

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 Boone & 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 heightened 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
 - Uniting 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 it 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 advise 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 (WVNT) WG will be having an academy in Feb 2018; send out to request for presenters for this academy
 - Website: 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