

# 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-GRANTS**

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

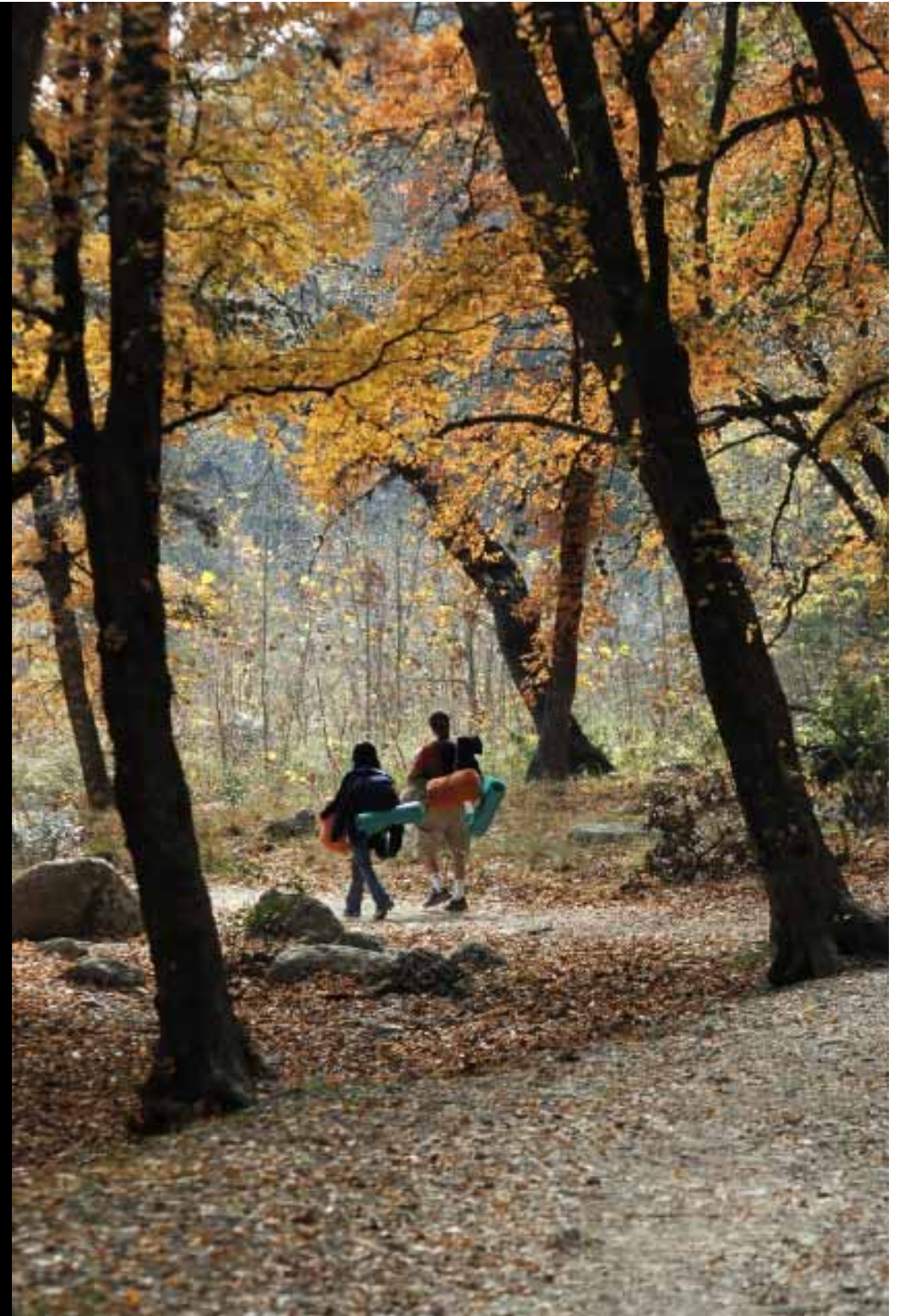
## **WRAP-UP/GET INVOLVED**

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

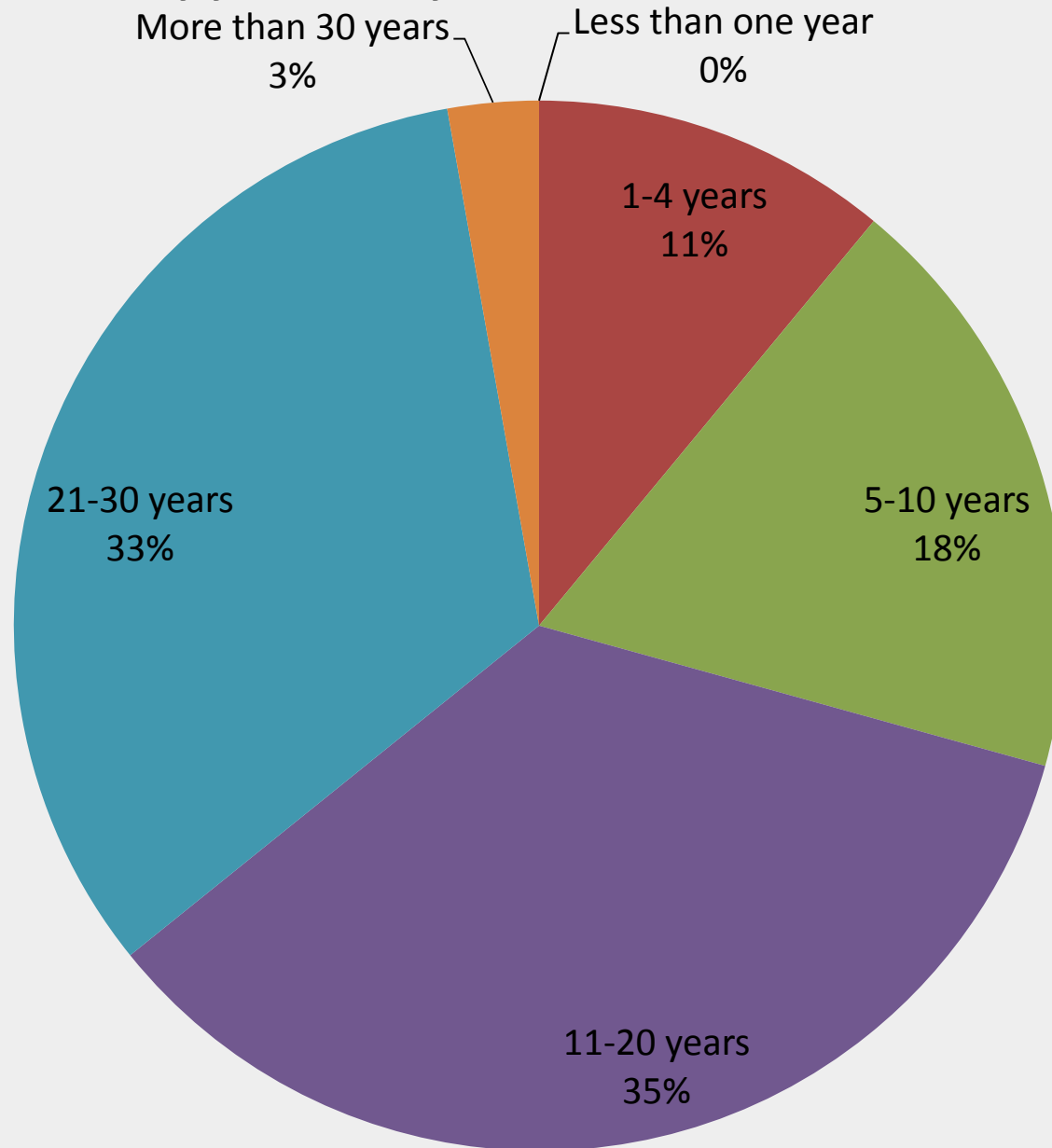
Phase 3 – CE Practitioners Complete Online Survey

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?





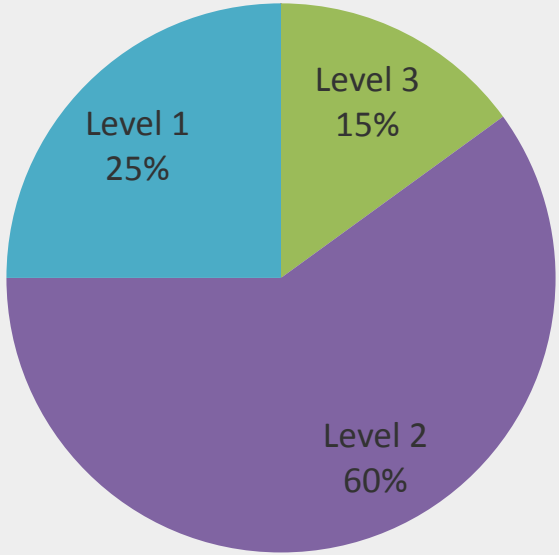
**Figure 2. Example IC Map for Conservation Education**



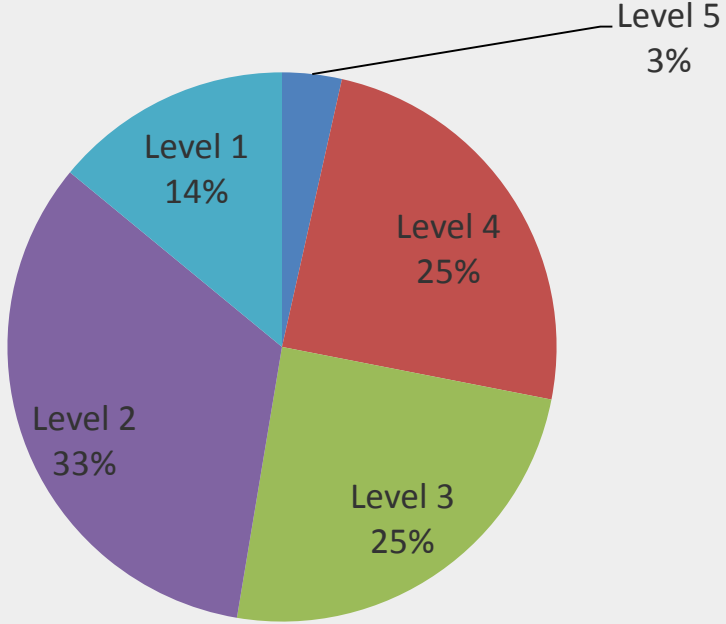
<b>IDEAL</b>	<b>Level of CE implementation (moving the needle)</b>				<b>NOT IDEAL</b>
<b>Scenario</b>	<b>Highly Ideal Ultimate Goal</b>	<b>Ideal</b>	<b>Somewhat Ideal</b>	<b>Slightly Ideal</b>	<b>Not Ideal Unacceptable</b>
	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>
Role of CE in agency plans	Conservation education is a vital component of the agency strategic plan and guides decision making	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

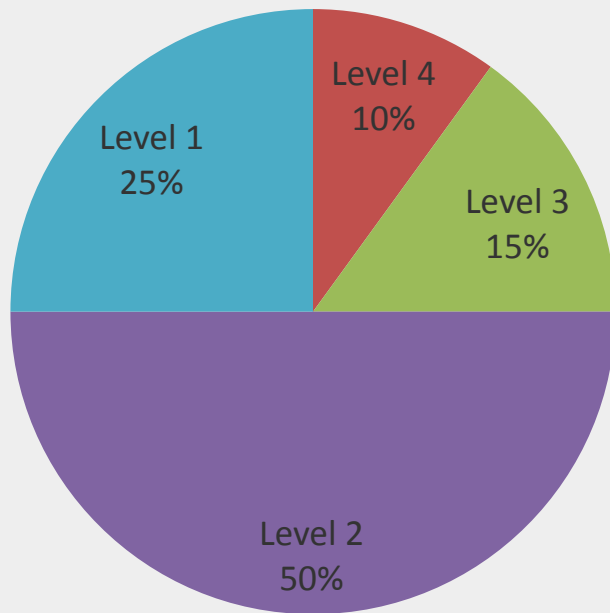


**Scenario 1. 57 practitioners, 19 states**  
Mean 2.8

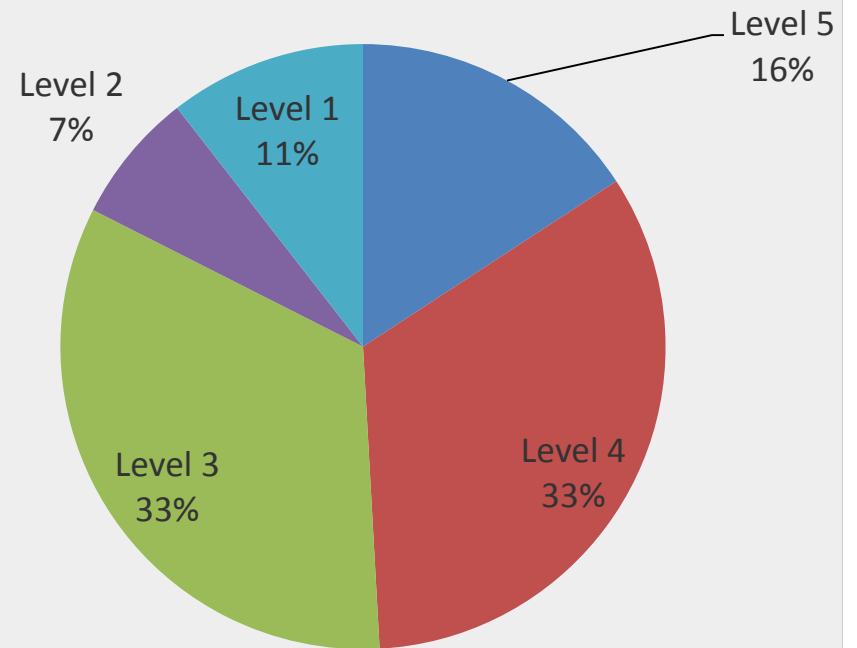


# Scenario 2 - Role of CE Staff in Agency Decisions

Scenario 2. 20 directors  
Mean = 2.1

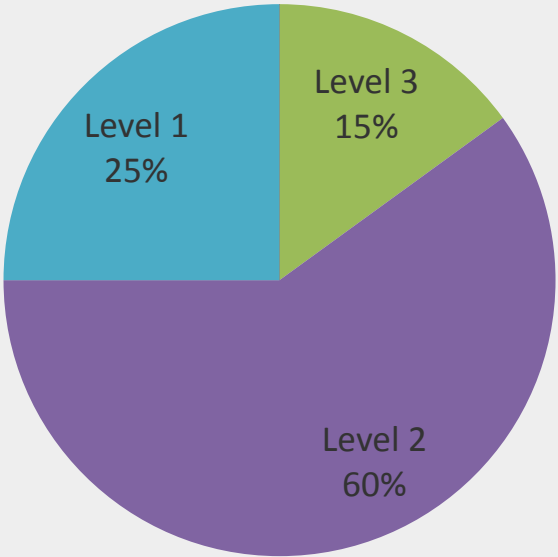


Scenario 2. 57 practitioners, 19 states  
Mean 3.62

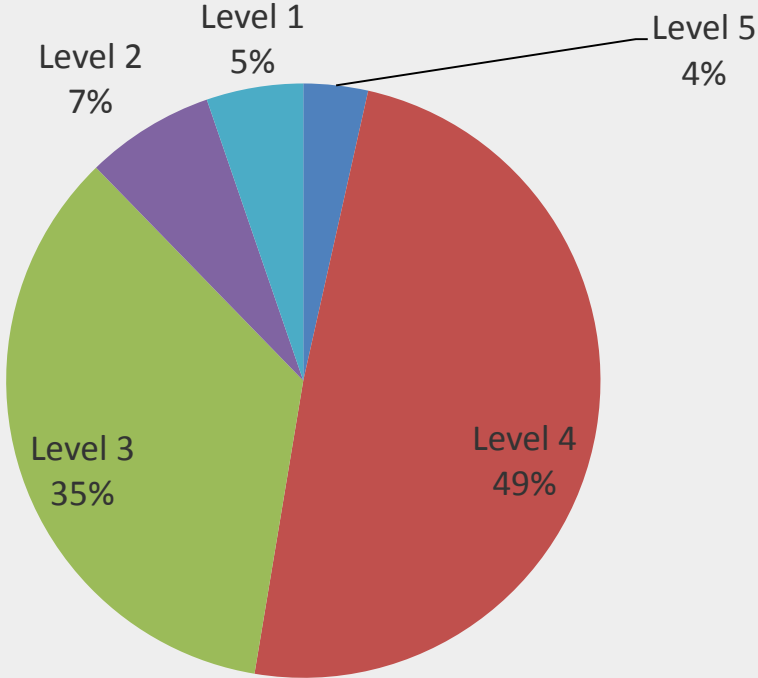


# Scenario 3 - State of CE Program Planning

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

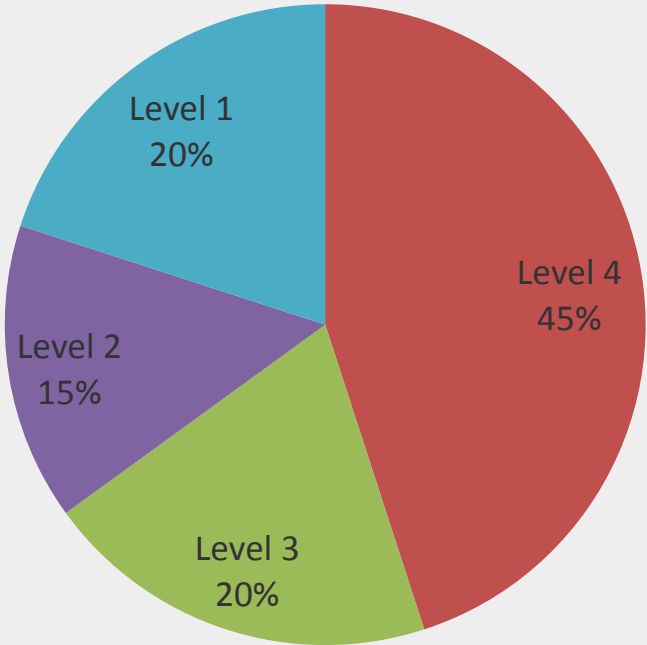


**Scenario 3. 57 practitioners, 19 states**  
Mean 3.51

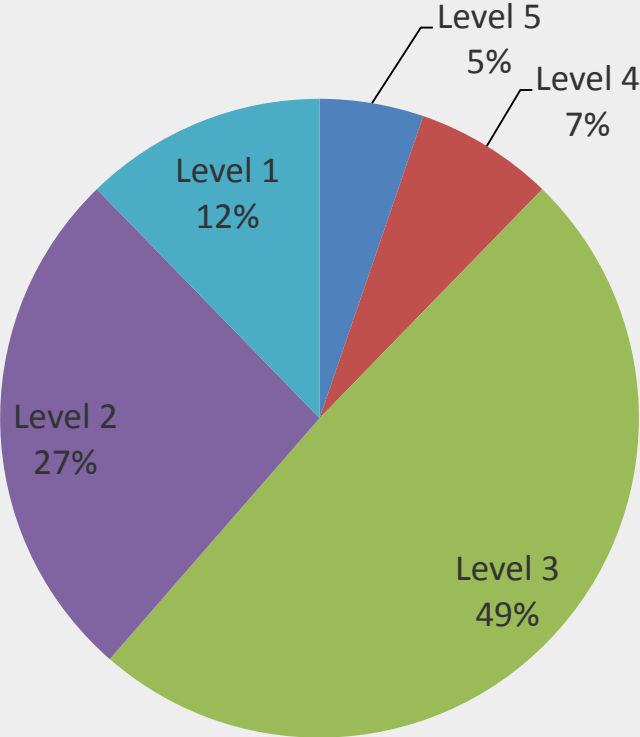


# Scenario 4 - Use of AFWA CE Core Concepts

**Scenario 4. 20 directors**  
Mean=2.9

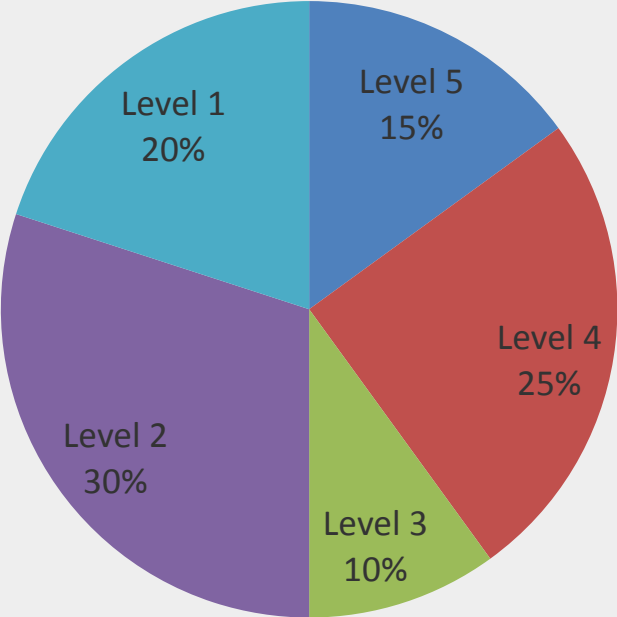


**Scenario 4. 57 practitioners, 19 states**  
Mean=2.95

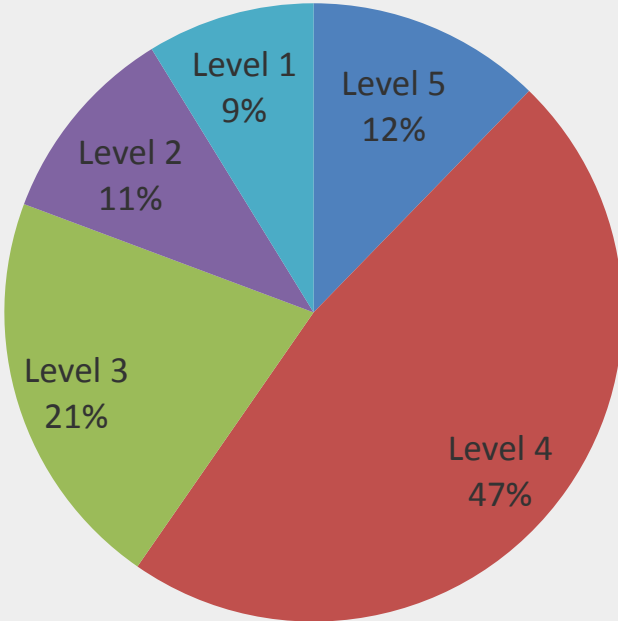


# Scenario 5 - Agency Link with State Education Department

Scenario 5. 20 directors  
Mean = 2.85

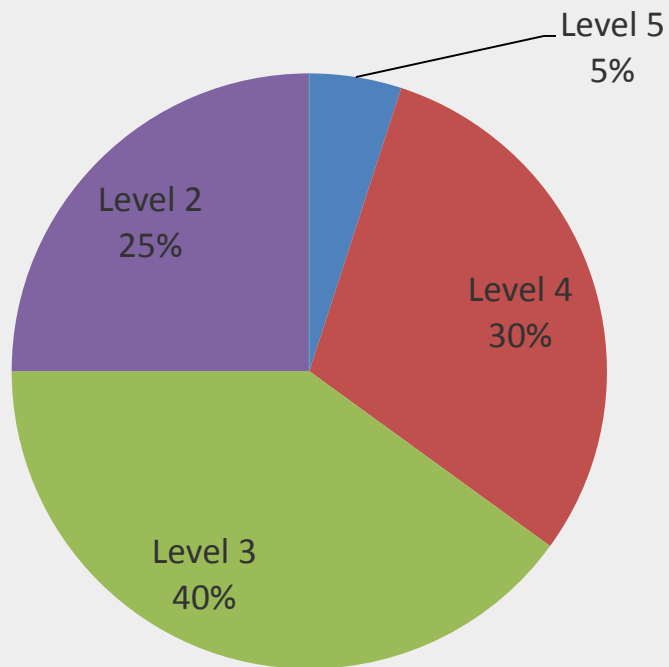


Scenario 5. 57 practitioners, 19 states  
Mean 3.65

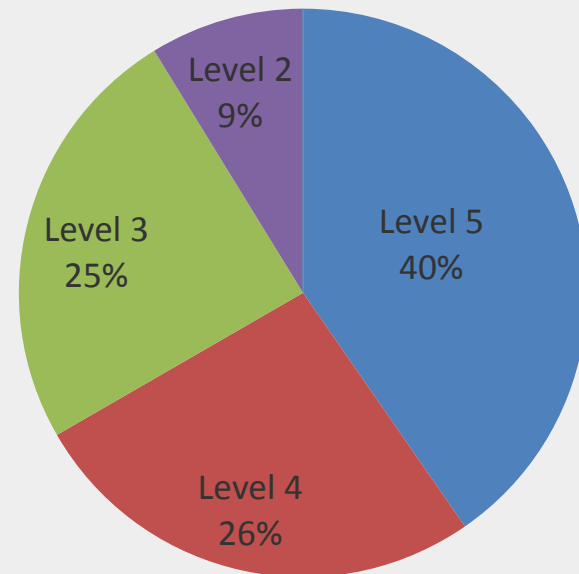


# Scenario 6 - CE Strategy and Partnerships

Scenario 6. 20 directors  
Mean = 3.15



Scenario 6. 57 practitioners, 19 states  
Mean 4.31





## Most Useful Tools

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



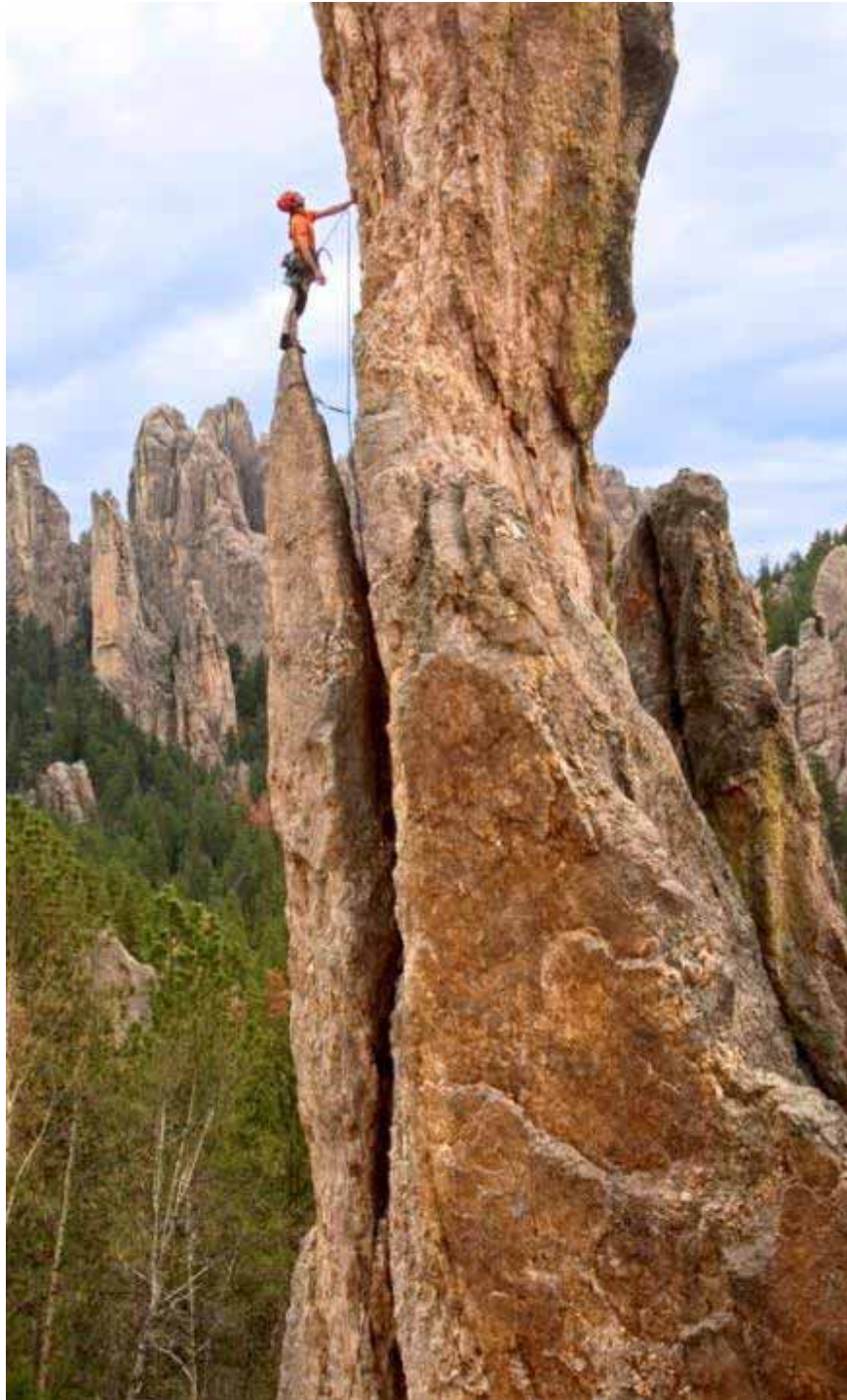
# BLUEPRINT FOR NATURAL PATHWAYS

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

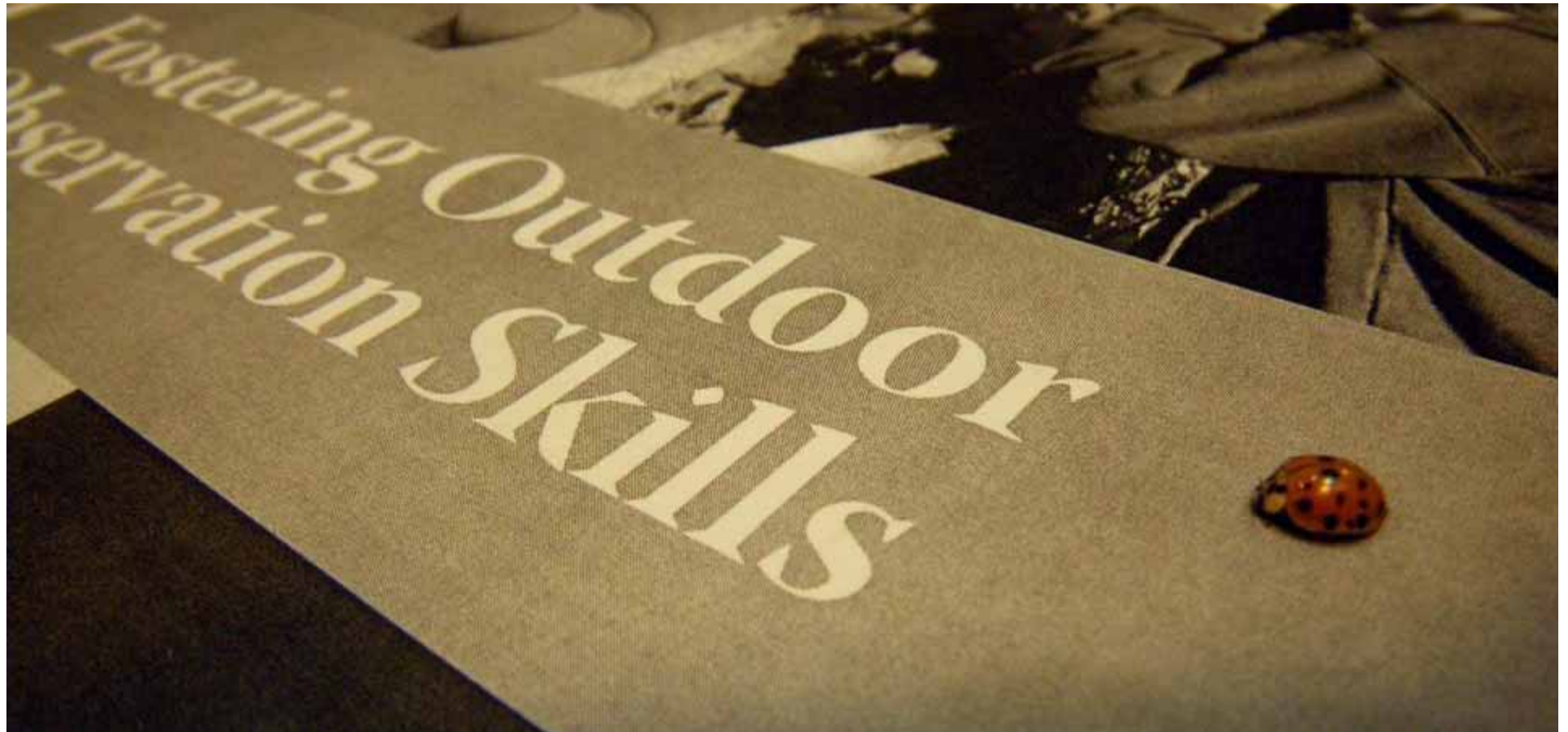
**NEW  
ORIENTEERING  
& THE  
TECHNOLOGY  
HANDBOOK**

**Dr. Margaret  
Tudor**

Executive Director,  
Pacific Education  
Institute



- Completed *Technology for Field Investigations*  
[www.pacificeducationinstitute.org/workspace/resources/technology-guide-final.pdf](http://www.pacificeducationinstitute.org/workspace/resources/technology-guide-final.pdf)
  - 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*, [www.eeweek.org/pdf/Video\\_Toolkit.pdf](http://www.eeweek.org/pdf/Video_Toolkit.pdf)
- 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 **web site**; 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](mailto:Imaclean@fishwildlife.org)



ASSOCIATION *of*  
FISH & WILDLIFE  
AGENCIES

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Like us (please) on  
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For info on the CE Strategy, go to  
**[www.fishwildlife.org](http://www.fishwildlife.org)**

**conservation education = conservation**





**A project of the North American Conservation  
Education Strategy**



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Association of Fish & Wildlife Agencies**

*Featured photography by George Andrejko, Arizona Game & Fish Dept.*

*Images also courtesy of Hayley Lynch, Kentucky Dept. of Fish & Wildlife Resources; Chase Fountain & Karen Marks, Texas Parks & Wildlife Dept.; Chad Coppess, South Dakota Game, Fish & Parks; and other state wildlife agencies*