

OK

COMPLETE

Q1 **5 – Sustain/monitoring phase**

Has your agency developed an Angler R3 Plan (or R3 Plan that includes Angler R3) with objectives and desired outcomes?

Q2 **4 – Most of the time**

Does your agency implement a balance of angler recruitment, retention and reactivation strategies?

Q3 **4 – Most of the time**

Has your agency established program evaluation measures to assess outcomes of angler R3 efforts?

Q4 **5 – All of the time**

Does your agency implement angler retention and/or reactivation email/direct mail strategies?

Q5 **5 – Sustain/monitoring phase**

Does your agency have a developed marketing plan that supports angler R3 programs?

Q6 **4 – Mostly**

Has your agency allocated or reallocated agency resources to ensure angler R3 success?

Q7 **3 – Somewhat**

Does your agency have a dedicated budget to support angler R3 efforts?

Q8 **5 – Sustain/monitoring phase**

Does your agency have an intra-agency coordination or interdivisional R3 committee?

Q9 **5 – Position filled/on staff**

Does your agency have a full-time Angler R3 Coordinator/Manager or a full-time R3 Coordinator/Manager responsible for Angler R3?

Q10 **No**

Does your agency's Angler R3 Coordinator/Manager report to your agency's Assistant/Deputy Director(s) or is s/he part of the agency's top-level management team?

Q11 **4 – Mostly**

If No to Question 10, does your Angler R3 Coordinator/Manager have direct access to your agency's Director/Assistant Director or top-level management?

Q12 **5 – Position filled/on staff**

Does your agency have a full-time Marketing Manager/Director and/or marketing team?

Q13 **5 – Sustain/monitoring phase**

Does your agency have a customer relationship management (CRM) system?

Q14 **5 – Completely**

Has your agency established a fully electronic (including online, POS, etc.) fishing license system?

Q15 **3 – Design/development phase**

Has your agency gone through a license simplification process to simplify/reduce the fishing licenses offered?

Q16 **3 – Design/development phase**

Has your agency gone through a process to simplify your fishing license regulations?

Q17

5 – Sustain/monitoring phase

Does your agency have a data dashboard to track license trends to inform R3 efforts?

Q18

5 – All of the time/mandatory email

Does your agency implement strategies to increase email collection for fishing license customers?

Q19

5 – Sustain/monitoring phase

Does your agency have an event/program attendee registration process that integrates with your fishing license system data?

Q20

4 – Initial launch/implementation

Has your agency established an inventory and process for sharing R3 program learnings and success stories within your state and with other states, and through the national R3 clearinghouse?

Q21

5 – All of the time

Does your agency staff attend RBFF's State Marketing Workshop, the R3 Training at NCTC, and/or regional R3 Committee meetings?

Q22

State

Oklahoma

Q23

First Name

Skylar

Q24

Last Name

St. Yves

Q25

Title

R3 Fishing/Aquatic Education Coordinator

Q26

Phone

(405) 521-4613

Q27

Email

skylar.styves@odwc.ok.gov
