

Special Publication No. 01-6

**Sport Fish Division Region III Information and
Education Program Strategic Plan: 2001-2003**

by
Nancy Greiner

June 2001

Alaska Department of Fish and Game

Division of Sport Fish



Symbols and Abbreviations

The following symbols and abbreviations, and others approved for the *Système International d'Unités* (SI), are used in Division of Sport Fish Fishery Manuscripts, Fishery Data Series Reports, Fishery Management Reports, and Special Publications without definition. All others must be defined in the text at first mention, as well as in the titles or footnotes of tables and in figures or figure captions.

Weights and measures (metric)		General		Mathematics, statistics, fisheries
centimeter	cm	All commonly accepted abbreviations.	e.g., Mr., Mrs., a.m., p.m., etc.	alternate hypothesis H_A
deciliter	dL	All commonly accepted professional titles.	e.g., Dr., Ph.D., R.N., etc.	base of natural logarithm E
gram	g	and	&	catch per unit effort CPUE
hectare	ha	at	@	coefficient of variation CV
kilogram	kg	Compass directions:		common test statistics F, t, χ^2 , etc.
kilometer	km	east	E	confidence interval C.I.
liter	L	north	N	correlation coefficient R (multiple)
meter	m	south	S	correlation coefficient r (simple)
metric ton	mt	west	W	covariance Cov
milliliter	ml	Copyright	©	degree (angular or temperature) °
millimeter	mm	Corporate suffixes:		degrees of freedom Df
		Company	Co.	divided by \div or / (in equations)
Weights and measures (English)		Corporation	Corp.	equals =
cubic feet per second	ft ³ /s	Incorporated	Inc.	expected value E
Foot	ft	Limited	Ltd.	fork length FL
Gallon	gal	et alii (and other people)	et al.	greater than >
Inch	in	et cetera (and so forth)	etc.	greater than or equal to \geq
Mile	mi	exempli gratia (for example)	e.g.,	harvest per unit effort HPUE
Ounce	oz	id est (that is)	i.e.,	less than <
Pound	lb	latitude or longitude	lat. or long.	less than or equal to \leq
Quart	qt	monetary symbols (U.S.)	\$, ¢	logarithm (natural) \ln
Yard	yd	months (tables and figures): first three letters	Jan, ..., Dec	logarithm (base 10) Log
Spell out acre and ton.		number (before a number)	# (e.g., #10)	logarithm (specify base) \log_2 , etc.
		pounds (after a number)	# (e.g., 10#)	mid-eye-to-fork MEF
Time and temperature		registered trademark	®	minute (angular) '
Day	d	trademark	™	multiplied by X
degrees Celsius	°C	United States (adjective)	U.S.	not significant NS
degrees Fahrenheit	°F	United States of America (noun)	USA	null hypothesis H_0
hour (spell out for 24-hour clock)	h	U.S. state and District of Columbia abbreviations	use two-letter abbreviations (e.g., AK, DC)	percent %
Minute	min			probability P
Second	s			probability of a type I error (rejection of the null hypothesis when true) α
Spell out year, month, and week.				probability of a type II error (acceptance of the null hypothesis when false) β
				second (angular) "
Physics and chemistry				standard deviation SD
all atomic symbols				standard error SE
alternating current	AC			standard length SL
ampere	A			total length TL
calorie	Cal			variance Var
direct current	DC			
hertz	Hz			
horsepower	hp			
hydrogen ion activity	pH			
parts per million	ppm			
parts per thousand	ppt, ‰			
volts	V			
watts	W			

SPECIAL PUBLICATION SERIES NO. 01-6

**SPORT FISH DIVISION REGION III INFORMATION AND EDUCATION
PROGRAM STRATEGIC PLAN: 2001-2003**

by

Nancy L. Greiner
Division of Sport Fish, Fairbanks

Alaska Department of Fish and Game
Division of Sport Fish, Research and Technical Services
333 Raspberry Road, Anchorage, Alaska 99518-1599

June 2001

Development and publication of this manuscript were partially financed by the Federal Aid in Sport Fish Restoration Act (16 U.S.C. 777-777K) under Project F-31-11

The Special Publications series was established in 1991 for the publication of techniques and procedures manuals, informational pamphlets, special subject reports to decision-making bodies, symposia and workshop proceedings, application software documentation, in-house lectures, and other documents that do not fit in another publication series of the Division of Sport Fish. Special Publications are intended for fishery and other technical professionals. Special Publications are available through the Alaska State Library and on the Internet: <http://www.sf.adfg.state.ak.us/statewide/divreports/html/intersearch.cfm> This publication has undergone editorial and peer review.

Nancy L. Greiner

*Alaska Department of Fish and Game, Division of Sport Fish, Region III,
1300 College Road, Fairbanks, AK 99701-1599, USA*

This document should be cited as:

Greiner, N. L. 2001. Sport Fish Division Region III Information and Education Program Strategic Plan: 2001-2003. Alaska Department of Fish and Game, Special Publication No. 01-6, Anchorage.

The Alaska Department of Fish and Game administers all programs and activities free from discrimination based on race, color, national origin, age, sex, religion, marital status, pregnancy, parenthood, or disability. The department administers all programs and activities in compliance with Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, Title II of the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975, and Title IX of the Education Amendments of 1972.

If you believe you have been discriminated against in any program, activity, or facility, or if you desire further information please write to ADF&G, P.O. Box 25526, Juneau, AK 99802-5526; U.S. Fish and Wildlife Service, 4040 N. Fairfax Drive, Suite 300 Webb, Arlington, VA 22203 or O.E.O., U.S. Department of the Interior, Washington DC 20240.

For information on alternative formats for this and other department publications, please contact the department ADA Coordinator at (voice) 907-465-4120, (TDD) 907-465-3646, or (FAX) 907-465-2440.

TABLE OF CONTENTS

	Page
LIST OF TABLES.....	iii
LIST OF APPENDICES	iii
EXECUTIVE SUMMARY	1
OVERVIEW OF REGION III.....	1
Region III Boundaries and Offices	1
Population	1
The People	2
The Water	2
The Fish	2
INTRODUCTION	3
Information and Education	3
METHODS.....	4
RESULTS.....	4
THE REGION III I&E PLAN	5
Staffing Plan	6
In-House Communication.....	7
Outreach	8
Web Pages	10
Publications	10
Public Relations.....	11
Feedback.....	12
SUMMARY	12
ACKNOWLEDGMENTS	13
GLOSSARY	14
LITERATURE CITED.....	14
APPENDIX A	15
APPENDIX B.....	17
APPENDIX C.....	19
APPENDIX D	25
APPENDIX E.....	29
APPENDIX F	33

TABLE OF CONTENTS (Continued)

	Page
APPENDIX G	45
APPENDIX H	53
APPENDIX I	61
APPENDIX J	63

LIST OF TABLES

Table		Page
1.	Option Categories.....	4
2.	Option Funding Levels.....	5
3.	Option Weight Classes.....	5

LIST OF APPENDICES

Appendix		Page
A.	Map of Region III.....	16
B.	Fresh and Brackish Water Fish Species of Region III.....	18
C.	I&E Services Currently Provided by Region III.....	20
D.	Methods.....	26
E.	Structure of the Region III Information and Education Strategic Plan: 2001-2003	30
F.	Results.....	34
F1.	Synthesis of Level 1 Nodes: Goals.....	35
F2.	Options in the I&E Strategic Plan coded to the goal that they address	36
F3.	Number of options by category	38
F4.	Relative option percents by category	38
F5.	Number of options in each funding level	39
F6.	Category options by funding level	39
F7.	Accumulative option weights by category	40
F8.	Average option weights by category	41
F9.	Percent average option weights by category	41
F10.	Percent accumulative option weights by category.....	42
F11.	Number of options in each weight class by category	42
F12.	Total category weights by funding level	43
F13.	Percent funding level within each category.....	44
G1.	Timeline for: Alaska Department of Fish and Game, Sport Fish Division, Region III I&E Strategic Plan: 2001-2003	46
G2.	Year 2001 options (tasks) by completion date	47
G3.	Year 2002 options (tasks) by completion date	48
G4.	Year 2003 options (tasks).....	49
H.	Options by weight/funding level	54
I.	Sport Fish information requests by phone and visitor 2000 season	62
J.	Budgets: FY2001 current & FY2002 request and projected FY2003 request.....	64

EXECUTIVE SUMMARY

The Alaska Department of Fish and Game, Sport Fish Division, Region III encompasses 78% of Alaska's landmass. About 153,000 Alaskans live within the boundaries of the region. Thirty-seven fresh and brackish water fish species reside in Region III waters. Twenty-one fisheries biologists research and manage fishery resources within the region.

Since statehood, Region III staff has been providing information and education (I&E) services to anglers, educators, school children, visitors, and other interested parties, but no formal I&E program was established until this strategic planning effort. Region III staff used a variety of methods to develop its first formal three-year Strategic Plan.

The following is the result of a collective effort on the part of the entire Sport Fish Division Region III staff. It is a work in progress, sure to suffer its share of growing pains, but it is a monumental step toward a structured I&E program.

OVERVIEW OF REGION III

REGION III BOUNDARIES AND OFFICES

Region III of the Alaska Department of Fish and Game, Sport Fish Division (Arctic-Yukon-Kuskokwim and Upper Copper/Upper Susitna River), encompasses 78% (1,147,760 km²) of Alaska's 1,477,267 km². This is an area the size of the next two largest U. S. states, Texas and California, combined. The boundary of Region III extends from the Canadian border in the northeast corner of the state on the Arctic Ocean and continues undisrupted, west along the northern coast and south along the western coast to Cape Newenham, in Southwest Alaska, on Kuskokwim Bay. From Cape Newenham, the boundary continues east to include all waters of the Goodnews River and Kuskokwim River drainages. The boundary follows the continental divide (Alaska Range) to include all Alaskan waters of the Yukon River drainage. Region III's line bisects the Copper River drainage to include all waters north of the south bank of the mouth of Haley Creek and north of the south bank of the mouth of Canyon Creek. The Upper Susitna River and all its tributaries above the Oshetna River confluence also lie within Region III. The boundary continues east along the continental divide to include all waters of the Chitina River drainage, finally meeting the Alaska-Canada border. The boundary of Region III includes 54,563 kilometers of coastline: 20% of Alaska's total. The border of Region III then follows the Alaska-Canada border to the northeast corner of the state on the Arctic Ocean (Appendix A).

Twenty-one biologists research and manage the sport fisheries in Region III. The Regional office is in Fairbanks (Mile 364 Richardson Highway), which lies near the mouth of the Chena River, a tributary of the Tanana River in Interior Alaska. Field offices are located in Bethel (a fly-in community near the mouth of the Kuskokwim River), Delta Junction (Mile 275 Richardson Highway at the confluence of the Delta and Tanana rivers), Tok (Mile 1314 of the Alaska Highway on the Tok River, a tributary of the Tanana River in Eastern Alaska), and Glennallen (Mile 187 Glenn Highway in the Copper River Valley).

Population

Region III is sparsely populated with approximately 153,000 of Alaska's 621,400 residents living within its boundaries. Fairbanks, the largest city in Region III, has a population of 31,600. Fairbanks lies within the Fairbanks North Star Borough Census area (population 83,928). Other census areas include Bethel (15,997), Nome (9,402), North Slope Borough (7,403), Wade

Hampton (7,063), Northwest Arctic Borough (6,844), Yukon-Koyukuk (6,453), Southeast Fairbanks (6,402), and Denali Borough (1,864) (Alaska Northwest Books, 1999). Northern portions of the Dillingham, Lake and Peninsula Borough, Matanuska Susitna Borough, and Valdez-Cordova Census Areas also fall within the Region III boundary.

The People

Region III anglers come from a multitude of lifestyles, cultures, and backgrounds. Many Native Alaskans (Inuit, Yupik, and Athabaskan) live in rural villages and in urban centers. Descendants of early pioneers as well as relative newcomers have carved out a living in Region III. There are approximately 16,333 active military personnel and their families residing in the area. The majority of residents live within a short distance of population centers such as Fairbanks, Bethel, Barrow, and Nome. Most of these communities, however, are accessible only by air. Many residents practice modified subsistence lifestyles, living off the fish, wildlife, and plant resources they harvest, augmented by supplies flown in from the nearest city. A good number of families live without indoor plumbing, hauling water from the nearest source. Many heat their homes with wood stoves; others have all the amenities the twenty-first century can offer.

There are three general categories of non-resident anglers in Region III. Tourists - folks who travel through a “package deal” tour company, and who have little to no time to devote to sport fishing. Independent travelers, including full time motor homers - those who come to Alaska for the adventure, and are limited only by their own schedule and funds. These folks often have an interest in doing a little fishing if they only knew where to go. They often have family members in the state who act as tour guides to the visiting relatives. And the third group are hard-core anglers - those who come to the 49th state to target a specific species or two. These travelers are often looking to catch a trophy fish (to snap a photo and release, or to have their catch mounted) and have fun doing it. Non-resident sport fishers contribute the lion’s share to sport fishing license fees in Alaska each year.

The Water

Countless lakes dot the Region III landscape. In the flat lowlands, it is often difficult to determine where one lake ends and another begins. Region III stocks about 120 landlocked lakes near the population centers of Fairbanks, Delta, and Glennallen with a combination of rainbow trout *Oncorhynchus mykiss*, coho salmon *Oncorhynchus kisutch*, Arctic char *Salvelinus alpinus*, and Arctic grayling *Thymallus arcticus*.

The state’s largest river systems (Yukon, Kuskokwim, Colville, and Noatak) and its ten longest rivers are located in Region III (Appendix A). These rivers wind their way over Arctic tundra and through boreal forest. They roar through canyons and meander across flats. They range in turbidity from the crystal water of spring-fed systems to the blue/gray silt-laden waters of glacial runoff. Side sloughs are the color of tea, stained by tannins. Many young rivers run murky as they cut their way through the earth in search of bedrock. Most lakes and rivers freeze and remain frozen throughout the winter season. Ice fishing is a popular pastime.

Also under Region III’s jurisdiction is approximately 2,500 miles of coastline where a number of brackish water fish species live.

The Fish

Region III is home to 37 freshwater and brackishwater fish species (Appendix B). These fish are long-lived and slow-growing due to cold water temperatures. Most Region III waters have lower nutrient input than more temperate waterways of southern Alaska. On average, the rivers and

lakes support smaller populations of fish than comparable rivers and lakes farther south; therefore, they are susceptible to over-fishing. Ephemeral fish resources exist in the form of five species of Pacific salmon. Salmon not only provide sport and subsistence opportunities, but (through decaying carcasses) contribute to the much-needed fertilization of the rivers.

INTRODUCTION

Information and Education

Though Region III staff has provided information and education publications, activities, and programs concerning Region III fish species, aquatic ecology, and sport fishing opportunities in the past, no formal Information and Education Program was established for Region III prior to this document.

The Alaska Department of Fish and Game, Region III, Sport Fish Division has provided informal Information and Education (I&E) services to anglers, educators, interest groups, and the general public since statehood (1959). Region III did not dedicate any specific I&E staff to provide these services. Biologists, seasonal fish technicians, and administrative staff of Region III absorbed and shared I&E duties. Though the staff was spread thin, they were dedicated, and, through their often volunteer efforts, Region III was able to provide a number of I&E services (Appendix C).

With increased demand for information, Region III Sport Fish Division recognized the need for a more structured approach to information dissemination. Through a series of meetings between August 1999 and September 2000, representative staff (Acknowledgements) identified four goals for the Region III I&E Strategic Plan:

1. Maintain an effective, professionally-trained I&E staff.
2. Strive for an educated public who understands resources and sound management.
3. Build public support for policies addressing sport fish angling and management.
4. Encourage participation in sport fishing.
 - Keeping in mind the mission of the Alaska Department of Fish and Game,
To manage, protect, and improve the fish, game, and aquatic plant resources of Alaska,
 - and the Goals of the Sport Fish Division,
 1. *Conservation of wild stocks of sport fish;*
 2. *Provide a diversity of recreational fishing opportunities; and,*
 3. *Optimize the social and economic benefits from recreational fisheries.*
 - the Mission of the Region III I&E Program was defined:
To foster appreciation and understanding of Region III's aquatic species and ecosystems; to encourage stewardship of Alaska's aquatic resources; to promote participation in, and support of, sport fishing; to disseminate quality, timely information concerning fishing opportunities; and, to encourage angler awareness and understanding of sport fishing regulations.

METHODS

Through brainstorming sessions, considerable Sport Fish Division staff input, examination of the history of Region III I&E services, and the application of the Analytic Hierarchy Process (AHP) modeled after Merritt, 1993, Region III developed this *Sport Fish Division Region III Information and Education Strategic Plan 2000-2003*.

The AHP ranked each identified task that would move the program toward accomplishment of its four major goals. This ranking system made it easier to prioritize the tasks, construct a timeline for completion, and formulate budget requests. For a more detailed summary of all the methods, see Appendix D.

RESULTS

The structure of the I&E Strategic Plan is outlined in Appendix E. The plan is complex due to the high number of elements (nodes) it contains. There are the 4 aforementioned goals, 20 objectives to specify the goals, 34 issues to solve or overcome, and 82 options (65 unique options), hereafter referred to as tasks, that when performed will move the program closer to its goals. Though most of the tasks are connected to each other like the strands of a web, they can be loosely grouped under seven categories (Table 1).

Table 1.-Task Categories.

Category	Definition
STAFFING PLAN	Staff Training & Duty Restructuring
IN-HOUSE COMMUNICATION	Requires only increased internal communication
OUTREACH	Outreach endeavors [Kid's Fish & Game Fun Day, Becoming an Outdoors Woman (BOW), Fairbanks Outdoors show, etc.]
WEB PAGES	Web page training and maintenance
PUBLICATIONS	Brochures, handouts, posters
PR	Public Relations/Goodwill Generation
FEEDBACK	Feedback/Surveys

Tasks can also be categorized by the amount of funding that is required (Table 2), and by the designated weight as determined by the AHP (Table 3).

Table 2.-Task Funding Levels

Funding Level	Definition
Level 1	Requires little to no additional funding
Level 2	Requires moderate funding
Level 3	Requires considerable funding

Table 3.-Task Weight Classes

Weight Classes	Definition
Upper Third	Task lies in the upper third of the weight rankings (.023-.077)
Middle Third	Task lies in the middle third of the weight rankings (.010-.021)
Lower Third	Task lies in the lower third of the weight rankings (.002-.006)

More detailed results can be seen in Appendix F.

THE REGION III I&E PLAN

The Region III I&E Program has great potential, but because of limited I&E – dedicated staff, the program must be careful not to grow too quickly. The worst mistake would be to spread efforts too thin. This would result in inefficient programs and outreach. Once we offer a service, publication, or program it would be wrong to arbitrarily withdraw it. To do so causes frustration and dissatisfaction on the part of the public and could lead to low I&E staff morale. For example, ADF&G once distributed a calendar, illustrated with wildlife and fish photos and highlighting important hunting and fishing dates. In 2000, ADF&G did not produce the calendar and public disappointment is evident. Visitors to the Regional lobby have also expressed dissatisfaction about the unavailability of the fish species brochures we once had. In planning and implementing I&E endeavors, the program will concentrate its efforts on a few aspects at a time until services and projects are completed or require only maintenance. The I&E staff will then direct their attention to the upstart of new ventures. In this manner the I&E program’s foundation will be strong and the program will thrive.

The I&E Coordinator will use the Strategic Plan timeline (Appendix G) as a guideline for the Region III Sport Fish Division I&E Program. If weight of importance, as assigned by the AHP, was the only element to consider in designing a timeline, the I&E Coordinator would simply work down the list of tasks, accomplishing those deemed most important by the AHP first and leaving those ranked low until last (See Appendix H for list of tasks in order of AHP importance). Though the I&E Coordinator will give heavily-weighted tasks high priority whenever possible, funding, time, public requests, and available staff are all factors that we must consider when determining which tasks will be completed and when. For example, the Strategic

Planning Committee ranked the task, “install an automatic help station in the Fairbanks lobby” high among the tasks, but since this task will take considerable funding to accomplish, it is only slated for completion by mid-2002. The I&E Coordinator will investigate possible sources for this funding in 2001 in order to attempt to meet the 2002 target date. In a similar vein, if unexpected funding becomes available, the I&E Coordinator reserves the right to move forward on the timeline those tasks that ranked low on the weight scale, and require considerable funds to accomplish. Editing and updating the *Stocked Lakes of the Tanana Valley* brochure ranked very low in importance, at 0.003. This is primarily because this was an option of the lowest ranking goal, “Encourage Participation in Sport Fishing.” However, public request for this information is high, so the brochure will hold a place of top priority in spite of its ranking by the AHP.

The program may complete some low-ranking tasks that require little time and/or funds sooner than their weighted importance would indicate. The majority of Communication tasks ranked low to midland by weight class, but are 100% funding level 1 (little to no additional funds). Since most Communication tasks require only time, and would contribute greatly to a more informed and effective I&E staff (a component of the highest ranked goal), many of these tasks will be exercised early and continually in the timeline.

Though Outreach tasks dominated the upper-third weight class in sheer number, many Outreach endeavors require considerable funds, placing them farther away on the timeline than their weights alone would demand.

The following is a review of the seven categories, their respective tasks, and issues that will be addressed through the completion of the tasks.

STAFFING PLAN

Although many of the staff options require little to no funding, they will require the investment of time, which may translate to additional funding for increased staff required to accomplish the tasks. Since the goal “Maintain an effective, professionally trained I&E Staff” and the task “Determine staff funding request relative to production” were ranked above all others in their respective nodes, future budget requests should reflect this desire. A problem to overcome in order to obtain additional funding for I&E staff is documentation of need. Since July 2000, all manner of requests for information and education services are now being quantified in the Fairbanks office and all field offices during the sport fishing season. The Delta field office has been keeping these information request counts for the past three years (Appendix I).

Most Sport Fish Division I&E staff feel they have limited first-hand knowledge of fisheries and management issues which limits the effectiveness of I&E staff. In order to keep current and knowledgeable on sport fishing opportunities, research endeavors, and field conditions, I&E staff will go on periodic field trips, and assist in research projects. This will be a priority of the I&E Program. Lack of field opportunities is especially endemic in the Regional office since field office I&E personnel are primarily Fish and Wildlife Technicians, whose top priority is fieldwork. Two to three field excursions per year for Regional staff would help broaden the knowledge base of the I&E representatives.

In order to permit I&E staff to go to the field, the I&E Program Coordinator must schedule coverage of the front counter. The counter during peak season can be a hectic, unforgiving job. To subject staff unaccustomed to the duties of the position without a frame of reference for assistance is unacceptable. The Program Coordinator is compiling a list of frequently asked questions (FAQ), commonly requested forms, and written procedures for each at the front desk.

This book of standard operating procedures (SOP) for the front counter will be a useful tool for personnel substituting at the counter. I&E staff will review the SOP manual annually or as conditions warrant so that it is kept current.

Most Sport Fish Division I&E staff have had little opportunity to participate in professional training/conferences in interpretive techniques, customer service skills, brochure design, etc. Training via professional formal training workshops (e.g. Natural Resource Interpretation, Brochure Design, Interpersonal Communication, Event Organization, American Fisheries Society (AFS) Conferences, etc.) will be sought out and attended by I&E staff when appropriate. Increased training opportunities can only make I&E staff more effective providers and interpreters of sport fishing information and aquatic education.

Front counter I&E staff at the Fairbanks office are employed by either Sport Fish Division or Wildlife Division. If Sport Fish I&E staff are assisting visitors and another individual enters with a sport fish question, Wildlife I&E staff do their best to assist, but often the individual has to wait for a Sport Fish representative. The reverse situation occurs when Wildlife staff members are similarly occupied and a Sport Fish representative is available. We could better serve walk-in clients to the Fairbanks lobby if front-counter Sport Fish and Wildlife personnel were cross-trained. Currently, a degree of cross-divisional assistance takes place at the front counter. Sport fish questions dominate in the spring and summer months, while hunting/trapping information is more in demand in the fall and winter. Wildlife staff do what they can to assist Sport Fish staff during peak fishing times, and Sport Fish staff do the same during hunting season. However, since no formal cross training exists, errors are made. Field offices do not have this problem, as staff responsible for I&E services work for both Sport Fish and Wildlife and are trained in the issues of both divisions. Perhaps Regional Sport Fish I&E staff may be invited to sit in on Wildlife informational meetings and Wildlife I&E staff can be invited to training sessions held by Sport Fish. Errors will surely decrease in number and magnitude, and the public, who views ADF&G as a whole entity not as Sport Fish & Wildlife Divisions will receive faster, more complete service.

Often, wait times for information seekers who telephone the Regional Office are frustratingly long. A new telephone system that is capable of targeting calls to their appropriate destinations, such as allowing only sport fishing request calls to ring on the sport fishing information line, may cut down on the wait times. During peak times, I&E staff may ask other staff members to field some telephone calls. Currently, callers can get recorded sport fish information on a separate number. The new telephone system could have one incoming line for Sport Fish Division and the caller be given the option for the recorded information or to speak to an I&E representative.

IN-HOUSE COMMUNICATION

Often I&E representatives are not aware of research, projects, and problems occurring in Region III Sport Fish Division which limits their effectiveness. Increased communication between management/research biologists and I&E staff will contribute greatly toward providing accurate information to sport anglers and toward meeting public expectations of accuracy. A formalized approach to increasing communication between biologists and I&E staff would greatly improve information dissemination timeliness and accuracy. Brief status reports on field conditions, research projects, stocked lakes, test fisheries results, access, and sport fishing forecasts for Region III's major drainages would be valuable information. Often these reports are made in the

routine communications between field and regional staff. Including I&E staff may be as simple as adding an address in an e-mail.

A policy will be established to relay fishing & field conditions from managers to the I&E staff in a timely manner. The Program Coordinator will ask Research and Management staff to provide copies of research abstracts and Area Management Reports (AMR) preferably by March of each year. The Stocking Supervisor will provide stocked waters test fisheries results to I&E representatives. The Program Coordinator will invite appropriate individuals from Federal Agencies (BLM, USFWS, NPS, etc.) to address I&E staff on access rights to various waterways. The access supervisor will be asked to supply information on access opportunities/difficulties (improvements, trail conditions, etc) at the beginning of the season and as conditions warrant.

OUTREACH

Since Outreach endeavors collectively ranked high in the program analysis, the Program will direct considerable effort toward presentations and events that address this preference. Increased attention and funding will be devoted to the “Becoming an Outdoorswoman” (BOW) program. A booth at the Alaska Federation of Natives (AFN) Conference may be in order. “Kids Fish & Game Fun Day” will be continued and expanded. An obtainable goal may be to add one booth at Kids Fish & Game Fun Day per year over the next five years. Increased advertising for Kids Fish & Game Fun Day would also be beneficial. Sport Fish Division will continue to participate in the Fairbanks Outdoor Show. Region III offered fly fishing/tying clinics in the past in alliance with the Midnight Sun Flycasters. This has the potential of become an annual offering. Annual ice fishing classes may also be a possibility. An ongoing search for new venues for outreach endeavors will be a major focus of the I&E program.

The I&E Program Coordinator and I&E staff will pursue the development of formalized curricula for teachers and educators. Possible curricula may include Interior fish species, aquatic insects of Alaska and how they relate to fly fishing, getting started in sport fishing, stewardship, etc. The salmon egg incubation program spearheaded by Fritz Kraus (Region II) will be supported by Region III I&E and stronger support for the program in Region III schools will develop in years to come and continue to grow as Region III I&E staffing and funding permit.

Though I&E staff will continue to strive to fulfill as many requests as possible by teachers for individual classroom visits at present levels, the I&E staff time is limited. Teacher’s in-services are an efficient option to relay information and materials to school children. The teachers can be instructed and trained and in turn can adapt the information to their own classrooms.

Non-resident license fees make up the greater portion of the total license fees each year. The Program will develop a fishing information packet to address the informational needs of non-resident anglers – thus giving them the best chance for an enjoyable fishing experience in Alaska.

Non-residents often request guide information. Currently the policy of ADF&G is to direct individuals to the web site where they can find a list of licensed guides. The ADF&G web site, however, categorize the guides by the city or town in which they were licensed. There is no reference to where the guides actually work or to what species they target. Categorizing guides in this manner is not very helpful to those inquiring about a specific area or species. The I&E Program Coordinator will contact Sport Fish Research Technical Services to inquire if guides can be asked to provide more detailed information that can be posted on the state web site,

making the guide list useful to the public, or if the database and web site could be modified to better provide the information.

The Region III I&E and Regional Staff recognize an obligation to the considerable rural component of our region. Most of our communities are accessible only by air and maintain strong ties to rural values, such as strong community identities, little regard for formal government processes, and a different understanding of man's relationship to nature. We will focus on programs and endeavors that benefit the rural public. Since personal contact with most villages is rendered impossible due to cost, written materials will be developed to focus on the needs of village residents.

Outreach to the villages of rural Alaska includes plans to work with SF RTS, to develop a mail-out packet containing all information and forms necessary to become a sport fish guide. The current brochure tells an interested party whom to contact for necessary forms. The Region III I&E program would like to create a packet that contains all application forms, needed, regardless of agency, to become a sport fish guide. It would still be the responsibility of the individual to return completed forms to the appropriate agency.

The Region III I&E Program will develop a curriculum focusing on the region's fish species and related subjects. This teaching tool will be able to stand on its own, with little maintenance from ADF&G personnel once it is complete and distributed; making it a valuable resource for village teachers and communities.

Region III written sport fishing updates (weekly from "break-up" to mid-September and at least three times during the winter) are currently distributed to other regions, The Fairbanks Daily News Miner (newspaper), local television stations, the Alaska Public Lands Information Center (APLIC), and Ft Wainwright's Recreation Officer. A recorded version of the weekly report is also available to the public on an ADF&G voice mailbox. The I&E Program Coordinator gives a thirty-second statewide fishing forecast each Friday on a local news program. I&E representatives mail sport fishing information upon request by interested parties. These services will continue. I&E staff will contact other agencies to inquire of their interest in receiving electronic or faxed copies of the weekly report.

Written informational materials such as brochures, posters, and curricula will be distributed from the Regional office to field offices in a timely manner. A focus of the Program is to ensure Field offices have the same materials the Regional office has. Field offices will be responsible for monitoring their own inventory, and they will request materials from the Regional office as needed. In order to ensure that all offices are aware of the materials available, an index and inventory will be conducted, recorded, and distributed to all Region III offices.

Other regions will be asked if they have a need for Region III information. For example, due to its close proximity to the Upper Copper/Upper Susitna Area, Region II may find the *Fishing the Upper Copper/Upper Susitna River* and *Fishing the Gulkana* brochures useful additions to their inventory. In the same respect, since many Region III anglers travel south for fishing opportunities, Region III I&E will review the brochure offerings of the other regions and request a supply of those publications that would best serve Region III anglers.

I&E representatives will contact appropriate outside agencies (National Park Service, Bureau of Land Management, Alaska Public Lands Information Center, etc.) and provide them with a list of Region III brochures to see if they would like to have the information available to members of

the public who visit their agencies. For example, the *Fishing the Dalton Highway* brochure is a popular handout at the Coldfoot Interagency Visitor Center on the Dalton Highway. I&E staff will periodically contact these agencies to inquire if they need a re-supply of the requested materials.

Many agencies, such as State Dept. of Natural Resources, Division of Parks and Outdoor Recreation, have outdoor kiosks at various locations. At this time, most of these kiosks have out-of-date information. It is essential to have sport fishing information at these sites since they may be the only source for fishing information that some visitors see. The kiosks are an excellent way to inform anglers of sport fishing opportunities and regulations. The I & E Program Coordinator will work with appropriate representatives from these agencies so that Sport Fish Division information can be made available to the public in these outlying areas. The Program Coordinator will work with DNR and Parks to develop a system of kiosk monitoring to be sure information is current. In order to accommodate anglers who are unable to visit the ADF&G offices during normal working hours for their information needs, the possibility for an outdoor kiosks at the Fairbanks Regional Office and at field offices will be investigated. For example Delta Junction ADF&G has a small, outdoor, after-hours information bin to serve hunters and anglers.

WEB PAGES

Many parts of the Region III web page are under construction and have been for several years. Lack of staff time to devote to web page building and maintenance has caused Region III's web page to fall behind other regions' web pages. Web page maintenance and design ranked high as an option that would move the program closer to reaching three of the four goals. The Program Coordinator, who is the designated webmaster for Region III, will seek out training opportunities in web page maintenance and design and attend those that are appropriate. Like the webmasters in the other regions, the current Region III webmaster is a re-assigned biologist. A learning curve is expected. Progress on the web site will be slow at the start even though a good deal of time will be devoted to the endeavor. As the Program Coordinator attains more web skills, progress will proceed faster with less time invested in the task. Andy Hoffmann, the current Statewide Sport Fish Webmaster, has been and will continue to be instrumental in training the Region III webmaster. One time-saving, though fund-requiring option, is to hire an Internet "guru" to bring the site up to par with the other regions and train the Region III webmaster in the art of maintaining the site.

PUBLICATIONS

Region III has never quantified or tracked the distribution of the various brochures and other written information, making statistical evaluation of the public's desire for this information difficult. A baseline index and inventory of current Region III Sport Fish brochures has been compiled and the I&E Program Coordinator is in receipt of the statewide brochure index. In August 2000, the I&E Coordinator inventoried the written materials on-hand and began tracking the distribution of the same. Distribution of I&E materials to or from field offices will also be tracked.

Though most of the brochures currently in print are of high quality, are current, and contain sound information, a few are in need of updating, such as the *Stocked Lakes of the Tanana River Drainage*. There is also room for increased quantity of written information for distribution. Assistance from Sara Case, Region III Publications Technician, in the layout of these future

brochures, will be most helpful and much appreciated. Each publication will require the input of the appropriate biologists in order to insure accuracy.

A popular ADF&G/Sport Fish Restoration publication is the *Alaska Sport Fishing Guide*. This publication needs editing and updating. Currently, Sport Fish headquarters in Juneau has approximately 5,000 copies of this publication, available for \$3.00. The Program Coordinator will strive to encourage Jon Lyman, Statewide I&E Officer, to request edits from all regions so that there is not a period of time when this publication is unavailable to the public. Region III biologists will be asked for input. The Program Coordinator will be responsible for compiling all Region III edits and submitting them to Jon Lyman by the agreed upon deadline.

The I&E Coordinator will investigate the possibility of producing a regional newsletter, to be mailed out to sport fish license holders, distributed with each license issued, and mailed out to anyone who requests sport fish information.

The Program Coordinator will work closely with Jon Lyman to attempt to get the *Alaska Fishing Bulletin* published once again. The Program Coordinator will also make inquiries as to the possibility of the production of the ADF&G magazine, *Alaska's Wildlife*. The state legislature cut the popular magazine from the ADF&G budget in 1993. This severed an important tie between ADF&G researchers and the public they serve. Nearly every other state in the union has a wildlife/conservation magazine. Alaska should be among them.

The *Interior Fish Species* brochure is currently in production. This brochure, which was once produced as five to six individual species brochures, is often requested and will be considered a top priority by the I&E Program.

Other topics for future brochures may include: Aquatic insects, beginning fishing, caring for the catch (catch-and-release, filleting procedures, recipes), Chena River salmon (salmon watching on the Moose Creek Dam—may be able to be produced in partnership with the Army Corps of Engineers), smart angler series (similar to *Wildlife Notebook* series but addressing angler topics: catch-and-release, aquatic insects and fly patterns, fish I.D., stewardship, importance of salmon carcasses, phytoplankton, boat safety, hypothermia, etc.), tackle box series: informational cards (size of baseball cards) that can be collected addressing subjects similar to 'smart angler series'.

In the past, sport fish regulations were included in informational brochures often causing the brochures to become quickly outdated as regulations changed. Future brochures will not contain sport fishing regulations unless the regulation is sure not to change. For example, it is unlikely that Region III will ever change the regulation prohibiting fishing for salmon in the Dalton Highway corridor. The need to relay the information that salmon fishing is prohibited in order to conserve the population outweighs the threat that the *Fishing the Dalton Highway* brochure will become dated material on the unlikely chance the regulation will change. In this and similar cases a reference to the regulation will be printed in the brochure. In all other cases, regulations will not be printed in informational brochures. Rather, the angler will be asked to refer to the current year's sport fishing regulations appropriate to the waterway in which he/she plans to fish.

PUBLIC RELATIONS

The I&E Program will focus effort, time, and funds to generating goodwill between ADF&G and the public we serve. One way to do this is to let anglers know how their sport fishing license fees are spent. The I&E Program Coordinator will propose that an explanation about fishing license fee allocation be printed in each region's Sport Fish Regulations Summary.

The Program will budget funds to purchase promotional materials (ADF&G logo magnets, patches, stickers, pens, etc.) to give away at events such as the Outdoor Show and ADF&G Kid's Day.

Region III has a number of spin-casting rods available for loan to organizations such as the Girl Scouts, Boy Scouts, and other youth groups. This fact is not common knowledge. Contacting various organizations and letting them know of this service is on the I&E agenda.

The Coordinator will investigate the possibility of a local station producing a documentary highlighting Sport Fish Division research. Promotional TV ads addressing sport fish issues and/or upcoming events may be appropriate at times.

The maintenance of an attractive and informative lobby area will do much to create an informed public and therefore strengthen relations. The lobby fish tank is a big attraction in the Regional office. Delta Junction Field Office also has a lobby tank. Fish mounts help visitors recognize and identify interior fish species. I&E staff will monitor the brochure rack and keep it stocked. As they are developed, more brochures will be added. Possibilities for future lobby displays include an aquatic macroinvertebrate-stream ecosystem tank, a salmon incubation tank, and a dissecting scope with a variety of specimens to examine. The I&E Program Coordinator will approach the appropriate Wildlife Conservation Division representative and investigate the possibility of splitting the cost of the scope since many wildlife specimens could be included for viewing. Specimens may include fish scales, parasites, aquatic macroinvertebrates, hair samples, antler slices, etc.

The I&E Coordinator will investigate the need and feasibility of a self-help computer station in the Regional lobby.

FEEDBACK

As the program progresses, the need for public response will be necessary to ensure the program is supplying appropriate information and services. Plans for a suggestion box in ADF&G offices are in the works. I&E representatives will design mail-out and handout surveys to gauge satisfaction level of various groups. The I&E program will strive to develop a reliable system of response to obtain the much-needed feedback.

I&E staff will monitor Fishery Board proposals as an indicator of angler satisfaction. Contacts (requests for SF info [telephone, walk-in, e-mail, & mail] requests for curricula, brochure distribution) have been enumerated since 7/10/00 and will continue to be tracked each season. The anticipated new telephone system should be equipped with an electronic call counter. The Program Coordinator is currently compiling a list of "Frequently Asked Questions". I&E staff will consider these questions to help evaluate angler needs. Angler days will be monitored each year in the Statewide Harvest Survey (SWHS) to track the demographics of sport fishers.

Data files will be assembled, updated, and monitored to track the success level of outreach efforts and to plan future I&E endeavors.

Many of the above mentioned tasks will require funding to complete. Appendix J lists the I&E budget and purchases for fiscal year (FY) 2001. Projected budgets and purchases for FY2002, and FY2003 are also addressed.

SUMMARY

This I&E Strategic Plan is a work in progress. The Steering Committee members and other appropriate Sport Fish Division Staff will reexamine the plan on an annual basis. The Program Coordinator, upon the advice of the Steering Committee will edit, modify, and improve the Strategic Plan annually. The Plan will evolve with the passage of time and the changing needs of the public. This Plan is meant to be flexible so it can grow.

The I&E Program Coordinator and I&E staff will attempt to follow the timeline as written, but not blindly. Common sense will be our guide. We will offer no program or service unless we have the staff, funds, and time to maintain, monitor, and continue the service. In this way, we can be sure that the services we do initiate will be strong and meet the needs of the angling public.

ACKNOWLEDGEMENTS

This strategic plan is the result of the hard work and attention of the following individuals: Richard Barnes, Regional Office I&E Services; Dave Davenport, Delta Junction Field Office Assistant; Steve Donalson, Glennallen Field Office Assistant; Mike Doxey, Fairbanks Area Management Biologist; Nancy Greiner, I&E Program Coordinator; Charlie Swanton, Regional Management Coordinator (previous six individuals made up the Region III I & E Strategic Planning Team); Mac Minard, Regional Supervisor; Susan Pace, Regional Administration; Terra Shideler, Regional Administrative Manager; Lucia Zaczkowski, Tok Field Office Assistant; Considerable thanks also goes to: Peggy Merritt, Research Supervisor, who chaired the Steering Committee Meeting, applied the AHP to the draft I&E Strategic Plan, and analyzed many of the results; Klaus Wuttig, Fisheries Biologist, who provided technical support with the Expert Choice Software; and, Jim Schwarber, Planner, who scheduled and attended meetings, edited numerous drafts, and assisted in organizing the final document. Thanks also to Sara Case, Publications Technician for formatting this plan and Mark Burch, Region II Planner and Lisa Olson, Region II Information Officer, for editing this plan.

In case the mistaken assumption is made that this document represents the “beginning” of the Region III I&E program, a tribute to some of the major contributors to past I&E endeavors is in order. Acknowledgement and a great deal of thanks to:

Richard Barnes, Regional I&E Services, who has staffed the Region III Sport Fish Division Information counter at ADF&G for 10 seasons. To the angling public, Richard is the voice of Sport Fish Division. His dry humor and considerable knowledge of fishing in Alaska has earned him a faithful following of anglers, who request him by name for their sport fishing information.

Susan Pace, Regional Administration, who shouldered a great deal of the load of the informal I&E program prior to this structured approach. Susan designed and constructed displays, assisted with Sport Fish outreach programs, helped at the front desk during peak times, and contributed to many sport fish publications.

Mike Doxey, Fairbanks Area Management Biologist, who spearheaded the organization and implementation of Fishing is Fun Day Kid’s (now Kid’s Fish & Game Fun Day) each year. Mike also works closely with the Midnight Sun Flycasters Association and other organizations setting up fly tying clinics, fishing clinics, and ice fishing outings for local kids.

Sara Case and Alma Seward, Publications Technician, who created top quality sport fish brochures.

Thanks to the rest of the Region III biologists and staff, who all took on I&E responsibilities in addition to their other duties. Their dedication helped to maintain a sound relationship and open dialogue with the angling public, educators, students, visitors, and other agencies.

It was the incredible effort, dedication, and knowledge of the entire Region III Sport Fish Division staff that provided the strong foundation upon which was built the Sport Fish Division Region III I&E Strategic Plan: 2001-2003.

GLOSSARY

Break-up: Spring. When snow, and river and lake ice is in the process of melting.

Goal: long term achievement that contributes to accomplishing the mission.

Issue: problems, uncertainties to meeting objectives.

Objective: measurable statement of purpose.

Option: possible solution or course of action to take to address an issue.

Strategic Planning: a continuing process to develop new strategies in response to progress, changes and emerging issues; a systematic activity.

LITERATURE CITED

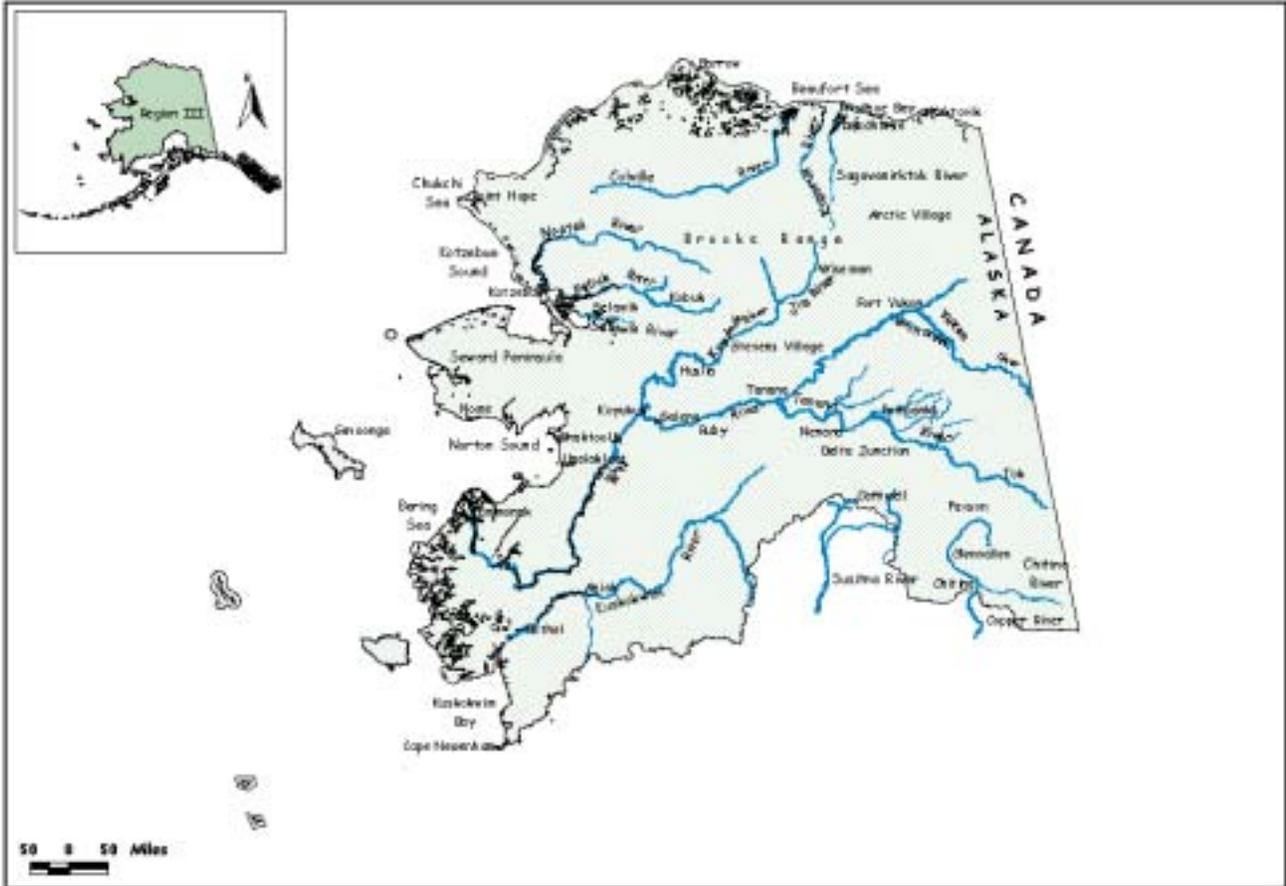
Alaska Northwest Books. 1999. The Alaska Almanac: Facts About Alaska. 23rd Edition. Graphics Arts Publishing Company, Anchorage. 182-183.

Merritt, M. F. 1993. Evaluation of the Analytic Hierarchy Process for Aiding Management Decisions in Recreational Fisheries: A Case Study of the Chinook Salmon Fishery in the Kenai River, Alaska. Management of Exploited Fish. Alaska Sea Grant. 683-703.

Morrow, J. E. 1980. Freshwater Fishes of Alaska. Alaska Northwest Publishing Co. Anchorage.

APPENDIX A

Appendix A.-Map of Region III.



APPENDIX B

APPENDIX B.-Fresh and Brackish Water Fish Species of Region III

Important native sport fish species within Region III include:

Arctic grayling (*Thymallus arcticus*), **Arctic char** (*Salvelinus alpinus*),
Dolly Varden (*S. malma*), **lake trout** (*S. namaycush*),
inconnu/sheefish (*Stenodous leucichthys*),
chinook/king salmon (*Oncorhynchus tshawytscha*), **sockeye/red salmon** (*O. nerka*),
coho/silver salmon (*O. kisutch*), **chum/dog/calico/keta salmon** (*O. keta*),
pink/humpy salmon (*O. gorbuscha*), **northern pike** (*Esox lucius*), and
burbot (*Lota lota*).

Rainbow trout and **steelhead** (*Oncorhynchus mykiss*) occur naturally in Region III only in the Copper River drainage, but rainbows are present in landlocked lakes of the Tanana River drainage due to ADF&G stocking efforts.

Native Region III subsistence fish include all those above and the following:

least cisco (*Coregonus sardinella*), **Bering cisco** (*C. laurettae*),
Arctic cisco (*C. autumnalis*), **broad whitefish** (*C. nasus*),
humbback whitefish complex (*C. pidschian*), [currently considered a complex, other species possibly present (Morrow, 1980)]
round whitefish (*Prosopium coulteri*), **Alaska blackfish** (*Dallia pectoralis*),
pond smelt (*Hypomesus olidus*), **rainbow smelt** (*Osmerus mordax*),
Arctic cod (*Boreogadus saida*), **Pacific cod** (*Gadus macrocephalus*),
saffron cod (*Eleginus gracilis*), **Pacific herring** (*Clupea harengus pallasii*),
Arctic flounder (*Liopsetta glacialis*), **starry flounder** (*Platichthys stellatus*).

Some fish species are not directly utilized by Alaskans, but these species often play important roles as prey, predator, parasite, or competitor of more economically or culturally important species and therefore impact species that are harvested by fishers.

The native non-game fish species of Region III include:

slimy sculpin (*Cottus cognatus*), **fourhorn sculpin** (*Myoxocephalus quadricornis*),
threespine stickleback (*Gasterosteus aculeatus*),
ninespine stickleback (*Pungitius pungitius*), **Arctic lamprey** (*Lamptera japonica*), **Pacific lamprey** (*Entosphenus tridentatus*), **longnose sucker** (*Catostomus catostomus*), **lake chub** (*Couesius plumbeus*), and **trout-perch** (*Percopsis omisocmaycus*).

APPENDIX C

Appendix C.-I&E Services Currently Provided by Region III.

Walk-in Information Centers

The Alaska Department of Fish and Game Regional office in Fairbanks now offers year-round sport fish information to walk-in and phone-in clients by a staff member specifically dedicated to I&E services. Prior to 2000, one I&E representative provided face-to-face and over-the-phone information from April through September. After September, other sport fish staff interrupted their major duties to step into the role of I&E provider as required by walk-in and phone-in clients. In October, 2000, the I&E Program Coordinator took over the front desk duties, as well as answering telephone calls about sport fishing information.

The field offices in Delta, Glennallen, and Tok have several staff members and someone is usually in the office who can provide sport fish and aquatic education information, materials and limited services. These staff members are not specifically dedicated to I&E services, but take time from their primary duties to fill this need. The Bethel office is a one-person operation having a lone fish biologist to juggle research and management issues, as well as requests for I&E services.

All offices attempt to satisfy requests by teachers for educational materials, such as curricula (*Salmonids in the Classroom*), fish for dissection or making prints, and posters.

Fishing Forecasts

The Fairbanks office provides a weekly-recorded fishing report from April through September. From October through March, The I&E Program Coordinator updates the recording on a monthly basis or as conditions warrant. The Glennallen office offers recorded sport fishing information from May through August. Both offices have a line dedicated to information about the popular Chitina Subsistence Dipnet Fishery on the Copper River. Between June 14, 1999, and August 13, 1999, the Glennallen office counted 4,531 calls to the sport fish information line. The other offices did not count their sport fish calls, but it is likely that the Fairbank's office recorded line received significantly more calls given the larger population size of the community.

The Information Counters display hard copies of the fishing forecasts for public review. The I&E Program Coordinator posts the forecasts on the Region III web page and supplies local media with the information.

The I & E Program Coordinator does a 30-second fishing forecast on a local news program every Thursday during the summer months.

Printed Materials

The Fairbanks and field offices offer a variety of written information on sport fishing opportunities. A selection of these publications is placed at information centers in other agency offices, such as Alaska Public Lands Information Center and the Coldfoot Visitor Center.

-continued-

Region III generated publications:

ADF&G Sport Fish Division Burbot Recipes

Hand-out; Xeroxed 8.5x11

Bathymetric Maps for approximately 40 stocked lakes

Hand-outs Xeroxed 8.5x11

Fishing Stocked Lakes in the Tanana Valley

Hand-out; 8.5x11 Xeroxed

Fishing the Gulkana

Currently a hand-out; 8.5x11 Xeroxed; soon to be brochure

Nome Roadside Fishing Guide

Brochure

Roadside Salmon Fishing in Interior Alaska

Hand-out; 8.5x11 Xeroxed

Sport Fishing Alaska Rivers and Lakes in the Upper Copper/Upper Susitna River Basin

Brochure

Sport Fishing Along the Dalton Highway

Currently out of this brochure: Xeroxing on request. Revised in winter 2000

Slated for printers in January 2001

Winter Fishing

How-to

Statewide publications distributed by Region III:

Alaska Sport Fishing Guide

Various roadways and fishing opportunities.

(currently our only 'for sale' publication at \$3.50)

-continued-

Appendix C.-Page 3 of 5.

Catch & Release

Brochure-proper technique

Currents

Approximately twice a year newsletter focusing on research and happenings within Sport Fish Division – electronic publication

Fishing for Fun

Coloring book: how-to sport fish

Sheefisch Fangen & Freilassen

German language brochure on sheefish

Sport Fishing in Alaska

Brochure-run times, map, statewide area fishing

Sport Fishing Restoration: Wallop-Breaux Benefits Alaskans

Brochure

Sport Fishing Regulations Summaries

five booklets that cover all 3 regions

Wildlife Notebook Series

Species info sheets; Xeroxed 8.5x11

Primarily distributed to educators:

Game Fishes of Alaska poster

Pacific Salmon Alaska's Story

Life History Book

Salmon life cycle posters

Region I & II generated material distributed by Region III:

Southcentral Alaska Dolly Varden

Hand-out; 8.5x11 Xeroxed

-continued-

Appendix C.-Page 4 of 5.

Kenai Peninsula Stocked Lakes

Hand-out; 8.5x11 Xeroxed

Lower Kenai Peninsula Sport Fisheries

Hand-out; 8.5x11 Xeroxed

Northern Cook Inlet King Salmon Sport Fishing

Hand-out; 8.5x11 Xeroxed

Razor Clams

Hand-out; 8.5x11 Xeroxed

Rockfishes of Prince William Sound

Xeroxed brochure style

Sport Fishing in Seward

Hand-out; 8.5x11 Xeroxed

Steelhead Trout in Southeast Alaska

Brochure

Joint publication endeavors:

Sheefish Catch & Release (ADF&G and NPS)

Other agency publications available at ADF&G offices:

Alaska Boater's Handbook

Alaska Office of Boating Safety -- DNR

Chitina Dipnetting

Chitina Dipnetters Association

Fishing is Fun for Everyone

Brochure-US Fish & Wildlife; How-to

Fort Wainwright Alaska Hunting, Trapping and Fishing Regulation Supplement

U. S. Army Fort Wainwright product

Restoring America's Sport Fisheries

USF&W Federal Aid in Sport Fish Restoration Program

-continued-

Web Page

Region III's web page is currently under construction. Most links are functional. Among other things, the web pages allow public access to fishing forecasts, emergency orders, on-line fishing licenses, regulations, and educational resources.

Media Contacts

I&E staff gives weekly fishing forecasts via fax, e-mail, or telephone to: The Fairbanks Daily News-Miner, Alaska Hunting and Fishing News, Anchorage Daily News, KCAM, KVAK (Valdez), the Valdez Vanguard, The Ft. Greely Army radio station and KTVF-TV in Fairbanks.

Beginning in the 2000 season, the I&E Program Coordinator held a thirty-second slot on KATN-TV2 News each Friday for the purpose of relaying pertinent sport fishing information. This practice is likely to continue.

Events

Sport Fish Division co-sponsors "Kids Fish & Game Fun Day," an annual event to encourage family participation in outdoor activities including sport fishing. Sport Fish Division shares a booth with Wildlife Conservation Division each year at the "Fairbanks Outdoor Show." The Glennallen office holds a "Nature Fair," in which Sport Fish Division helps organize and implement. The "Becoming an Outdoorswoman" program is gaining in popularity across the nation and Sport Fish I&E played a more active part in planning and implementing the program in 2000 than years past. Region III assists Region II at the "Delta Salmon Celebration" which takes place in October each year. In 2000, Sport Fish I&E also assisted in the "University of Alaska Cooperative Extension 4-H Fisheries and Youth Development Program" teacher's inservice.

Emergency Orders and News Releases

News releases accompany all emergency orders. The Region III webmaster (I&E Program Coordinator) posts news releases and emergency orders on the web page. I&E representatives post hard copies at the Information Centers in each office.

Classroom Visits

Requests for classroom visits/talks during the school year are becoming more frequent. Staff has always tried to meet these needs. Topics are generally about fishing, including fish biology, ecology, watersheds, etc. Approximately 15-20 Region III classroom visits occur each year. Sport fish biologist gave about 4-5 classroom talks in the first three months of the 2000-2001 school year. In addition, the Program Coordinator gave six talks and assisted in three classroom fish dissections.

Presentations

Occasionally, Sport Fish staff gives formal and informal presentations to interested groups upon request. Usually researchers or managers give these talks, but the I&E Coordinator also tries to fulfill these requests when appropriate. Between August and November 2000, the I&E Coordinator addressed four interested groups: Upward Bound, Eielson Air Force Base Parents Club, Alaska State Parks (Campfire Chat), and Cooperative Extension 4-H Fisheries & Youth Development teachers.

APPENDIX D

Appendix D.- Methods.

Region III began the strategic planning process for the I&E program on August 12, 1999. Representative staff responsible for I&E services in the Fairbanks Regional Office, and the Tok, Glennallen, and Delta Field Offices, met in Fairbanks with representatives of Regional Management Staff (see Acknowledgements). During this two-day meeting staff identified I&E services currently provided, outlined areas needing improvement, and they defined issues that would have to be resolved in order to reach goals.

As a result of the meetings, the draft "Region III Sport Fish Division Information and Education Program 1999-2001 Strategic Plan" (dated October, 1999) was written. This plan identified tasks, the timeline for completing the tasks, and staff members responsible for each task's completion.

On May 16, 2000, Region III hired an Information Officer I to contribute to the finalization of the plan and fulfill the duties of the Region III I&E Program Coordinator.

The Sport Fish Research Supervisor took the draft "Region III Sport Fish Division Information and Education Program 1999-2001 Strategic Plan" and broke out the elements of the document into "Goals," "Objectives," "Issues," and "Options." She organized the elements into a flow chart using the Microsoft Excel product (Appendix C).

The Sport Fish Regional Supervisor appointed an I&E Steering Committee in August, 2000. This committee consisted of I&E representatives from Tok, Glennallen, Delta, and Fairbanks and management staff from the Fairbanks Regional Office (see Acknowledgements).

The Steering Committee convened in Fairbanks for a two-day meeting on August 17-18, 2000. The Region III Research Supervisor chaired the meeting and instructed members on the use of the Analytic Hierarchy Process (AHP). This multi-criteria decision analysis method, using "Expert Choice" software, was used to rank the goals, objectives, and issues by order of importance as dictated by the individual members of the Steering Committee. Each member of the committee held equal status in relation to the other committee members. The Research Supervisor asked the Steering Committee members to consider the four goals of the I&E Program:

1. Maintain an effective, professionally trained I&E staff.
2. Encourage participation in sport fishing.
3. Build public support for angling and management policies.
4. Strive for an educated public who understand stocks and sound management.

-continued-

Appendix D.-Page 2 of 2.

Participants then ranked the absolute importance of each of these goals based on the priority scale:

Priority Scale	
Scale of Importance	Definition
1	Little Importance
3	Moderate Importance
5	Strong Importance
7	Very Strong Importance
9	Extreme Importance

After a verbal vote by each member, the committee discussed and debated until each member was satisfied with his/her personal ranking and there was a consensus among committee members that the ranking was acceptable. The final determinations were entered into the program.

The committee subjected each of the 20 identified objectives and 34 issues to the same ranking process as each of the goals.

The AHP ranked the elements in each node (Goals, Objectives, and Issues) using the numerical designations of importance assigned to them by the Steering Committee.

The Expert Choice Software was then able to rank the eighty-two suggested options in order of importance based on the ranking of their ancestors. (Issues, Objectives, and Goals).

The results were analyzed and appropriate graphs constructed.

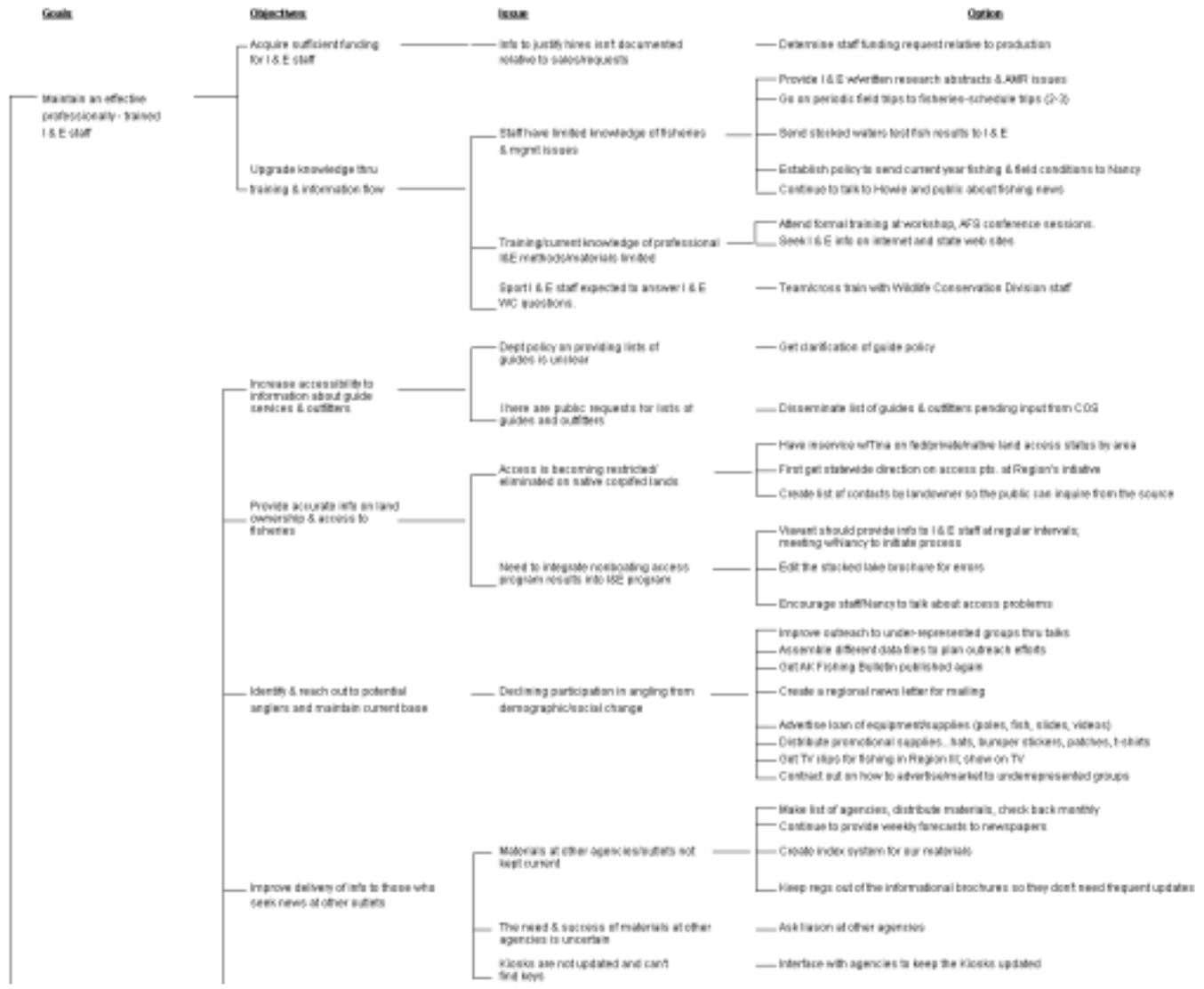
The I&E Coordinator constructed a timeline for accomplishing the 65 unique options.

The committee agreed that the final draft of the I&E Strategic Plan would be reviewed each year and appropriate modifications made. Two years into the program the I&E Program Coordinator will request a review of the plan by at least two non-Alaskan resource management agencies I&E Program Coordinators, or equivalent.

A few weeks after the Steering Committee meeting, The Research Supervisor suggested that the I&E Strategic Plan be written following the guidelines and requirements of Alaska Department of Fish and Game’s special publication series. The I&E program adopted this suggestion.

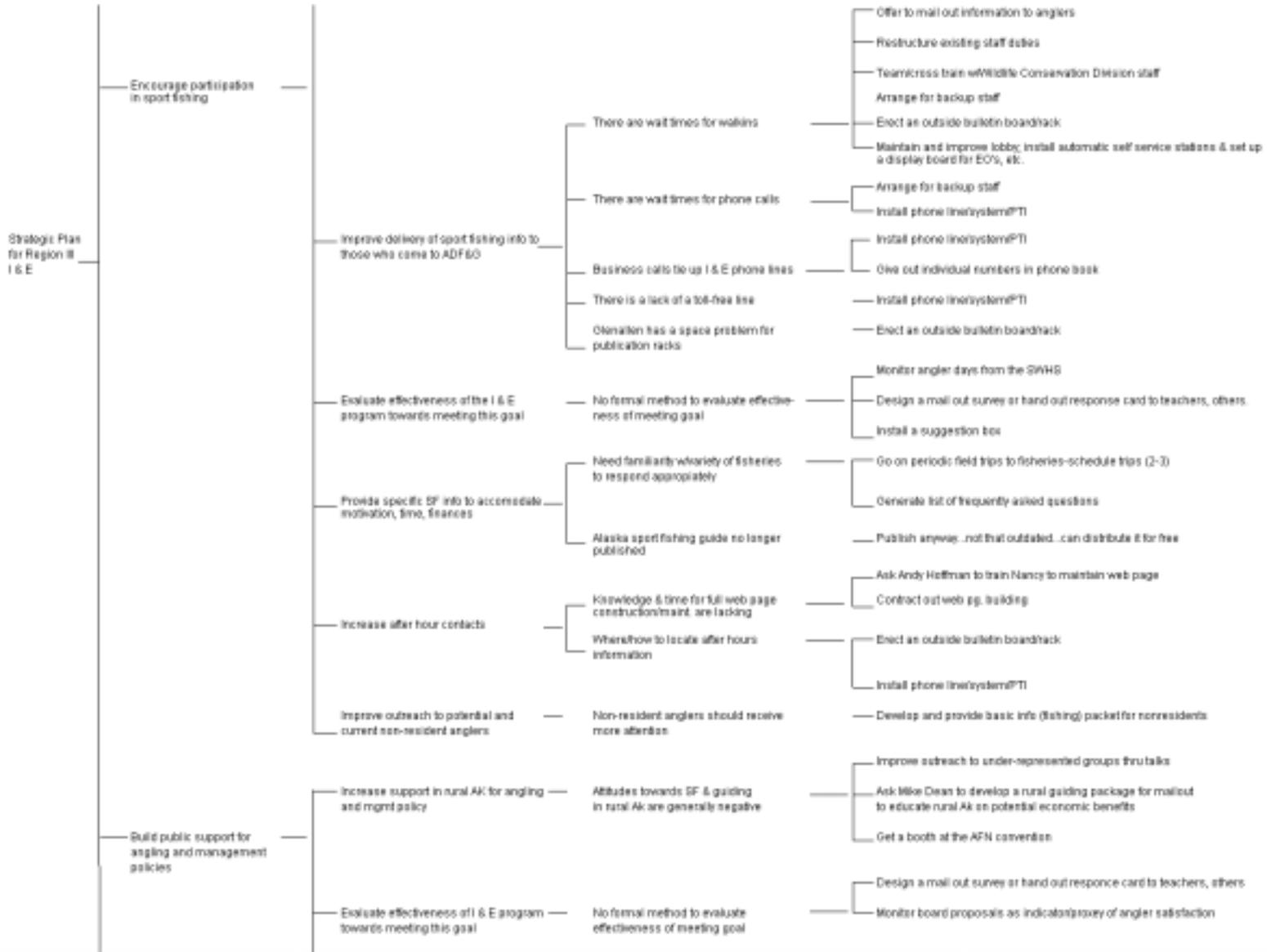
APPENDIX E

Appendix E.-Structure of the Sport Fish Division Region III Information and Education Strategic Plan: 2001-2003.



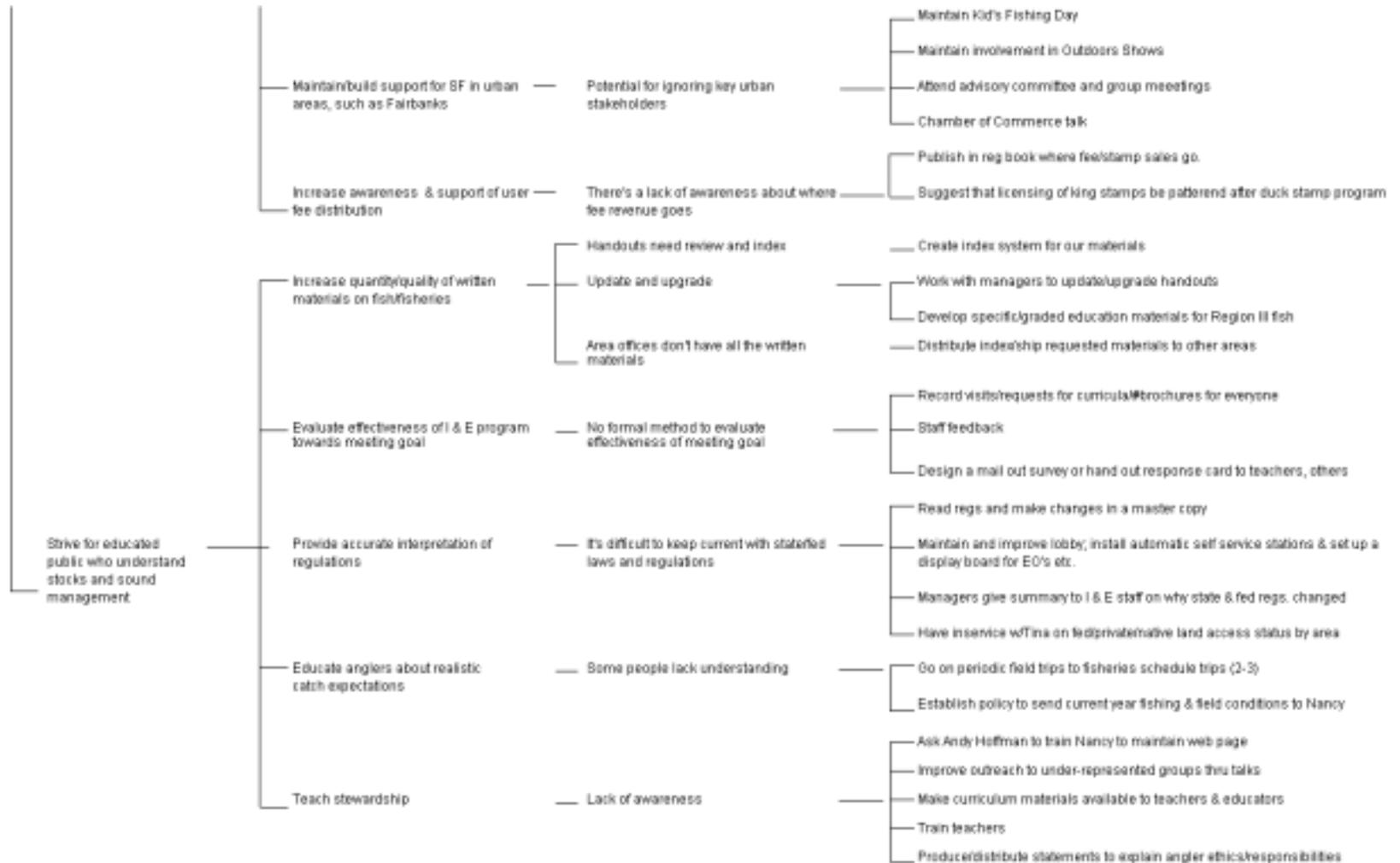
-continued-

Appendix E.-Page 2 of 3.



-continued-

Appendix E.-Page 3 of 3.



APPENDIX F

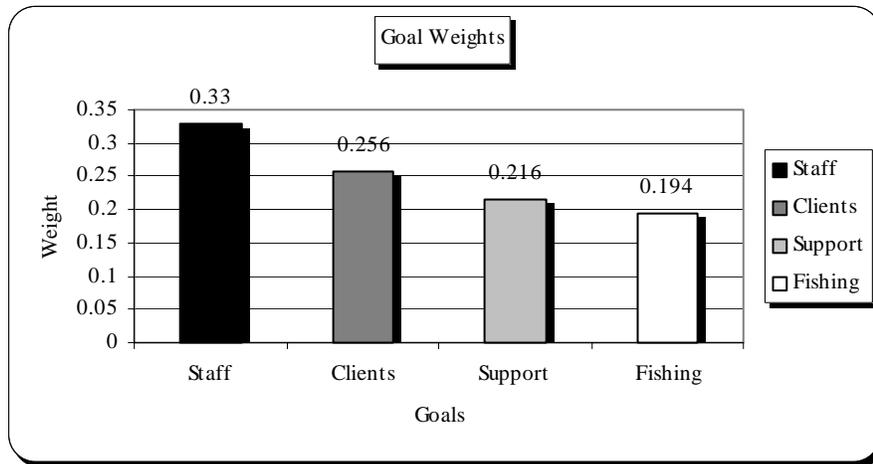
Appendix F.- Results.

The structure of the I&E Strategic Plan is laid out in Appendix E. The plan is complex due to the high number of elements (nodes) it contains. There are 4 goals, 20 objectives, 34 issues, and 82 options (65 unique options).

Goals

The Steering Committee assigned the greatest weight of importance to the goal, “Maintain an effective, professionally-trained I&E staff.” (Appendix F1). Therefore, the options identified as appropriate actions to achieve this goal clustered in the upper half of the set of ranked options. Conversely, those options under the lowest ranking goal, “Encourage participation in sport fishing,” are grouped in the lower half of the set of ranked options. The goals, “Strive for an educated public who understand stocks and sound management” and “Build public support for angling and management policies” were ranked 2nd and 3rd, respectively, in importance. The options related to these goals are, with a few exceptions, primarily clustered in the upper half of the ranked options (Appendix F2).

Appendix F1.–Synthesis of Level 1 Nodes: Goals



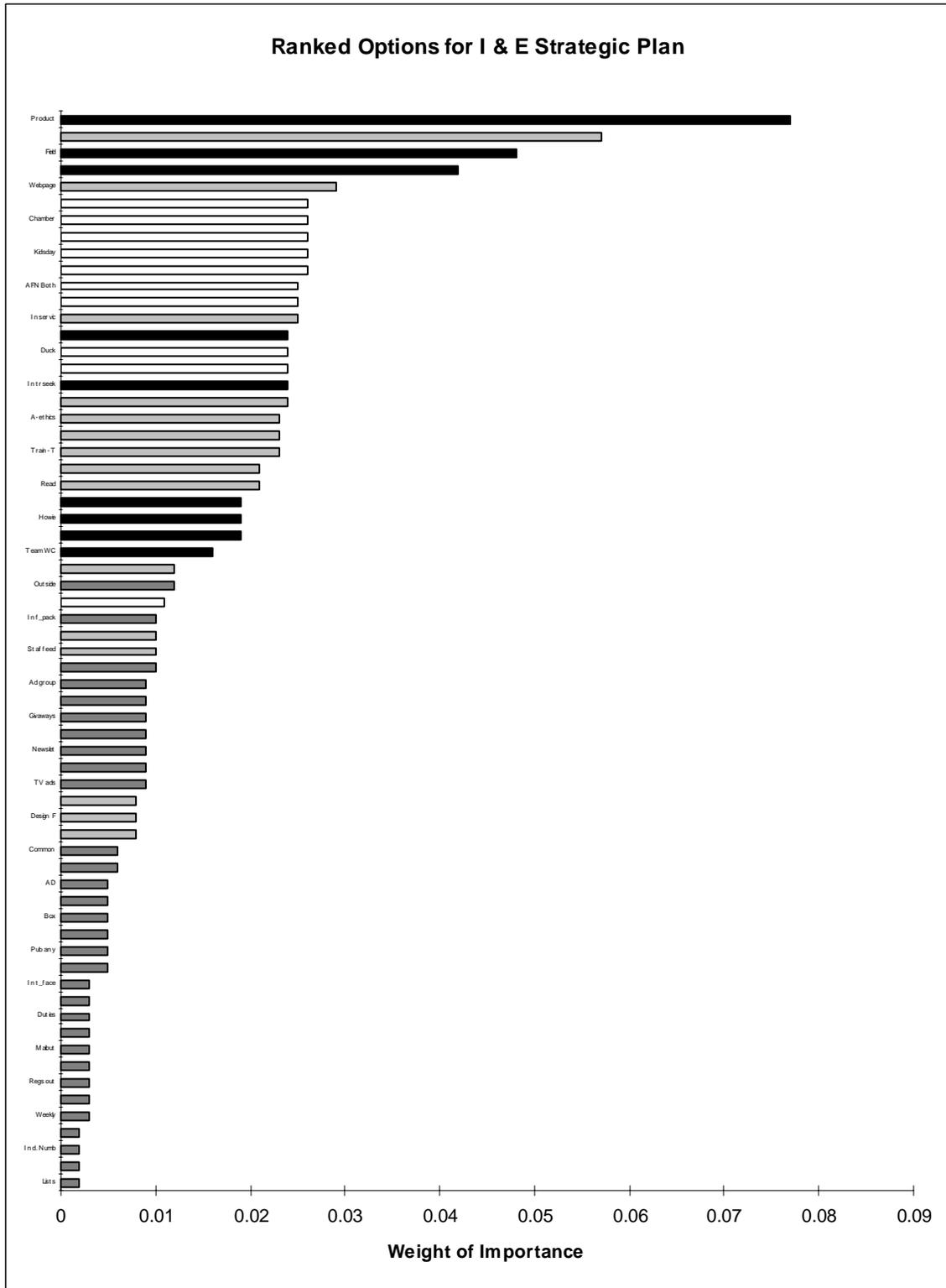
Staff = Maintain an effective, professionally trained I&E staff..

Clients = Strive for educated public who understands healthy stocks and management.

Support = Build public support for angling and management policies.

Fishing = Encourage participation in sport fishing.

Appendix F2.-Options in the I&E Strategic Plan coded to the goal that they address.



Black = Maintain an effective, professionally trained I&E staff; **White** = Strive for educated public who understand healthy stocks and management; **Lt. Grey** = Build public support for angling and management policies; **Dk. Grey** = Encourage participation in sport fishing.

-continued-

Appendix F2.-Page 2 of 2.

See Appendix A for the list of objectives and issues.

Options

Though most of the options are connected to each other like the strands of a web, they can be loosely grouped under seven categories, three funding levels, and three weight classes. See Appendix G for the category, funding level and weight class ranking of each individual option.

Outreach endeavors reflect the largest number of options at 20 (Appendix F3), representing 31% of the total options (Appendix F4). Thirteen options deal with staff training and duty restructuring (Appendix F3). These options make up 20% of the total (Appendix F4). Ten options or 15% of the total number require only increased communication between Sport Fish biologists and I&E staff (Appendices F3 & F4 respectively).

Option Categories:

- ST = Staff Training & Duty Restructuring
- CM = Requires only increased internal communication
- OR = Outreach endeavors
- WP = Web page training and maintenance
- PB = Publications
- PR = Public Relations/Goodwill Generation
- FB = Feedback/Surveys

Option Funding Levels:

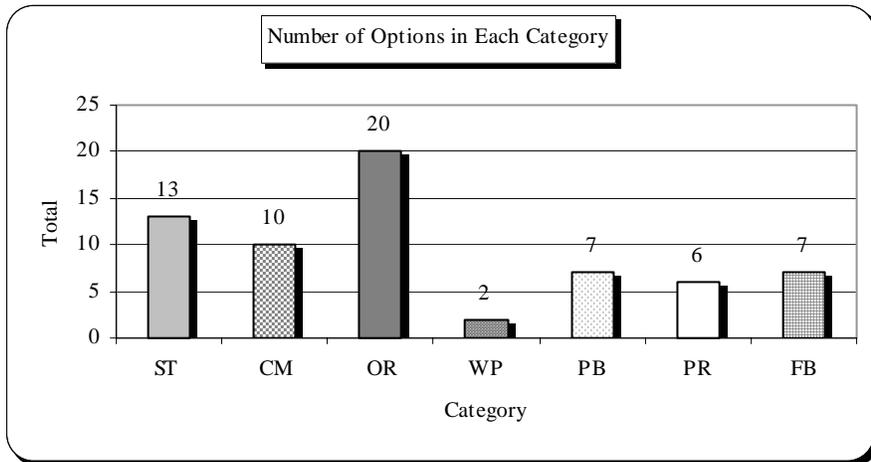
- Level 1 = Requires little to no additional funding
- Level 2 = Requires moderate funding
- Level 3 = Requires considerable funding

Option Weight Classes:

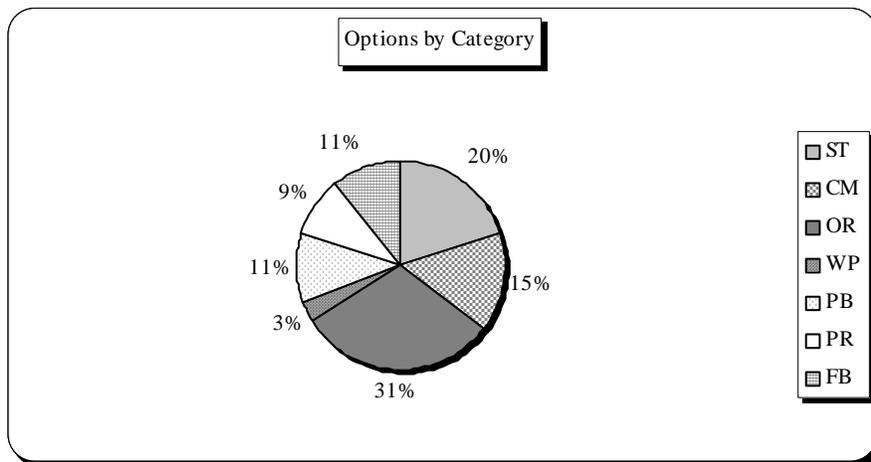
- Upper Third = Option lies in the upper third of the weight rankings (.023 -.077)
- Middle Third = Option lies in the middle third of the weight rankings (.101 -.021)
- Lower Third = Option lies in the lower third of the weight rankings (.022 - .006)

Appendix F3.-Number of options by category.

ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications;
 PR = Public Relations; FB = Feedback.



Appendix F4.-Relative option percents by category.

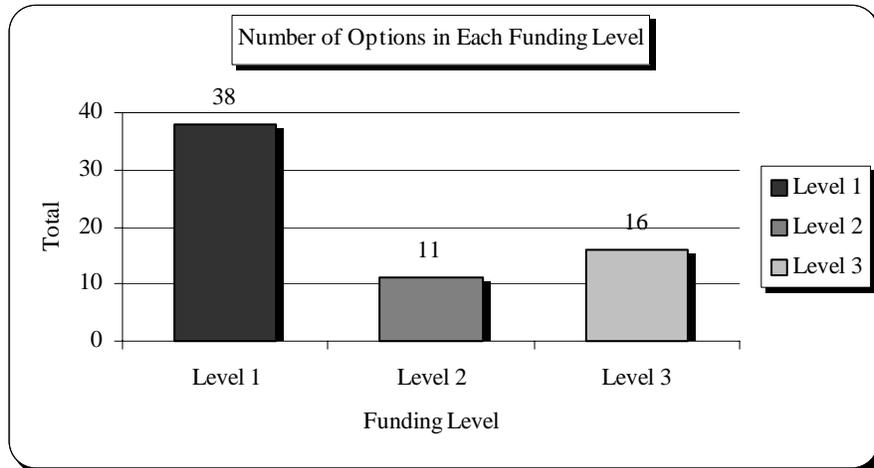


ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications;
 PR = Public Relations; FB = Feedback.

Thirty-eight options require little to no additional funds (Appendix F5). Eleven of these 38 options fall in the Staff category. All 10 Communication options are also in Funding Level 1. The majority of Outreach options are in Funding Levels 2 and 3 (Appendix F6).

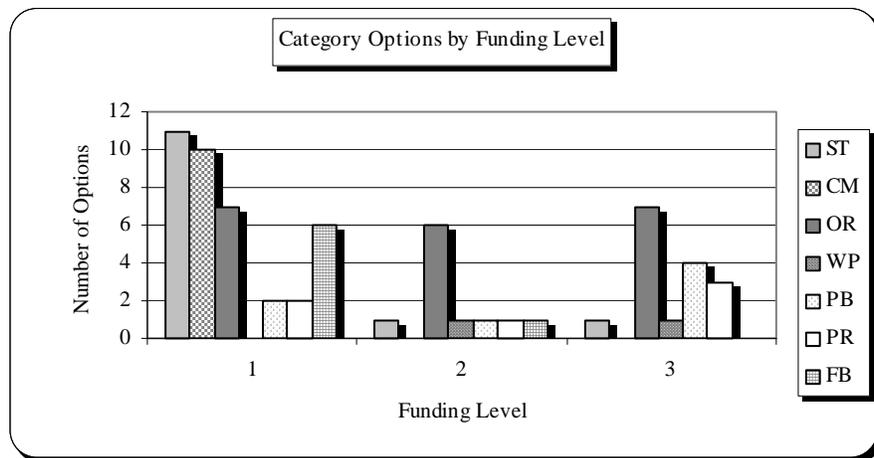
The accumulative weights of options in each category show Communication options rank highest with Outreach and Staff lining up second and third, respectively. Web Page options rank last (Appendix F7).

Appendix F5.-Number of options in each funding level.



Level 1 = Requires little to no additional funding; Level 2 = Requires moderate funding; Level 3 = Requires considerable funding.

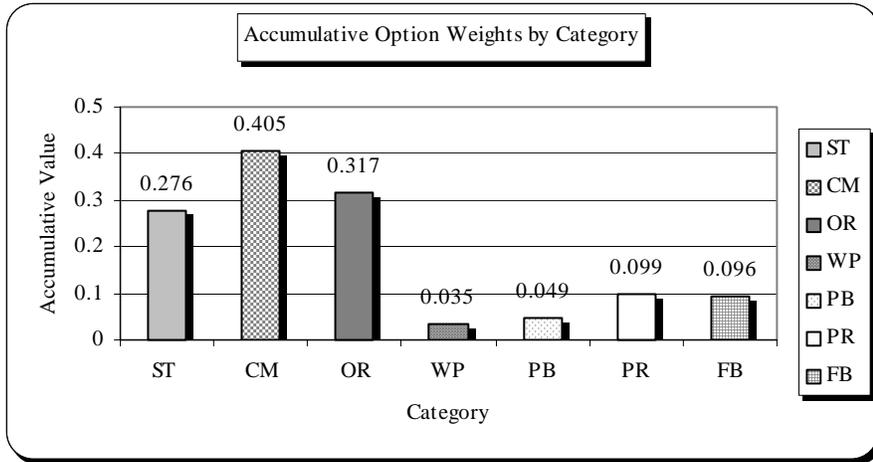
Appendix F6.-Category options by funding level.



ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications; PR = Public Relations; FB = Feedback.

Level 1 = Requires little to no additional funding; Level 2 = Requires moderate funding; Level 3 = Considerable funding.

Appendix F7.-Accumulative option weights by category.

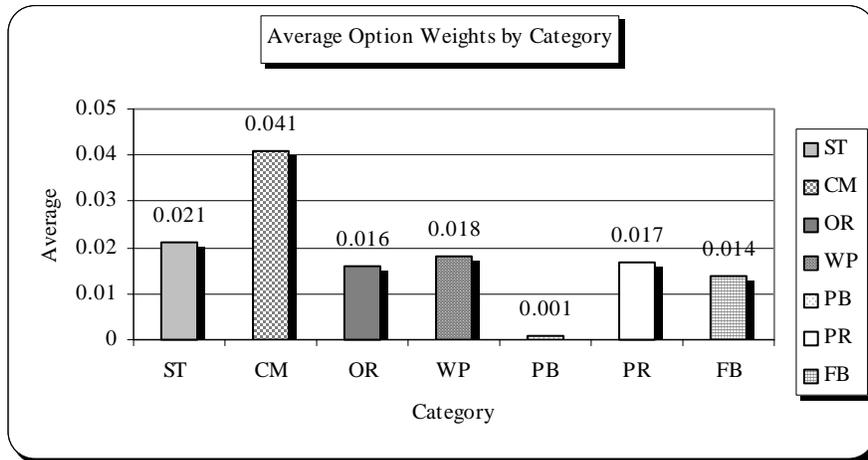


ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications;
 PR = Public Relations; FB = Feedback.

When the accumulative option weights are averaged within each category, Communication still ranks highest with Staff moving into second. Web Page takes over the third position (Appendix F8) and makes up 14% of the whole (Appendix F9), whereas when considering only accumulative weights, Web Page is only 3% of the whole (Appendix F10). Outreach drops to fifth place in the averaged accumulative weights (Appendix F8).

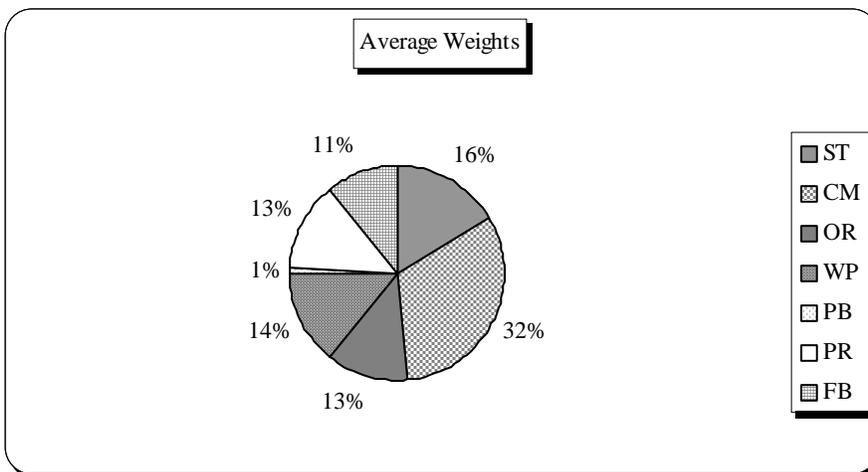
Outreach, Staff, and Public Relations are the top three categories when considering the number of options that fall in the upper-third weight class. The number of options in the Outreach Category dominates all three-weight classes (Appendix F11).

Appendix F8.-Average option weights by category.



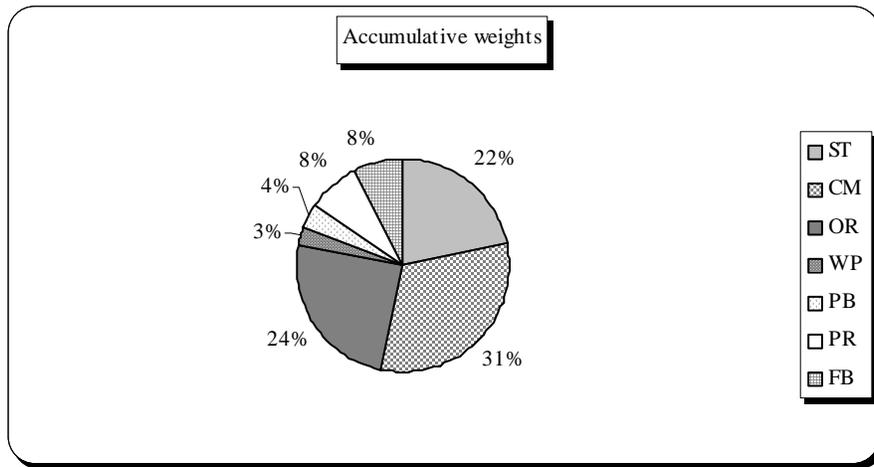
ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications;
PR = Public Relations; FB = Feedback.

Appendix F9.-Percent average option weights by category.



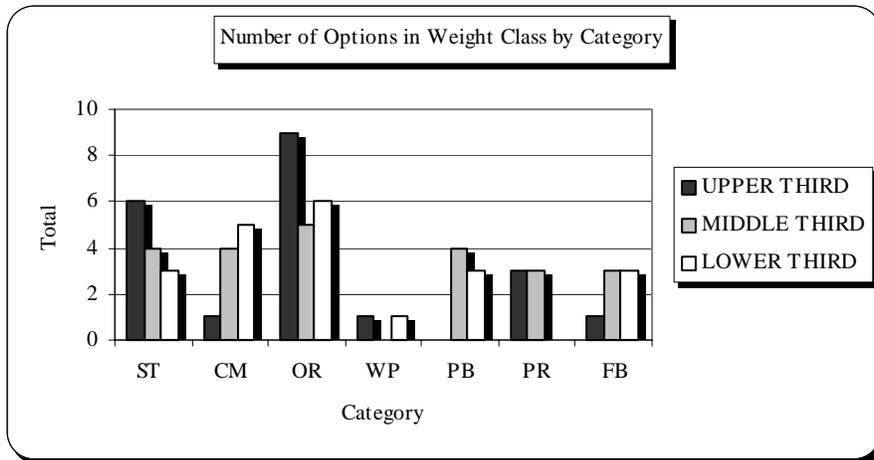
ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications;
PR = Public Relations; FB = Feedback.

Appendix F10.-Percent accumulative option weights by category.



ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications;
PR = Public Relations; FB = Feedback.

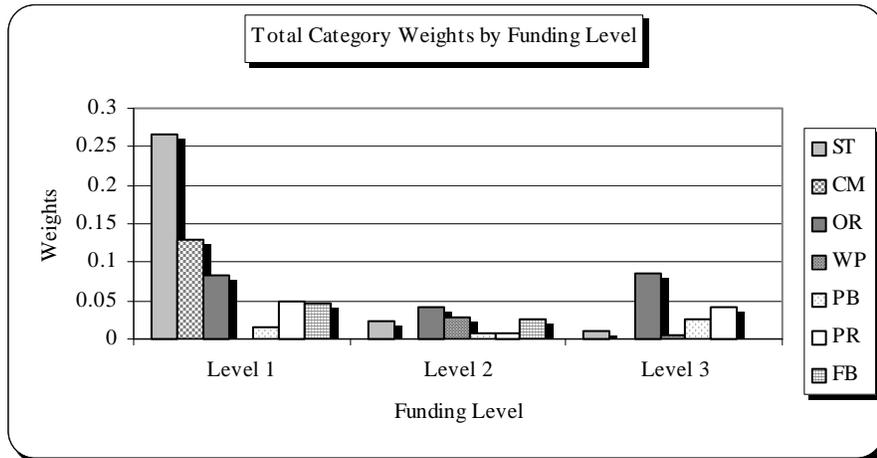
Appendix F11.-Number of options in each weight class by category.



ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications;
PR = Public Relations; FB = Feedback.
Upper Third = .023-.077; Middle Third = .010-.021; Lower Third = .002-.006.

When considering total category weights by Funding Level, the majority of the accumulative weight falls within Level 1 and within the Staff and Communication Categories (Appendix F12).

Appendix F12.-Total category weights by funding level.



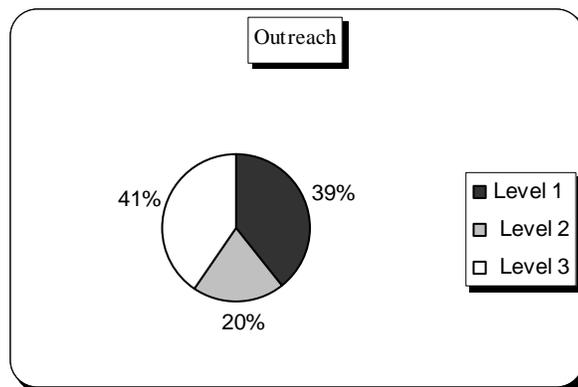
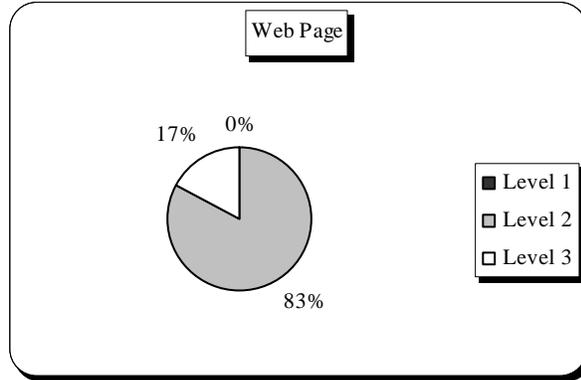
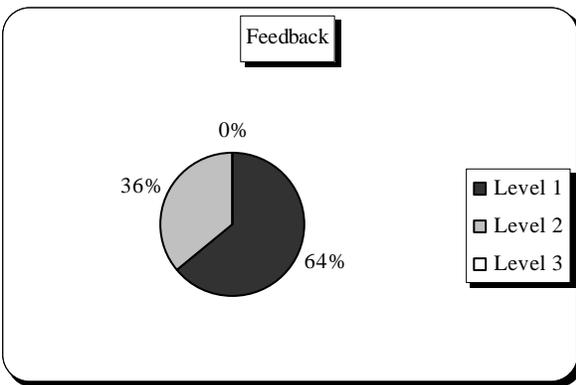
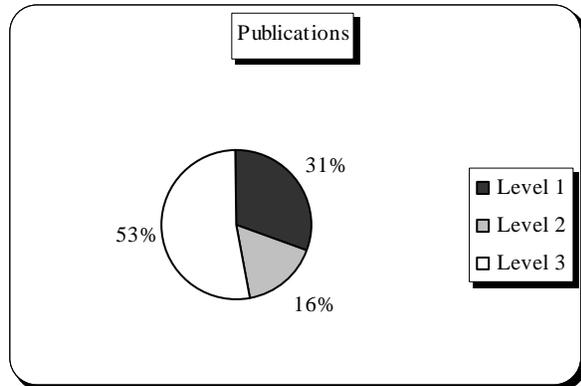
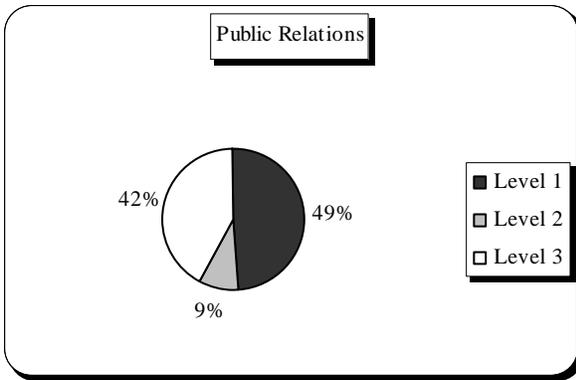
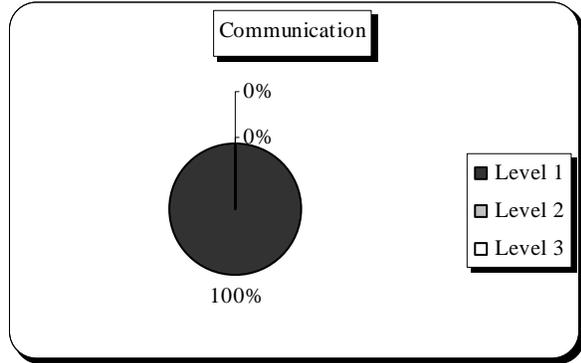
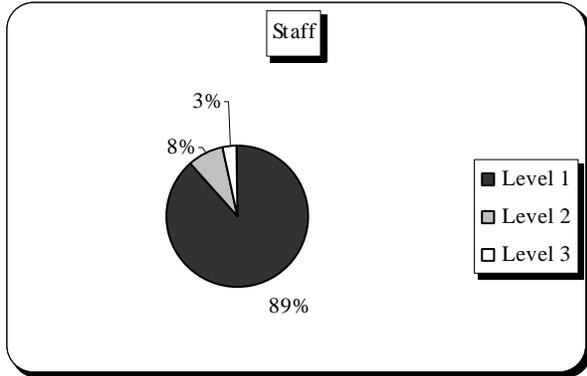
ST = Staff; CM= Communication; OR = Outreach; WP = Web page; PB = Publications; PR = Public Relations; FB = Feedback.

Level 1 = Requires little to no additional funding; Level 2 = Requires moderate funding;

Level 3 = Considerable funding.

One-hundred percent of the Communication options require little to no additional funding. Publications require moderate to considerable funding. Eighty-nine percent of the Staff options require little to no additional funding. Outreach is 80% Level 2 and Level 3 funding. Public Relations requires very little funding for 49% of the options, but considerable funding for 42% of the options. Feedback will require Level 1 and Level 2 funding while Web Page is entirely Level 2 and Level 3 (Appendix F13).

Appendix F13.-Percent funding level within each category.



APPENDIX G

Appendix G1.-Timeline for: Alaska Department of Fish and Game, Sport Fish Division, Region III I&E Strategic Plan: 2001-2003.

The following pages show the timeline for the I&E program.

The I&E program was operating under a draft version of this document since October 2000. Shaded tasks in the 2001 Timeline are those the program completed prior to finalization of this document. Shaded "Task" boxes in the Yearly, Weekly, and On-going Timelines are those that are currently in effect and/or were addressed for the first time in 2000.

The key to the timeline charts follows:

- ST = Staff Training & Duty Restructuring
- CM = Requires only increased internal communication
- OR = Outreach endeavors
- WP = Web page training and maintenance
- PB = Publications
- PR = Public Relations/Goodwill Generation
- FB = Feedback/Surveys

Weight:

Weights as assigned by the Analytic Hierarchy Process

- Upper Third = Option lies in the upper third of the weight rankings (.023 -.077)
- Middle Third = Option lies in the middle third of the weight rankings (.101 -.021)
- Lower Third = Option lies in the lower third of the weight rankings (.022 - .006)

Funding Levels:

- Level 1 = Requires little to no additional funding
- Level 2 = Requires moderate funding
- Level 3 = Requires considerable funding

Responsible Parties:

PC = I&E Program Coordinator

Fbks I&E Staff = frontline staff (Richard Barnes & Mary Uruquhart)

I&E Staff = Fbks, Glennallen, Delta and Tok I&E representatives (Richard Barnes, Mary Uruquhart, Steve Donalson, Dave Davenport, and LuciaZaczkowski.

SF Staff = Region III Sport Fish Staff

Management Supervisor = Charlie Swanton

Research Supervisor = Peggy Merritt

Stocking Supervisor = Cal Skaugstad

Statewide I&E Coordinator = Jon Lyman

Pub. Tech. = Publication Technician, Sara Case

Appendix G2.-Year 2001 options (tasks) by completion date.

OPTION (TASK) NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
DUCK	PR	0.024	1	Suggest that licensing of king stamp pattern like duck stamp	2001 Jan	PC	E-mailed Kris Wright in Juneau with suggestion 9/21/00; Response was negative
REGS OUT	PB	0.003	1	Keep regs out of brochures so they do not need frequent updates	consider it done	PC	
BOX	FB	0.005	1	Install a suggestion box	2001 Jan	PC	
COMMON	FB	0.006	1	Generate list of frequently asked questions	2001 Jan	PC & I&E Staff	
INDEX	PB	0.012	1	Create index system for our materials	2001 Jan	PC	Brochure stock inventoried 10/00
CLARIFY	CM	0.002	1	Get clarification of guide policy from Charlie	2001 Apr	Management Supervisor	
DUTIES	ST	0.003	1	Restructure existing staff duties	2001 Apr	PC & Fbks I&E Staff	SF license officer will take on SF info duties
REGDIRE	CM	0.005	1	Get statewide direction on access points at Region's initiative	2001 Apr	PC	
ASK_MIKE	OR	0.025	1	Ask SF RTS to develop a rural guiding package for mail out	2001 Apr	PC	Brochure for SF Guiding is complete, but total package is needed
COS&PEG	CM	0.042	1	Establish policy to send fishing & field conditions to I&E Info Officer	2001 Apr	Research Supervisor & Management Supervisor	
INSERVICE	ST	0.025	1	Have In service with Tina on Federal/private/native land access status	2001 June	PC & I&E Staff	
INFO PACKET	OR	0.010	3	Develop and provide basic fishing information packets for non-residents	2001 June	PC	SF Regs, WNS, Stocked Lakes, SF in Alaska, etc. Possible CARA
CONTRACT	WP	0.006	3	Contract out web page building	2001 Sept	PC	Possible CARA
PRODUCT	ST	0.077	1	Determine staff funding request relative to production	2001 Sept	PC	
LAND CONTACTS	CM	0.005	1	Create list of contacts by landowner so public can inquire	2001 Dec	PC & SF Staff	

Appendix G3.-Year 2002 options (tasks) by completion date.

OPTION (TASK) NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/ COMMENTS
AFN BOOTH	OR	0.025	2	Get a Booth at the AFN Conference	2002 ?	PC & SF Staff	
EDITLAKE	PB	0.003	3	Edit the stocked lake brochure for errors	2002 Apr	Stocking Supervisor	Review and update seasonally
PUBLISH GUIDE	PB	0.005	3	Publish Alaska Fishing Guide anyway-it's not that outdated	2002 Apr	Statewide I&E Coordinator	Currently 5,000 copies stockpiled in Juneau
BULLETIN	PB	0.009	3	Get Alaska Fishing Bulletin published again	2002 Apr	Jon Lyman & PC	Possible CARA
LOAN SUPPLIES	PR	0.009	2	Advertise loan of equipment/supplies (poles, fish, slides, videos)	2002 Apr	PC	
LOBBY	PR	0.024	3	Maintain and improve lobby, install automatic help stations, display	2002 Apr	PC & I&E Staff	Salmon Incubation aquarium; macroinvertebrate display;self help station. Possible CARA
FEE_REG	PR	0.024	1	Publish in reg book where fee/stamp sales go	2002 Apr	PC	
SYSTEM	ST	0.010	3	Install Phone line/system/PTI	2002 Apr	PC	
AD GROUP	OR	0.009	3	Contract out on how to advertise/market to underrepresented groups	2002 August	PC	
DESIGN SURVEY	FB	0.026	2	Design a mail out survey or hand out cards to teachers, others	2002 Sept	PC	

Appendix G4.-Year 2003 options (tasks).

Yearly Options (Tasks) by Date							
OPTION (TASK) NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
LISTS	OR	0.002	2	Disseminate list of guides/outfitters pending input from Charlie	2003 Jan	PC & I&E Staff	
ANGLER ETHICS	OR	0.023	3	Produce and distribute materials to explain angler ethics/responsibilities	2003 Apr	PC & I&E Staff	Stewardship Brochure. Possible CARA
OUTSIDE	OR	0.012	3	Erect an outside bulletin board/rack	2003 June	PC	BID Job/ possible CARA
TV ADS	PR	0.009	3	Get TV clips for fishing in Region III; show on TV	2003 July	PC	Possible CARA
Yearly Options (Tasks) by Weight							
KID'S DAY	OR	0.026	3	Maintain Fishing is Fun Day	yearly	PC & SF Staff	Attempt to add one new booth/year over next five years Possible CARA
SHOW	OR	0.026	2	Maintain Involvement in Outdoors Show	yearly	PC & SF Staff	Booth reserved for April 2001
CHAMBER	OR	0.026	1	Give a talk at the Fairbanks Chamber of Commerce	yearly	PC	To commence 2001
ATTEND	ST	0.024	2	Attend formal training at workshops, AFS conference sessions	yearly	PC & I&E Staff	9/22; 9/27; 11/15 (Training sessions attended to date. (GIS; Brochure Development; AFS Yukon Salmon respectively)
ABSTRACT	CM	0.019	1	Provide I&E with written research abstracts & AMR report issues	yearly	Management Supervisor & Research Supervisor	By March each year
NEWSLETTER	PB	0.009	3	Create a regional news letter for mailing	yearly	PC & I&E Staff	By 2003 Possible CARA
ANGLER DAYS	FB	0.005	1	Monitor angler days from the SWHS	yearly	PC & I&E Staff	
INTERFACE	OR	0.003	1	Interface with agencies to keep the kiosks updated	yearly	PC & I&E Staff	Initial update by July 2001 Possible CARA

-continued-

Appendix G4.-Page 2 of 4.

Seasonal Options (Tasks) by Weight							
OPTION (TASK) NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
TEST FISH	CM	0.019	1	Send stocked waters test fish results to I&E staff	seasonally	Stocking Supervisor	As acquired
VIAVANT	CM	0.003	1	Viavant give Nancy info on access at regular intervals; meeting	seasonally	PC & I&E Staff	Each April and update as acquired
LIASON	OR	0.002	1	Ask liaison at other agencies about need for I&E supplies	seasonally	PC & Fbks I&E Staff	Commence 2001 season
Weekly Options (Tasks) by Weight							
OPTION (TASK) NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
WEEKLY	OR	0.003	1	Continue to provide weekly forecasts to newspapers	weekly	PC & I&E Staff	Weekly from April - Sept and 3 times in winter. Weekly fishing reports on Ch 2 news

-continued-

Appendix G4.-Page 3 of 4.

On-going Options (Tasks) by Weight							
OPTION (TASK) NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
OUTREACH	OR	0.057	1	Improve outreach to under-represented groups through talks	on-going	PC & SF Staff	Continue and increase involvement in Becoming an Outdoorswoman Events Possible CARA
FIELD	ST	0.048	1	Go on periodic field trips to fisheries-make time-schedule trips	on-going	PC & I&E Staff	Commence 2001 season 2-3 per year
WEB PAGE	WP	0.029	2	Ask Andy to train Nancy to maintain web page	on-going	PC	Initial training with Andy took place on 8/29-8/30 in Anchorage
ATTEND METTINGS	ST	0.026	1	Attend Advisory Committee and Group Meetings	on-going	PC & I&E Staff	As Warranted
INTRSEEK	ST	0.024	1	Seek I&E info on internet and state web sites	on-going	PC	Has Begun
CURRICULA	OR	0.023	3	Make curriculum materials for teachers and educators	on-going	PC	Aquatic invertebrate aquariums; Interior Alaska Fish Species curricula. Possible CARA
TRAIN TEACHERS	OR	0.023	1	Train teachers	on-going	PC	Attended first in-service Sept 14-17 (UAF Co-op extension Salmonids in the Classroom)
READ	ST	0.021	1	Read regs and make changes in a master copy	on-going	PC & I&E Staff	Commence 2001 season
COS-REGS	CM	0.021	1	Managers give summary to I&E on why state & federal regs changed	on-going	Management Supervisor	Commence 2001 season

-continued-

Appendix G4.-Page 4 of 4.

On-going Options (Tasks) by Weight (continued)							
OPTION (TASK) NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
HOWIE	ST	0.019	1	Continue to talk to Howie and public about fishing news	on-going	PC & Fbks I&E Staff	
TEAM WC	ST	0.016	1	Team/cross train with Wildlife Conservation Division staff	on-going	PC & I&E Staff	Commence 2001 season if Wildlife is agreeable
PROPOSAL	FB	0.011	1	Monitor board proposals as indicator/proxy of angler satisfaction	on-going	PC & I&E Staff	Commence 2001 season
RECORD	FB	0.010	1	Record visits/requests for curricula/# brochures for everyone	on-going	PC & I&E Staff	pilot program began 7/00
STAFFEED	CM	0.010	1	Staff feedback	on-going	SF Staff	Commence 2001 season
OUTFILES	FB	0.009	1	Assemble different data files to plan outreach efforts	on-going	PC	Commence 2002 season
GIVE AWAYS	PR	0.009	3	Distribute promotional supplies-hats, stickers, patches, buttons	on-going	PC	Commence 2001 Season Possible CARA
COREL	PB	0.008	2	Work with managers/Sara to upgrade/update handouts	on-going	PC, Pub. Spec., managers	Commence 2001 season; "Fishing along the Dalton" brochure updated 12/00 Possible CARA
DESIGN FISH	OR	0.008	3	Develop specific/graded education materials for Region III fish	on-going	PC, Pub. Spec.	Interior AK Fish Species; Macroinvertebrate information. Possible CARA

APPENDIX H

Appendix H.-Options by weight/funding level.

OPTION NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
PRODUCT	ST	0.077	1	Determine staff funding request relative to production	2001 Sept	PC	
OUTREACH	OR	0.057	1	Improve outreach to under-represented groups through talks	on-going	PC & SF Staff	Continue and increase involvement in Becoming an Outdoorswoman Events Possible CARA
FIELD	ST	0.048	1	Go on periodic field trips to fisheries-make time-schedule trips	on-going	PC & I&E Staff	Commence 2001 season 2-3 per year
COS & PEG	CM	0.042	1	Establish policy to send fishing & field conditions to I&E Info Officer	2001 Apr	Research Supervisor & Management Supervisor	
WEB PAGE	WP	0.029	2	Ask Andy to train Nancy to maintain web page	on-going	PC	Initial training with Andy took place on 8/29-8/30 in Anchorage
CHAMBER	OR	0.026	1	Give a talk at the Fairbanks Chamber of Commerce	yearly	PC	To commence 2001
ATTEND MEETINGS	ST	0.026	1	Attend Advisory Committee and Group Meetings	on-going	PC & I&E Staff	As Warranted
DESIGN SURVEY	FB	0.026	2	Design a mail out survey or hand out cards to teachers, others	2002 Sept	PC	
SHOW	OR	0.026	2	Work with managers/Sara to upgrade/update handouts	yearly	PC & SF Staff	
KID'S DAY	OR	0.026	3	Maintain Fishing is Fun Day	yearly	PC & SF Staff	Attempt to add one new booth/year over next five years Possible CARA

-continued-

Appendix H.-Page 2 of 7.

OPTION NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
ASK_MIKE	OR	0.025	1	Ask SF RTS to develop a rural guiding package for mail out	2001 Apr	PC	Brochure for SF Guiding is complete, but total package is needed
INSERVICE	ST	0.025	1	Have In service with Tina on Federal/private/native land access status	2001 June	PC & I&E Staff	
AFN BOOTH	OR	0.025	2	Get a Booth at the AFN Conference	2002 ?	PC & SF Staff	
FEE_REG	PR	0.024	1	Publish in reg book where fee/stamp sales go	2002 Apr	PC	
DUCK	PR	0.024	1	Suggest that licensing of king stamp pattern like duck stamp	2001 Jan	PC	E-mailed Kris Wright in Juneau with suggestion 9/21/00
INTRSEEK	ST	0.024	1	Seek I&E info on internet and state web sites	on-going	PC	Has Begun
ATTEND	ST	0.024	2	Attend formal training at workshops, AFS conference sessions	yearly	PC & I&E Staff	9/22; 9/27; 11/15 (Training sessions attended to date. (GIS; Brochure Development; AFS Yukon Salmon respectively)
LOBBY	PR	0.024	3	Maintain and improve lobby, install automatic help stations, display	2002 Apr	PC & I&E Staff	Salmon Incubation aquarium; macroinvertebrate display;self help station. Possible CARA
TRAIN TEACHERS	OR	0.023	1	Train teachers	on-going	PC	Attended first in-service Sept 14-17 (UAF Co-op extension Salmonids in the Classroom)

-continued-

Appendix H.-Page 3 of 7.

OPTION NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
CURRICULA	OR	0.023	3	Make curriculum materials for teachers and educators	on-going	PC	Aquatic invertebrate aquariums; Interior Alaska Fish Species curricula. Possible CARA
ANGLER ETHICS	OR	0.023	3	Produce and distribute materials to explain angler ethics/responsibilities	2003 Apr	PC & I&E Staff	Stewardship Brochure. Possible CARA
COS-REGS	CM	0.021	1	Managers give summary to I&E on why state & federal regs changed	on-going	Management Supervisor	Commence 2001 season
READ	ST	0.021	1	Read regs and make changes in a master copy	on-going	PC & I&E Staff	Commence 2001 season
ABSTRACT	CM	0.019	1	Provide I&E with written research abstracts & AMR report issues	yearly	Management Supervisor & Research Supervisor	By March each year
TEST FISH	CM	0.019	1	Send stocked waters test fish results to I&E staff	seasonally	Stocking Supervisor	As acquired
HOWIE	ST	0.019	1	Continue to talk to Howie and public about fishing news	on-going	PC & Fbks I&E Staff	
TEAM WC	ST	0.016	1	Team/cross train with Wildlife Conservation Division staff	on-going	PC & I&E Staff	Commence 2001 season if Wildlife is agreeable
INDEX	PB	0.012	1	Create index system for our materials	2001 Jan	PC	Brochure stock inventoried 10/00
OUTSIDE	OR	0.012	3	Erect an outside bulletin board/rack	2003 June	PC	BID Job/ possible CARA

-continued-

Appendix H.-Page 4 of 7.

OPTION NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
PROPOSAL	FB	0.011	1	Monitor board proposals as indicator/proxy of angler satisfaction	on-going	PC & I&E Staff	Commence 2001 season
STAFFFEED	CM	0.010	1	Staff feedback	on-going	SF Staff	Commence 2001 season
RECORD	FB	0.010	1	Record visits/requests for curricula/# brochures for everyone	on-going	PC & I&E Staff	pilot program began 7/00
INFO PACKET	OR	0.010	3	Develop and provide basic fishing information packets for non-residents	2001 June	PC	SF Regs, WNS, Stocked Lakes, SF in Alaska, etc. Possible CARA
SYSTEM	ST	0.010	3	Install Phone line/system/PTI	2002 Apr	PC	
OUTFILES	FB	0.009	1	Assemble different data files to plan outreach efforts	on-going	PC	Commence 2002 season
LOAN SUPPLIES	PR	0.009	2	Advertise loan of equipment/supplies (poles, fish, slides, videos)	2002 Apr	PC	
AD GROUP	OR	0.009	3	Contract out on how to advertise/market to underrepresented groups	2002 August	PC	
BULLETIN	PB	0.009	3	Get Alaska Fishing Bulletin published again	2002 Apr	Jon Lyman & PC	Possible CARA
NEWSLETTER	PB	0.009	3	Create a regional news letter for mailing	yearly	PC & I&E Staff	By 2003 Possible CARA
GIVE AWAYS	PR	0.009	3	Distribute promotional supplies-hats, stickers, patches, buttons	on-going	PC	Commence 2001 Season Possible CARA

-continued-

Appendix H.-Page 5 of 7.

OPTION NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
TV ADS	PR	0.009	3	Get TV clips for fishing in Region III; show on TV	2003 July	PC	Possible CARA
SHIP PAP	OR	0.008	2	Distribute index/ship requested materials to other areas	on-going	PC & Fbks I&E Staff	Has Begun
COREL	PB	0.008	2	Work with managers/Sara to upgrade/update handouts	on-going	PC, Pub. Spec., managers	Commence 2001 season Possible CARA
DESIGN FISH	OR	0.008	3	Develop specific/graded education materials for Region III fish	on-going	PC, Pub. Spec.	Interior AK Fish Species; Macroinvertebrate information. Possible CARA
COMMON	FB	0.006	1	Generate list of frequently asked questions	2001 Jan	PC & I&E Staff	
CONTRACT	WP	0.006	3	Contract out web page building	2001 Sept	PC	Possible CARA
REGDIRE	CM	0.005	1	Get statewide direction on access points at Region's initiative	2001 Apr	PC	
LAND CONTACTS	CM	0.005	1	Create list of contacts by landowner so public can inquire	2001 Dec	PC & SF Staff	
ANGLER DAYS	FB	0.005	1	Monitor angler days from the SWHS	yearly	PC & I&E Staff	
BOX	FB	0.005	1	Install a suggestion box	2001 Jan	PC	
BACKUP	ST	0.005	1	Arrange for backup staff	on-going	PC	
PUBLISH GUIDE	PB	0.005	3	Publish Alaska Fishing Guide anyway-it's not that outdated	2002 Apr	Statewide I&E Coordinator	Currently 5,000 copies stockpiled in Juneau

-continued-

Appendix H.-Page 6 of 7.

OPTION NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
VIAVANT	CM	0.003	1	Viavant give Nancy info on access at regular intervals; meeting	seasonally	PC & I&E Staff	Each April and update as acquired
NANCY	CM	0.003	1	Encourage staff/Nancy to talk about access problems	on-going	PC & Staff	Commence 2001 season
WEEKLY	OR	0.003	1	Continue to provide weekly forecasts to newspapers	weekly	PC & I&E Staff	Weekly from April - Sept and 3 times in winter. Weekly fishing reports on Ch 2 news
INTERFACE	OR	0.003	1	Interface with agencies to keep the kiosks updated	yearly	PC & I&E Staff	Initial update by July 2001 Possible CARA
REGS OUT	PB	0.003	1	Keep regs out of brochures so they do not need frequent updates	consider it done	PC	
DUTIES	ST	0.003	1	Restructure existing staff duties	2001 Apr	PC & Fbks I&E Staff	SF license officer will take on SF info duties
MAIL OUT	OR	0.003	2	Offer to mail out info to anglers	on-going	PC & I&E Staff	Has Begun
DISTRIBUTE	OR	0.003	2	Make list of agencies, distribute materials, check back monthly	on-going	PC & Fbks I&E Staff	By March 2001
EDITLAKE	PB	0.003	3	Edit the stocked lake brochure for errors	2002 Apr	Stocking Supervisor	review and update seasonally
CLARIFY	CM	0.002	1	Get clarification of guide policy from Charlie	2001 Apr	Management Supervisor	
LIASON	OR	0.002	1	Ask liaison at other agencies about need for I&E supplies	seasonally	PC & Fbks I&E Staff	Commence 2001 season
IND NUMBERS	ST	0.002	1	Give out individual numbers (to cut down on business calls on I&E line)	on-going	PC & SF Staff	
LISTS	OR	0.002	2	Disseminate list of guides/outfitters pending input from Charlie	2003 Jan	PC & I&E Staff	

-continued-

Appendix H.-Page 7 of 7.

KEY							
OPTION NAME	CATEGORY	WEIGHT	FUNDING LEVEL	DESCRIPTION	TARGET DATE FOR COMPLETION	RESPONSIBLE PARTIES	NOTES/COMMENTS
	ST = staff		1 = Little to no additional funding	Charlie = Management Supervisor (Charlie Swanton)	2001	PC = I&E Program Coordinator	
	CM = Communication		2 = Moderate funding	Peggy = Research Supervisor (Peggy Merritt)	2002	Fbks I&E Staff = frontline (Richard Barnes & Mary Urquhart)	
	OR = Outreach & Education		3 = Considerable funding	Viavant = Access Supervisor (Tim Viavant)	2003	I&E Staff = Fbks, Glennallen, Delta, & Tok I&E representatives (Richard Barnes, Mary U., Steve Donalson, Dave Davenport, Lucia Z)	
	WP = Web page			Nancy = I&E Program Coordinator (Nancy Greiner)	On-going	SF Staff = Region III SF Staff	
	PB = Publications			Sara = Publication Specialist (Sara Case)	Yearly	Management Supervisor = Charlie Swanton	
	PR= Public Relations			Howie = Alaska Fly Shop Proprietor (Howie Van Ness)	Seasonally	Research Supervisor = Peggy Merritt	
	FB = Feedback			Andy = Sport Fish Division Web Master (Andy Hoffmann)	Weekly	Stocking Supervisor = Cal Skaugstad	
				Tina = Federal Agency Representative with insight to access to Federal lands.	Done	Statewide I&E Coordinator = Jon Lyman	
						Pub. Spec. = Sara Case	

APPENDIX I

Appendix I.- Sport Fish information requests by phone and visitor 2000 season.

2000				All visitors*	SF phone	
Month	Day	Fairbanks	Delta	Glennallen	Glennallen	Tok
July		1,352	155	655	495	84
August		1,093				
15				459	319	
23			91			
Sept						
27		367				
*Includes Wildlife Requests						

APPENDIX J

Appendix J.-Budgets FY2001 current and FY2002 request and projected FY2003 request.

FY2001

<u>LINE</u>	<u>BUDGET</u>	
100	90.3	Richard Barnes, Mary Gebhard, Nancy Greiner
200	2.8	Travel (Trips made to date: Anchorage web page training with Andy Hoffmann); (Future trips: Anchorage (Jan 4, 2001 CARA committee meeting; Jan 8, Possibly attend Board of Fish meetings, spring: Bring field office I&E representatives to Fairbanks for start-up meeting); Possible spring trip to Bethel.
300	7.6	Fairbanks Outdoor Show, Fred Pryor Training Seminar, AFS Annual Meeting, UAF classes, Printing brochures: Sport Fishing the Upper Copper/Upper Susitina; Sport Fishing the Gulkana; Sport Fishing along the Dalton Highway; Non-resident fishing brochure/packet; Contract out for some web page training; Advertisement and overhead for Kids Fish and Game Fun Day
400	2.0	Books for I&E lending and reference library, office supplies, ADF&G I&E front liner's vests, lobby fish tank maintenance and food, button maker.
500	0.5	Rental for out of town lodging; three-four day trip planned for spring to Tok, Glennallen, and Delta; possibly Bethel.

-continued-

FY2002

<u>LINE</u>	<u>BUDGET</u>	
100	87.1	Richard Barnes, Mary Gebhard, Nancy Greiner
200	5.0	Travel
300	12.0	Fairbanks Outdoor Show; AFS Annual Meeting; UAF Career Day; booth at AFN Conference; web training; printing brochures (Fishing the Stocked Lakes of the Tanana Valley; Smart Angler Series; Species Brochure); advertisement and overhead for Kids Fish and Game Fun Day; advertise loan of fishing equipment. Hire PR specialist to design survey for feedback on I&E programs.
400	5.8	Dissecting scopes for lobby displays; possible salmon incubation system for Regional office; automatic help station in Regional lobby; new phone system.
500	1.2	Rental for out-of- town lodging: Anchorage, Glennallen, Tok, Delta, Bethel.

-continued-

FY2003 PROJECTION

<u>LINE</u>	<u>BUDGET</u>	
100	87.1	Richard Barnes, Mary Gebhard, Nancy Greiner
200	5.0	Travel
300	11.2	Fairbanks Outdoor Show; AFS Annual Meeting; UAF Career Day; Booth at AFN Conference; web training; printing brochures (ethics/stewardship, more Smart Angler, Fish I.D. cards); advertisement and overhead for events; TV documentary/clips on Region III fishing.
400	5.8	After hours kiosk
500	1.2	Rental for out-of-town lodging: Anchorage, Glennallen, Tok, Delta, Bethel
