

EDUCATION, OUTREACH AND DIVERSITY COMMITTEE AGENDA

Chair: Tony Wasley (NV)

Vice-Chair: Keith Warnke (WI)

Friday, March 11, 2022

Attendees: 57

Agenda/Notes:

Introductions and Welcome- *Keith Warnke (WI)*

Reports from EOD Subcommittee and Working Groups

- Project WILD- *Johnnie Smith (TX)*
 - We should be getting a permanent chair in the near future
 - 2021 looked better than 2020, but not as good as 2019- as far as the amount of training and guide sales (due to COVID 19); trend is moving up again
 - Started offering WILD in ways we haven't done before
 - 70K awarded in mini-grants through the ee360+ (EPA) grants
 - 500+ people registered in online trainings in 2021
 - Project WILD conference will be in person this year, on May 23-27, 2022 in NC → <https://pheedloop.com/WILD2022/site/home/>

- Diversity & Inclusion- *Jen Newmark (NV), David Buggs (TX)*
 - Provided updates from some partners with their DEI efforts
 - AFWA internal efforts: Important to come up with a plan (intentionality), creation of guiding principles; progress over perfection
 - MSCG with CSU- looking at best practices to cultivate diverse work force with state fish and wildlife agencies; workshops will be developed
 - WAFWA- have a project (Dr. Mason) will be developing best practices for the western state agencies for DEI efforts;
 - Where you are today is okay, be better tomorrow
 - DEI Coffee Talks- have held 4 of these; has exceeded all our expectations
 - Allyship training overview provided
 - Looking at how the AFWA D&I WG can work as a connecting hub between various DEI communities

- Education – *Kellie Tharp (AZ), Tabbi Kinion (AR)*
 - We have launched the new CE Strategy Toolkit- now available online <https://www.fishwildlife.org/afwa-informs/ce-strategy/north-american-conservation-education-strategy>
 - Early discussions to have another Conservation Education Conference/meeting; discussed format, topics, etc.

- Wildlife Viewing & Nature Tourism – *Shelly Plante (TX)*
 - WVNT Academy- finished that 2 weeks ago; 24 states represented with 80 participants; conference is held every 2 years; <https://www.wvntacademy.com/>
 - MSCG Wildlife Viewer Survey: we are getting regional and national data from wildlife viewers; info on their knowledge of agencies, trust, engagement, and more; more than 1/3 of all Americans are wildlife viewers; the data is being analyzed now and the report with recommendations will be available later this year; Wildlife Viewer Survey Lit Review: <https://vtechworks.lib.vt.edu/handle/10919/105661>
 - Waterfowl WG input- WVNT is working with the waterfowl WG on duck stamp recommendations; more information coming soon
 - We have a number of webinars throughout the year. Those topics are chosen mostly from input during the academy. If you want to see past webinars, you can check them out on the AFWA YouTube channel → <https://bit.ly/3Ks38zs>
 - There is also a wildlife viewing Facebook page that you can join for more information about the group: <https://www.facebook.com/groups/wildlifeviewing>
- Joint Working Group: Education, Outreach and Diversity and Wildlife Diversity and Conservation Funding Committees – *Shelly Plante (TX)*
 - We are looking for a NEW EOD person to help chair this working group. Shelly will need to step down as co-chair. Darren Riedle (KS) is the co-chair on the wildlife diversity size
 - The working group is currently focused on the Recovering America’s Wildlife Act (RAWA)
 - Created state focused shovel-ready projects that was used to help reach congressional staff, senators and house representatives to promote RAWA and why they should support RAWA
 - There’s still work to be done to support RAWA
- Outreach & Marketing – *Jenifer Wisniewski (TN), Tanna Fanshier (KS)*
 - Please check out ACI- there is a conference coming up this summer
 - The annual Association of Conservation Information (ACI) conference will be taking place in Nashville, TN on July 25-27, 2022. Hosted by the Tennessee Wildlife Resources Agency.
 - www.aci-net.org/conferences
 - Talked a lot about the One Health efforts and current DEI efforts; you can’t use the same message for all people- you need to customize
 - Pictures with diverse images works better for everybody—beyond DEI
 - Functional nutritional therapy specialist- the importance of wild game
 - Mentoring program is important for R3—not looking for buddies or friends, but looking for good instruction
 - Social listening project- able to see what people are saying about your organization via social media; 49 states have signed up to receive reports (FREE) every 2 weeks; help agencies become more relevant; If anyone wants to get the social listening reports about your agency, please sign up here <https://www.aci-net.org/what-are->

[they-saying-about-your-agency-on-social-media/](#)

One Health – Keith Warnke (WI)

- One Health recognizes the connection between the health of people, animals, and the environment
 - It's all connected, and we need to be part of the conversation
- This is where the EOD committee could be the forefront of this conversation and this initiative
- It was especially seen during the pandemic- the strong connection to the outdoors and the environment to physical and mental health of people; also seen the connection of how disease can be transmitted from animals to people and people to animals—it's important to try and keep the wildlife population healthy
- Extends to air and water quality, as well as healthy fish, wildlife and plants; invasive species is part of this conversation and how damaging it can be to the natural environment
- Comment: there may be an opportunity to work with the Fish and Wildlife Health Committee and Invasive Species Committee. A potential case study to promote wildlife conservation and One Health could include invasive species, e.g., domestic cats (which directly kill wildlife and spread diseases to wildlife and people).
- Relevancy and DEI is also connected to this initiative

Alliance for America's Fish & Wildlife- Recovering America's Wildlife Act (RAWA) Updates- Sean Saville (AFWA)

- The shovel-ready project one-pagers for each state has been very helpful!
- We're in striking distance right now!
 - Looks like there's a good chance we will get this across the finish line this year
 - Stay focused and lean in
 - \$1.3B distributed among the states and \$97.5M to the tribes
- 166 bipartisan co-sponsors in the House; Natural Resources Committee passed RAWA; hoping to get up to 221 co-sponsors in the house before the bill goes to the House Floor (hopefully later this summer); the 'pay-for' is not in the house version- and they are looking to add that before it goes to the House floor for final vote
- 32 bipartisan co-sponsors in the Senate; AFWA's past president (Sara Parker-Pauley) was invited to testify on the senate floor in support of RAWA; they are very optimistic that they can get this done; should have markup in EPW later this month or early next month; looking to continue to add sponsors on the senate side as well
- Looking to advance the bill on both the House and Senate floor in the next few months
- Here are some resources for your use:
Alliance toolkit https://drive.google.com/drive/folders/1S7j5B9yv0ycYcJsHIOQB7Zmni4y_2vPM
Alliance page on the AFWA site <https://www.fishwildlife.org/afwa-acts/alliance-americas-fish-and-wildlife>
House cosponsor list <https://www.congress.gov/bill/117th-congress/house-bill/2773/cosponsors?searchResultViewType=expanded>

And the link to those shovel ready one pagers that the WDCF/EOD working group helped to pull together: https://drive.google.com/drive/folders/1XHlj_W-goNC_q31mIHQl1CQp6thXABu5

- Sean's contact info: Sean Saville, Campaign Manager, Alliance for America's Fish & Wildlife, Association of Fish & Wildlife Agencies, C: 202-441-4214, ssaville@fishwildlife.org, www.OurNatureUSA.com

Furbearer Conservation new outreach materials (5 minutes)- Cory Mosby (IDFG)

- Review of trapping communication materials.
 - Sometimes it can be difficult to disseminate information about trapping. We are focusing more on education and outreach to make data digestible and accessible. This is a critical component of maintaining trapping as a wildlife management tool.
- Products available to state agencies to address trapping communication needs:
 - Best management practices booklets (<https://furbearermanagement.com>)
 - Science and conservation briefs
 - Trapping Matters workshops – available for in-person workshops in your state
 - Developing a remote delivery version
 - Communication Strategy for Trapping and Furbearer Management
 - Includes lots of social science about how to best communicate the data
 - Contact
 - Cory.Mosby@idfg.idaho.gov
 - bwhite@fishwildlife.org

Discussion: Goals of the EOD Committee 2022

- **What projects should we work on over the next year; possible multistate grant projects**
 - Outreach & Marketing WG- looking to implement #TrophyTrash initiative (based on Outdoor Stewards of Conservation Foundation [<https://stewardsofconservation.org>] project) on a national scale; like the; ~\$130,000 should cover the cost of this project.
 - Overall- support for this idea
 - WVNT WG- looking on implementing/case surveys based on the recommendations from the current MSCG Wildlife Viewer Survey; and see the best way to offer up the information distributed or available to everybody.
 - Overall support for project idea
 - Education WG- could be some potential need for funding for training/webinars/conference around the new CE Strategy toolkit; would be a relatively small grant
 - Overall support for this project idea
 - Diversity & Inclusion WG- look at putting together a conference around how to use DEI in Conservation; how to engage the public/ employees/ recruit and retain employees need to pay subject matter experts; it's a way the rest of our community can engage in DEI work; also need to have money to pay outside people to speak at the Coffee Talks, conferences, etc--- need to pay for speaker fees
 - Overall support for this project idea
- **How does the Association elevate the DEI Conversation?**
 - Creating a DEI dashboard for all the AFWA states; we need to start collecting data so we know where we are and where we want/need to go