OUTREACH WORKING GROUP  
Chair: Renny MacKay (WY)  
Monday, September 12, 2017  
10 am - 12 pm  

Meeting Minutes  
Attendees: 37  

Agenda  
• NCO Overview  
  o The project is aimed at advancing the case for why state wildlife management agencies matter.  
  o 17 states involved.  
  o Helps to meet both of AFWA’s Outreach Working Group Goals:  
    ▪ Engage state I/E divisions and practitioners to develop a tool kit of best practices to enhance states’ abilities to tell diverse audiences the successful stories of wildlife conservation, highlighting the roles of states.  
    ▪ Blue Ribbon Panel Support: help create communications strategies, outreach plans, and implement the recommendations of the Blue Ribbon Panel on Sustaining America’s Diverse Fish & Wildlife Resources and help states put these strategies and plans into use to better tell their stories.  
  o The anticipated outcomes of the plan are:  
    ▪ Elevated appreciation and recognition of state-based fish and wildlife conservation and state fish and wildlife agencies as a whole.  
    ▪ Use by the states of unified, tested key messages about state-based conservation  
    ▪ Increased awareness of how fish and wildlife conservation is currently funded.  
    ▪ Increased understanding of how nature benefits people  
    ▪ Increased diversity of partners and stakeholders, including the wildlife viewing community, state parks  
    ▪ Increased support of agencies.  
    ▪ Understanding of the economic benefits of outdoor recreation  
    ▪ As a community we will have a sense of shared purpose, share messages.  
  o We continue to seek feedback from states and other partners. Watch for a survey coming soon.
• The States’ planning tools for supporting the Alliance
  o The communication planning tool→ we will send back out for reference
    ▪ This is general tool resource to be used by states to support the Alliance
  o The goal is to have the communication ready and teed up for when the campaign is officially launched
  o Standing up ‘coalitions’ within the state to move forward with the Alliance agenda
    ▪ Texas is really stepping up and making progress with this; have a task force putting this together along with information for use by stakeholders; has funding to support these efforts
  o Patty → send out email with updated talking points (including for stakeholders talking points- updated); send out state communication tool kit out to group again (AAFW)
  o Texas Taskforce (AAFW)
    ▪ Activated the older TWW coalition
    ▪ Told them the AAFW is coming and we need to prepare for it
    ▪ Used a lot of AFWA’s and AAFW information and logo to create their own focused toolkit (with AFWA and AAFW permission)
    ▪ The task force was used to inform TXPW staff
    ▪ Talk with ‘early adopters’
    ▪ Created a list of what we’d do with the money if the funding came thru
      • Make a plan with priority list with SGCNs
      • Project lists (dream big)
      • List of goals (ex. stewardship, education, communication, participation)
      • Created an allocation guidance document; types of work (not specific line items)
    ▪ Advice- start your process now with making your project plans
    ▪ Texas will let you use theirs as a template (or just use it as your own)
    ▪ Texas will share their draft report with the group (Richard/john)
  • Looking for new presentations and presenters on topics important to this working group
    o Please contact Renny or Patty
  • Up Close and Personal with a state outreach campaign- messaging study (Gary- CO)
    o In CO we’re experiencing massive population growth
    o With growth there is a diversity of people and opinions of the outdoors
      ▪ Many of the ‘new’ people don’t understand the government re: management, logistics, who does what etc
    o Worked on fee increase bill in early 2017, didn’t pass and will continue work—to help with financial sustainability
    o CO has a merged agency – allows them to work with a number of partners
    o The ‘Hug A Hunter’ and ‘Hung an Angler’ program has been successful
Working with Great Outdoors Colorado and working on program together on Generation Wild—working on moms and having them get their kids outside (5 yr campaign just launched)

Building the Big Picture (Presentation)
- To gain enthusiastic public support for CPW
- This project was about 25K and a 5 month project
- Continued implementation and education of CPW staff
- Project Purpose: create a new narrative for the agency that oversees all the CPWs, and addresses diversity, audiences, and moves the public to enthusiastically support CPW
- Increase CPW credibility and awareness
- Deliverables:
  - A narrative framework
  - Messaging matrices
  - Training for staff
  - New campaign concepts
  - New taglines for the agency
- Methodology
  - Leveraging existing benchmark research
  - Interview key CPW team members
  - Initiate a cross-functional WG
  - Building and deploy surveys and brainstorming exercises with WG
  - Interview park patrons
  - Analyze 10-15 wildlife and SP agencies around the country and non-profit messaging
- Recommendations
  - Train staff to talk about their why
  - Move from BG AGENCY language to people-first language
  - Use the new narrative framework to create simple campaigns
  - More
- Solving awareness/credibility
  - Show your work
  - Keep it simple
  - Show happy employees doing good work
- Create ownership of mission for Coloradans
- Align prosperity with conservation
- Shift from mandate to choice
- Define- and discuss- your villains
- Keep it simple

Need to work on classic messaging from the business world
- Keeping messaging simple
• Up close and personal with collaborative outreach- Hannah Ryan (Intermountain West Joint Venture) – SageWest: A sagebrush communications network
  o SageWest= a network of participants focused on advancing communications around the work being done within the sagebrush community
  o Vision: a sagebrush country that is sustainable managed ,and restored in a balanced and collaborative manner for the benefit of people and wildlife
  o Wide range of participants- state and fed agencies, tribes, ranchers, energy industry, sportsmen groups, conservation groups and NGOs
    ▪ Use this network to amplify existing efforts
  o Survey Results- three main obstacles
    ▪ Too many competing issues
    ▪ Limited resources
    ▪ Finding the right messaging
  o Created numerous WG to battle these obstacles
  o Social Media Campaign
    ▪ People of the sage
      • Goal- demonstrate human value on the landscape
  o Developing internal resources
    ▪ Comms resource guide
    ▪ Calendar of public outreach opps
    ▪ List of media outlets
    ▪ List of organizational social media accounts
  o Working together to tell the sagewest story