



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

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**EDUCATION, OUTREACH & DIVERSITY COMMITTEE**

**Chair: Amanda Wuestefeld (IN)**

**Vice Chair: Chris Herrick (VT)**

**September 27, 2023**

**Association of Fish & Wildlife Agencies 113th Annual Meeting**

**Agenda**

- Call to Order/Review Agenda
- Introductions & Welcome: Amanda Wuestefeld (IN)
- Working Group/Subcommittee Reports
  - Education Working Group
  - Diversity & Inclusion Working Group
  - Outreach Working Group
  - Wildlife Viewing and Nature Tourism Working Group
  - Joint Working Group: Education, Outreach and Diversity and Wildlife Diversity and Conservation Funding Committees
- Recovering America's Wildlife Act Update- Sean Saville
- National Survey on Fishing, Hunting and Wildlife Watching- Jerry Leonard
- Community Science Framework project- Rodrigo Solis Sosa (Canada)
- Fisheries Education in Alberta- *Join Janine Higgins (Engagement and Education Specialist) and Robyn Saude (Director of Bow Habitat Station) to learn about Alberta's approach to fisheries education - ranging from provincial level campaigns to direct interactions with students.*
- 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: November 2022</b>		
<b>Committee Name: Education, Outreach and Diversity</b>		
<b>Chair: Tony Wasley (NV)</b>	<b>Vice Chair: Vacant</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. Diversity and Inclusion: continuation of the Coffee Talk Series which highlights DEI work and promotes open discussion in a safe space.</li> <li>2. The Wildlife Viewing and Nature Tourism Academy Working Group completed all work associated with the MSCG for the Wildlife Viewer Survey, releasing the literature, final report, and webinar of the results in August-September 2022; held monthly Teams meetings; and planned and conducted the 2022 WVNT Academy.</li> <li>3. Project WILD- continued Project WILD online professional development course and Growing Up WILD course.</li> <li>4. The EOD and WDCG working group developed additional 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>5. Distributed the updated CE Strategy Toolkit to member organizations and make available to the public</li> <li>6. Updated the Project WILD Coordinator Handbook</li> <li>7. Creation and distribution of the DEI Think Sheet</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 work with Virginia Tech on a 2023 MSCG to implement Phase 2 of the Wildlife Viewer Survey: creating a community of practice, resource website, and additional urban/rural data analysis from the original survey data.</li> <li>2. The WVNT Working Group will plan, launch RFP, and start registration for the 5<sup>th</sup> WVNT Academy</li> <li>3. Select a new co-chair for the EOD and WDCF joint working.</li> <li>4. Plan and conducted a DEI Academy; coordinate with AFWA staff to create and administer a DEI Fellowship; continue to conduct DEI Coffee Talks</li> <li>5. 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>6. Engage in the One Health discussion and offer assistance where needed</li> </ol>		
<b>Comments:</b>		

<b>Subcommittee Work Plan</b>		
<b>Date: November 2022</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. Update the Project WILD Coordinator Handbook: Resource documents that were provided by veteran Project WILD Coordinators were added to the handbook to aid in implementing high quality Project WILD professional development training. Also, recommendations on strengthening DEI in state Project WILD programs were included.</li> <li>2. Provide Coordinators with Diversity, Equity, and Inclusion (DEI) training: AFWA contracted with the Executive Learning Lab to provide DEI training as part of the annual Project WILD conference and to guide Project WILD Coordinators in developing their state Project WILD programs' DEI plans.</li> <li>3. Develop online courses: Four new online courses were developed: <i>Flying WILD</i>, <i>Aquatic WILD</i>, <i>Climate &amp; Wildlife</i>, and <i>Making it Real: Using Environmental Education to Teach Science Concepts and Prepare Future Leaders</i>.</li> <li>4. Reprint Project WILD Curricula: Reprinted publications included <i>Project WILD K-12 Curriculum and Activity Guide</i>, <i>Aquatic WILD</i>, and the <i>Climate &amp; Wildlife Module</i>.</li> <li>5. Launch and administer EE360+ Seed Grants to states. Minigrants went to Project WILD host organizations and key partnering organizations in 18 states.</li> <li>6. Provide Professional Development for Project WILD Network: Professional Development provided included the four-day annual Project WILD conference, monthly hour-long meetings for Project WILD Coordinators that focused on implementing Project WILD program at the state level, and special topic webinars for the larger Project WILD network of facilitators and in-service educators. These webinars included <i>Drawing on Nature</i>, focusing on illustration as an educational method (held in partnership with the Federal Junior Duck Stamp Program), <i>Making It Real: Using EE to Teach Science Concepts and Prepare Future Leaders</i>, and <i>Using Universal Design Principles in and Out of the Classroom</i>. AFWA's Project WILD staff also partnered with staff from the national offices for Project WET and Project Learning Tree to provide webinars on DEI as well as conference sessions, such as climate change education.</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 a long-term Project WILD Strategic Plan that will incorporate delivery of electronic publications (ePublications) and the systems necessary to support ePublications.</li> <li>2. Seek funding to begin implementing the Strategic Plan.</li> <li>3. Further develop and improve online courses</li> <li>4. Develop new Project WILD modules around thematic units</li> <li>5. Launch and administer Year 2 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: November 2022</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> 1. Completed the toolkit revision project and updated the CE Strategy resource page 2. Distribute the updated CE Strategy Toolkit to member organizations and make available to the public.		
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b> 1. Plan, coordinate and host regular calls to engage Conservation Education Administrators 2. Develop a more engaged network of Conservation Education Professionals		
<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 Prestigiacomo (SC), Nels Rodefald (OK), Angela Haywood (IN), Julie Bless (NV) Cynthia Longmire (DJ Case & Associates), Faren Wolter (SD), David Buggs (TX) , 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: November 2022</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.		
<b>List Major Activities and Objectives Accomplished During the Last Year:</b> <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>		
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b> <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>		
<b>Describe any Changes you Anticipate to the Work Group:</b> 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.		
<b>List Workgroup Members:</b> Jenifer Wisniewski (TN)		
<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)		
<b>Date Workgroup Formed: 2015</b>	<b>Expected Termination Date: TBD</b>	
<b>Comments:</b>		

<b>Workgroup Work Plan</b>		
<b>Date: November 2022</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>
<b>Workgroup Charge:</b> 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.		
<b>Changes to the Charge:</b> TBD – will be updating at North American Conference 2023		
<b>List Major Activities and Objectives Accomplished During the Last Year:</b> <ol style="list-style-type: none"> <li>1. Successfully applied for a MSCG to create a DEI Academy in 2023 and fund speakers for future DEI Coffee Talks</li> <li>2. Conducted bi-monthly DEI Coffee Talks with great success, engagement and participation.</li> <li>3. Created a Think Sheet that was used by all AFWA Committee Chairs during the AFWA Annual Meeting 2022</li> <li>4. Conducted regular meetings with DEI Steering Committee to plan Coffee Talks</li> </ol>		
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b> <ol style="list-style-type: none"> <li>1. Plan and conduct a DEI Academy in 2023</li> <li>2. Work with AFWA staff to coordinate a DEI Fellowship program</li> <li>3. Work towards increased relevancy of states to broader constituencies by incorporating concepts of diversity and inclusion both internally and externally.</li> <li>4. Broaden the work of the DEI Think Sheet and how it can be applied effectively</li> <li>5. Strategize on how to increase relevancy through diversity</li> <li>6. Utilize the Relevancy Community Site to share information and keep in touch between meetings.</li> <li>7. Continue holding Coffee Talks throughout the year.</li> <li>8. Create a steering committee to update the working group charge to be more inclusive.</li> <li>9. Assist with part 2 of Best Practices for <i>Cultivating Diverse Fish and Wildlife Agency Workforces</i> project; look at creation of focus groups.</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: November 2022</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> none		
<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, 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. Completed all work on a MSCG received for a national Wildlife Viewer Survey with colleagues from Virginia Tech. Data collection and analysis, plenary and recommendations workshop at the 2022 WVNT Academy, final report, and national webinar presenting data and resulting recommendations occurred this year.</li> <li>3. Conducted all final planning and coordination of the 4<sup>th</sup> Wildlife Viewing and Nature Tourism Academy in Tucson, Arizona. We hosted about 85 attendees with colleagues from 24 different states representing city, state, federal, and non-profit organizations as well as universities, nature centers, businesses, and.</li> <li>4. Increased participation in monthly calls, conference, and meetings.</li> </ol>		
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b>		
<ol style="list-style-type: none"> <li>1. Begin work with Virginia Tech on the 2023 MSCG to implement Phase 2 of the Wildlife Viewer Survey: creating a community of practice, resource website, and additional urban/rural data analysis from the original survey data.</li> <li>2. Start planning and coordination of the 2024 Wildlife Viewing and Nature Tourism Academy in North Carolina. RFP, registration, and website to go live by summer 2023.</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. 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>		
<b>Describe any Changes you Anticipate to the Work Group:</b>		
<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), Anthony Gonzon (DE); 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)		
<b>Date Workgroup Formed:</b>	<b>Expected Termination Date: TBD</b>	
<b>Comments</b>		

<b>Workgroup Work Plan</b>		
<b>Date: November 2022</b>		
<b>Workgroup Name: Education, Outreach and Diversity and the Wildlife Diversity Conservation and Funding Committee Joint Working Group</b>		
<b>Co-Chair: Shelly Plante (TX)</b>	<b>Co- Chair: Daren Riedle (KS)</b>	<b>Staff: Patricia Allen/ Mark Humpert</b>
<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.		
<b>Changes to the Charge:</b>		
<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. Developed shovel-ready project fact sheets for several states in coordination with AFWA staff.</li> <li>3. Supported Our Nature USA Facebook page to help spread information about the RAWA.</li> </ol>		
<b>List Activities and Objectives that will be Accomplished in the Coming Year:</b>		
<ol style="list-style-type: none"> <li>1. Select a new co-chair for this joint working group from the Education, Outreach, and Diversity Committee.</li> <li>2. Continue to identify areas of mutual interest where collaborative approaches and work can benefit shared goals, especially as RAWA moves toward potential passage by the end of 2022.</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>		