



**EDUCATION, OUTREACH & DIVERSITY COMMITTEE**  
**Chair: Tony Wasley (NV)**

**September 21, 2022 10:15 AM – 12:15 PM (Central Time)**

**Association of Fish & Wildlife Agencies 112th Annual Meeting**

**Agenda**

- Call to Order/Review Agenda
- Introductions & Welcome: Tony Wasley (NV)
- Hunter Access, Perceptions, and Impacts of Perceptions: Jeff Rawlinson, Nebraska Game and Fish
- Working Group/Subcommittee Reports
  - Education Working Group
  - Diversity & Inclusion Working Group
  - Outreach & Marketing Working Group
  - Wildlife Viewing and Nature Tourism Working Group
  - Joint Working Group: Education, Outreach and Diversity and Wildlife Diversity and Conservation Funding Committees
- Discussion: One Health Integration Strategies
- Discussion: DEI and Conservation
- Discussion: Review EOD Annual Work Plan Expected Actions/Activities
- Discussion: Future Work of this Committee (Everyone)
- “Lightning” rounds (5 minutes each)
- Other Business
- Adjourn



# AFWA Committee Work Plan

## *Worksheet*

**Guidelines:** Each AFWA Committee, Subcommittee and Workgroup is required to review their charge and develop a work plan at the AFWA Annual Meeting and submit to John Lord, Operations Director, [jlord@fishwildlife.org](mailto:jlord@fishwildlife.org) by October 1. The purpose of the work plan is to improve communication and effectiveness of committee work and enable committee chairs and the Executive Committee to evaluate their status annually.

<b>Committee Work Plan</b>		
<b>Date: October 2021</b>		
<b>Committee Name: Education, Outreach and Diversity</b>		
<b>Chair: Tony Wasley (NV)</b>	<b>Vice Chair: Keith Warnke (WI)</b>	<b>Staff: Patricia Allen</b>
<b>Committee Charge:</b> To address critical outreach (communications and marketing) needs identified by AFWA committees and membership; leverage member efforts to facilitate outreach initiatives on a national scale; strengthen and unify the conservation education efforts of AFWA members and partners; promote diversity within the agency workforce and the constituents served by the Association; and foster networking and outreach partnerships among the growing field of wildlife viewing and nature tourism initiatives.		
<b>Changes to the Charge: None</b>		
<b>List Major Activities and Objectives Accomplished During the Last Year:</b>		
<ol style="list-style-type: none"> <li>1. The Outreach Working Group was renamed the Outreach and Marketing Working Group to better reflect the work done in that group.</li> <li>2. Diversity and Inclusion: creation of the Coffee Talk Series which highlights DEI work and promotes open discussion in a safe space.</li> <li>3. The Wildlife Viewing and Nature Tourism Academy Working Group received a MSCG for the Wildlife Viewer Survey and started that survey work, held monthly spring/summer webinars, and started planning for the 2022 WVNT Academy.</li> <li>4. Project WILD- Launched the pilot for the Project WILD online professional development course and re-launched the Growing Up WILD course.</li> <li>5. The EOD and WDCG working group developed new state shovel-ready project fact sheets for tier one and several tier two states in support of the Recovering America’s Wildlife Act.</li> <li>6. Completed the Conservation Education (CE) Strategy toolkit revisions.</li> <li>7. Selection of an EOD Vice Chair.</li> <li>8. Monthly committee/working group chair calls.</li> <li>9. Continuation of quarterly (or as needed) EOD member calls.</li> <li>10. Continue to engage with the Relevancy Road Map.</li> </ol>		
<b>List Activities and Objectives that Will be Accomplished in the Coming Year:</b>		
<ol style="list-style-type: none"> <li>1. The WVNT Working Group will complete work and offer recommendations from the national Wildlife Viewer Survey: Enhancing Relevancy and Engaging Support from a Broader Constituency (MSCG) in collaboration with Virginia Tech.</li> <li>2. The WVNT Working Group will plan and execute the 4<sup>th</sup> WVNT Academy.</li> <li>3. The EOD and WDCF working group will continue to develop outreach tools, communications, and actions that will facilitate state agencies and our partners in supporting Recovering America's Wildlife Act and the Relevancy Roadmap</li> <li>4. Distribute to updated CE Strategy Toolkit to member organizations and make available to the public</li> <li>5. Update the Project WILD Coordinator Handbook</li> <li>6. Look to create a “Relevancy Roadmap Quick Start Guide”- possible MSCG project</li> </ol>		

7. Continue with monthly phone calls with the committee/subcommittee/working group chairs; continue with quarterly (or as needed) calls with the EOD membership.
8. Begin developing Guiding Principles and Best Practices for Diversity and Inclusion
9. Engage in the One Health discussion and offer assistance where needed

**Comments:**