



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

EDUCATION, OUTREACH & DIVERSITY COMMITTEE

Chair: Tony Wasley (NV)

Vice Chair: Keith Warnke (WI)

September 10, 2021

1PM – 3PM (Eastern Time)

**Association of Fish & Wildlife Agencies 111th Annual Meeting
Virtual Committee Meeting**

Agenda

- Call to Order/Review Agenda
- Introductions & Welcome: Tony Wasley (NV)
- 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
 - Project WILD Subcommittee
- Recovering America's Wildlife Act Update- Sean Saville
- Discussion: Should we update the EOD Committee Name/ Working Group names?
- Discussion: Relevancy Road Map Outreach Strategies
- Discussion: Review EOD Annual Work Plan Expected Actions/Activities
- Discussion: Future Work of this Committee (Everyone)
- "Lightning" rounds (5 minutes each)
- Other Business
- Adjourn

Committee Work Plan		
Date: October 2020		
Committee Name: Education, Outreach and Diversity		
Chair: Tony Wasley (NV)	Vice Chair: Vacant	Staff: Patricia Allen
Committee Charge: 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.		
Changes to the Charge: None		
List Major Activities and Objectives Accomplished During the Last Year:		
<ol style="list-style-type: none"> 1. The NCO steering committee successfully implemented the 'Making It Last' toolkit in 5 pilot states to create a best practices document. This committee will meet a minimum of twice per year in person. 2. Diversity and Inclusion: encourage each generation of fish and wildlife conservation leaders to value differences in cultures and show it through their actions in responding to changing constituent demographics and in enhancing the workplace environment. 3. The Wildlife Viewing and Nature Tourism Academy Working Group organized and executed the Wildlife Viewing & Nature Tourism Academy in February 2020; apply for a MSCG for a WVNT wildlife viewer survey. 4. Project WILD- incorporate R3 into the guides; created a method of tracking and accepting donations; launched an online Growing Up WILD course. 5. The EOD and WDCG working group developed state fact sheets, social media posts and a story map in support of the Recovering America's Wildlife Act 6. Developed a group of CE professionals to discuss resource alignment to Next Generation Science Standards (NGSS) and to assist with the revision and update of the CE Toolkit 7. Project WILD- incorporate R3 into the guides; create a fundraising plan 8. Monthly committee/working group chair calls 9. Continuation of quarterly (or as needed) EOD member calls 10. Continues to engage with the Relevancy Road Map 		
List Activities and Objectives that Will be Accomplished in the Coming Year:		
<ol style="list-style-type: none"> 1. 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 2. The NCO steering committee complete implementation the 'Making It Last' toolkit in 5 new pilot states. This committee will meet a minimum of twice per year in person. 3. Update and aligned the CE Strategy Toolkit with national standards. 4. Continue with monthly phone calls with the committee/subcommittee/working group chairs; continue with quarterly (or as needed) calls with the EOD membership. 5. Develop Diversity & Inclusion Best Practices and Guidelines. 6. WVNT- conduct a Wildlife Viewer Survey: Enhancing Relevancy and Engaging Support from a Broader Constituency 7. Project WILD- develop additional online resources (webinars, courses, etc) 8. Selection of a new Vice-Chair of the EOD Committee 		
Comments:		

Subcommittee Work Plan		
Date: October 2020		
Subcommittee Name: Project WILD		
Chair: TBD	Vice Chair: Johnnie Smith (TX)	Staff: Elena Takaki
Subcommittee Charge:		
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		

<p>partnerships with other conservation education programs; ensure the Project WILD program is financially self-sustaining; maintain relevancy in larger agency and educational arenas.</p>		
<p>Changes to the Charge: Updated the charge to reflect accomplishments completed and new objectives “... ensure that education best practices are reflected in materials and implementation; develop partnerships with similar national education programs; to assist with the financial develop of the Project WILD program in order to make the program financially self-sustaining;” was changed to: “... develop partnerships with other conservation education programs; ensure the Project WILD program is financially self-sustaining;”</p>		
<p>List Major Activities and Objectives Accomplished During the Last Year</p> <ol style="list-style-type: none"> 1. Completed annual reprints of Project WILD publications as well as the reformatted edition and printing of the Growing Up WILD guide. 2. Provided agency educators information on how education fits into the R3 conversation and how to actively participate in agency R3 efforts. 3. Webinars for state coordinators and the public. 4. Hosted the Project WILD Annual Conference in conjunction with the Project WET annual conference online. 5. Strengthened professional development and support for state coordinators, by building and updating web-based resources. 6. Launched online Growing Up WILD course for early childhood educators. 7. Provided online training opportunities and online resources for educators to further safe learning and responsible recreation when implementing Project WILD. 8. New Project WILD agreements signed with state hosting organizations. 9. Developed educator resources for implementing Project WILD online. 10. Created a method of tracking donations and accepting general donations. 11. Supported partner efforts to strengthen Project WILD content on wildlife management relating to the North American Model’s public trust doctrine. 		
<p>List Activities and Objectives that Will be Accomplished in the Coming Year:</p> <ol style="list-style-type: none"> 1. Enhance the Project WILD online store to facilitate purchase of online training, donations, and fundraising campaigns. 2. Launch additional online professional development courses for Project WILD. 3. Develop additional educator resources for implementing Project WILD online. 4. Provide training for Project WILD state coordinators. 5. Update and reprint Project WILD curricula. 6. Work with AFWA HQ to appoint a PW Subcommittee Chairman 		
<p>Describe any Changes you Anticipate to the Subcommittee: Selection of a new Chair since current Chair—Rusty Garrison (GA)—is retiring as of December, 2020</p>		
<p>List Subcommittee Members: TBD</p>		
<p>Comments:</p>		
<p>Workgroup Work Plan</p>		
<p>Date: October 2020</p>		
<p>Workgroup Name: Education</p>		
<p>Chair: Kellie Tharp (AZ)</p>	<p>Vice Chair: Tabbi Kinion (AR)</p>	<p>Staff: Patricia Allen</p>
<p>Workgroup Charge: 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.</p>		
<p>Changes to the Charge:</p>		
<p>List Major Activities and Objectives Accomplished During the Last Year:</p>		

<ol style="list-style-type: none"> 1. Developed a group of CE professionals to discuss resource alignment to Next Generation Science Standards (NGSS) and to assist with the revision and update of the CE Toolkit. 2. Developed an RFP to update the CE Strategy Toolkit and align it with current national standards. 		
List Activities and Objectives that will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. Complete the updates to the CE Strategy Toolkit 2. Distribute to updated CE Strategy Toolkit to member organizations and make available to the public. 		
Describe any Changes you Anticipate to the Work Group: We selected a vice-chair of the Education WG, Tabbi Kinion (AR)		
List Workgroup Members: Kellie Tharp (AZ); Jeff Rawlinson (NE), Barb Gigar (IA), Tabbi Kinion (AR), Judy Stokes (Contractor), Tabbi Kinion (AR), Angie Haywood (IN), Bryan Jones (TX), Gary Thorson (CO), Ross Robins (KS), Josh Gold (NE), Chris Willard (OR), Heather Hubbard (CO), David Buggs (TX), Vicki Vargas-Madrid (CO)		
Date Workgroup Formed: 2012		Expected Termination Date: TBD
Comments		
Workgroup Work Plan		
Date: October 2020		
Workgroup Name: Outreach		
Chair: Jenifer Wisniewski (TN)	Vice Chair:	Staff: Patricia Allen
Workgroup Charge: 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.		
Changes to the Charge: Added marketing to the charge.		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> 1. Implementation of the multi-state conservation grant titled "Introductory Implementation and Evaluation of the National Conservation Outreach Strategy- Part 2" 2. Create a Best Practices addendum to the Making It Last Toolkit for the whole community to utilize 3. Finish Piloting the Making It Last Toolkit in a total of 10 states in all regions to test and improve the toolkit 4. 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. 5. Furthering state outreach efforts by bringing forth innovative ideas from states that have helped advance public understanding and appreciation of fish and wildlife management. 		
List Activities and Objectives that will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. Meet a minimum of two times per year. 2. Continue training states to use the NCO toolkit (Making It Last toolkit). 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 4. Provide input on Locovore Workshop Multistate grant along with other coinvestigators NSSF, ATA, and ACI 5. Provide input on Email Marketing Best Practices Multistate grant along with Southwick and ACI 6. Discuss adding the Marketing to the title of this working group 		
Describe any Changes you Anticipate to the Work Group: We see the need to add marketing into our title since there has been a huge shift towards marketing as it is now listed in the strategic priorities of Multistate Grants and in state agencies there has been a large shift toward using marketing to accomplish goals of R3 and Relevancy.		
List Workgroup Members:		

Jenifer Wisniewski (TN)		
Steering Committee Members: 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)		
Date Workgroup Formed: 2015		Expected Termination Date: TBD
Comments		
Workgroup Work Plan		
Date: October 2020		
Workgroup Name: Diversity and Inclusion		
Chair: Jennifer Newmark (NV)	Vice Chair: David Bugg (TX)	Staff: Patricia Allen
Workgroup Charge: To encourage each generation of fish and wildlife conservation leaders to value differences in cultures, persons, and perspectives, and show it through their actions in responding to changing constituent demographics and in enhancing the workplace environment.		
Changes to the Charge:		
List Major Activities and Objectives Accomplished During the Last Year:		
<ol style="list-style-type: none"> 1. The Diversity and Inclusion Working Group met twice during the last year, both at the AFWA Annual Meeting and the North American Wildlife and Natural Resources Conference. The group has grown into an energized number of individuals that focused on the following topics: <ul style="list-style-type: none"> • Resiliency through diversity • Diversity Joint Venture (DJV) • Relevancy Road Map 		
List Activities and Objectives that will be Accomplished in the Coming Year:		
<ol style="list-style-type: none"> 1. Work towards increased relevancy of states to broader constituencies by incorporating concepts of diversity and inclusion both internally and externally. 2. Work with other committees and subcommittees/working groups in messaging diversity and inclusion topics and incorporating concepts into outreach materials. Explore opportunities for broadening conference sponsorships to reach new constituencies. 3. Strategize on how to increase relevancy through diversity 4. Utilize the Relevancy Community Site to share information and keep in touch between meetings. 5. Begin developing Best Practices and Guidelines for Diversity and Inclusion. 		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: Jennifer Newmark (NV), David Buggs (TX), 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)		
Date Workgroup Formed:		Expected Termination Date: TBD

Comments		
Workgroup Work Plan		
Date: October 2020		
Workgroup Name: Wildlife Viewing and Nature Tourism		
Chair: Shelly Plante (TX)	Vice Chair:	Staff: Patricia Allen
Workgroup Charge: 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.		
Changes to the Charge: None		
List Major Activities and Objectives Accomplished During the Last Year:		
<ol style="list-style-type: none"> 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. 2. Hosted webinars throughout the year on wildlife viewing and tourism, and related topics 3. Planned and executed the 2020 Wildlife Viewing and Nature Tourism Academy. 4. Draft a MSCG for a national wildlife viewing survey 5. Increased participation in monthly calls, webinars, and meetings. 		
List Activities and Objectives that will be Accomplished in the Coming Year:		
<ol style="list-style-type: none"> 1. Planning and execution of the Wildlife Viewing Survey (MSCG) 2. Help guide Illinois State University Innovation Consulting Community project to develop messaging to new younger diverse audiences (black, Hispanic and LGBTQ) that already recreate in the outdoors to increase viewing of wildlife (such as birdwatching). Final deliverables due in May 2021. 3. Continue with monthly conference calls and regularly scheduled wildlife viewing/nature tourism webinars. 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. 5. Continue to partner with other conservation organizations – that we exist, share our work plan and develop collaborative opportunities. 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. 		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: 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)		
Date Workgroup Formed:	Expected Termination Date: TBD	
Comments		

Workgroup Work Plan		
Date: October 2020		
Workgroup Name: Education, Outreach and Diversity and the Wildlife Diversity Conservation and Funding Committee Joint Working Group		
Co-Chair: Daren Riedle (KS)	Co- Chair: Shelly Plante (TX)	Staff: Patricia Allen/ Mark Humpert
<p>Workgroup Charge: 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>		
Changes to the Charge:		
<p>List Major Activities and Objectives Accomplished During the Last Year:</p> <ol style="list-style-type: none"> 1. Held monthly calls to develop subcommittees, receive RAWA updates, and report out action items. 2. Created a Story Map that is now hosted on the AFWA website 3. Created subcommittees to work on: Our Nature USA Facebook page content and growth, looking at the Relevancy Roadmap for ways to best support it, and a public message campaign. 4. Election of Daren Riedle (KS) as the new Co-Chair. 		
<p>List Activities and Objectives that will be Accomplished in the Coming Year:</p> <ol style="list-style-type: none"> 1. Develop template for sharing shovel-ready project stories from states to help with Senate passage. 2. Support and grow the Our Nature USA Facebook page to help spread information about RAWA. 3. Share public message on RAWA (elevator speech) with attendees at AFWA annual meeting and North American Wildlife & Natural Resources Conference. 4. Continue to identify areas of mutual interest where collaborative approaches and work can benefit shared goals. 		
Describe any Changes you Anticipate to the Work Group:		
<p>List Workgroup Members: 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)</p>		
Date Workgroup Formed: 2016	Expected Termination Date: TBD	
Comments		