<u>**Priorities for Consideration for Initial Proposals**</u>

FY 2021 Strategic Priorities for the MSCGP

1. **Conservation & Science**

    A. Large Landscape Systems & Species
    B. Climate
    C. Wildlife Disease
    D. Data
    E. Human Dimensions & Social Science
    F. Invasive Species

2. **Relevancy & Inclusion & Participation**

    A. Enhancing Conservation Through Broader Engagement
    B. Social Scenarios
    C. Communication programs that further regional & national Conservation Efforts

3. **Coordination, Capacity Building & Fish and Wildlife Agencies Support**

    A. Leadership Development
    B. Conservation Education
    C. Coordination of International, National & Regional Conservation Efforts & Policies
    D. Integration of Law Enforcement

4. **Trust Fund Stewardship**

    A. Research that informs & supports Conservation Efforts
    B. Trust Fund Education & Promotion of North American Model of Conservation ("Legal Strategy")
    C. Conservation Law Education
    D. Management of MSCGP Program (AFWA)

5. **Recruitment, Retention, Reactivation (R3)***

    *The category was recently developed in response to the Pittman Roberson Modernization Act and includes up to an additional $5million for R3 projects focused specifically on hunting and shooting sports. **In 2021, the Association is also requesting R3 projects focused on fishing through this category although they will be funded through the Tradtional MSCGP program using available Sportsfishing funding.**

a. **Monitoring and Evaluation (Wildlife Restoration Only)**

Description: Development of guidelines and tools necessary to ensure activities included under the M-MSCGP will result in increased funding for wildlife conservation, while also providing a framework for conducting the 10-year study required by the Modernizing PR Act.

Potential projects might include: Development of an M-MSCGP framework to include standardized measurement baselines, metrics and criteria for prioritizing and evaluating M-MSCGP projects in future years based on their projected and actual return on investment for wildlife conservation funding. Development of tools to support the framework such as data collection methodologies, data dashboards, and resources that increase R3 staff competency to evaluate, manage, and interpret data in order to benefit decision making.

b. **Marketing**

Description: Identification of marketing needs and recommended actions to 1) maximize social support for (from increasing broad societal awareness and acceptance, to connecting prospects with opportunities) and 2) participation in hunting and recreational target shooting. *Projects will also be considered for fishing participation under this category using funds from the Traditional MSCGP.*

Potential Projects might include: Market research; best marketing practices; development of marketing toolkits; strategies to form regional or national marketing campaigns; or increase community-wide engagement and application of marketing tactics.

c. **Mentoring**

Description: Identification of elements of successful mentoring programs as well as current mentor/mentee motivations and apply that knowledge to expand and promote effective mentoring efforts from the current base of hunting and recreational target shooting participants. *Projects will also be considered for fishing participation under this category using funds from the Traditional MSCGP.*

Potential projects might include: Development of program guidance to increase effectiveness, scalability, and collaboration of partners; efforts to increase involvement and marketing to current participants to become mentors; or increase understanding of target markets for mentoring efforts.

d.   <u>Engaging New Audiences</u>

Description: Assist organizations and R3 efforts with targeting new or underserved audiences by further defining likely new and efficient audiences, and then identifying effective pathways and tools to create targeted R3 efforts to engage those audiences.

Potential projects might include: Development of tools to increase the effectiveness of targeted R3 efforts; research projects to understand potential target audiences; toolkits or trainings to increase organizations' effectiveness in retaining new hunting and target shooting participants. *Projects will also be considered for fishing participation under this category using funds from the Traditional MSCGP.*

e.   <u>R3 Capacity and Infrastructure</u>

Description: Assist the R3 community in increasing capacity and infrastructure to address regional and national R3 barriers.

Potential projects might include: Development of tools to help organizations improve effectiveness in R3 efforts; projects which increase partners (industry, NGO, regional associations, etc.) capacity to work on collaborative R3 efforts; development of tools that foster effective communication, planning, coordination, and networking at all levels on R3 efforts.