

## STUDY FINAL REPORT

**State:** Michigan

**Project No.:** F-81-R-8

**Study No.:** 230697

**Title:** Fisheries Stewardship and Heritage Outreach/Research (SHOR) Initiative: A Five Year Plan for Baseline and Longitudinal Research on Angling Involvement and Associated Fisheries and Aquatic Stewardship Activities in Michigan.

**Period Covered:** October 1, 2001 to September 30, 2007

**Study Objectives:** 1) Develop an annual, baseline reporting system to track demographic segments represented (and not represented) in the Michigan angling and fisheries stewardship populations, by using the computerized point-of-sale license database and other statewide databases. 2) Examine Michigan angler/stewardship population dynamics, including recruitment rates, retention rates, and other population parameters, using descriptive and analytical techniques commonly employed in basic fisheries population analysis and demography. 3) Design longitudinal research, using the computerized point-of-sale database, to examine the role of educational program interventions in early angling recruitment retention, and stewardship development, particularly among teenage, pre-license Michigan youth. 4) Evaluate effectiveness of other fisheries and aquatic stewardship communications/outreach tools and/or programs specifically designed for targeted audiences.

**Findings:** Only Job 18 was scheduled for 2006-07 and progress is reported below.

**Job 18. Title:** Publish final report.—Findings for this study are published as:

Dann, S. L., A. Alvarado, D. Palmer, B. Schroeder, and M. Stephens. In press. Angler participation, recruitment, and retention in Michigan, 1995–2004: Using data-mining techniques for customer relationship management. Michigan Department of Natural Resources, Fisheries Research Report, Ann Arbor.

This Fisheries Research Report will initially be published on the internet only due to current budget constraints. Therefore, a loose-leaf printout will be provided until a bound, published version is available, when it will be forwarded.

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**Date:** September 30, 2007