



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

OUTREACH WORKING GROUP
Chair: Renny MacKay (WY)

Monday, September 12, 2017
10 am- 12 pm

Meeting Minutes

Attendees: 37

Agenda

- NCO Overview
 - The project is aimed at advancing the case for why state wildlife management agencies matter.
 - 17 states involved.
 - 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.
 - 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.
 - We continue to seek feedback from states and other partners. Watch for a survey coming soon.

- The States' planning tools for supporting the Alliance
 - 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
 - The goal is to have the communication ready and teed up for when the campaign is officially launched
 - 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
 - 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)
 - 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
 - Please contact Renny or Patty
- Up Close and Personal with a state outreach campaign- messaging study (Gary- CO)
 - In CO we're experiencing massive population growth
 - 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
 - Worked on fee increase bill in early 2017, didn't pass and will continue work—to help with financial sustainability
 - CO has a merged agency – allows them to work with a number of partners
 - 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

- Patty → send links to AZ commercials/videos (Kellie will send to Patty, Patty send out to group)
- Up close and personal with collaborative outreach- Hannah Ryan (Intermountain West Joint Venture) – SageWest: A sagebrush communications network
 - SageWest= a network of participants focused on advancing communications around the work being done within the sagebrush community
 - Vision: a sagebrush country that is sustainable managed ,and restored in a balanced and collaborative manner for the benefit of people and wildlife
 - 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
 - Survey Results- three main obstacles
 - Too many competing issues
 - Limited resources
 - Finding the right messaging
 - Created numerous WG to battle these obstacles
 - Social Media Campaign
 - People of the sage
 - Goal- demonstrate human value on the landscape
 - Developing internal resources
 - Comms resource guide
 - Calendar of public outreach opps
 - List of media outlets
 - List of organizational social media accounts
 - Working together to tell the sagewest story
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