The North American Conservation Education Strategy

• Get people outdoors
• Broaden our constituency
• Provide field investigations experiences
• Teach outdoor skills
• Transfer knowledge without bias
BLAZING NATURAL PATHWAYS: AN UPDATE ON THE CE STRATEGY

WELCOME
Dave Chanda, New Jersey Fish & Wildlife

OVERVIEW
Kellie Tharp, Arizona Game & Fish Dept.

RESULTS OF THE STATE AGENCY EVALUATION SURVEY
Warren Gartner, Indiana Division of Fish & Wildlife

BLUEPRINT FOR NATURAL PATHWAYS
Kellie Tharp

PARTNERSHIP-BUILDING & SUMMIT
Thomas Baumeister, Montana Fish, Wildlife & Parks

KINDLING MINI-GRA NTS
Tabbi Kinion, Colorado Parks & Wildlife
Justin Marschall, Oklahoma Dept. of Wildlife

NEW ORIENTEERING & THE TECHNOLOGY HANDBOOK
Dr. Margaret Tudor, Pacific Education Institute

PROFESSIONAL DEVELOPMENT & WEBINARS
Laura MacLean, Association of Fish & Wildlife Agencies

WRAP-UP/GET INVOLVED
All
WELCOME

Dave Chanda
Director, New Jersey Fish & Wildlife
OVERVIEW

Kellie Tharp
Education Branch Chair, Arizona Game & Fish Dept.

CE Strategy Grant Focus:
Expansion and Coordination of State Agencies’ Fish and Wildlife-related Recreation Initiation Programs Using Community-based, Crossover Outdoor Skills Models.
• Understand and blaze **natural pathways** from outdoor initiation to recruitment using experience- and skills-building models to be applied and tested in community and social settings such as clubs, scouts and parks and recreation departments.

• Initiate **diverse youth/families** into fish/wildlife-related recreation—targeting those who have little or declining social connections to it, especially in suburban and urban settings.

• Guide agencies as they develop **holistic youth/family programs** that provide basic to more advanced outdoor skills knowledge, abilities, experiences and social support on the path to hunter, shooter, angler and boater recruitment and retention.
RESULTS OF THE STATE AGENCY EVALUATION SURVEY

Warren Gartner
Conservation Education Supervisor, Indiana Division of Fish & Wildlife
Survey Methods:
Phase 1 – Review Documents
Phase 2 – Interview 20 Agency Directors
Phase 3 – CE Practitioners Complete Online Survey
Phase 4 – Analysis and Report

Level of CE integration within state fish & wildlife agencies...

✔ 95% have heard of it
✔ 95% Are using the Core Concepts
How many years have you been a conservation educator?

- Less than one year: 0%
- 1-4 years: 11%
- 5-10 years: 18%
- 11-20 years: 35%
- 21-30 years: 33%
- More than 30 years: 3%
Figure 2. Example IC Map for Conservation Education

<table>
<thead>
<tr>
<th>IDEAL</th>
<th>Level of CE implementation (moving the needle)</th>
<th>NOT IDEAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Scenario</td>
<td>Level 1</td>
</tr>
<tr>
<td></td>
<td>Highly Ideal/Ulimate Goal</td>
<td>Conservation education is a vital component of the agency strategic plan and guides decision making</td>
</tr>
<tr>
<td></td>
<td>Ideal</td>
<td>Level 4</td>
</tr>
<tr>
<td></td>
<td>Slightly Ideal</td>
<td>Level 5</td>
</tr>
<tr>
<td></td>
<td>Not Ideal Unacceptable</td>
<td></td>
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</tbody>
</table>

Role of CE in agency plans:

- Conservation education is identified in the agency strategic plan
- Conservation education is included in divisional (fisheries, wildlife, etc.) strategic plans
- Conservation education programs have a strategic plan but are not included in an agency-wide plan
- Conservation education is not included in any agency plans
Scenario 1 - Role of CE in Agency Plans

**Scenario 1.** 20 directors
Mean=1.9
- Level 1: 25%
- Level 2: 60%
- Level 3: 15%

**Scenario 1.** 57 practitioners, 19 states
Mean 2.8
- Level 1: 14%
- Level 2: 33%
- Level 3: 25%
- Level 4: 25%
- Level 5: 3%
Scenario 2 - Role of CE Staff in Agency Decisions

**Scenario 2. 20 directors**
Mean = 2.1

- Level 1: 25%
- Level 2: 50%
- Level 3: 15%
- Level 4: 10%

**Scenario 2. 57 practitioners, 19 states**
Mean 3.62

- Level 2: 33%
- Level 3: 33%
- Level 4: 11%
- Level 5: 16%
Scenario 3 - State of CE Program Planning

**Scenario 3.** 20 directors
Mean = 2.5

- Level 1: 25%
- Level 2: 60%
- Level 3: 15%

**Scenario 3.** 57 practitioners, 19 states
Mean 3.51

- Level 1: 5%
- Level 2: 7%
- Level 3: 35%
- Level 4: 49%
- Level 5: 4%
Scenario 4 - Use of AFWA CE Core Concepts

Scenario 4. 20 directors
Mean=2.9
- Level 1: 20%
- Level 2: 15%
- Level 3: 20%
- Level 4: 45%

Scenario 4. 57 practitioners, 19 states
Mean=2.95
- Level 1: 12%
- Level 2: 27%
- Level 3: 49%
- Level 4: 7%
- Level 5: 5%
Scenario 5 - Agency Link with State Education Department

**Scenario 5. 20 directors**
Mean = 2.85

- Level 1: 20%
- Level 2: 30%
- Level 3: 10%
- Level 4: 25%
- Level 5: 15%

**Scenario 5. 57 practitioners, 19 states**
Mean = 3.65

- Level 1: 9%
- Level 2: 11%
- Level 3: 21%
- Level 4: 47%
- Level 5: 12%
Scenario 6 - CE Strategy and Partnerships

Scenario 6. 20 directors
Mean = 3.15
- Level 2: 25%
- Level 3: 40%
- Level 4: 30%
- Level 5: 5%

Scenario 6. 57 practitioners, 19 states
Mean 4.31
- Level 2: 25%
- Level 3: 26%
- Level 4: 26%
- Level 5: 40%
Most Useful Tools

- Core Concepts and Skills Education
- New CE Partners in the Next Year
- AFWA Help Needed
BLUEPRINT FOR NATURAL PATHWAYS

Thomas Baumeister
Assistant Chief, Montana Fish, Wildlife & Parks Communication & Education
• Make the **business case** for why creating natural pathways is a sound investment for state fish and wildlife agencies

• Explore the utility of a **“strategic alliance” framework** or a similar business approach to inform the process of selecting potential partner organizations and activities

• Provide a conceptual and practical framework for how participants transition from one activity to another using a **community and skill progression model**

• Develop a rubric to identify **key partner organizations** along with any associated issues, opportunities and challenges within a strategic alliance framework.

• Present key findings in a series of **case studies**

• Develop a **“how to” manual** to establish new partnerships between state FWAs and other organizations who have a vested interest in outdoor recreation.

• Serve as **project documentation** per AFWA multistate conservation grant
PARTNERSHIP-BUILDING & SUMMIT
Kellie Tharp

CE Strategy Summit:
• Increase programming and diversity of participation through strategic partnerships
• Partners see themselves as a stakeholder of SFWAs
• Provide a training tool for building new relationships with diverse potential partners
KINDLING GRANTS FOR NON-TRADITIONAL PARTNERSHIPS

Tabbi Kinion, Statewide Education Coordinator, Colorado Parks & Wildlife

Justin Marschall, Archery in the Schools Coordinator, Oklahoma Dept. of Wildlife
INTENT

Small-scale grants to facilitate the expansion of a non-traditional state FWA partnership that brings new people into traditional wildlife recreation opportunities.

(For example, a wildlife agency working with Boys & Girls clubs to take the student families on a weekend fishing excursion.)
OVERALL DETAILS

• (6) projects funded at $10,000 each
• Projects are directly tied to the Summit invitees and will be nominated and selected by the CE Strategy Steering Committee with recommendations by the other CE Strategy working groups.
FUNDING CRITERIA

• Must be in partnership with a state FWA

• Must be able to participate in the Summit meeting

• Must be willing to participate in the evaluation piece that we need to collect for the resulting white paper

• Organization must be willing to participate in a wildlife-related recreation skill/opportunity

• Organization must represent a traditionally under-represented demographic in wildlife recreation
IDEAL PROJECTS

• Are easy to replicate:
  – similar project will work in other locations/states
  – the partner organization exists in other states and/or other locations and can share their success with their other locations
  – the project we fund will happen again within the same organization

• The project has a social support system built in: community groups, families, clubs or any other group that has affiliated members

• Are supported by the state FWA and agency is committed to support project beyond this grant period

• State FWA commits to providing resources for partners… equipment, training or funds
Who’s coming with me?

... and Flipper here
NEW ORIENTEERING & THE TECHNOLOGY HANDBOOK

Dr. Margaret Tudor
Executive Director, Pacific Education Institute
• Completed *Technology for Field Investigations*  
  – provides technology resources for students and teachers using the environment as a learning laboratory  
  – resources are divided into four sections: technologies used to observe the natural environment; websites to prepare for field work; field mobile units - apps and software for field studies; and geospatial literacy through GIS

• *EE Week Educator Webinar: Using Technology to Investigate the Outdoors* – 2/28, a roll-out of the guide to a national audience;  
  [www.eeweek.org/webinars/pei_webinar](http://www.eeweek.org/webinars/pei_webinar)

• *Technology for Field Investigations* highlighted in NEEF’s educator toolkit, *Using Technology to Connect Students and the Environment*,  

• Call for assistance for building a new orienteering module as a bridge linking all outdoor recreation opportunities
PROFESSIONAL DEVELOPMENT & WEBINARS

Laura MacLean
Communications Director, Association of Fish & Wildlife Agencies
PROJECTS

• Bring back the popular **webinar series** – what do you want to learn about?

• Increase **Facebook** followers; produce an e-newsletter

• Improve the Conservation Education section on AFWA’s **website**; promote the **online modules**

• Send I&E chiefs a **master CD** of all the materials; continue promoting the CE Strategy materials; create **one-pagers**

• Remain active at **conferences**

• Communicate **the great stuff**!
GET INVOLVED
Want to volunteer on a CE Strategy Working Group?

Email Imaclean@fishwildlife.org
Like us (please) on Facebook/ConservationEducation

For info on the CE Strategy, go to www.fishwildlife.org

conservation education = conservation
A project of the North American Conservation Education Strategy

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