



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

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

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

Sunday September 10- Wednesday September 13

**2017 Association of Fish and Wildlife Agencies 107th Annual Meeting
Sandy, UT**

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 11

8:00 am - 10:00 am	Education, Outreach and Diversity Committee (Primrose B)
10:00 am - 12:00 pm	Wildlife Viewing and Nature Tourism Working Group (Primrose)

Tuesday, September 12

8:00 am - 10:00 am	Education Working Group (Magpie A)
10:00 am - 12:00 pm	Outreach Working Group (Magpie A)
3:00 pm - 5:00 pm	Diversity Working Group (Magpie A)

Wednesday, September 13

10:00 am - 12:00 pm	Project WILD Subcommittee (Magpie B)
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Note: please check final program for meeting room assignments.

NOTE: AFWA's National Conservation Outreach Planning Committee will be meeting September 11 from 3-5pm (Eagles Nest), and September 12 from at noon (Magpie A), break for lunch then 1-3pm (Cirque Board Room)

Education, Outreach and Diversity Committee Agenda

Monday, September 11

Chair: Tony Wasley (NV)

Vice Chair: Paulette Nelson (NJ)

Agenda

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

Introductions & Welcome: Tony Wasley (NV)

Presentation: Alliance for America's Fish & Wildlife (Sean Saville)

Discussion: Project WILD Subcommittee

- The differences between a subcommittee and working group

Discussion: Review EOD Annual Work Plan Expected Actions/Activities

Discussion: Broadening Strategic Planning/ Priority List Development

- 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: Increasing Engagement Strategy

- Meeting participants
- Target Audiences
- State directors
- Other

Presentation: Creating partnerships between states, industry and NGOs (Bill Creighton-Kalkomey)

“Lightening” rounds (5 minutes each)

Diversity Joint Venture- David Buggs (TX)

Other Business

10:00 am Adjourn

Wildlife Viewing and Nature Tourism Working Group Agenda

Monday, September 12

Working Group Chair: Shelly Plante (TX)

10am - 12 pm Welcome and Introductions

Wildlife Viewing and Nature Tourism Work Plan Update

North American Waterfowl Management Plan's National Birdwatcher Survey Results

Alliance for America's Fish and Wildlife Update and Discussion - *Sean Saville (AFWA)*

The Nature of Americans Study Findings

Wildlife Viewing and Nature Tourism Training Academy Announcement

State Program Updates

12:00 pm Adjourn

North American Conservation Education Strategy Working Group Agenda

Tuesday, September 12

Working Group Chair: Kellie Tharp (AZ)

8:00 am - 10:00 am Welcome/Introductions- 5 min

North American Conservation Education Strategy Webinar Series- What topics could benefit your state or organization?- 20 min

CE Strategy Monarch Education Project- Tabbi Kinion - 30 min

Update on the Natural Pathways Project - 10 min

Review the Annual Work Plan- 20 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- 5 min

10:00 am Adjourn

Outreach Working Group Agenda

Tuesday, September 12

Working Group Chair: Renny MacKay (WY)

10:00 am – 12:00 pm Call to Order/Review Agenda

The National Conservation Outreach Plan-. What is it? Why are we doing it? How can you help? (30 minutes)

The states' toolkit for supporting the Alliance-. How to use it and what the outreach campaign might look like for a state (20 minutes)

Up close and personnel with a state outreach campaign:
Developing a compelling narrative framework and persuasive messaging to share the story of Colorado Parks and Wildlife with users, prospective users, partners, and oppositional voices (30 minutes)

Up close and personnel with a collaborative outreach campaign:
SageWest- A platform to advance stakeholder collaborations on outreach efforts that support a sustainable sagebrush ecosystem, for the benefit of people and wildlife. (15 minutes)

12:00 pm Adjourn

Diversity Working Group Agenda

Tuesday, September 12

Working Group Chair: Jennifer Newmark (NV)

3:00 pm – 5:00 pm Update from full EOD Committee Meeting

Work Plan

- Review and approve updates
- Review and approve updated name of working group to 'Diversity and Inclusion' Work Group

Best Practices for diversity and inclusion with agency outreach and communications

Brainstorming Session: Create a template for how to include diversity and inclusion within an agency to increase agency relevancy

Discussion: How we can help with agency relevancy and promote the Alliance for America's Fish & Wildlife

5:00 pm Adjourn

Project WILD Subcommittee Agenda

Wednesday, September 13

Subcommittee Chair: Rusty Garrison (GA)

- 10:00 am Call to Order/Review Agenda
- 10:05 Introductions
- 10:10 Overview of subcommittee goals (Rusty Garrison)
- 10:15 Committee Workplan
- 10:25 Project WILD update on transition and current work (Elena Takaki)
- 10:45 Guide Revision (Marc LeFebre)
- 10:55 Project WILD budget update (Elena)
- 11:05 Fundraising Efforts
- 11:15 Future Plans for Project WILD
- 11:25 Questions and Discussion
- 11:35 State Roundtable
- 12:00pm Adjourn