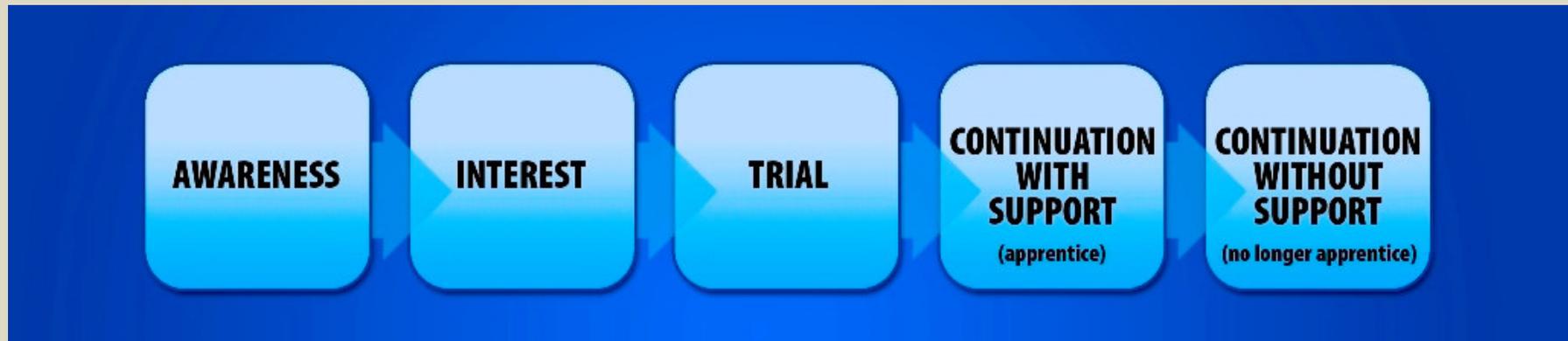


Developing Programs & Elements

2. Training Youth Hunts
DRAFT Version: 2012-02-29 (Workshop)

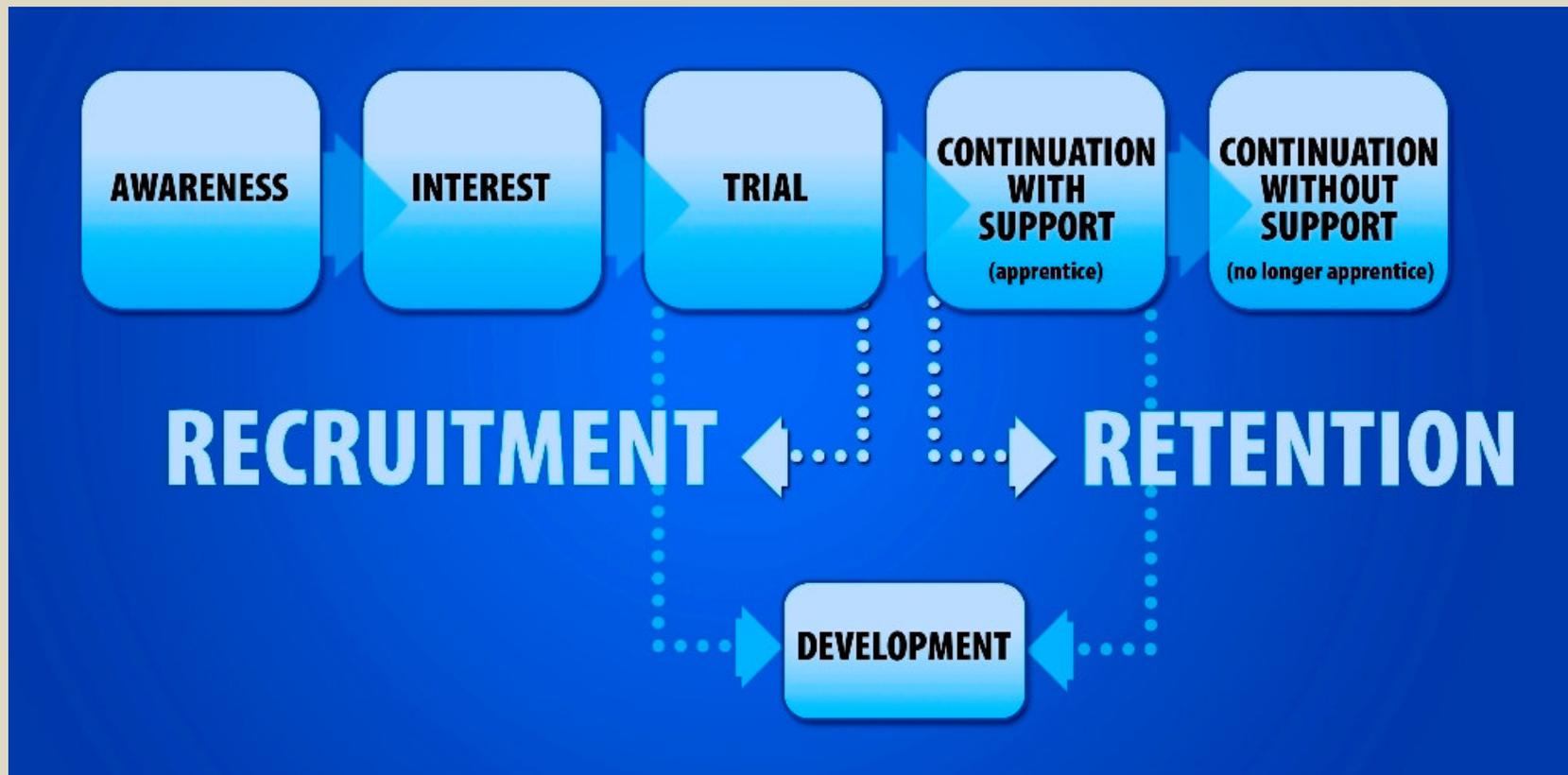


Adoption Sequence



- The “Adoption Sequence” has key identifiable steps; however, learning to hunt, takes more than 1 “try”, it can be complicated and takes some time to understand the many elements.
- How long did it take you to learn how to hunt quail? (buying the right license, learning the seasons & regulations, gear selection & use, skills to locate, pursue, harvest, clean, prepare, cook to feel confident to do it again)

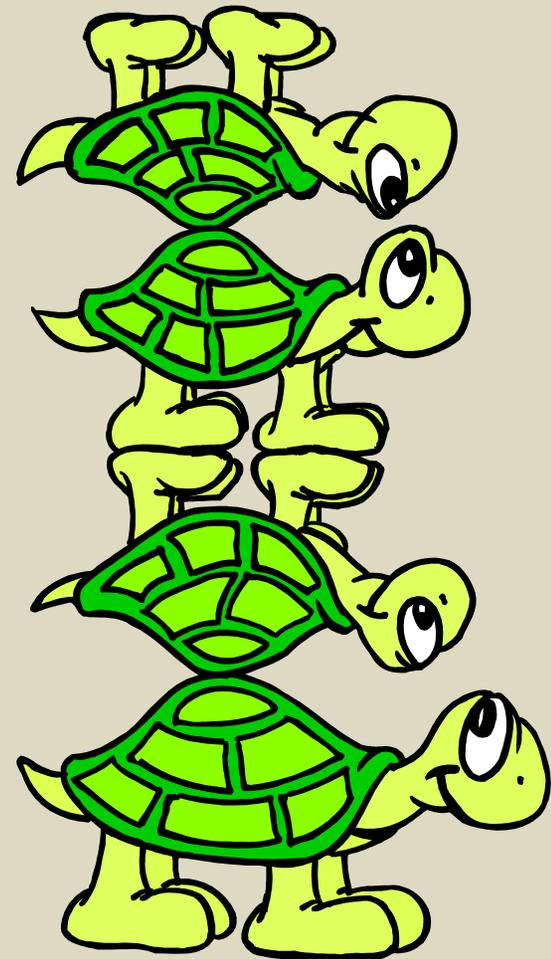
When is someone “Recruited”



- Someone is considered “recruited” after their first trial. However, development and retention requires many contacts through the “trail stage” and the “continuation with support stage.”

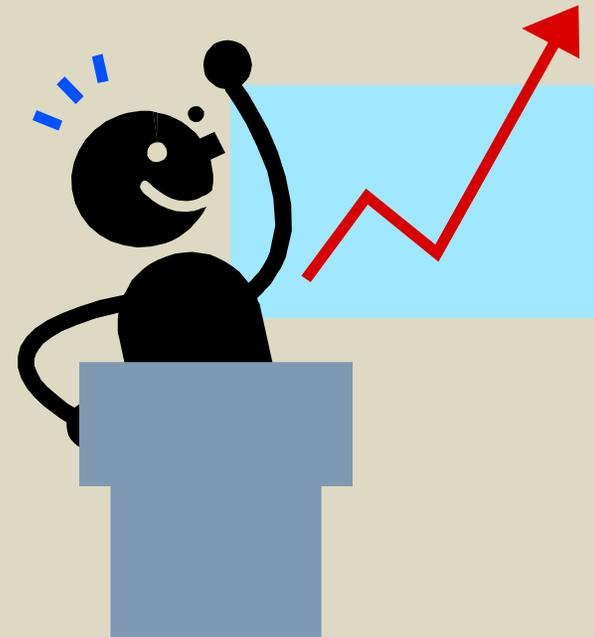
What do we know from that

- Let's bring this back to our earlier numbers from the 2011 season.
 - 27% new to hunting
 - 26% of non- hunting/fishing families
 - 50% attended event before
- Based on the “Adoption Sequence” and the stages of “recruitment,” “development,” and “retention,” our HAHWG outdoor skills camps are hitting the mark.



Elements of Successful R&R Programs

- Identify reason for need
- Developing a plan
- Reaching the right audience
- Effective implementation
- Providing “Next Steps”
- Evaluation
- Revise and repeat



Take Aways

- Standard definitions for “recruitment,” “retention” will help in comparing and evaluating programs.
- Marketing, and screening for the right event participant is vital for reaching new customers.
- Providing “Next Steps” is critical to move new recruits through the adoption sequence.
- HAWHG events should (will) attract a proportional mix of brand new beginners, those continuing to develop skills, and those almost ready to leave the nest.





Let's get to work
