

EOD Committee

Attendees = 58 (standing room only; no seats available)

September 25, 2019

Call to order/review agenda- Tony

Introductions- round robin

Opening remarks-

- Been chair of this committee for the past 4-5 years, have had conflicts with other committees. Happy this year I am able to attend this committee.
- Seeing a lot of new faces and increased attendance to our committee. Very excited to see this change; shows the importance this committee has to offer

Presentation: Alliance for America's Fish & Wildlife

- Goal is to pass the Recovering America's Wildlife Act (RAWA)
- Will give an overview of the legislative campaign and then talk about how telling the state story helps advance this campaign → need for your help
- HR 3742 – introduced in July by Rep Dingell and Rep Fortenberry
- Is currently sitting in the House's Natural Resource committee → hearing should be in October; trying to add as many cosponsors as possible before then; currently have 122 cosponsors, know of a few more that will be added soon (bi-partisan cosponsors)
- Key talking points:
 - America's Wildlife are at risk
 - A history of success
 - An economic boost
- The need for dedicated funding
 - Current funding is less than 5% of what is needed to implement the state wildlife action plans
 - The magnitude of the solutions must match the magnitude of the problem
- #RecoverWildlife
 - Use this hashtag in social media
 - Linking to the State of the Bird Report
 - Linking to birds is a good hook to the public; people love birds
- Tennessee and Colorado have produced nice brochure like materials that highlight what they would do with RAWA money should the bill pass → showing the need and importance of this bill
 - If you can also produce, would be helpful
 - There is a digital version available online in the RAWA toolkit
- 2019 State of the Birds Report- released at the AFWA Annual Meeting this week
 - It's being linked to the need for RAWA
 - There are a lot of good downloadable materials to use that can be easily linked to RAWA; easy connections

- 27 state resolutions passed, plus all the regional associations = all 50 states represented; other states (8) have written letters of support
- There is a governor's strategy to get governors on board soon
- Some states are getting ready to update their resolutions to help showed continued active support
- Prioritized actions for Sept/Oct 2019:
 - Secure support from your Members of Congress (MOC)
 - Develop state fact sheets → to share with MOC, governors, state legislators showing how funds would be allocated in your state
 - Pass supportive wildlife commission, and /or state legislature resolution
 - Develop and maintain a statewide coalition of engaged partners
 - Secure support from your Governor- sign-on letters
 - Identify and ask business/industry leaders to sign a letter of support
 - Identify and ask scientists to sign a letter of support
 - Develop and deploy a Communication Plan (use #RecoverWildlife to tie social media messaging to the national campaign)
- Questions: how do you see this playing out in the next few months
 - Looking to have a hearing in Oct-Nov -> then will kick the bill to the House floor for a vote (hopefully before the end of the year or first part of 2020)
 - Still working on a sister Senate Bill; once the senate see's the action in the house the Senate Bill will start moving forward → could be summer activity for a Senate Bill

Working Group Subcommittee Reports

- Education WG
 - Lots of participation
 - Looking at the MSCG moving forward and revamping the CE Strategy toolkit; making sure the materials are relevant and can connect us in the classroom and conservation education community
 - Call for help! Need for a strong steering committee to move the CE Strategy toolkit forward with the MSCG
 - Had a lot of sharing of innovated ideas that were shared
 - Good notes were taken and will be shared with the group soon
- Diversity & Inclusion WG
 - A great meeting and well attended
 - Had a training session by David Buggs → Active Bystander
 - How we are all bystanders and how to help us become active bystanders to deal with situations with bullying, encouraging dialog with needed, harassment, etc often found in the work place
 - Good notes were taken and will be distributed
 - Reviewed the work plan
 - Looking to add a baseline code of conduct and potentially connecting it to the AFWA Strategic Plan [possible future action]

- Ask: if your state has something similar that can contribute to this discussion, please reach out to this WG/Committee
 - Looking to have a workshop as part of the North American Conference on creating welcoming cultures
 - Looking to find a best way to have continued communication with this group throughout the year
 - We want to make sure everyone is being heard and sharing information; have things be topical and not just broad strokes
 - Unconscious Bias Training → will be offered at the NA Conference by the Women in Conservation groups
- Outreach WG
 - Update on WSFR
 - Heard about a number of outreach programs that are being used with success
 - BearWise → is a one stop shop for information about black bears; this currently a product of SEAFWA; looking to possibly elevate this to an AFWA level [possible future action item]
 - Making It LAST Campaign/toolkit- update given. It is currently being implemented through a MSCG in 5 states (WI, KS, CA, TX, IN)
- Wildlife Viewing & Nature Tourism WG
 - Have monthly calls → if you are interested in being on these calls please reach out; we want as much geographical diversity on the call as possible
 - Reviewed the work plan
 - Update on the Relevancy Road Map → connection of how the WVNT communication can aid in those efforts and help make state agency more relevant to our citizenry
 - Outdoor Recreational Roundtable- this is growing with more state joining; connecting state agencies with outdoor tourism and state fish and wildlife agencies
 - Webinars → always looking for new webinar topics; have had a great diversity of topics and always looking for new ones
 - Feb 2020 wvntacademy.com = Wildlife Viewing and Nature Tourism Academy
 - Registration is now OPEN; limited to 150 people
- Joint Working Group: Education, Outreach & Diversity and Wildlife Diversity & Conservation Funding Committees
 - During the NA Conference it was decided this group would continue and have the objective of supporting RAWA
 - Monthly calls to strategize our work
 - Looking at what work could be done if the bill were to pass; there is a spreadsheet with state info on this → creation of a story map
 - Want to help grow the OurNatureUSA social media (Facebook, Twitter, Instagram)
 - Asking states to share the OurNatureUSA posts [action item for this joint working group]
 - Want to help/support getting more state fact sheets; one of the next steps in assisting with the RAWA strategy → looking for people to assist
 - Once RAWA passes they will turn their focus on the Relevancy Road Map
- Project WILD

- Connecting Project WILD with R3 efforts → they are not separate but connected
- Incorporating learning modules to the R3 programs
- Help making state agencies more relevant
- Goal- all constituents are knowledgeable and appreciate our natural resources

Presentation: Diversity & Inclusion work in Texas

- Fish & Wildlife Relevancy Road Map
 - One of the barriers identified is Agency Culture- agency culture and values to not align with nature- based values and outdoor interests of broader constituencies
- Texas → leads the nations in annual population increases; second largest population of all the states; a majority minority states for more than 10 years; Texas Parks and Wildlife Department (TPWD) strives to sustain its efforts to positively steward the states natural resources and reach its diverse audience
- TPWD- have over 3,000 employees and 12 divisions
- Recent Diversity & Inclusion (D&I) milestones → 2014 hired David Buggs as Chief of Diversity and Inclusion office; 2015 created Employee Diversity and Inclusion Advisory Committee; 2017 completed a TPWD D&I strategic plan; 2019 developed Division of D&I Action Plans
 - TPWD D&I Action Plan has 3 pillars: Recruitment, Retention, Education & Outreach
- D&I Action Plan template:
 - Goals
 - Measurable outcomes (not outputs)
 - Strategies
 - Actions
 - Accountability
- All 13 divisions (TPWD) completed draft plans July 2019; Directors presented in Aug; continued discussions
- For more information and follow up: contact David Buggs (David.Buggs@tpwd.texas.gov)

Relevancy Road Map

- There are some significant societal changes we need to be aware of and relate too
- Is a strategy to help tackle the second recommendation of the Blue Ribbon Panel on Sustaining Americas Diverse Fish & Wildlife Resources → dealing with relevancy
- A relevancy working group was created to strategize how to address these societal changes
- Last year, at this meeting, a resolution was passed to create this relevancy road map to identify specific barriers, and strategies & tactics to address those barriers; 5 categories of barriers were identified
- The Draft Relevancy Road Map was presented to directors at the AFWA Meeting; was very well received and looking to be possibly adopted or moving forward at the business meeting
- The why for this document = *Enhance conservation through broader engagement*
- This will be a living document/toolkit

- Recognize that every state is different
- The public release of the document will be soon

AFWA Strategic Plan

- Will have more chances to add value to this discussion, but if there is anything we want to highlight now we are welcome to do so and contribute to that effort
 - Would like to add a goal within AFWA about how we can recruit new/young people in a diverse and inclusive manner; in the broader conservation community; track this goal across the states
 - Look at starting this possibly at the university level
 - To look beyond just R3 when it comes to education, we need to reach on a broader level to help reach different audiences → to have an ecologically literate citizenry
 - Have R3 be more inclusive; beyond hunting and angling; includes conservation education, etc
 - Ask AFWA to look at modernization of WSFR to include the ability to include education with the use of that money or come up with alternate funding to allow education

Review of EOD work plan/future work of this committee

- Helps provide transparency and also assists new directors or committee members to see what the committee is all about; provides direction to the committee's work
- Should include exploring adding states to the Outdoor Recreational Roundtable and increase those partnerships within state boundaries?? Outdoorindustry.org
 - Might look to bring OIA to our meeting to hear directly from them what they are about and how we may work toward partnerships