

EDUCATION, OUTREACH & DIVERSITY COMMITTEE

Chair: Tony Wasley (NV)

Vice Chair: Keith Warnke (WI)

September 10, 2021

1PM – 3PM (Eastern Time)

** Attendees = 54

Agenda

- Call to Order/Review Agenda
 - Introductions & Welcome from Tony Wasley (NV)
 - Review of the Agenda
 - Use chat to introduce yourself

- Working Group/Subcommittee Reports
 - Education Working Group- Kellie Tharp and Tabbi Kinion
 - Our goal was engagement, at that was achieved
 - Reviewed/discussed the new CE Strategy Toolkit that is close to completion
 - Looking at conducting a CE Conference every other year
 - Discussed new innovated ways the agencies are engaging with existing and new constituents
 - Diversity & Inclusion Working Group – Jen Newmark and David Buggs
 - Had some inspirational updates from some of our partners; including efforts USFWS is doing with DEI efforts, TRCP efforts to connect to Hispanic hunters and anglers, updates from NABCI with their DEI efforts with their subcommittee
 - Started a “Coffee Talks” series that have been popular and well attended. Next one is on Nov 2021
 - DEI Dashboard tool presented by TPWD
 - Needs and Deeds Sessions- opportunity to talk about the efforts they’ve been engaged with and where they need help
 - Looking to update their annual work plan; reevaluate who we are currently serving and who are we missing
 - Outreach Working Group – Jenifer Wisniewski
 - A website that shows how to put on locavore friendly program:
<https://locavore.guide>
 - Social Listening software that listens to every social media platform so you can better position, target, reach out to your target audiences about relevant topics
 - Help stay relevant with our citizenry
 - Will help track the Making It Last campaign
 - Lesson on Canva.com
 - Review of the ACI winners circle, look at those projects and see what you can use in your own agency. Great resources for outreach and communications ideas
 - Discussion on how to use social influencers successfully and the barriers that are out there for state agencies (and how to overcome them)
 - Trophy Trash Program- a program that encourages hunters to take out litter they see when they are out hunting/fishing
 - Wildlife Viewing and Nature Tourism Working Group – Shelly Plante

- Reviewed work plan—looking to edit and wordsmith to make more relevant to the work we are doing today
 - RAWA discussions- there is up to 15% can be spent on recreation and education; be thinking now of how we can use this money; we want to be at the table to do good work and be relevant to our customers
 - WVNT Academy coming up in Feb 2022: www.wvntacademy.com
 - Webinar Series- very active. Now have a [YouTube Playlist](#) on the AFWA YouTube Channel
 - Update on a MSCG on a national Wildlife Viewing Survey. Survey is out in all 4 regions. This will be great information of what people want to see and how we can best serve them in the future.
 - Joint Working Group: Education, Outreach and Diversity and Wildlife Diversity and Conservation Funding Committees – Shelly Plante
 - Working on ‘shovel-ready’ project fact sheets to show what we could do immediately when RAWA passes; review of Tier 1, 2 and 3 states and filling in the gaps
 - We do need more EOD participation in this joint working group
 - Can use up to 15% of RAWA funding on wildlife related education/recreation
 - Project WILD Subcommittee – Johnnie Smith
 - Guide sales have been difficult with COVID
 - Have an EPA grant that allows PW to give mini grants to states to do more Project WILD education
 - Started a successful PW online course/training
- Recovering America’s Wildlife Act Update- Sean Saville
 - **Recovering America's Wildlife Act** introduced in both House and Senate: [H.R.2773](#), [S. 2372](#)
 - they are currently stand-alone bills; want to get 10D’s and 10R’s on the Senate Bill for committee action
 - Senate bill – funding source difference (from House Bill)- from (unallocated) civil or criminal penalties from natural resource violations; plenty of \$\$ in that pot; would not touch previously allocated funds in that pot
 - FAQ and Talking points are available on the Alliance page
 - HR2773 in WOW subcommittee hearing on July 29, 2021; no big issues raised
 - A number of state fact sheets are available to help promote RAWA in states; 21 are currently available; highlights shovel-ready projects waiting for RAWA funding
 - Visit ournatureusa.com for resources and other information
 - Working on additional/updated sign-on letters to support RAWA
 - Currently focused on the following states: SC, AR, WV, OH, KS, LA, IN, NE, NC
 - We’ve heard from many of you that you’d like to see more resources available on the Alliance website for partners to be able to utilize for advocacy and outreach purposes...you asked, we listened...check it out by following the “More Resources” tab on the home page <https://ournatureusa.com>
 - The best place to check out the latest messaging, resources and other campaign materials, see the Alliance online toolkit here...this folder directs to the shovel-ready fact sheets: https://drive.google.com/drive/folders/1XHlj_W-goNC_q31mIHQ1CQp6thXABu5
- Discussion: Should we update the EOD Committee Name/ Working Group names?
 - We may be looking to keep the EOD Committee name; but look to possibly updates the WG names to better reflect current priorities
 - There is a lot of value to the EOD brand and recognized – and is valued
 - Add names to the working groups or update the charges to better reflect priorities

- Outreach WG – looking to change to the Outreach & Marketing WG
- Discussion: Relevancy Road Map Outreach Strategies
 - Wisconsin- making an effort to implement this roadmap (started about 1 yr ago); with persistence we have been able to make forward strides and addressing some of the barriers; have had some success
 - Looking to role this (Wisconsin’s Plan RE: Relevancy Roadmap) to agency staff as a whole in October 2021
 - Join and actively engage in the conservation relevancy community....
<https://conservation-relevancy-community.mn.co/feed>
 - Some updates on the pilot states can be heard here:
www.youtube.com/watch?v=Ldd1e4A7fBQ&t=9s
 - Might be of interest: Management Assistance Team's upcoming workshop: "Fish & Wildlife Relevancy Roadmap: Insights on Implementation" on October 18. You can register here: <https://matlearning.org>
 - The Wildlife Professional Fall Edition will be dedicated to relevancy implementation
- Discussion: Review EOD Annual Work Plan Expected Actions/Activities
 - D&I WG will be working on their charge and may update activities to better reflect current priorities
 - Outreach WG- the charge is good. We will update our to-do list; will be updating the WG name
 - WVNT WG- will be updating the charge (wordsmithing); the to-do list/actions will be consistent with years past
 - PW- charge is good; updating the action items for the upcoming year- new goals for the upcoming year
 - Education- charge is good; will update the focus and action items as some projects are close to completion
 - EOD Committee- look to update the charge to possibly include engagement
 - Request the committee to submit any comments by Oct 15; will finalize all updates by the end of Oct 2021
 - Look increase visibility of marketing, engagement and relevancy?
 - adding a component for Industry Relations
 - Any big actions the members want to see from the committee??- no response
- Discussion: Future Work of this Committee (Everyone)
 - Maybe create a “Relevancy Roadmap for Dummies”- possible MSCG project
 - Create a roadmap for the roadmap
 - Could conceptualize some one-pager “quick start” guides.
 - How can we reach out to young people and get them in the conservation careers? - possible MSCG project
 - What do they think/know about us....how can we change that?
- “Lightning” rounds (5 minutes each)
 - IHEA- offering a different course for those interested in firearm fundamentals, but not necessarily hunting.
 - The American’s Wildlife Values report really feeds into agency relevancy—if we can do something to condense that report down to a more digestible level, it may be more helpful for agencies to be more relevant
 - Start with helping understand the terminology used