Education, Outreach & Diversity Committee- minutes
Chair: Tony Wasley (NV)
Vice-Chair: Paulette Nelson (NJ)
March 28, 2018
1-3PM
Attendees = 51

• Introductions and welcome- Tony Wasley
  o Round-robin introductions

• Blue Ribbon Panel State Relevancy Working Group (WG) Update- Tony Wasley
  o Tony is co-chair of efforts with Steve Williams (WMI)
  o Last meeting in December 2017
  o There is currently broad recognition of need of relevancy in our state agencies
  o Current direction → need to compile ongoing efforts state agencies are doing to address relevancy
    ▪ Value in compiling ongoing efforts and create a toolbox that other states can use of ongoing programs
  o There are a number of committees and groups that are trying to address this problem
  o Task of the WG is to help give direction going forward with these combined efforts
  o Tony’s ask to the group → looking for input from this group as to what they have going on and what they are looking for from this group to address to broader relevancy challenge.
    ▪ Looking for input from people trying to start these programs (the people in the trenches)
    ▪ Looking to work towards consistent direction across the states with these efforts; pooling resources
  o Question: would the National Conservation Outreach strategy help with these efforts (goal to create a broader awareness of relevancy of state agencies).
    ▪ Having consistency in scope, scale and messaging could only help with these efforts
  o The BRP recommendation (#2) also touches on agency transformation and being able to tell their story better.
  o Discussion → looking at a more collaborative approach
    ▪ Perhaps use educators to help break down potential barriers to telling the story
    ▪ Bring in educators to the equation; education is the means or the vehicle that will bring conservation to the table in perpetuity; connecting with people
    ▪ Want to see putting educators/communicators into the system; a seat at the table for educators/communicators
    ▪ Meet people where they are instead of trying to convert them to our way of thinking
  o The current EOD WGs are working on this is some way
    ▪ At each of the WG looking at the charge to see how to best complement each other and move forward collectively with this initiative
• Tony will work with the chairs of the WGs to see how to possibly tweak the WG charges
  • Would like input from our EOD members on how best to do this.

• Subcommittee WG/Subcommittee Reports
  o Project WILD (PW) - Elena Takaki
    • As of March 1- PW celebrated its 1 yr anniversary with AFWA
    • We have a new PW terrestrial guide
      • Includes the NA model; a climate change section; career connections and STEM connections
      • Working with PW coordinators to get video of state agency biologists, etc to connect youth with the career section
      • Tomorrow PW WG is meeting
  • Drafted Motion Proposed (Mark Whitney- GA): Mr. Chairperson, I move that this committee recognize the significant contributions that Project Wild has made since joining the Association of Fish and Wildlife Agencies (AFWA) one year ago. During this year, Project Wild has celebrated numerous accomplishments, including completely rewriting the Project Wildlife Guide to make it more relevant to the missions of our state agencies, focusing more specifically on the North American Model of Wildlife Management and distributing that Guide to the states. Project Wild continues to rely on the support and funding from state wildlife agencies to provide wildlife-focused conservation education programs to America’s youth. In previous years, before becoming a part of AFWA, Project WILD depended on the financial contributions of many states in the range of $2,000 to $5,000 each year. It is important to note that the program will still require these contributions to achieve financial stability.

  This committee would like to recognize the continued support of the states currently sponsoring Project Wild annually and encourage those states who have not yet provided funding to consider doing so this year. Therefore, I move that this committee recommend that our state fish and wildlife agencies support Project Wild by allocating resources to the program within their agencies and, whenever possible by financially contributing to the program.
  • Discussion: W(should this be capitalized?) ill there be availability in the future to get materials for free in the future, or are the books only available for purchase?
    • In many states the books are free with training with the state coordinator
    • Part of the purpose of this motion is to make sure those training opportunities are easily available
  • Jennifer Newmark- seconded the motion
  • Vote: all in favor, no nays
Diversity & Inclusion WG- Jen Newmark (NJ)
- Diversity Joint Venture- state agencies, university, NGO’s, industry are involved in this movement
  - All-inclusive idea, not just ethnic or gender diversity
- Drafted Motion proposed: I move that this committee recognize the important work the Diversity Joint Venture is engaged with and support the concept of a resolution to be developed by the Diversity and Inclusion Working Group for the Association of Fish and Wildlife Agencies to formally join the Diversity Joint Venture.
  - Motion seconded: Renny MacKay
  - All in favor; none opposed

This group meets tomorrow, please join
- Will be working on a resolution supporting the Diversity JV to be submitted at the September meeting

Education WG- Kellie Tharp
- Meeting tomorrow, please join
- Working on finishing up the Natural Pathways project \(\rightarrow\) can then create best practices document/toolkit that states can use moving forward
- Monarch education guide is out and available on the AFWA website
- Looking for new topics and presenters with the CE Strategy webinar series

Outreach WG- Renny
- Goals: (1) support BRP and RAWA; (2) create NCO strategy toolkit to help states tell the state story and increase state agency relevancy with the public
- Will be going over a draft of the NCO strategy at the ACI conference this support
- Rollout of the NCO final plan at the September AFWA meeting
- Meeting later today in this same room
- Will also be talking about the Wildlife and Sportfish Restoration Communication Strategy survey later today and see how we can work together to our common goals

WVNT WG- Shelly
- Had our WVNT academy earlier this year
- A lot of networking and sessions that were relevant to what people were working on
- Touched on how diversifying staff has helped reach important goals
- Already planning the next WVNT Academy 2020
- Starting a webinar series again soon
- If you want to be on our monthly phone calls, please contact Shelly.
  - Looking for increase geographic diversity within the group
• Alliance for America’s Fish & Wildlife - Next steps (Sean Saville)
  o Had some exciting progress to report on the campaign
  o Recovering Americas Wildlife ACT (HR 4647)
    ▪ Asking for $1.3B to go into to the Wildlife Conservation Fund
    ▪ Currently have 38 sponsors on the bill
    ▪ To fund all wildlife, focusing on species of greatest conservation need
    ▪ Had a fly-in a few weeks ago that provided a good bump to the sponsor list
    ▪ Close to a senate bill being introduced
  o Had a hearing earlier this year with testimony from Bob Ziehmer (Bass Pro), Congresswoman Debbie Dingell (D-MI) and Congressman Jeff Fortenberry (R-NE)
  o There has been increased media outreach
    ▪ A lot of earned media lately; including USA Today article (March 12, 2018)
    ▪ Starting to get national media traction
  o Kudos to the NE Game & Parks staff in getting and supporting Fortenberry in leading RAWA
  o There are currently 26 state resolutions passed, plus MAFWA, WAFWA, NEAFWA, AFWA; letters of support from MI, UT, VT, MN, NH, CT, WI.
    ▪ This committee can help expand this list and have your state agency write resolutions of support (AAFW can help)
  o A majority of voters in every state view outdoor recreation as very important
  o AAFW has a number of talking points they can share to help with outreach efforts within your state.
    ▪ Conservation challenge = historic opportunity
  o Have a new graphic showing a map of a species of greatest conservation need
    ▪ Can use at will
  o We now have a 15 second version of the outreach video
    ▪ Intended audience is the general public (not us)
    ▪ Much more functional and useful for social media use
  o www.OurNatureUSA.com
    ▪ Current website
    ▪ Looking to expand website and have downloadable information on there
    ▪ Call to action on the website
  o We have a number of state fact sheets done
    ▪ Special thank you to those we’ve worked with
    ▪ Highlighting state success stories and species of greatest conservation need
    ▪ Have 28 of them done
    ▪ We would like to work with the rest of the states to finish up to get to 50 states
  o Texas Alliance for America’s Fish & Wildlife has been doing a lot of support efforts for the Alliance

• Next Steps
- Push co-sponsorship drive for RAWA
- Utilize Alliance partner networks and communication vehicles to amplify our message and secure public support for the bill
- Continue to promote campaign website and drive traffic to ‘take action’ through social media channels
- Promote campaign videos
- Look for strategic visibility opportunities to influence core audiences and engage key stakeholders

- We will be talking about this in more detail at the Outreach WG
- Discussion: what type of Congressional support are you looking for?
  - Looking for balanced support for Rs and Ds; especially those on the Natural Resource Committee
- Discussion: has there been discussion for an offset to the bill?
  - There has been some discussion
  - One option is to attach this to a larger infrastructure spending package to deal with this
- Discussion: have you provided a guide of who is the target audience (esp with social media)
  - Those with a predisposition to supporting nature and wildlife
  - No real guide for the states at the moment, but are looking to develop something with the states
  - Offer: some states will send Sean some info to help fine-tune the social media target audience

- Discussion: Future of the EOD Committee
  - Currently have quarterly conference calls to the member list
  - Interested in getting some human dimensions work – possible future MSCG (Lindsey?)
  - Providing a list of what terms work and what doesn’t with our audience → human dimensions research; national or regional information gathering
  - How can we ask the right questions; training on how to do this, esp for states that are already doing this work (consistency)
  - A lot of this information is out there; a lot of states doing this work; perhaps find a way to consolidate and share
    - Next step with human dimensions info → have it as a plenary or workshop at future conferences
  - Judy Stokes - can I suggest that we have NCN grant discussion at the September meeting so we can submit a grant proposal for the next MSCG cycle [ACTION]
  - Jay Slack - challenge the committee to look at upcoming challenges that we can address as a group; so we can reach out and take opportunities to make a difference
  - Mark Whitney - wants to see this group more involved in teaching biologists to speak to the public
    - WVNT WG is already very active in doing exactly that
- Need to continue working with partners and with each other (WG/Committees, etc) to be at the table at a lot more situations; and have those groups at our table
- Jen Newmark - with joint EOD/Wildlife Diversity WG ➞ is this still a viable joint WG and do we want to continue this; this was supposed to support the RAWA efforts
  - Haven’t met in almost a year
  - Motion to continue meeting to develop or review content that the states can use
- Possibly add a workshop (EOD or WVNT) to the AFWA annual meeting conference?

- Start working on fine-tuning possible human dimensions MSCG to have a grant proposed for the next cycle [ACTION ITEM]
  - Need to figure out what exactly we need/want
  - Encourage participation in the next quarterly call to help develop this idea
  - Maybe a 2 step process: (1) identify audiences we’re not reaching that we need to reach (priority audiences), (2) develop messaging to reach that audience
- Another possible MSCG idea: create an interagency training to teach our own staff how we can talk internally ➞ perhaps a future plenary topic
  - What are the barriers within our own agencies?
  - How can we use the data we have but are not using; creating tools/toolkit?
    - Reaching across boundaries