



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

## 2009 North American Conservation Education Conference

CA Vines 4H Center  
Little Rock, Arkansas

### Monday, January 26, 2009

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| 3:00 pm – 7:00 pm | <b>Registration &amp; Check-in</b>  |
| 6:00 pm           | <b>Dinner</b>   |
| 7:00 pm           | <b>General Assembly</b><br><i>An Arkansas Welcome</i> – Lucy Moreland & Staff<br><i>Special Presentation: “Critter Curry in Early Arkansas”</i> |

### Tuesday, January 27, 2009

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| 7:30 am  | <b>Breakfast</b>   |
| 8:30 am  | <b>Opening Session</b><br><i>Welcome to Arkansas</i> – Scott Henderson, AGFC Director<br><i>Welcome to the 2009 North American CE Conference</i> –<br>Corky Pugh, AFWA Past President and Director<br>Division of Wildlife and Freshwater Fisheries of<br>Alabama Department of Conservation and Natural<br>Resources<br><i>AFWA’s North American Conservation Strategy: An Update</i> |
| 9:00 am  | “Growing Up in Arkansas” Dr. Mamie Parker  |
| 9:45 am  | <b>Break</b>   |
| 10:00 am | “No Conservation Education -- No Conservation: Public Knowledge of<br>America’s Wildlife Resources” Mark Damian Duda   |

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| 10:45 am | <p><b>Breakout Session #1: Improving Conservation Education in State Agencies</b><br/> <i>Select from the list of topics below to explore. This Breakout Session will be repeated at 1:00 pm.</i></p> <p><b>A Elevating Conservation Education within Your Agency</b><br/> <i>Is your CE program struggling to find a place of importance within your agency? Come learn from our panel on how to make CE mission-critical to your agency. Learn from states that have embraced CE as a major component of the regular functions of their agency staff and programs. Learn the steps it took to get there and how to keep CE as a major priority for your agency.</i></p> <p><b>B Evaluating Conservation Education Programs... Why Evaluate?</b><br/> <i>This session will cover the basics of why to evaluate, which includes: guiding program development, comparing programs, making program improvements, determining worth or merit, and justifying and determining if the program should continue. Come discover some basic evaluation tools, techniques and resources to help you make the best education and outreach decisions for your agency, your mission, your resources and your audience and how best to communicate results to your administrators.</i></p> <p><b>C Conservation Education Best Practices</b><br/> <i>It's big news! Conservation Education (CE) is being recognized as being the foundation to overall conservation success. So what is the most effective way to "grow" a natural resources steward? ...or to recruit and retain new outdoor users? Can we do both? Join others in this session to take a look at what research is telling us and how innovative programs are integrating research-based stewardship Best Practices in their CE efforts. Actual strategies on how to use the new AFWA CE Strategy's "Stewardship Education Best Practices Planning Guide" for developing and maintaining an effective stewardship education program will be a primary focus of this presentation. We'll also look at the new "Best Practices in Hunting and Shooting Recruitment and Retention" manual.</i></p> <p><b>D Unique Partnerships</b><br/> <i>Partnerships with non-agency organizations are a key to conservation education. A panel of state representatives will present their experiences with unique partnerships which have provided more diverse audiences, funding opportunities and program stability.</i></p> |
| Noon     | <b>Lunch</b>   |

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| 1:00 pm | <p><b>Breakout Session #1: Improving Conservation Education in State Agencies</b></p> <p><b>A Elevating Conservation Education within Your Agency</b></p> <p><b>B Evaluating Conservation Education Programs... Do We Have To?</b></p> <p><b>C Conservation Education Best Practices</b></p> <p><b>D Unique Partnerships</b></p>   |
| 2:15 pm | <p><b>Break</b></p>  |
| 2:30 pm | <p><b>Breakout Session #2: Last Agency in the Woods – How to Connect Your Agency’s CE Programs to the <i>No Child Left Inside</i> Movement</b><br/> <i>Select from the list of topics below to explore. This Breakout Session will be repeated at 4 pm.</i></p> <p><b>E Outdoor Expositions – Flash or Fundamental?</b><br/> <i>Nearly half the state wildlife agencies are involved in conducting or supporting outdoor expositions – large annual events where the public can try out a variety of outdoor activities at no charge. A panel of state representatives, who conduct a variety of styles and sizes of expos, will discuss how these highly visible events tie into agency education efforts. How these events effect the public’s commitment to an outdoor lifestyle will also be discussed.</i></p> <p><b>F Giving Children Access to Nature</b><br/> <i>Experience in the outdoors is a key to the development of a conservation ethic. How can we assure that each child has access to natural areas? Explore the latest work being done in outdoor classrooms on school sites, look at efforts to work with local community planners, builders, homeowner associations, and city/county agencies to maintain habitat within walking distance.</i></p> <p><b>G Family and Community Roles in Getting Kids Outside</b><br/> <i>How we can effectively communicate with groups like PTAs, faith-based organizations, scout groups, youth camps, FFA, etc. to enlarge their role in conservation education? Speakers will share their insights and experiences, as well as current models, research and resources that will assist you in reaching these groups.</i></p> <p><b>Developing Youth Leadership in Conservation Education</b></p> <p><b>H</b> <i>State fish &amp; wildlife agencies can work with youth leadership development and recognition programs to develop conservation youth leaders and role models. Incorporate natural resources stewardship into leadership messages and develop youth leadership through job shadowing, conservation clubs, agency youth advisory councils, and youth conservation recognition programs.</i></p> |

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|         | <p><b>I Successful Strategies to <i>Leave No Child Unwild!</i></b><br/> <i>A panel of presenters will outline simple things their agency has done to bring awareness of the NCLI movement to their agency and programs and materials they have created. Why re-invent the wheel when you can flatter your AFWA member agencies by imitating their success stories in your state.</i></p>  |
| 3:45    | <b>Break</b>  |
| 4:00 pm | <p><b>Breakout Session #2: Last Agency in the Woods – How to Connect Your Agency’s CE Programs to the <i>No Child Left Inside</i> Movement</b></p> <p><b>E Outdoor Expositions – Flash or Fundamental?</b></p> <p><b>F Giving Children Access to Nature</b></p> <p><b>G Family and Community Roles in Getting Kids Outside</b></p> <p><b>H Developing Youth Leadership in Conservation Education</b></p> <p><b>I Successful Strategies to <i>Leave No Child Unwild!</i></b></p> |
| 6:00 pm | <p><b>Dinner and a special desert</b><br/> “Arkansas Dutch Oven Diet” with Phyllis Spear</p>  |
| 7:00 pm | <b>Mountain View Music and Heritage Program</b>   |

**Wednesday, January 28, 2009**

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| 7:30 am  | <b>Breakfast</b>   |
| 8:30 am  | <p><b>General Assembly</b><br/> <i>News and Announcement</i> – Kevin Frailey</p> |
| 8:45 am  | “National Environmental Education Trends” Jan McLaughlin (invited)               |
| 9:30 am  | “Marketing Conservation Education” Jeff Rucks                                    |
| 10:15 am | <b>Break</b>   |

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| 10:30 am | <p><b>Breakout Session #3: Aligning Conservation Education with Formal Education</b></p> <p><i>Select from the list of topics below to explore. This Breakout Session will be repeated at 1 pm</i></p> <p><b>J Developing Field Investigation Models for K-12</b><br/> <i>This session will investigate why field investigations make sense for K-12 science education. Understand the differences between descriptive, comparative, and collaborative investigations and which grade levels they are appropriate for. Connections to fish and game agencies and how to support educators will also be discussed.</i></p> <p><b>K Achieving Conservation Literacy – Conservation Education Benchmarks for K-12</b><br/> <i>How can you help teachers learn when to teach different conservation concepts? The new Conservation Education Core Concepts Scope and Sequence will help you integrate your formal K- 12 conservation education programs in science and other disciplines at the appropriate grade levels.</i></p> <p><b>L Inquiry for Educators</b><br/> <i>Inquiry is a method often used to teach science. This session will explore inquiry skills and how to incorporate them into conservation education lessons.</i></p> <p><b>M No Agency Left Behind – Preparing for New Legislation That May Funnel Funding Your Way!</b><br/> <i>Come learn how this latest potential legislative amendment to the NCLB Act could affect your CE efforts. Learn more about the potential impacts, funding, and roles that you and your agency’s programs could play in providing CE opportunities to the formal educators in you state. You’ll also see examples of other states’ environmental literacy plans, a critical requirement of this legislation. And if you don’t know what any of this means, you really need to sit in on this session!</i></p> |
| Noon     | <b>Lunch</b>   |
| 1:00 pm  | <p><b>Breakout Session #3: Aligning Conservation Education with Formal Education</b></p> <p><b>J Developing Field Investigation Models for K-12</b></p> <p><b>K Achieving Conservation Literacy – Conservation Education Benchmarks for K-12</b></p> <p><b>L Inquiry for Educators</b></p> <p><b>M No Agency Left Behind – Preparing for New Legislation That May Funnel Funding Your Way!</b></p>   |
| 2:15 pm  | <b>Break</b>   |

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| 2:30 pm | <p><b>Breakout Discussion Groups: Now We'll Hear From You!</b><br/> <i>Choose a session that interest you and jump into the discussion!</i></p> <p><b>Developing Conservation Education Benchmarks</b><br/> <i>Conservation Education benchmarks can be used to help evaluate whether we are meeting our goals and expectations. The session will involve developing these benchmarks for our work and clearly defining what it takes to achieve conservation literacy.</i></p> <p><b>The Outdoor Education/Formal Education Connection</b><br/> <i>This session will focus on strategies for better defining outdoor skills and what content standards are met. How do outdoor skills fit into the education process as a tool for team building, stewardship, personal health and life-long recreation? How can state fish and wildlife agencies' conservation educators work together to make this happen?</i></p> <p><b>Using Core Concepts to Communicate Your Agency Message</b><br/> <i>Conservation Education Core Concepts were developed to provide agencies with a foundation from which to move the North American Conservation Education Strategy forward. A great deal of time and effort has gone into developing these nationally agreed upon set of core concepts. This session will demonstrate how these core concepts align to existing state CE programs through a series of presentations by key individuals who have been involved with this important effort.</i></p> <p><b>Recruitment, Retention and Stewardship</b><br/> <i>Many agencies focus on recruitment and retention programs as the fundamental base of their CE objective. This session will open up ideas to link recruitment and retention programs with stewardship objectives. Are the too inclusive or exclusive of each other?</i></p> <p><b>Is There An Ideal Information and Education Section?</b><br/> <i>Agencies have different organizational structures, some which naturally promote conservation education and others which may hinder its advancement. Come discuss the pros and cons of the different organizational approaches. Is there a structure that promotes the elevation of Conservation Education?</i></p> |
| 4:30 pm | <p><b>Southern BBQ</b><br/> Sponsored by the Arkansas Game and Fish Commission</p>  |
| 7:00 pm | <p><b>PBS Documentary "Where Do the Children Play" (Optional)</b></p>   |

**Thursday, January 29, 2009**

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| 7:30 am | <b>Breakfast</b> |
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| 8:30 am  | <p><b>Breakout Session #4: Using the Information Highway, Marketing, and Media to Communicate Your Agency’s Conservation Education Messages</b><br/> <i>Select from the list of topics below to explore.</i></p> <p><b>N John Muir Meets the Internet – Technological Connections to Nature</b><br/> <i>How do we continue to spread the message to “Get outside and play” when newer generations are driven by technology? Can we create strategies that appeal technology minded generations which will also make them future resource stewards and outdoorsmen and women? As natural resources agencies, how do we deal with the constant pull of attention from current technology that is so heavily used by today’s youth? Is there a way to combine technology with getting kids outside? Come learn about some innovative and exciting ways to draw kids outside and away from the computer screen while still appealing to their “techy” side.</i></p> <p><b>O The CE Network – Stargate to the Future</b><br/> <i>Plans to develop a comprehensive “one stop shopping” CE website have been in the works since the Summit for CE in 2004. Come find out what the web portal will look like and how your agency can benefit.</i></p> <p><b>P Marketing Conservation Education to Diverse Audiences</b><br/> <i>How do we reach more diverse audiences with our conservation education programs? Use marketing techniques to identify and target new audiences.</i></p> |
| 10:00 am | <b>Break</b>  |
| 10:45 am | <p><b>General Assembly</b><br/> “<i>Weighing in on Conservation Education</i>” Reports from Wednesday Afternoon Discussion Groups</p>   |
| 11:30 am | <b>A Good Goodbye</b>   |
| Noon     | <b>Lunch and End of Conference</b>  |

*The Agenda is subject to change.*  
v. 11/17/08