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.
  o Lottery programs, fish license sales and more.
  o States tell their stories

• Tips for Measuring the Success of Outreach Programs. -Kellie Tharp(AZ) and others

• Creating an Outreach Strategy
  o Establish a steering committee

• Wrap-up Discussion

• Adjourn