

Education Working Group

Chair: Kellie Tharp (AZ)

September 10, 2018

3-5PM

Attendees: 32

Agenda:

Welcome and Introductions- Kellie

Agenda overview

- The Natural Pathways project will be presented during a webinar this Fall- date TBD
 - Our main presenter, Matt Dunfee, is unable to attend due to jury duty
- Add: work plan review

National Pathways Project

- Matt Dunfee will be wrapping up some results from the MSCG from the pilot programs
- 6 states were piloted to test different pathways of recruitment, retention and reactivation (R3)
 - Looked at R3 and education programs
 - Each pilot program was tracked and looked to see how many participants continued with activity (hunting /shooting/fishing); if not then were did they stop in the process and why
- Will be looking at lessons learned and best practices for states to use and look at potential next steps for states to use
- Discussion: one lesson learned: throwing money at the problem isn't necessarily the answer, we need to look at motivation and engage our target audience at that level
- Discussion: a little follow up with participants can pay large dividends

Work Plan Review:

- List Activities and Objectives that will be Accomplished last Year:
 - Share the Natural Pathways Project Final Report – will be done by end of year
 - Share the Monarch Butterfly Field Investigations companion guide- on AFWA website
 - Continue with the CE Strategy monthly webinar series – continues and looking for presenters and topic ideas

Other webinar ideas

- National Conservation Strategy- Renny MacKay
- National Pathways Project- Matt Dunfee

Lightening Round- share innovative ideas

- Boone & Crockett Club- how can we reach students when we can't bring them to the ranch
 - Working with Project WILD and NASP
 - Have an 'archery mobile' where we can bring it to schools [possible webinar idea]

- Well received by teachings, students, school administration
- USFWS (Jay)
 - Innovations: in July had a R3 workshop at NCTC to help that help built partners; 60 people there for training
 - Had a broad array of feedback due to mix of experience in the workshop; may need to split in to two workshops with those more experience in one and beginners in another
 - There will be upcoming trainings coming soon
 - Invitation: to attend upcoming trainings (see above)
 - Observation: I've been coming to these meetings for 10 years; the growth of this meeting and engagement of participants is an indication of success
- MyFWC
 - Florida re-wrote our strategic plan; used the CE strategy to show the importance our conservation education in our state agency
 - Now we are able to get dollars behind our education programs due to the success of this working group
- Colorado
 - Colorado Outdoor Partnership
 - 35 partners in this group
 - This coalition has committed to (1) promoting the importance and stewardship of public and private lands and water to support habitat conservation and outdoors recreations; (2) supporting, improving and strengthening public and private funding to conservation these resources
 - SHIFT conference where they came up with guiding principles (SHIFT = Shaping How We Invest for Tomorrow);
 - Colorado's Outdoors Principles @ Cpw.state.co.us/partners
 - Colorado's Outdoor Partnership @ Copartnership.org
- Texas
 - Have similar program as Colorado's SHIFT program
 - Working with Conservation Leaders for Tomorrow
- Project WILD
 - New Project WILD guide has been published
 - Looking at changing methods of delivery of getting information to our audiences
 - Core Concepts for conservation education had a large impact on the development of the new Project WILD guide
- Indiana
 - Now have a new I&E Directors in Indiana
 - Looking to hire 5 new positions to create/expand Indiana's I&E Team
 - Looking to get funding for a new conservation education program → will find out soon if the grant applied for will be successful
 - Looking at doing more 'job force' training

- Includes increasing diversity and inclusion in the work force
 - Will be reaching out to young adults with new upcoming programs; a different type of program and partnership than was you traditionally see
- Arkansas
 - Hunt and Natural Mentor Program
 - Finding a person in each county to be the lead to help make mentors hunts happen in that county
 - Building this program with hopes that a lot more hunts will be on the ground in the next year
 - Will be dependent on volunteers to help make this program a success
- Texas
 - Partnership with a university in downtown Austin
 - Working with a university (with predominantly black students) to make their students more competitive in the fish and wildlife workforce
 - Increasing diversity and inclusion
 - Should have something to report out on next year
- Archery Trade Association
 - Just did a new strategic planning with the new CEO
 - Hoping to have increased participation
 - Top products results/products
 - Mentorship guide
 - Highschool feasibility with archery as a high school sport
 - Increase R3 efforts
 - Always looking for more/new ideas and partnerships with states [possible webinar]
- Arizona
 - Looking to build a new education center
 - In the fundraising phase; been impressed by people's willingness to give
 - Have an app to help with donation solicitation; it's been successful
- Georgia
 - Have been able to give the option for people to 'donate' funds to the wildlife conservation fund, by rounding up to the nearest \$5 when they purchased a hunting license; been very successful
- Alaska
 - Conducting a survey on donations (currently); asking how much money would give to wildlife vs listing specific species
 - Initial results that is a specific species is listed then people generally want to donate more money
- Texas
 - Employee recognition awards for diversity and inclusion → this year it was Richard Heilbrun (present in meeting) with his work in urban areas

Work Plan

- Where do we want to do for the next year?
 - Review CE Strategy resources and update as needed
 - May need to have a small steering group to do this revision
 - Update flyers with more current information
- Do we want to continue the webinar series?
 - YES
 - May change frequency of webinars
 - Discussion: the group has found the webinars have been very useful and there is a strong desire to have this continue
 - Maybe add more components of the EOD to the webinar series (ie. Diversity and inclusion; outreach conservation plan)
 - Host an 'updated' CE Strategy training
- Look in to creating an NCN next year to accomplish some of these goals; other goals can be accomplished with volunteer hours for updating/reviewing CE strategy materials
- Look in to creating a space to upload information of programs (AFWA) that successfully reach diverse audience to share (would need template for states to use) → David Bugg suggestion
 - See examples of how state agencies can adapt to reach their target audience
 - Techniques and strategies to share

Webinar brainstorming- Group Discussion

- Different ways of delivering programs to our audiences
- DJ Case is doing a survey for ACI- once complete we can do a webinar on those results
- Texas- looking at doing technical guidance videos [YouTube] to reach out to target audiences in a non-traditional manner; looking at this new delivery system and evaluations of new system success/lessons learned
- Success stories on what connections are working to creating new hunters/anglers in states; what's working and what's not working
- How to change an agency outreach from being a 'finger wagger' to 'inviter' [reference to plenary speaker presentations]
- Wildlife values presentation through education, outreach, diversity [reference to EOD pre-meeting presenter]
- Making It Last campaign presentation
- Comment: we need to share our webinars with those outside of our traditional I&E realm; share with more people within our agency so they can be advocate for what we do