

EOD Pre-Meeting

Chair: Tony Wasley

Vice-Chair: Paulette Nelson

Monday, September 10, 2018

33 Attendees

Agenda:

Call to Order- Paulette

Theme: Partnership for Increased Relevancy

Notice: printed program omitted outreach WG committee- Tuesday from 8-10am

Overview-

Education WG- Kellie Tharp

- Matt Dunfee unable to attend due to jury duty
- Natural Pathways- will give quick update
- Will be sharing innovative ideas
- Need ideas for webinar series
- Come join us

Outreach WG- Renny MacKay

- Big reveal of the NCOP strategy
 - Making It Last campaign/toolkit
- Will have a training workshop Tuesday
 - Making our state agencies more relevant
 - Will show rational and assets of the toolkit for states to use
 - How we're going to use this in the future
 - Please attend workshop

WVNT WG- Shelly Plante

- Immediately following this pre-meeting
- Had a daylong workshop yesterday → brainstorming how we can all be working better together
- Monthly webinar series
- Upcoming WVNT academy
- Looking to synergize with topics we all have in common

Diversity & Inclusion WG- David Bugg

- Will be meeting tomorrow at 3pm
- Inclusion is a very important part of this WG
- Inclusion is important to relevancy
- Will be talking about the Diversity Joint Venture (DJV)
 - Look at low-hanging fruit that we can all reach out to
- We will be working on an award that talks about relevancy and diversity & inclusion
 - Being considered by the AFWA Annual Awards Committee

Project WILD Subcommittee- Rusty Garrison

- Meeting is at 1pm today
- New guides out for everyone to check out
- Looking at a partnership with conservation partners for tomorrow

Joint WG EOD and WDCF

- Putting together a joint resolution on relevancy
- Will be presented during business meeting on Wednesday

EOD Work Plan

- Will be reviewing during each of the WG meetings, full EOD, and subcommittee
- Please review and come with comments

America's Wildlife Values Project- Andrew Don Carlos

- Purpose: explore wildlife value shift as a major trend in the US
- Have a lot of data
 - Tw pre-tests to compare and test phone, mail and email.
- Value Dimensions
 - Utilitarian
 - Wildlife subordinate
 - Wildlife should always be used in ways that benefit humans
 - Mutualism
 - Wildlife are seen as part of their extended social network of wildlife
 - Wildlife are viewed as family or companions
- Value types
 - Traditionalists
 - Mutualists
 - Pluralists
 - Distance
- Summary Point 1: wildlife values differ significantly across the states
- Summary Point 2: social values are important to management
- Values are the foundation for conflict in fish and wildlife management
- The mutualist in the state then the less trust in the state fish and wildlife agency
- Active hunters in mutualist states are very low compared to those in less mutualist states
 - Those states that have higher mutualist have less hunters that hunt every year
- Summary Point 3: Wildlife values are changing due to modernization
 - As income rises there are fewer traditionalists in the states
- Summary Point 4: Agency Values are Unified. But Not Changing with Public Change
- Questions:
 - How can we use this info to be more relevant?
 - Value orientation is different by ethnic diversity; we will need to keep this in mind
 - That data is in the final report "America's Wildlife Values" - 2018
 - Are there implications for having agencies move more toward a pluralist

- It's important to look at the spectrum of values and consider how to best attend to those values
- Values in states change because 1- change in generation or 2- population migration

Education, Outreach, Diversity Committee

Chair: Tony Wasley (NV)

September 12, 2018

8-10am

Attendees: 37

Agenda

Call to Order/Introductions

Review Agenda- no additions to the agenda

Comments

- We are doing great work through our working groups and subcommittee
- Starting to move the needle on many issues
- Kudos to those involved in all this great work

Alliance for America's Fish & Wildlife- Sean Saville

- Goal of the Alliance is to get dedicated funding to the states to conserve a broad array of fish and wildlife
- There is a critical need for more funding to the states to implement their state wildlife action plans
- Recovering Americas Wildlife Act (RAWA)
 - HR 4647 (91 sponsors); bipartisan
 - S3223 was introduced this summer (July 2018); bipartisan bill
 - Major difference in the bills is mandatory funding (House) vs allocated funding (Senate)
 - Things will get harder to get through during the mid-term elections; have more opportunities during the lame duck session (after elections)
- Movement in the bill largely due to fly-in efforts in DC and other areas; bringing members and partners to DC
- 27 state resolutions passed, all regional associations, 8 letters of support from states
- There is a stakeholder letter of support for use by states and partners to get more people showing support for RAWA
- See RAWA, Land Water Conservation Fund (LWCF), and National Parks as complementary components to conservation; not competing components.
 - The funding is there to do all of these pieces
- There's been a lot of good media coverage in support of the Recovering America's Wildlife Act
 - The Hill, USA Today, Opinion, E&E Daily, etc
 - Always looking for new creative ways to gain more media traction
- We are able to show the importance of the economic impact of the outdoor recreational economy

- Results show that the outdoor recreation economy accounted for 2% of the GDP (\$373.7B)
- Have great infographics available for use for more creative and visual ways to show the importance of RAWA
- Have videos to share (15s, 30S, and 60S).
 - The shortest version is best for social media
 - Takes you to the Alliance website ournatureusa.com
 - Texas has also done videos showing support that can be shared
- Partner page is coming soon to www.ournatureusa.com
 - Should be live by end of the week
- There are a lot of downloadable materials on the Alliance page on the AFWA site that you can also take advantage of
- Next Steps
 - Help with getting those new stakeholder letters of support in
 - Promote campaign website
 - Share info on social media
 - Opinion pieces in the media
- Discussion: is there any specific tasks you like states to work on now?
 - Stakeholder letters is a priority; something in writing from the major players in your state or a phone call from them to their members in congress
 - Submission of Op-eds, especially from these major stakeholders

Working Group and Subcommittee Reports

- Education WG
 - Lots of people attended
 - We couldn't get a presentation on the Natural Pathways Project from Matt Dunfee due to jury duty
 - The draft report is going out for edits and final report should be done soon
 - A webinar will be going out discussing the outcomes, best practices, etc later this fall
 - Updated the workplan
 - We will be continuing the webinar series; received a lot of suggestions and feedback about moving that forward in the future
 - Natural Pathways Project- looked at the 'pathways' of engagement to the outdoors; evaluated the stepping stones of learning to see if we could get them to the outcome we desire as a state agency and if not why
 - 6 pilot programs used in this project
 - Will be completed by end of this calendar year
- Diversity & Inclusion WG
 - Great attendance at yesterday's meeting (27 attendees)
 - Reviewed and talked about the principles of D&I
 - Reviewed work plan

- and added to talk about D&I as it pertains to relevancy of state fish & wildlife agency;
 - start engaging other committees to include D&I in their discussions;
 - looking at creating a forum to discuss D&I and share creatives
 - Update from the National Conservation Outreach Strategy
 - Needs & Deeds- discussion of what is already going on; success stories and lessons learned
- Outreach WG
 - Overview of the National Outreach Strategy Plan
 - Had a update on the strategies and success of email marketing (GA DNR); low cost marketing campaign; success and lessons learned
 - Chronic Wasting Disease outreach/communications updates
 - Those states that have had to deal with it for many years and those states that are preparing for crisis communications for when it hits their state
 - Communication key to drive how the public handles the news
 - Updates from Nebraska about efforts on moving RAWA communications forward
 - State Industry Summit update → see how we can partner in the future
 - Making It Last Campaign
 - Overview and background and goal of telling the state story
 - Looking to get another MSCG to implement this awareness campaign in some states
 - RBFF offered to do some focus group testing of the Making It Last this fall/winter
 - There are about 10 states who have offered to deploy this campaign quickly
 - Some with money, some with the free version
 - Should have results to share at the North American
 - Suggest to pass a motion of support for this campaign during this business meeting today
 - MOTION: The EOD Committee and their members to strongly support the National Conservation Outreach Strategy, including the Making It Last Campaign
 - Motion by Renny, seconded by Tony
 - Motion passed unanimously
- Wildlife Viewing & Nature Tourism WG (WVNT WG)
 - Partners In Flight → this group is looking specifically at birders and bird conservation
 - Looking at possibly partnering with the group and increase the visibility with WVNT especially with birding activities
 - More discussion will be taking place on this at the North American Conference in March 2019
 - Review of the WVNT and Wildlife Diversity workshop that took place on Sunday
 - Looking at citizen scientist and how we can work better with them to be of better benefit and have a positive impact (not negative impact in some cases)

- Will be looking at ideas for webinars and workshops for next year
- Joint Working Group (EOD and WDCF)
 - At the North American this group was tasked to see if this group is still valid and effective
 - These two committees do have a lot of overlap
 - It was decided to keep the joint working group in the WDCF committee
 - Question to Committee: does the EOD feel this joint working group is still valid?
 - The joint WG may have impact on relevancy and promotion of RAWA
 - A Relevancy WG was (re-)formed this year and a draft roadmap of how to avert (some) barriers has been created; 35 barriers identified at relevancy meeting earlier in the year
 - The collective expertise in these groups is important for the success of these efforts towards relevancy
 - There is a connection between this joint WG and relevancy
 - Overall support for continued engagement in the EOD
 - ACTION: The Joint WG will be updating their work plan and (Jen Newmark) will bring that to the EOD committee for review
- Project WILD Subcommittee
 - Working to improve communication through partnerships, online, webinars, monthly-ish calls, etc
 - Seeing how we can work strongly together and revitalize old partnerships and create new ones
 - Updated website and went from 6 websites to 1 website
 - Increased social media presence
 - #WildlifersEverywhere campaign
 - Having a new online course for Project WILD → will be piloted this spring 2019
 - Webinars are mostly with Project WILD coordinators; next one is on Diversity and Inclusion
 - Project WILD annual conference is coming up → Montana
 - Financially Project WILD is doing well
 - Originally it was planned to take 5 years to be financially in the black, and it looks like we have arrived at the goal early
 - There will be a joint Project WILD and Project WET Joint Conference in 2020

Resolutions

- Diversity Joint Venture Resolution
 - Goal is to increase diversity and inclusion in state agencies through collaboration efforts
 - This will resolve to get AFWA engaged to the states are represented and get appropriate states to be engaged in some of the upcoming projects
 - National focus; DJV will have best practices on their website

- Motion: the EOD Committee strong expression of support of the Diversity Joint Venture resolution as drafted
 - Shelly makes motion, seconded by Rusty
 - Motion passed unanimously
- Relevancy Resolution
 - Submitted jointly by the EOD and WDCF committees
 - Updated the 'Therefore be It Resolved' during the Directors Retreat on Sunday
 - Motion: the EOD Committee strong expression of support the Relevancy Resolution as drafted and its implementation
 - Jen Newmark motion, seconded by David Bugg
 - Unanimously passed

Stephen Kellert Award- current proposal

- Review and discussion of award
- Will look at some minor tweaks to language to make sure we're as inclusive of the nomination criteria as intended, including internal agency efforts to be considered eligible.

Review of Work Plan

- Look at including efforts around relevancy and update as needed
- Update each of the WG list of activities and objectives with items that were discussed during each working group and subcommittee
- The EOD chairs will update entire work plan and send out for review by the entire committee in the upcoming weeks

Future Work of this Committee- Discussion

- David Bugg- Look at developing an online dashboard to share and track all the things we are doing; can also use that to create an annual handout (one-pager)
 - Would be interested to look at the potential and possible implementation of this tool
 - Good way to demonstrate progress
 - Might considered including this in the work plan; start planning process at the North American Conference → see what information we should be gathering and what would be of best use to our committee for their use