Meeting Minutes

Number of attendees: 66

Agenda

- Call to Order/Welcome and Introductions

- Presentation: AAFW
  - Tony: overview
    - Recognize the branding process and the passion involved in this initiative
    - There are a lot of challenges
    - Had opportunity to be involved in the branding process
    - Bond-Moroch has done $500K in-kind services to this initiative
    - We need to put some trust moving forward with this initiative to Bond-Moroch; branding and marketing is their business
      - We can show leadership in showing the trust in this professional marketing firm
    - Understand there is a level of frustration with the committees and directors with the little details; we need to put trust in their work and let go of some of the little details
      - Keep the big picture in mind with this initiative and not get mixed up in the small details.
  - Sean Saville: presentation
    - There is an impressive list of partners with this campaign
    - Overview of the campaign structure:
      - Campaign management and investment = AFWA
      - Marketing & campaign support = Bond Moroch
      - Grassroots and coalition building; community engagement; legislative/policy staff capacity = NGOs
    - Website is live ournatureusa.com
Website is there to help support the legislative bill = Recovering Americas Wildlife Act
  • Young/Dingell working to re-introduce that bill
  • Working with the senate side as well

Other products are developed
  • State fact sheets
    o Use as outreach and communication tools
  • Highlight conservation success stories for each of the states
  • Banners → out in the hall at this conference; check them out
  • Sponsor the Habitat Wildlife Center white paper; sponsor message in the white paper; showing the importance of businesses in this campaign
  • Developing a video (pro bono by DU); in development stages; should be released very soon

Mission= pass legislation
  • To partner with responsible Americans to conserve our natural resources for future generations by securing much needed fishing for fish and wildlife.

Need = increased funding; $1.3 Billion
  • $440M state match
  • $62M STWG funding
  • $1.3 B more needed

Conservation funding is popular
  • 80% Republicans + 77% Democrats believe that using the oil and energy revenues should be used for conservation

The outdoor recreation economy generates $887 B in consumer spending; 7.6 M American jobs; $65.3B in Fed Tax revenue; $59.2 B in state and local tax rev
  • Working closely with the outdoor industry association

Need to build bridges with the hook and bullet crowds and the other outdoor recreational users

Recovery for America’s Wildlife Act = keep species off the endangered species list

The EOD helped drive states to pass resolutions to support BRP/AAFW
  • 25 states have passed resolutions
  • Demonstrates state support on capitol hill

Question: with those states that has resolutions with the old bill number in it → is it necessary for us to re-pass a resolution with the new bill number
  • Answer: not necessary

Next Steps:
  • Reintroduce legislations in House
  • Launch website; social media channels and partner comms channels
• Announce campaign formally
• Establish state coalitions
• Engage public advocacy
• Secure funding to launch campaign and sustain for duration
• Work toward introduction of bill in the Senate and fly-in tis fall/winter
  ▪ Question: how will you get this out to state people to ‘get the word out’
  ▪ Answers: sending to all appropriate AFWA committees; also will be downloadable on website
  ▪ Question: will we be spending the $$ on social media or just depending on states
  ▪ Answer: yes, once the campaigns officially launched AAFW will be spending monies on that promotion

• Discussion: Project WILD
  o AFWA has now acquired Project WILD
  o AFWA has created a subcommittee for Project WILD
  o What is the difference between a working group and subcommittee
    ▪ Subcommittee will be working closely with the states; make sure we are meeting their curriculum needs
    ▪ Feel free to join the subcommittee meeting on Wednesday

• Discussion from the WG and Priority List Development
  o Education WG
    ▪ Meeting tomorrow morning
    ▪ Update on CE Strategy webinar series
    ▪ Share the link to sign up for the e-newsletter
    ▪ Always looking for people doing innovating things → please talk with Kelly if you have any ideas
    ▪ Looking to learn from each other
  o Outreach WG
    ▪ Working on 2 products
      ▪ NCO plan/toolkit; developing tools for states to use to be more relevant to our citizenry
      ▪ Created a steering committee
  o Diversity WG
    ▪ Meeting tomorrow afternoon
    ▪ Updating to Diversity and Inclusion WG
    ▪ Focus on review work plan; work on creating action items
    ▪ We can make a difference with our state agencies; show that we are important as we are very relevant
    ▪ Need to work on increasing those member of the working groups
  o WVNT WG
- Meeting immediately after this meeting
- Updating work plan
- WVNT Academy promo
- Working with state agencies and use WVNT to increase relevancy

- Presentation: Kalkomey
  - Using an event manager (online) to get the word out about programs, groups, etc
  - Fresh Air and Kalkomey have merged; will help us bring meaningful results to your agency
  - Embed your key activities to companion activities to grab the notice of your target audience that may be hard to reach
  - Set up opportunity for the states to make the connection between themselves and their partners
  - Try to do cross promotion

- Diversity Joint Venture
  - Overview:
    - Wildlife conservation enriches the people, enviro, econ,
    - Conservation related orgs does a great job managing natural resources
    - Pop has dramatically increased and have become more diverse over the past 20 yrs
    - Along with envro changes, shifts in our recreational, commercial and consumptive habits make varied perspectives
  - Why?
    - Strengthen envro and cons efforts
    - Relevant to much wider constituency
    - Drives politics
    - Must utilize full spectrum of talent available
  - What data shows
    - More minorities coming in to the sciences
    - More females and minorities graduating college in the biological sciences
  - Racial Diversity and Leadership
    - Ethnic minorities occupy <12% of positions
  - Baby Boomer scientist are nearing retirement
    - Need to bring in new blood
  - Customer base for Fish & Wildlife Conservation is decreasing
    - Need to work to get more people engaged
  - Need to learn to be comfortable with being uncomfortable
  - Diversity of National Parks → minorities 40% of national population; only 20% of NSP attendees are minorities
  - DJV can foster workforce inclusion, relevancy and sustainability within conservation related fields
Focus= increasing the number of people with different backgrounds into the work force

Function: collaboration, coordination (management boards, partnered, etc); communicate regularly and participate
  - Looking for people who are willing to participate, commitment, to join this joint venture
  - Keep us on track with policy and mission

Looking to create a website with tools and information
  - Need people to help with that development

5 strategies
  - Branding of the conservation field
  - Increase diversity in workforce
  - Supporting inclusive work environment
  - Networking
  - Education

DJV will:
  - Create stories and marketing w messaging why pursue a career in conservation
  - Assist in dev programs to edu employees and management on how to create a more inclusive work enviro
  - Share best practices on creating and retaining diverse talent
  - Provide networking opps for sharing info and a jobs clearing house

To Join!
  - Let someone already a part of the DJV know you want to participate
  - We will send you info
  - We need documentation in writing that you’re interested

Diversity = anything that is different; someone who brings something different to the table (not just skin color)

Need to make sure you have the right people, that might have some influence, involved in this DJV; to make the most difference

Conclusion;
  - Any ideas, thoughts, etc on the work plan, please email Patty and we’ll work on addressing all ideas sent in
  - Contact David Buggs in interested in DJV or contact Jim Serfis at jim_serfis@fsw.gov