

EOD Committee Meeting- Minutes

Monday, September 12, 2016, 1-3pm

Chair: Tony Walsey (NV)

Vice-Chair: Paulette Nelson (NJ)

48 attendees (standing room only)

Call to Order- Tony Walsey

- Having full committee meeting prior to the working groups (WG) to help guide the WG throughout the conference; due to recent turnover

Overview of Agenda- request if there are any changes, updates

- Add to agenda under Other Business—Tony
 - Potential of AFWA to merge with Project WILD (PW)
 - Invite the committee to give thoughts and feelings of the potential for AFWA to merge with PW
- Comment that this EOD meeting is very well attending- excited

Introductions around room

- Dave Chanda comments- impressed the number of directors that are in attendance; thanks the committee on a number of initiatives; PW is a great potential opportunity for AFWA; Blue Ribbon Panel (BRP) is importance and exciting

Welcome- Tony

- There's been a lot of turnover in leadership
- Lots of new energy; great opportunity
- BRP- allow us to reach out more broadly

BRP update- Patty

- Comments: Want talking points
- Ask when messaging will be available for states to use
- Hoping for branding workshop this fall
- Should have a draft campaign strategy by October

PW update- John Lord

- approached by Joesetta to for AFWA to attain Project WILD
- opportunity for AFWA's core values be instilled in the curriculum
- Get states more engaged; get states involved again (those who have dropped PW)
- Kellie- what is the opportunity to incorporate CE strategy and AFWA strategies into the PW curriculum; concerned about bringing existing staff along
 - John- this could happen over time; over a couple years; AFWA would have final say on what goes out

- Do we want to be involved in education in the schools? → if so, then this is a great opportunity
- John- we could possibly create a PW committee or working group
 - Renny- having it as part of the CE Strategy WG may be a good fit
 - Kellie- will add this to the WG agenda at the conference; will touch base with John to see how this may mesh well as we potentially move forward with this
- John- the PW coordinators are not in the know at this point; wanted to get the ExComm on board before 'letting the cat out of the bag' to the public

EOD Work Plan Review

- Originally developed to assess the charge and function of each of the committees and their role
- Tony did a short overview of the work plan and asked for feedback; asked to keep at a high level → what do you want to see from the EOD
 - New focus area added this year: EOD & TWW Joint WG
- Might be good to add/retitle section to 'Diversity and Inclusion' from Diversity WG—David ?
- How does R3 work into the EOD? → can EOD incorporate this into one of the focus areas
 - Maybe under the National Conservation Outreach Strategy focus area?
 - Renny- the other committees that already have R3 incorporated in to charge, that they come to the EOD with an ask to see how we can support their efforts; respond to those committees and ask them to come to us; an alternative to adding it specifically to our work plan
 - Tony- may be good to 'acknowledge' or 'recognize' it in our work plan somewhere to show the importance of this initiative
 - Stephanie- not sure where exactly it would fit; agree with Renny
 - Tony- maybe add a broad strokes statement that we will support the education/outreach of other committees as requested; a service we can provide

Discussion of the Working Groups

- Tony- asked the WG chairs if they have any questions, thoughts etc for their section
- CE Strategy- okay with charge; no suggested changes as this time from draft (Kellie)
- Diversity- Jen
 - Please come to the Diversity WG meeting to help develop work plan
 - Need to hear from the other 95% of the public that we don't talk to regularly
- Outreach- Renny
 - Can use some help in developing a national outreach strategy; what is it that 'you' want to see as a product of the subcommittee
 - Want to hear/see lots of feedback
 - Intent of WG is to look and work on things on a national scale and not state by state or regional
 - The strategy would relate to 'the mechanisms' and 'the how' to get a product out; it isn't an individual product
 - What is the role of outreach; what are the best practices, etc

- Tony → two strategies: 1) have local messages broadcasted nationally, 2) have national messages broadcasted locally
 - Partnership with ACI may be helpful with these strategies
- Wildlife Viewing and Nature Tourism
 - We reach out to the outdoor recreational community

ACI Presentation- Micah Holmes

- Overview of ACI; awards from 2016 meeting
 - New award- Conservationist post of the year (social media post)
- Deadline for next years awards contest- March 2017; moving to an all online contest
- Next ACI conference July 10-13 in Indiana
- ACI and EOD collaboration
 - Collective messaging opportunities

Any additional comments?

- Stephanie- having this new format we can continue these discussions in the WG meetings
- We can continue to work on ACI collaboration in the Outreach WG → best place for further discussion

Adjourn- 3pm