**Education, Outreach and Diversity Committee Meeting**

**March 8, 2017**

**1-3pm**

82nd North American Wildlife and Natural Resources Conference

Attendees= 36

**Agenda**

- **Introductions- Tony Wasley**
  - Excited about plenary session and earlier discussions about relevancy and importance of fish and wildlife to our society.
  - Round table of introductions of attendees

- **Presentation: “Hunting Right Hunt Hard Hunt Fair Chase” - Tony Schoonen Boon & Crockett Club**
  - Image of the American hunter is very important → need to have and show ethical behavior and brings value to Americas (beyond the individual hunter)
  - Campaign = to inspire ethical hunting among all ages
  - Theodore Roosevelt was able to convince the American people that hunting was necessary for health of the wildlife populations.
  - Brand = Hunt Fair Chase
    - Positive and uplifting
  - Campaign will send traffic to a central website with positive messaging
  - Website will launch August 1; as well as messaging toolkit
  - Boone and Crockett will provide tools to states and they can add their logos and use as widely as each state sees fit.

- **Vision of EOD Committee/Review of Work Plan**
  - In the past the subcommittee/working groups (WG) would be first on the conference schedule then would report out in the full EOD meeting
    - We’ve switched that around and envision the EOD committee meeting can be the ‘launch’ of the ideas and help steer the WG throughout the conference
  - State F+W agency relevancy is important → education, outreach, etc
  - Tony – asking the room for their input and what they think is important as far as the EOD vision and how it can relate to the EOD work plan
  - Comments:
    - We need to find a good way/network to get the information from this committee out to others in our community that might not be able to attend our meeting(s)
      - It’s always been a challenge in the past
      - Patty- send minutes on the list of those on our email distribution list (ACTION)
    - It’s a good idea to send this information to ACI and have those ideas and information in the hands of appropriate state I&E staff (ACTION)
    - The CE Strategy webinar series is another avenue to get this information out
We do tend to meet at this meeting and we talk about the same thing
  • Maybe send the agenda’s out to a broader audience (email) - (ACTION)

Acknowledgement for the need of communication, human dimensions, and outreach in our network

Jen (NV) - should acknowledge ‘Relevancy’ in our committee charges and have it a rallying cry amongst our peers; this committee is a big piece of that relevancy (ACTION)

Start speaking to what is important to the people → clean air, clean water; then later connect it to what we do in state F+W agencies and they it’s important and relevant

Move beyond information sharing and working collaboratively; we are working in that direction with the MSCG and with CE Strategy

Tony—find the most effective approaches to communicate within our committee/community and create a toolkit for us to use
  • Kerry Baldwin (AZ retiree) – the limitations are not so much this committee but the Directors are often barrier to implementing the EOD products (with money, personnel, priorities, etc).
  • Tony- I think there’s an heighten sense of urgency so traditional barriers may not be there (to the same degree) as they have in the past

Create a collaborative effort amongst the states, going off the BRP initiative, to use with the states (toolkit)

More diversity is important

Would like to see more strategy and ideas so when hiring staff they know what it is they need to be looking for → help rebuild the state I&E staff force

Success of EOD committee = the ideas of the EOD committee is in front of the Directors and they are starting to react positively

Judy Stokes Weber- like to meld the National Outreach strategy with the EOD ideas to create a blueprint for the states to use; start to share success stories to ‘keep the ball rolling’ with future outreach; starting with research and ending in evaluation → use all of this as a path forward

Directors frustration → inability to get all the staff at these meetings that they want

Request (Kerry Baldwin- AZ): to have a product from the EOD to the Association as to what we want to see to get the results that we want/need; this may be the blueprint to use to move forward
  • Minimum thresholds listed in that doc

Paulette- Create a list of what the EOD has produced; create a library
  • The finished products are on the website
  • Other materials Patty would have (unfinished documents; meeting notes, etc)
- Task for WG- how to capture and share successes of that the WG’s are doing (ACTION)
- Create a ‘rallying call’ from the EOD committee as well as each of the WG

- Blue Ribbon Panel Update- Sean
  - Introduce Skipper Bond with Bond-Moroch; PR firm working with for BRP campaign
  - Larger vision = big tent coalition beyond the coalition
  - Unitig all our allies
  - Well positioned in the new administration and congressional leaders
  - Sophisticated PR campaign to build visibility and public support
  - Goal is to implement SWAP; protecting wildlife and showing the relevancy to people and their lives
  - Show how wildlife adds value (money) to our lives and economy
  - HR 5650 – had 19 sponsors/cosponsors in 2016
    - New bill should be reintroduced very soon with same leads in the House
    - Language tweaking done before introduced to minimize any foreseen obstacles
  - Senate introduction should be this summer/fall 2017
  - Congressional leaders will be focused on Western states ; the most states that have passed resolutions supporting the BRP
  - States valued and trusted source of information and advocacy
  - AFWA can help with resolution language or strategy for timing of resolutions
  - Messaging Framework:
    - Patriotism, healthy clean environment, ‘fish and wildlife isn’t optional’ type themes
    - Instill confidence that this innovative solution the BRP came up with is realistic and we can get this done.
    - Sample messages both proactive and what’s at stake (get example messages from Sean); and can be tweaked as needed for state use
    - If you can attach the economics to your messaging then the more powerful in can be
  - Next Steps 2017
    - Unveiling of the new branding at the Outreach WG meeting following this meeting; soft launch at this conference
    - Created steering committee to advises the campaign strategy (Tony Wasley part of this steering committee)
    - Public launch of this campaign coming up in the near future; coincide with a BRP fly-in this Spring 2017
      - There will be a planned lobbying and advocacy planning day
  - There will be a BRP webinar coming up next month for the CE Strategy Webinar series please join us

- Project WILD Update- John Lord
  - Finalized the contract with Project WILD (PW) effective March 1
AFWA now has ownership of PW brands
The PW staff is now AFWA staff
Getting ready to hire for a PW Director → second round of interviews next week; we have some very good candidates
We are in the middle of a re-write of the Terrestrial PW Guide and we invite the states (coordinators) to have a say in that re-write
We want to get ‘state-centric’ and help the states get PW into their states successfully and to be an asset to them.

- Presentation: Locavore.guide- Matt Harlow and Phil Seng with DJ Case & Associates
  - Engaging New Participants and Stakeholders
  - Locavore.guide website
  - Sources food locally and sustainably; show how this can be done including hunting and fishing
  - Nourishing interest in hunting and angling
  - Partners: SEAFWA, MAFWA, NSSF, ATA, WMI, Responsive Management, Southwick Assoc; DJ Case & Assoc
  - Steering committee includes F&W staff from GA, KY, IO, Wi, KY
  - Funding from in kind and Multistate Conservation Grants (MSCG)

- The Process:
  - Interviewed existing and pilot programs (14)
  - 3 online surveys
  - 2 virtual focus groups (locavore influencers)
  - 2 face-to-face focus groups (locavores)
  - Used Outdoors Recreational Adoption Model (R3 model)
  - Focus on deer hunting and pan fishing
  - All information is on their website (locavore.guide)
    - Program planning (incl. objectives, needs, funding, staffing, partners, post training assessment, evaluation)
    - Understanding your target market (incl. food motivations, experience seekers, concerns of new hunters, millennials, women in the outdoors, adult learning theory)
    - Marketing (incl. branding, media strategy, message development, etc)
    - Curriculum Development (incl. syllabus, content, graduation event, next steps)
    - Additional Material (incl. wild turkey, catfish, other fishing, foraging, bow/crossbow/muzzleloader hunting, recipes, cooking videos)

  - Website is a valuable resource site
  - 2 YouTube channels (Wild Locavore) (locavore.guide Train the Trainer)
  - 11 Pinterest boards

- Education Subcommittee Report- Kellie Tharp
  - Please come to tomorrow’s meeting
  - Looking for states to contribute/evaluate to the MSCG Monarch work
    - Developing a repository of curriculum instead of creating new curriculum
- Reached ~1000 people with the CE Webinar series
- **Announcement - Jerrie Lindsay**
  - Wildlife Viewing and Nature Tourism (WNVT) WG will be having an academy in Feb 2018; send out to request for presenters for this academy
  - Website: [www.wvntacademy.com](http://www.wvntacademy.com)

**ACTION ITEMS:**

- Send minutes from meeting to those on our email distribution list
- Send EOD initiatives and updates to the Association for Conservation Information (ACI) and have those ideas and information in the hands of appropriate state I&E staff
- Next conference ➔ send agenda to entire EOD and I&E email distribution lists
- EOD Work Plan ➔ acknowledge ‘Relevancy’ in the EOD committee charges (and affiliated working groups) and have it a rallying cry amongst our peers.
- Task for EOD WGs to capture and share successes of that the WG’s are doing
- Create a blueprint for states to use that meld the ideas of the National Outreach Strategy and EOD ideas; includes a list of what EOD hopes to accomplish