



AFWA Committee Work Plan

Worksheet

Guidelines: Each AFWA Committee, Subcommittee and Workgroup is required to review their charge and develop a work plan at the AFWA Annual Meeting and submit to John Lord, Operations Director, jlord@fishwildlife.org by October 1. The purpose of the work plan is to improve communication and effectiveness of committee work and enable committee chairs and the Executive Committee to evaluate their status annually.

Committee Work Plan		
Date: October 2018		
Committee Name: Education, Outreach and Diversity		
Chair: Tony Wasley (NV)	Vice Chair: Paulette Nelson (NJ)	Staff: Patricia Allen
Committee Charge: To address critical outreach (communications and marketing) needs identified by AFWA committees and membership; leverage member efforts to facilitate outreach initiatives on a national scale; strengthen and unify the conservation education efforts of AFWA members and partners; promote diversity within the agency workforce and the constituents served by the Association; and foster networking and outreach partnerships among the growing field of wildlife viewing and nature tourism initiatives.		
Changes to the Charge: None		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> 1. Formation of the Education, Outreach and Diversity (EOD) and the Wildlife Diversity Conservation and Funding (WDCF) Committees Joint Working which will aid in developing/implementing communication plans and outreach initiatives across various topics and efforts, including the Relevancy Roadmap and implementation of the Relevancy Resolution. 2. The North American Conservation Education (CE) Strategy has had continued success with their conservation education webinar series and in the final stages of completing the Natural Pathways project final report. 3. National Conservation Outreach (NCO) Strategy steering committee is finalizing a toolkit to be implemented that addresses second recommendation of the Blue Ribbon Panel on Sustaining America's Diverse Fish & Wildlife Resources: Telling the State Story. 4. Diversity and Inclusion: encourage each generation of fish and wildlife conservation leaders to value differences in cultures and show it through their actions in responding to changing constituent demographics and in enhancing the workplace environment. 5. The Wildlife Viewing and Nature Tourism Academy was held Feb 19-23, 2018. 6. Creation of the Stephen Kellert Award to be considered by the Annual Awards Committee/Executive Committee. 7. Passage of a resolution for the partnership between AFWA and the Diversity Joint Venture 8. Monthly committee/working group chair calls 9. Continuation of quarterly (or as needed) EOD member calls 		
List Activities and Objectives that Will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. The EOD and WDCF working group will continue to assist in the development/implementation of a strategy, plan and resources to implement the second recommendation of the Blue Ribbon Panel on Sustaining America's Diverse Fish and Wildlife Resources regarding Telling the State Story and increased state fish & Wildlife Agency relevancy. 2. The NCO steering committee will implement the 'Tell the State Story' toolkit. This committee will meet a minimum of twice per year in person. 3. Organize and execute the Wildlife Viewing & Nature Tourism Academy in February 2020. 		

4. Work with the WDCF committee to advance recommendation #2 of the Blue Ribbon Panel on Sustaining America's Diverse Fish & Wildlife Resources on telling the state story and increasing state fish and wildlife agency relevancy.
5. Continue with monthly phone calls with the committee/subcommittee/working group chairs; continue with quarterly (or as needed) calls with the EOD membership.

Comments:

Subcommittee Work Plan

Date: September 2017

Subcommittee Name: Project WILD

Chair: Rusty Garrison (GA)

Vice Chair:

Staff: Elena Takaki

Subcommittee Charge:

To provide oversight to the Project WILD program and its staff; strengthen the relationship between the national Project WILD program and the individual state directors and their respective education staff; ensure that education best practices are reflected in materials and implementation; develop partnerships with similar national education programs; to assist with the financial develop of the Project WILD program in order to make the program financially self-sustaining; maintain relevancy in larger agency and educational arenas.

Changes to the Charge:

List Major Activities and Objectives Accomplished During the Last Year:

1. Published updated K-12 terrestrial guide Established a reliable accounting mechanism Confirmed inventory and set up annual inventory process Re-established relationships with several state agencies, and established new national partnerships
2. Standardized Letters of Agreement (LOAs) with state and non-state agencies
3. Consolidated and increased social media presence
4. Established regular communication with Coordinators, increased professional development offerings for facilitators, and conducted one nation-wide webinar.

List Activities and Objectives that Will be Accomplished in the Coming Year:

1. Develop talking points for agency educators to use during R3 discussions. These talking points will highlight how education fits into the R3 conversation and how agency educators can proactively participate in these efforts.
2. Create a method of tracking donations with the aim of increasing sponsorships and general donations.
3. Strengthen professional development and support for state coordinators Build out and regularly update web-based resources

Describe any Changes you Anticipate to the Subcommittee:

Select a vice chair

List Subcommittee Members:

Rusty Garrison (GA); TBD

Comments:

Workgroup Work Plan		
Date: October 2018		
Workgroup Name: Outreach		
Chair: Renny MacKay (WY)	Vice Chair:	Staff: Patricia Allen
Workgroup Charge: To continue to initiate public understanding and appreciation of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources.		
Changes to the Charge:		
List Major Activities and Objectives Accomplished During the Last Year: 1. Implementation of the multi-state conservation grant titled "Implementing Recommendation #2 of the Blue Ribbon Panel on Sustaining America's Diverse Fish and Wildlife Resources: Telling the State Story. This was done by creating a National Conservation Outreach (NCO) Strategy steering committee, which oversaw the issuance of a contract with a professional marketing firm to create a best practices toolkit. This series of tools will soon be available to help states "Tell the State Story" and work towards further agency relevancy. 2. The workgroup also continued to support the Alliance for America's Fish and Wildlife by discussion techniques that have been employed to further the campaign. 3. Furthering state outreach efforts by bringing forth innovative ideas from states that have helped advance public understanding and appreciation of fish and wildlife management.		
List Activities and Objectives that will be Accomplished in the Coming Year: 1. Meet a minimum of two times per year. 2. Start training states to use the NCO toolkit. 3. Further update the tools and evaluate their effectiveness as the messaging campaign is used by states. 4. Report on progress made towards the goals of the NCO Strategy. 5. If accepted, develop pilot projects to use the NCO toolkit.		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: Renny MacKay (WY) Steering Committee Members: Linda Friar (USFWS); Joanie Straub (MO); Micah Holmes (OK); Gary Thorson (CO); Lauren Truitt (CO); Renny MacKay (WY); Patricia Allen (AFWA); Kellie Tharp (AZ); Al Ivany (NJ); Kristin Phillips (MI); Jenifer Hancock Wisniewski (GA); Judy Stokes Weber (Consultant); Shelly Plante (TX); Darcy Bontempo (TX); Alan Kahn (ID); Christy Firestone (NE); Nadia Reimer (KS); Paige Pearson (VA); Robin Cahoon (UT); Tisma Juett (NSSF); Kirsten McIntyre (CA); Judy Camuso (ME)		
Date Workgroup Formed: 2015	Expected Termination Date: TBD	
Comments		

Workgroup Work Plan		
Date: October 2018		
Workgroup Name: Diversity and Inclusion		
Chair: Jennifer Newmark	Vice Chair: David Bugg (TX)	Staff: Patricia Allen
Workgroup Charge: To encourage each generation of fish and wildlife conservation leaders to value differences in cultures, persons, and perspectives, and show it through their actions in responding to changing constituent demographics and in enhancing the workplace environment.		
Changes to the Charge:		
List Major Activities and Objectives Accomplished During the Last Year: 1. The Diversity and Inclusion Working Group met twice during the last year, both at the AFWA Annual Meeting and the North American Wildlife and Natural Resources Conference. The group has grown into an energized number of individuals that have developed and passed a resolution focusing on AFWA becoming a member of the Diversity Joint Venture, helped to develop a new AFWA Award (the Stephen Kellert Award) and discussed the Relevancy Resolution. This group will continue to address the Blue Ribbon Panel recommendation of broadening state agency relevancy, as well as other Diversity and Inclusion topics.		
List Activities and Objectives that will be Accomplished in the Coming Year: 1. Work towards increased relevancy of states to broader constituencies by incorporating concepts of diversity and inclusion both internally and externally. 2. Work with other committees and subcommittees/working groups in messaging diversity and inclusion topics and incorporating concepts into outreach materials. Explore opportunities for broadening conference sponsorships to reach new constituencies. 3. Assist in the development of materials for agencies to incorporate internally that incorporates diversity and inclusion. Develop a "Community of Practice" resource where creative ideas can be shared and where new and innovative ideas are encouraged. We envision both successes and failures to be shared. This is will part of our work with the Diversity Joint Venture (DJV), as well as assisting with other DJV work as needed. 4. Assist with implementing the National Outreach Plan and the Making it Last campaign to include diversity & inclusion.		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: Jennifer Newmark (NV), David Buggs (TX), Possible future members: Tisma Juett (NSSF), Janet Mucknall (USDA), Mary Boyer (ID), Lindsay Rogers (NE), Craig Walker (UT), Johnnie Smith (TX), Maria Gladzisuwski (AK), Elena Takaki (AFWA), Marc LeFebre (AFWA), Kelly Reynolds (AFWA), Judy Weber (Consultant), Renny MacKay (WY), Patty Allen (AFWA), Rae Waddell (FL), Jay Slack (USFWS), Shelly Plante (TX), Kiki Corry (TX), Chris Colclasure (AR), Gary Thorson (CO), Steve Beyer (MI), Kipp Frohlich (FL), Jerrie Lindsey (FL), Julie Kempf (IN)		
Date Workgroup Formed:		Expected Termination Date: TBD
Comments		

Workgroup Work Plan		
Date: October 2018		
Workgroup Name: Wildlife Viewing and Nature Tourism		
Chair: Shelly Plante (TX)	Vice Chair:	Staff: Patricia Allen
Workgroup Charge: To advance wildlife viewing and nature tourism programs within state agencies as strategies to build support for fish wildlife conservation by connecting ethnically and geographically diverse people to the outdoors.		
Changes to the Charge: To advance wildlife viewing and nature tourism programs within state and federal agencies and private sector organizations as strategies to build support for fish and wildlife conservation by connecting ethnically and geographically diverse people to the outdoors.		
List Major Activities and Objectives Accomplished During the Last Year: 1. Monthly conference calls to enable information sharing between organizations, updates on key projects, communication about new wildlife recreation studies and results, and our role in the Alliance for America's Fish and Wildlife initiative and legislation, specifically our ability to help with increasing agency relevancy with new constituents and raising awareness about the importance of species of greatest conservation need. 2. Planned and held the Wildlife Viewing and Nature Tourism Academy February 2018, in McAllen, Texas. 3. Hosted webinars on Freshwater Snorkeling/Wildlife Viewing (one in the fall and one in spring), Missouri's Elk Restoration Program: A Discussion of Megafauna Outreach Challenges, and a webinar/question and answer deep dive discussion on the Results of the North American Waterfowl Management Plan's National Birdwatchers Survey. 4. Participated in planning meetings and workshops to finalize the 2018 North American Waterfowl Management Plan. 5. Planned and co-organized with colleagues in the Wildlife Diversity and Conservation Funding Committee a daylong workshop during 2018 AFWA Annual Meeting, Making the Connection Between State Wildlife Action Plans and the Wildlife Recreation Community. 6. Increased participation in monthly calls, webinars, and meetings, including new consistent representation from Alaska, Colorado, Maine, New Mexico, New York, and Yukon, Canada.		
List Activities and Objectives that will be Accomplished in the Coming Year: 1. Planning and development of the Wildlife Viewing and Nature Tourism Academy to be held in February 2020. 2. Continue with monthly conference calls and regularly scheduled wildlife viewing/nature tourism webinars. 3. Continue to collaborate within AFWA including with the Waterfowl Working Group, Wildlife Diversity Conservation and Funding Committee, Bird Conservation Committee, the Recovering America's Wildlife Act legislation, and National Conservation Outreach Planning Committee; provide regular updates to working group. 4. Continue to partner with other conservation organizations – that we exist, share our work plan and develop collaborative opportunities. 5. Increase participation by colleagues working within wildlife viewing and nature tourism positions in partner organizations. There are several states and other organizations not represented in our monthly calls and/or AFWA meetings and we will continue to proactively address those gaps this year. 6. Identify suggested action items from Making the Connection Between State Wildlife Action Plans and the Wildlife Recreation Community AFWA workshop to be implemented at the state level where possible.		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: Shelly Plante (TX); Anne Glick (FL); Jerrie Lindsey (FL); Savanna Christy (FL); Jessica Ruthenberg (VA); Brian Moyer (VA); Kirsten Bartlow (AR); Randy Babb (AZ); Jeff Myers (AZ); Kimberly Winter (USFS); Deniz Aygen (ID); Paddy English (TN), Rick Lavender (GA), Werner Barz (FWS-NCTC), Alie Mayes (NE); Anthony Gonzon (DE); Sarah Kendrick (MO); Scott Anderson (NC); Kathleen Sandt (NPS); Jeff Tibbits (OK); Maria Gladyszewski (AK); Bonnie Holding (ME); Virginia Seamster (NM); Laura Dibetta (NY); Carrie McClelland (Yukon, Canada); Mary McCormack (CO)		

Date Workgroup Formed:		Expected Termination Date: TBD
Comments		
Workgroup Work Plan		
Date: September 2017 (to be updated in 2019)		
Workgroup Name: Education, Outreach and Diversity and the Wildlife Diversity Conservation and Funding Committee Joint Working Group		
Co-Chair: Jennifer Newmark (NV)	Co- Chair: Keith Norris (TWS)	Staff: Patricia Allen/ Mark Humpert
Workgroup Charge: Assist in the development of a strategy, plan and resources to implement the recommendations of the Blue Ribbon Panel on Sustaining America's Diverse Fish and Wildlife Resources and move forward the agenda of the Alliance for America's Fish & Wildlife campaign.		
Changes to the Charge: Add reference to the Alliance for America's Fish & Wildlife Campaign		
List Major Activities and Objectives Accomplished During the Last Year: 1. Review communication plan for the Alliance for America's Fish & Wildlife 2. Ramping up for the launch of the Alliance for America's Fish & Wildlife Campaign 3. Held two meetings during the last year and two conference calls 4. 5.		
List Activities and Objectives that will be Accomplished in the Coming Year: 1. Assist in the launch of the Alliance for America's Fish & Wildlife campaign 2. Request commission/agencies pass resolutions in support of the BRP recommendations/The Alliance for America's Fish & Wildlife campaign 3. Identify and gain the support of stakeholders to advance the Alliance for America's Fish & Wildlife campaign; share contacts of organizations and partners at the national/state level to reach this objective. 4. Coordinate and provide guidance to the National Conservation Outreach Strategy steering committee in the identification of target audience and message needs, and the development and distribution of a toolkit for states to use to reach target audiences to advance, in part, the Alliance for Americas Fish & Wildlife agenda.		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: Jennifer Newmark (NV), Keith Norris (TWS); Tony Wasley (NV), Paulette Nelson (NJ), Kellie Tharp (AZ), Renny MacKay (WY), Anne Glick (FL), Jenny Dickson (CT), Amy Derosier (MI), Naomi Edelson (NWF), Richard Heilbrun (TX), Kendra Wecker (OH); Sean Saville (AFWA)		
Date Workgroup Formed: 2016		Expected Termination Date: TBD
Comments This section of the work plan will be updating at the North American Wildlife & Natural Resources Conference in March 2019		