



# 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>
<p><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.</p>		
<b>Changes to the Charge: None</b>		
<p><b>List Major Activities and Objectives Accomplished During the Last Year:</b></p> <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>		
<p><b>List Activities and Objectives that Will be Accomplished in the Coming Year:</b></p> <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>		

<ol style="list-style-type: none"> <li>7. Continue with monthly phone calls with the committee/subcommittee/working group chairs; continue with quarterly (or as needed) calls with the EOD membership.</li> <li>8. Begin developing Guiding Principles and Best Practices for Diversity and Inclusion</li> <li>9. Engage in the One Health discussion and offer assistance where needed</li> </ol>
<b>Comments:</b>

<b>Subcommittee Work Plan</b>		
<b>Date: October 2021</b>		
<b>Subcommittee Name: Project WILD</b>		
<b>Chair: TBD</b>	<b>Vice Chair: Johnnie Smith (TX)</b>	<b>Staff: Elena Takaki</b>
<b>Subcommittee Charge:</b> To provide oversight to the Project WILD program and its staff; strengthen the relationship between the national Project WILD program and the individual state directors and their respective education staff; develop partnerships with other conservation education programs; ensure the Project WILD program is financially self-sustaining; maintain relevancy in larger agency and educational arenas.		
<b>Changes to the Charge:</b> none		
<b>List Major Activities and Objectives Accomplished During the Last Year:</b> <ol style="list-style-type: none"> <li>1. The Project WILD online store was de-bugged and launched. The system provides options for the purchase of online training, donations, and fundraising campaigns.</li> <li>2. Launched the pilot for the Project WILD online professional development course and re-launched the Growing Up WILD course.</li> <li>3. Developed additional educator resources for implementing Project WILD online including the WILD Learning Lab website and training webinars, enhanced resources for online learning—including links to online tools to use with Project WILD activities—and a four-part promotional video series. A Flying WILD online course is currently under development.</li> <li>4. Provided training for Project WILD state coordinators, with the Annual Project WILD Conference, a Project WILD Facilitator Training tailored for new state coordinators, a new coordinator orientation training, monthly one-hour webinars with program updates and special topic features to help improve Project WILD implementation, and the <i>Conservation Education Conference on Virtual Learning</i> in which Project WILD took a leading role in producing in partnership with members of the AFWA EOD Committee. All meetings were held online.</li> <li>5. Distribution of reformatted Growing Up WILD guide began in November 2020. Completed routine updates to the Project WILD Terrestrial guide which is currently being printed. Distribution scheduled to begin in November 2021.</li> </ol>		
<b>List Activities and Objectives that Will be Accomplished in the Coming Year:</b> <ol style="list-style-type: none"> <li>1. Update the <i>Project WILD Coordinator Handbook</i></li> <li>2. Provide Coordinators with Diversity, Equity, and Inclusion (DEI) training</li> <li>3. Develop online courses</li> <li>4. Reprint Project WILD Curricula</li> <li>5. Launch and administer EE360+ Seed Grants to states</li> <li>6. Provide Professional Development for Project WILD Network</li> </ol>		
<b>Describe any Changes you Anticipate to the Subcommittee:</b> Selection of a new Subcommittee Chair		
<b>List Subcommittee Members:</b> TBD		
<b>Comments:</b>		

<b>Workgroup Work Plan</b>		
<b>Date: October 2021</b>		
<b>Workgroup Name: Education</b>		
<b>Chair: Kellie Tharp (AZ)</b>	<b>Vice Chair: Tabbi Kinion (AR)</b>	<b>Staff: Patricia Allen</b>
<b>Workgroup Charge:</b> To continue to unify and strengthen state fish and wildlife agencies' conservation education efforts—specifically in terms of (1) developing progressive outdoors skills that may increase the likelihood for hunting/shooting sports/angling initiation and (2) teaching youth about state-based fish and wildlife management in schools—that effectively advance the North American Model of Wildlife Conservation, create an informed and involved citizenry and promote the stewardship of fish and wildlife resources.		
<b>Changes to the Charge:</b> none		
<b>List Major Activities and Objectives Accomplished During the Last Year:</b> <ol style="list-style-type: none"> <li>Developed an RFP to update the CE Strategy Toolkit and align it with current national standards.</li> <li>Completed the toolkit revision project.</li> </ol>		
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b> <ol style="list-style-type: none"> <li>Distribute to updated CE Strategy Toolkit to member organizations and make available to the public.</li> <li>Review CE Strategy resources on the AFWA website and update as needed.</li> </ol>		
<b>Describe any Changes you Anticipate to the Work Group:</b>		
<b>List Workgroup Members:</b> Marc LeFebre (AFWA), Kellie Tharp (AZ), Tabbi Kinion (AR), Mitch Strobl (Kalkomey Enterprises) Kelly Reynolds (AFWA), Elena Takaki (America's Wildlife Association for Resource Education) Anne Glick (FL), Jen Dennison (OH), Shelly Plante (TX), Morgan Johnson (DJ Case & Associates) Barb Gigar (IA), Diana Prestigiacomio (SC), Nels Rodefelf (OK), Angela Haywood (IN), Julie Bless (NV) Cynthia Longmire (DJ Case & Associates), Faren Wolter (SD), David Buggs (TX), Keith Warnke (WI) Grant Sizemore (American Bird Conservancy), Richard Zane (USFWS), Melissa Riffle (AR), Deniz Aygen (ID), Andrew Smith (IHEA-USA), Josh Gold (Archery Trade Association), Travis Casper (NC), Mac McNeil (SC), Micah Holmes (OK), Virginia Seamster (NM), Alex Baer (IHEA-USA), Suzanne Fellows (USFWS), Kim Morris- Zarneke (GA), Kimberly Winter (USDA Forest Service), Lindsay Rogers (NE), Matt Harlow (DJ Case & Associates), Dawn Childs (Cooperative Research Units, USGS), Carol Hall (MN), Chris Vasey (NV), Colin Berg (OK)		
<b>Date Workgroup Formed: 2012</b>	<b>Expected Termination Date: TBD</b>	
<b>Comments</b>		
<b>Workgroup Work Plan</b>		
<b>Date: October 2021</b>		
<b>Workgroup Name: Outreach and Marketing</b>		
<b>Chair: Jenifer Wisniewski (TN)</b>	<b>Vice Chair: Tanna Fanshier (KS)</b>	<b>Staff: Patricia Allen</b>
<b>Workgroup Charge:</b> To continue to initiate public understanding, appreciation and relevancy of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources through outreach and marketing.		
<b>Changes to the Charge:</b> Added marketing to the charge.		

<p><b>List Major Activities and Objectives Accomplished During the Last Year:</b></p> <ol style="list-style-type: none"> <li>1. Added Marketing to the working group title.</li> <li>2. Further promotion of the Making It Last toolkit and strategized on how to improve the toolkit to keep it relevant.</li> <li>3. Create a Best Practices addendum to the Making It Last Toolkit for the whole community to utilize</li> <li>4. Presented all findings from the 2<sup>nd</sup> round of 5 states Piloting the Making It Last Toolkit that made a total of 10 states in all regions to test and improve the toolkit</li> <li>5. The workgroup also continued to support the Alliance for America’s Fish and Wildlife by discussion techniques that have been employed to further the campaign.</li> <li>6. Furthering state outreach efforts by bringing forth innovative ideas from states that have helped advance public understanding and appreciation of fish and wildlife management.</li> <li>7. Partnered with ACI and others to update the Locovore Guide site to transform into a self-guided workshop</li> <li>8. Added Tanna Fanshier (KS) as the new vice-chair of the working group</li> </ol>		
<p><b>List Activities and Objectives that will be Accomplished in the Coming Year:</b></p> <ol style="list-style-type: none"> <li>1. Meet a minimum of two times per year.</li> <li>2. Continue training states to use the NCO toolkit (Making It Last toolkit).</li> <li>3. Further update the tools and evaluate their effectiveness as the messaging campaign is used by states and report on progress made towards goals of the NCO Strategy</li> <li>4. Launched online Locovore Workshop Multistate grant along with other coinvestigators NSSF, ATA, and ACI</li> <li>5. Finish up implementation of pilot testing in 8 states Email Marketing Best Practices Multistate grant along with Southwick and ACI</li> </ol>		
<p><b>Describe any Changes you Anticipate to the Work Group:</b></p> <p>We were glad to add Marketing to our working group title this year since it reflects what the focus of the working group has been for the last few years. We would like to start addressing tools that would help agencies address cultural changes in the realm of R3 and Relevancy. Work with entire EOD to address the challenge of aligning Agency culture with public values.</p>		
<p><b>List Workgroup Members:</b> Jenifer Wisniewski (TN)</p> <p><b>Steering Committee Members:</b> Linda Friar (USFWS); Micah Holmes (OK); Gary Thorson (CO); Lauren Truitt (CO); Patricia Allen (AFWA); Kellie Tharp (AZ); Al Ivany (NJ); Kristin Phillips (MI); Jenifer Hancock Wisniewski (GA); Judy Stokes Weber (Consultant); Shelly Plante (TX); Darcy Bontempo (TX); Christy Firestone (NE); Nadia Reimer (KS); Paige Pearson (VA); Robin Cahoon (UT); Jim Curcurruto (NSSF); Kirsten McIntyre (CA); Judy Camuso (ME); Emily Macabe (ME); Fairley Mahlum (NC); Lacey Creech (GA); Sara Dirienzo (WY); Stephanie Hussey (RBFF)</p>		
<b>Date Workgroup Formed: 2015</b>		<b>Expected Termination Date: TBD</b>
<b>Comments</b>		
<b>Workgroup Work Plan</b>		
<b>Date: October 2021</b>		
<b>Workgroup Name: Diversity and Inclusion</b>		
<b>Chair: Jennifer Newmark (NV)</b>	<b>Vice Chair: David Bugg (TX)</b>	<b>Staff: Patricia Allen</b>
<p><b>Workgroup Charge:</b></p> <p>To encourage each generation of fish and wildlife conservation leaders to value differences in cultures, persons, experiences, and perspectives, and show it through proactive actions that enhance diversity in the workplace, create welcoming cultures, and increase our relevance to the broader conservation community by being inclusive and intentional in our actions.</p>		

<b>Changes to the Charge:</b> included text on proactive actions and connection to agency relevancy.		
<b>List Major Activities and Objectives Accomplished During the Last Year:</b> The group meets twice a year during the AFWA Annual Meeting and the North American Wildlife and Natural Resources Conference. Topics at these meetings have included presentations on DEIJ efforts and initiatives, mini training sessions on specific topics, demonstrations of new tools, and discussions that promote introspection and community vision. A question the group has been discussing is who we serve now and who are we missing. The working group has begun to hold bi-monthly “Coffee Talks” which are facilitated discussion forums that feature panelists have focused on a variety of topics, including Diversity and the Inclusion in the Workplace and the Latin Community and Conservation. These forums are opportunities for honest and open discussion around difficult and sometimes uncomfortable topics. The Diversity and Inclusion Workgroup is also a resource for other AFWA committees as needed.		
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b>		
<ol style="list-style-type: none"> <li>1. Work towards increased relevancy of states to broader constituencies by incorporating concepts of diversity and inclusion both internally and externally.</li> <li>2. Work with other committees and subcommittees/working groups in incorporate diversity and inclusion topic and concepts into their own work. Explore opportunities for increasing diversity and inclusion by building partnerships and exploring new opportunities such as broadening conference sponsorships to reach new constituencies.</li> <li>3. Strategize on how to increase relevancy through diversity</li> <li>4. Utilize the Relevancy Community Site to share information and keep in touch between meetings.</li> <li>5. Begin developing Guiding Principles and Best Practices for Diversity and Inclusion</li> <li>6. Continue holding Coffee Talks throughout the year.</li> </ol>		
<b>Describe any Changes you Anticipate to the Work Group:</b>		
<b>List Workgroup Members:</b> Jennifer Newmark (NV), David Buggs (TX), Taniya Bethke (CAHSS), Janet Mucknall (USDA), Mary Boyer (ID), Lindsay Rogers (NE), Craig Walker (UT), Johnnie Smith (TX), Maria Gladzisuwski (AK), Elena Takaki (AFWA), Marc LeFebre (AFWA), Kelly Reynolds (AFWA), Judy Weber (Consultant), Renny MacKay (WY), Patty Allen (AFWA), Rae Waddell (FL), Jay Slack (USFWS), Shelly Plante (TX), Kiki Corry (TX), Chris Colclasure (AR), Gary Thorson (CO), Steve Beyer (MI), Kipp Frohlich (FL), Jerrie Lindsey (FL), Julie Kempf (IN), Sarah Hanson (GA)		
<b>Date Workgroup Formed: 2012</b>	<b>Expected Termination Date: TBD</b>	
<b>Comments</b>		
<b>Workgroup Work Plan</b>		
<b>Date: October 2021</b>		
<b>Workgroup Name: Wildlife Viewing and Nature Tourism</b>		
<b>Chair: Shelly Plante (TX)</b>	<b>Vice Chair:</b>	<b>Staff: Patricia Allen</b>
<b>Workgroup Charge:</b> To advance wildlife viewing and nature tourism across North America by helping develop, support, and promote programs that welcome and engage new and diverse audiences, build on traditional constituencies, and increase support for wildlife conservation.		
<b>Changes to the Charge:</b> edited charge for clarity from previous version: “To advance wildlife viewing and nature tourism programs within state and federal agencies and private sector organizations as strategies to build support for fish and wildlife conservation by connecting ethnically and geographically diverse people to the outdoors.”		
<b>List Major Activities and Objectives Accomplished During the Last Year:</b>		

<ol style="list-style-type: none"> <li>1. Monthly conference calls to enable information sharing between organizations, updates on key projects, communication about new wildlife recreation studies and results, and our role in the Recovering America's Wildlife Act legislation and the Relevancy Roadmap, specifically our ability to help with increasing agency relevancy with new constituents and raising awareness about the importance of species of greatest conservation need.</li> <li>2. Hosted webinars throughout the year on wildlife viewing and tourism, and related topics</li> <li>3. Received and started work on a MSCG received for a national Wildlife Viewer Survey with colleagues from Virginia Tech. Literature review, survey development, and national deployment of the survey occurred this year.</li> <li>4. Started planning and coordination of the 2022 Wildlife Viewing and Nature Tourism Academy. Registration and website went live summer 2021 and all speakers lined up and schedule is posted.</li> <li>5. Worked with students with Illinois State University Innovation Consulting Community project to develop messaging to new younger diverse audiences. Report available by request.</li> <li>6. Increased participation in monthly calls, webinars, and meetings.</li> </ol>		
<p><b>List Activities and Objectives that will be Accomplished in the Coming Year:</b></p> <ol style="list-style-type: none"> <li>1. Final work and recommendations from the Wildlife Viewing Survey (MSCG)</li> <li>2. Plan and execute 2022 WVNT Academy in Tucson, Arizona.</li> <li>3. Continue with monthly conference calls and regularly scheduled wildlife viewing/nature tourism webinars.</li> <li>4. Continue to collaborate within AFWA including with the Waterfowl Working Group, Wildlife Diversity Conservation and Funding Committee, Bird Conservation Committee, the Recovering America's Wildlife Act legislation, and the Relevancy Roadmap work; provide regular updates to working group.</li> <li>5. Develop document outlining key components of a statewide wildlife viewing program.</li> <li>6. Increase participation by colleagues working within wildlife viewing and nature tourism positions in partner organizations. There are several states and other organizations not represented in our monthly calls and/or AFWA meetings and we will continue to proactively address those gaps this year.</li> </ol>		
<p><b>Describe any Changes you Anticipate to the Work Group:</b></p>		
<p><b>List Workgroup Members:</b>  Shelly Plante (TX); Anne Glick (FL); Jerrie Lindsey (FL); Jessica Ruthenberg (VA); Brian Moyer (VA); Kirsten Bartlow (AR); Jeff Myers (AZ); Kimberly Winter (USFS); Deniz Aygen (ID); Rick Lavender (GA), Werner Barz (FWS-NCTC), Alie Mayes (NE); Anthony Gonzon (DE); Sarah Kendrick (MO); Scott Anderson (NC); Kathleen Sandt (NPS); Jeff Tibbits (OK); Maria Gladziszewski (AK); Bonnie Holding (ME); Virginia Seamster (NM); Laura Dibetta (NY); Carrie McClelland (Yukon, Canada); Mary McCormac (CO)</p>		
<p><b>Date Workgroup Formed:</b></p>		<p><b>Expected Termination Date: TBD</b></p>
<p><b>Comments</b></p>		
<p><b>Workgroup Work Plan</b></p>		
<p><b>Date: October 2021</b></p>		
<p><b>Workgroup Name: Education, Outreach and Diversity and the Wildlife Diversity Conservation and Funding Committee Joint Working Group</b></p>		
<p><b>Co-Chair: Shelly Plante (TX)</b></p>	<p><b>Co- Chair: Daren Riedle (KS)</b></p>	<p><b>Staff: Patricia Allen/ Mark Humpert</b></p>
<p><b>Workgroup Charge:</b>  Collaborate to develop outreach tools, communications, and actions that will facilitate state agencies and our partners in supporting and in building support for the Recovering America's Wildlife Act. Identify actions that can help support goals of the Relevancy Roadmap.</p>		
<p><b>Changes to the Charge:</b></p>		

<b>List Major Activities and Objectives Accomplished During the Last Year:</b>	
<ol style="list-style-type: none"> <li>1. Held monthly calls to receive Recovering America’s Wildlife Act (RAWA) updates, identify next steps for ongoing fact sheet work, and report out action items.</li> <li>2. Created template for shovel-ready project fact sheets in coordination with the Texas Alliance.</li> <li>3. Created several tier two state fact sheets for use by AFWA staff and states to help with Senate and House co-sponsors.</li> </ol>	
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b>	
<ol style="list-style-type: none"> <li>1. Develop shovel-ready project fact sheets for remaining states.</li> <li>2. Support and grow the Our Nature USA Facebook page to help spread information about the Recovering America’s Wildlife Act (RAWA).</li> <li>3. Share public message on RAWA (elevator speech) with attendees at AFWA annual meeting and North American Wildlife &amp; Natural Resources Conference.</li> <li>4. Continue to identify areas of mutual interest where collaborative approaches and work can benefit shared goals.</li> </ol>	
<b>Describe any Changes you Anticipate to the Work Group:</b>	
<b>List Workgroup Members:</b>	
Daren Riedle (KS), Brad Feaster (IN), Jen Newmark (NV), Shelly Plante (TX), Mark Humpert (AFWA), Patty Allen (AFWA), Kristin Hall (MN), Terra Rentz (WA), Ginny Seamster (NM), Jenny Dickson (CT), Paulette Nelson (NJ), Jeff Trollinger (VA), Richard Heilburn (TX), Cynthia Osmundson (MN), Allie McCue (FL), Elsa Haubold (USFWS), Sean Saville (AFWA), Jeff Myers (AZ), Elizabeth Middleton (IN), Scott Anderson (NC), Deniz Aygen (ID), Anna Smith (SC), Dawn Childs (USGS), Joe Burns (USFS), Natalie Elkins (MI)	
<b>Date Workgroup Formed: 2016</b>	<b>Expected Termination Date: TBD</b>
<b>Comments</b>	