OUTREACH WORKING GROUP
Chair: Renny MacKay (WY)
Monday, September 12, 2017
10 am - 12 pm

Association of Fish & Wildlife Agencies 107th Annual Meeting
Snowbird Resort
Sandy, UT

**Agenda**

10am - 12 pm  Call to Order/Review Agenda

The National Conservation Outreach Plan-. What is it? Why are we doing it? How can you help? (30 minutes)

The states’ toolkit for supporting the Alliance-. How to use it and what the outreach campaign might look like for a state (20 minutes)

Up close and personnel with a state outreach campaign: 
*Developing a compelling narrative framework and persuasive messaging to share the story of Colorado Parks and Wildlife with users, prospective users, partners, and oppositional voices* (30 minutes)

Up close and personnel with a collaborative outreach campaign: 
*SageWest- A platform to advance stakeholder collaborations on outreach efforts that support a sustainable sagebrush ecosystem, for the benefit of people and wildlife.*
(15 minutes)

12:00 pm  Adjourn