



OUTREACH SUBCOMMITTEE
Chair: Renny MacKay (WY)

Tuesday, September 13, 2016
10:00 am to 12:00 pm

Association of Fish & Wildlife Agencies 106th Annual Meeting
Marriott Philadelphia Downtown
Philadelphia, PA

Agenda

- Call to Order/Review Agenda
- An update on the Blue Ribbon Panel and how it applies to the states/communication strategies. -*Patricia Allen (AFWA)*
- Revenue from Outreach Programs. How outreach can pay off for your state.
 - Lottery programs, fish license sales and more.
 - States tell their stories
- Tips for Measuring the Success of Outreach Programs. -*Kellie Tharp(AZ) and others*
- Creating an Outreach Strategy
 - Establish a steering committee
- Wrap-up Discussion
- Adjourn