Education Working Group Meeting
March 9, 2017
8-10am
82nd North American Wildlife and Natural Resources Conference
Attendees= 18

Agenda:

• Introductions- Kellie
  o Round table of intros

• National Conservation Education Strategy Updates
  o We are project driven and often work under a multistate conservation grant (MSCG)
  o Looking to continually build a community of practice and keep everyone connected (ACTION)
    • Keep communicators updated on what each state is doing; new ideas; evaluations, etc
  o The idea of webinar was introduced as a tool to help keep people updated and engaged in our profession → continuing this practice today
    • Webinars focus on a wide gamut of topics associated with the EOD → focus on success stories, innovative ideas and best practices in communication, outreach, education, social media, and reaching diverse audiences.
      o Example- social media platforms, live streaming, crisis communication, incorporating diversity into outreach programs, success stories, and much more
      o CE Strategy has deliver monthly webinars over the past 9 months providing opportunities for staff within fish and wildlife agencies and our partners to collaborate and learn from each other.
      o The live webinars take place every month and have reached roughly 1000 staff across the nations

• Question to group- what are the needs of this group that we can create a webinar for?
  o Citizen science
  o Civil treatment to others; dealing with harassment (including sexual harassment)—USFWS willing to provide a webinar for this
  o Human dimensions → connecting us with our citizenry words, etc
  o How to create a better connecting between land grant opportunities, NGOs, Academia, etc and state fish &wildlife agencies to better demonstrate fish and wildlife relevancy in people’s lives
  o Highlight state programs that connect people with nature
  o Kellie—if you think of any other webinar ideas, topic or presenters, please reach out to Kellie
• Interested in seeing how states collect data to figure out their target audience and how they are marketing to that audience successfully

**Multistate Conservation Grant Progress**

• Monarch work → developing a hub of resources that already exist *(ACTION)*
  
  o A team of folks will evaluate what’s already out there; see how we can bring it together and align it with the CE strategy; and create a type of best practices/one-stop-shop of monarch butterfly resource materials for states

• You can find most of our CE Strategy materials on the AFWA website- [www.fishwildlife.org](http://www.fishwildlife.org)

• CE Strategy has their own webinar channel where everyone can see our older webinars at their convenience
  
  [https://channel.webinar.com/channel/2516590068363589893](https://channel.webinar.com/channel/2516590068363589893)

• We’ll make it easier for people to sign up for our CE Strategy e-newsletter (sending the link out and making it easier to find) *(ACTION)*

• Webinars- can be used creatively to show how some best practices work- esp with social media; hearing from other states sometimes ‘hits home’ better than hearing it internally

• Many states don’t have a marketing position in state agencies, or their not filled

• The Wildlife Viewing and Nature Tourism (WVNT) Working Group (WG) may be interested in having some of these webinar presentation topics at their upcoming academy in Feb 2018
  
  o The WVNT WG may also want to give a presentation about what they do and why it’s important in the CE Strategy webinar series

• Need ideas to make sure the information and education folks work together → breaking down silos
  
  o Example: flash mobs with a shooting/angling mobile trailer (New Mexico)

• Need to ‘keep up with the times’ with technology with our outreach and communications; ex- hunter education (online course), apprentice program, etc
  
  o Need to teach with how our ‘students’ learn today

• **Discussion: Into the Outdoors Education Network**

  o A videographer who has moved into the educational arena

  o Looking to possibly partner with EOD- Education WG

  o Looks at how videos and interactive learning works

  o Looked at how to get angling into the schools

    • Meeting the educational standards
• Asking for input from this group
  • Kellie- will be putting together a team to evaluate this material to see if it meets the CE Strategy standards
    o Intothetoours.org
    o Kellie- asking the group if you have staff that would be interested in helping us evaluate the material on this site, it would be very welcome and please send it Kellie’s way (ACTION)

• Discussion: Innovations in Education
  o An opportunity for states to communicate what is new, new innovations, etc
  o Is there anything that you’d like to share (asking the group)
    • Colorado- working on building stronger partnerships with groups such as sportsmen groups, environmental groups, etc
      o Bringing together sportsmen and non-consumptive outdoor recreation groups to find common grounds; develop principles that benefit both groups (shift.jacksonhole)
      o More united and can work together to find funding that is mutually beneficial
  • Some states are now allowing PE credit for them taking hunter safety education course helps reach out and create engagement with a new audience (Florida)
  • Wyoming- going out into the community with day camps (3 day youth camps); new this year
  • Arizona- a camps opened up that offers wildlife viewing, air rifle, fishing, kayaking ,etc; set up cost to be very reasonable for local community; broke even last year; raising price for this year. Camp is M-Th.
  • Arizona- watchable wildlife programs with a peregrine falcon webcam; interesting experiment especially since the chicks have a high mortality rate; was a good way to educate about peregrine falcons; need to have an assigned person to respond to FB comments; did first FB live ‘event’ to help educate the public on peregrine falcons
    o Need to learn to get more comfortable with being uncomfortable in order to reach our current audience
    o Doing the live cam again this year; even going into the classrooms with this
    o Kellie will keep you informed with how it goes and any new lessons learned (ACTION)
  • Kalkomey- was able to increase hunter safety completion by doing a simple email follow-up after they completed the online course so they continue with the field day and get their official certification; also improved the videos so the students know why a wrong answer is wrong.
• New Mexico- partnered with the Boy Scouts to teach hunter safety in their programs; highly beneficial partnership

• Discussion: What are the challenges of today?
  o Hard to keep up on the engagement level needed by staff (burnout) to meet the needs of our audiences
  o Silos based on funding sources within state agencies → it’s hard to be as collaborative as we would like
    o Staff (AZ) have recognized this and are exploring ideas how to break them down and create a suite of opportunities and resources they can offer beyond the silos
  o Challenging collecting data on youth
  o Knowing that you’re reaching a broader audience than you can report → not knowing how to capture all that information
  o Feral Cat WG- working on best management practices to protect wildlife from feral cats as well as looking at the human dimension aspects of this issue; challenge → there will be a significant need for communications and outreach which this WG is currently lacking; we may be reaching out to this group to help with the outreach aspect of this project
    • Kellie- we will be happy to help; maybe put us on your agenda in the fall to see how we can best help (ACTION)
  o Judy- Would like to see the EOD committee look at NCN’s in the future, when to write them, timeline, etc (ACTION)

ACTION ITEMS:
• Look to continually build a community of practice and keep everyone connected
• Monarch MSCG → develop a hub of resources that already exist for states to use as a go-to resource; solicit evaluators of Monarch materials
• Add CE Webinar link to CE e-newsletter
• Inform group with how watchable wildlife programs with a peregrine falcon webcam goes and any new lessons learned
• Prepare to talk to Feral Cat WG at the AFWA Annual Meeting
• Have EOD look at future NCN’s and timeline for future MSCG writing