



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

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

Sunday September 11- Wednesday September 14

**2016 Association of Fish and Wildlife Agencies 106th Annual Meeting
Philadelphia, PA**

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 12

1:00 pm – 3:00 pm	Education, Outreach and Diversity Committee
3:00 pm – 5:00 pm	Wildlife Viewing and Nature Tourism Working Group

Tuesday, September 13

8:00 am - 10:00 am	Education Working Group
10:00 am – 12:00 pm	Outreach Working Group
3:00 pm – 5:00 pm	Diversity Working Group

*** NOTE: all meetings listed above will be held in Rooms 305-306**

NOTE: AFWA's Technology Committee will meet on Tuesday, September 13 from 1-3 pm.

Education, Outreach and Diversity Committee Agenda

Monday, September 12

Chair: Tony Wasley (NV)

Vice Chair: Paulette Nelson (NJ)

- 1:00 pm- 3:00 pm Call to Order/Review Agenda- Tony Wasley (NV)
- Introductions & Welcome: Tony Wasley (NV)
- Presentation: Blue Ribbon Panel Update (Patricia Allen)
- Discussion: Review EOD Annual Work Plan Expected Actions/Activities
- Discussion: Updates on the EOD & TWW Joint Working Group (Jennifer Newmark)
- Discussion: Broadening Strategic Planning/ Priority List Development
- Education Working Group
 - Diversity Working Group
 - Outreach Working Group
 - Wildlife Viewing and Nature Tourism Working Group
- Discussion: Strategy for Increasing Participation with EOD Committee and Associated Work Groups
- Meeting participants
 - Target Audiences
 - State directors
 - Other Committees/Working Groups
- Presentation: Overview of the Association for Conservation Information (ACI) Conference Award Winners (Micah Holmes, ACI President)
- Discussion: ACI and EOD – collective messaging
- “Lightening” rounds (5 minutes each) - sign up to give an updates
- Other Business
- Wrap-Up Discussion, Assigning Tasks and Next Steps
- 3:00 pm Adjourn

Wildlife Viewing and Nature Tourism Working Group Agenda

Monday, September 12

Working Group Chair: Anne Glick (FL); Jerrie Lindsey (FL)

- 3:00 pm- 5:00 pm Call to Order/Welcome/Introductions/Review Agenda- Jerrie Lindsey (FL)
- Meeting Goals Overview
- How we can collectively come together to support the Blue Ribbon Panel.
 - What ways can we best work together in our existing Committees
 - Develop a means of more formal interaction between Wildlife Diversity Program Managers, WVNT Working Group and Teaming with Wildlife to accomplish our shared objectives

Program Overviews

- Blue Ribbon Panel recommendations and communication strategies
- Teaming with Wildlife goals and objectives
- Wildlife Diversity Program Managers goals and objectives
- WVNT working group goals and objectives

Facilitated discussion – Collective actions to support the BRP and developing more of a formal link between groups

- What do we want from this community of people – those that travel to see wildlife and the people that facilitate that involvement (NGO groups, tour guides, etc.)? What do we want them to do? From a WVNT Working Group perspective, from a Wildlife Diversity Program Managers perspective and from a Teaming With Wildlife perspective.
- What are the shared connections (nexus) for all three groups?
- How do we work together to engage wildlife viewers to accomplish our shared objectives. (ID and prioritize potentially)

Overview, Assigning Tasks and Next Steps

5:00 pm

Adjourn

North American Conservation Education Strategy Working Group Agenda

Tuesday, September 13

Working Group Chair: Kellie Tharp (AZ)

8:00 am – 10:00 am Welcome/Introductions

Review annual AFWA work plan

National Conservation Education Strategy Updates

Multi State Conservation Grant Progress

CE Strategy Monthly Webinars

CE Strategy Toolkit

Building a Community of Practice

Innovations in Education

- Come prepared to share new ways that your agency or organization is working to enhance the delivery of educational programs (focusing on target audiences, changing delivery methods etc.)

Discussion

- What education based resources are agencies and organizations looking for? (curriculum, best practices, training, collaboration opportunities etc.)

Wrap-Up Discussion, Assigning Tasks and Next Steps

10:00 am

Adjourn

Outreach Working Group Agenda

Tuesday, September 13

Working Group Chair: Renny MacKay (WY)

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

An update on the Blue Ribbon Panel and how it applies to the states/communication updates -*Patricia Allen (AFWA)*

Revenue from Outreach Programs- *How outreach can pay off for your state.*

- Lottery programs, fish license sales and more.
- States tell their stories

Tips for Measuring the Success of Outreach Programs -*Kellie Tharp (AZ)*

Creating a National Conservation Outreach Strategy

- Establish a steering committee

Wrap-Up Discussion, Assigning Tasks and Next Steps

12:00 pm Adjourn

Diversity Working Group Agenda

Tuesday, September 13

Working Group Chair: Jennifer Newmark (NV)

3:00 pm – 5:00 pm Introductions and agenda review

Update from the EOD full committee meeting

- Review of goals and action items
- Review of items as they relate to this sub-committee.

Blue Ribbon Panel – *Patricia Allen (AFWA)*

- Update
- Recommendations and our role in supporting the Blue Ribbon Panel

Diversity Best Practices - *David Buggs (TX)*

Discussion of current and future practices and broadening our community

Develop action items for the coming year

Diversity Subcommittee role in the EOD; Review and update Work Plan

Wrap-Up Discussion, Assigning Tasks and Next Steps

5:00 pm Adjourn