



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

**EDUCATION, OUTREACH AND DIVERSITY (EOD) COMMITTEE SCHEDULE
& AGENDAS**

Chair: Tony Wasley (NV)
Vice-Chair: Paulette Nelson (NJ)

Sunday September 22- Wednesday September 25

**2019 Association of Fish and Wildlife Agencies 109th Annual Meeting
Saint Paul, Minnesota**

Committee Charge: The Education, Outreach and Diversity Committee, which includes the Wildlife Viewing and Nature Tourism Working Group, addresses critical outreach (communications and marketing) needs identified by Association committees and membership. The committee leverages member efforts to facilitate outreach initiatives on a national scale; strengthens and unifies the conservation education efforts of Association members and partners; and fosters networking and outreach partnerships among the growing field of wildlife viewing and nature tourism initiatives.

The committee also is responsible for promoting diversity within the agency workforce and the constituents served by the Association and coordinate continuing education programs for conservation professionals.

Committee & Working Groups Meeting Schedule

Monday, September 23

10:00 am - 11:00 am	Education, Outreach and Diversity Committee Pre-Meeting
11:00 am - 12:00 pm	Project WILD Subcommittee
1:00 pm - 2:00 pm	Wildlife Viewing and Nature Tourism Working Group
2:00 pm - 3:30 pm	Diversity and Inclusion Working Group
3:30 pm - 5:00 pm	Joint EOD & Wildlife Diversity and Conservation Funding Working Group

Tuesday, September 24

8:00 am - 10:00 am	Outreach Working Group
3:00 pm - 5:00 pm	Education Working Group

Wednesday, September 25

8:00 am - 10:00 pm	Education, Outreach & Diversity Committee
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Note: please check final program for meeting room assignments.

Education, Outreach and Diversity Committee Pre-Meeting Agenda

Monday, September 23

Chair: Tony Wasley (NV)

Vice Chair: Paulette Nelson (NJ)

10 am- Call to Order/Review Agenda- Tony Wasley (NV)

Introductions & Welcome: Tony Wasley (NV)

Overview of theme: Relevancy, Diversity & Inclusion, and Creating a 'Welcoming Environment'

- Education Working Group
- Diversity 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

Discussion: Review EOD Annual Work Plan Expected Actions/Activities

Other Business

11 am Adjourn

Project WILD Subcommittee Agenda

Monday, September 23

Chair: Rusty Garrison (GA)

11am- Call to Order/Review Agenda

Introductions

Approval of Minutes for the North American Meeting

Review Committee Charge

Project WILD update – including online courses and citizen science

Bridging R3 and Education/Outreach – Samantha Pedder

R3 in Nebraska – Lindsay Rogers

R3 in Arkansas – Tabbi Kinion

R3 in North Carolina – Tanya Poole

Wrap-up Discussion/Roundtable

12:00pm Adjourn

Wildlife Viewing and Nature Tourism Working Group Agenda

Monday, September 23

Chair: Shelly Plante (TX)

- 11am Call to Order/Review Agenda
- Introductions, *Working Group*
- Work Plan Review
- Relevancy Roadmap
- Outdoor Recreation Roundtable
- Education, Outreach, and Diversity-Wildlife Diversity and Conservation Funding Joint Working Group update and call for members
- Upcoming Webinar: bring your potential speaker ideas and topics for Fall/Winter webinars
- Wildlife Viewing and Nature Tourism Academy 2020 Information
- State Agency Updates, *Working Group*
- 12:00 pm Adjourn

Diversity & Inclusion Working Group Agenda

Monday, September 23

Chair: Jennifer Newmark (NV)

Vice-Chair: David Bugg (TX)

- 2:00pm Call to Order/Review Agenda
- Introductions
- Potential Diversity and Inclusion Newsletter or other Communication- Discussion
- Annual work plan review
- Creating Welcoming Cultures
- Relevancy Roadmap – creating an inclusive work environment
- Wrap-up Discussion
- 3:30pm Adjourn

Joint Education, Outreach and Diversity & Wildlife Diversity and Conservation Funding Working Group

Agenda

Monday, September 23

Chair: Brad Feaster (IN)

Chair: Shelly Plante (TX)

In April 2019 the joint EOD-WDCF working group held our initial meeting. The main focus of the working group is RAWA and supporting the campaign by leveraging the expertise of WDPM and EOD committee. The working group will also support relevancy roadmap efforts by telling state stories and reaching out to audiences with whom we historically have had insufficient relationships.

3:30 pm Call to Order/Review Agenda/Introduction

Updates on Current Subcommittee Work/Opportunities:

- Public Messaging
- Story Maps, Kristin Hall (MN)
- Support for RAWA
- OurNatureUSA Facebook Support and Growth
- Relevancy Roadmap

Open discussion for additional actions/support we could provide

Work Plan review

5:00pm Adjourn

Outreach Working Group Agenda

Tuesday, September 24

Chair: Jenifer Wisniewski (TN)

8:00 am Call to Order/Review Agenda- *Jenifer Wisniewski – TN Wildlife Resource Agency*

Introductions - *Jenifer Wisniewski – TN Wildlife Resource Agency*

WSFR Strategic Communications Plan and Locavore Workshop Results- *Matt Harlow – DJ Case*

How to motivate the 24 million Americans who don't yet own a firearm but say they want to buy one – with messages, recommended visuals and more! And regional dashboard updates - *Patty Hogan – Southwick*

Slot for VA about Refer a Friend campaign

BearWise Outreach going regional to nationwide

Making it Last Update - *Patty Allen – AFWA*

How are you using the making it last toolkit? - *Jenifer Wisniewski – TN Wildlife Resource Agency*

Work Plan Review

10:00am Wrap-up Discussion and Adjourn

North American Conservation Education Strategy Working Group Agenda

Tuesday, September 24

Chair: Kellie Tharp (AZ)

- 3:00 pm Call to Order/Review Agenda
- Welcome/Introductions- 15 min
- AFWA MSCGP Updates - 15 min
- Review Education Working Group Work Plan- 20 min
- Updating the Conservation Education Strategy Resources - 30 min
- Lightning round- Come prepared to share innovative ideas, success stories and other exciting ways that your state or organization is delivering education programs- 30 min
- Wrap-up/closing- 10 min
- 5:00 pm Adjourn

Education, Outreach and Diversity Committee Agenda

Wednesday, September 25

Chair: Tony Wasley (NV)

Vice Chair: Paulette Nelson (NJ)

- 8:00 am Call to Order/Review Agenda
- Introductions & Welcome: Tony Wasley (NV)
- Presentation: Alliance for America's Fish & Wildlife (Sean Saville)
- 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
- Presentation: Diversity & Inclusion work in Texas- Elsa Haubold (USFWS)
- Update: Relevancy Road Map- Tony Wasley (NV)
- Discussion: What does the EOD Committee want out of the 2021 AFWA Strategic Plan?
- Discussion: Review EOD Annual Work Plan Expected Actions/Activities
- Discussion: Future Work of this Committee (Everyone)
- "Lightning" rounds and Other Business
- 10:00am Adjourn