



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: November 2024		
Committee Name: Engagement and Education		
Chair: Amanda Wuestefeld (IN)	Vice Chair: Judy Camuso (ME)	Staff: Patricia Allen
Committee Charge: The Engagement and Education Committee will support and inspire AFWA member organizations and associated committees by creating tools, identifying initiatives, and promoting best practices that improve conservation connection and engagement, eliminate barriers, and develop meaningful relationships across broader conservation communities.		
Changes to the Charge: Yes- to align with new committee name.		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> 1. Update Committee name to Engagement & Education Committee (previously Education, Outreach and Diversity Committee). 2. Update committee and working group charges to better reflect new name. 3. Update the Diversity & Inclusion Working Group name to Engagement & Connections Working Group 4. Engagement & Connections: continuation of the Coffee Talk Series which highlights engagement work and promotes open discussion in a safe space. 5. Wildlife Viewing & Nature Tourism: worked with Vtech on <i>Recommendations for Removing Barriers to Wildlife-related Recreation for People with Disabilities</i> 6. Coordinated a successful Wildlife Viewing & Nature Tourism Academy. 7. Project WILD- continued Project WILD online professional development course and developed thematic units. 8. The EEC and WDCF Joint working group help develop bullet point fact sheets that can be given to Hill staffers to keep Recovering America's Wildlife Act top of mind; will wait until after the election to prioritize efforts. 9. Conservation Education (CE) network meets virtually 4x per year, then also at the North American Conference and AFWA Annual Meeting; looking at possible 2 tracks of CE in the future: 1) on the ground educators, 2) CE administrators 10. Coordinated an Engagement Academy for state agency at NCTC. 11. Coordinated an Engagement Workshop (<i>Workshop on Inclusive Recruitment & Retention of Agency Employees</i>) at the 2024 AFWA Annual Meeting. 12. Monthly committee/working group chair calls. 13. Continuation of quarterly (or as needed) EEC member calls. 14. Outreach & Marketing Working Group worked with Southwick Associates to develop <i>Public Perceptions of State Fish and Wildlife Agencies</i> 15. Outreach & Marketing MSCG <i>Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Toolkit</i> will be extended so not to test during the election time. 		
List Activities and Objectives that Will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. Completion of the <i>Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Toolkit</i> MSCG 		

<ol style="list-style-type: none"> 2. Conduct the 6th WVNT Academy – Feb 2026 3. Plan and conducted an Engagement workshop; coordinate with AFWA staff to create and administer a DEI internship; continue to conduct Coffee Talks 4. Continue with monthly phone calls with the committee/subcommittee/working group chairs; continue with quarterly (or as needed) calls with the EOD membership. 5. Education WG is looking to partner with human dimensions staff to look at the evaluation process; develop evaluations that help answer some bigger questions that we would like to answer. 6. Wildlife Viewing and Nature Tourism Working Group will work with VTech on 2025 MSCG: Supporting inclusion of disabled wildlife viewers in state agency programs by conducting and sharing findings from case studies.
Comments:

Subcommittee Work Plan		
Date: November 2024		
Subcommittee Name: Project WILD		
Chair: TBD	Vice Chair: TBD	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; develop partnerships with other conservation education programs; ensure the Project WILD program is financially self-sustaining; maintain relevancy in larger agency and educational arenas.		
Changes to the Charge: none		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> 1. Completed work on Multi-State Conservation Grant. Developed three online courses related to wildlife health, ecosystem connectivity, and human-wildlife interactions. Courses will be available to the public in 2025. 2. Revised the following online courses: Project WILD, Aquatic WILD, Flying WILD, and Climate & Wildlife. Created a new course called “WILD About Bats”. All of this work was made possible due to funding through an EPA ee360+ grant. 3. Launched and administered Year 4 EE360+ Seed Grants to states. 4. Provided professional development for Project WILD network through 1) monthly online meetings to address implementation of Project WILD at the state level and learning about new developments in wildlife conservation education. 5. Co-hosted the first Project WET/Project WILD/Project Learning Tree conference since 1996. Over 150 attendees. 		
List Activities and Objectives that Will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. Develop two new online courses related to vector-disease transmission. 2. Continue development and improvement of existing online courses. 3. Provide Professional Development for Project WILD Network. The Annual Meeting will take place in Orono, Maine in May 2025. 4. Strategic planning. 		
Describe any Changes you Anticipate to the Subcommittee: This sub-committee will operate under the Education Working Group.		
List Subcommittee Members: TBD		
Comments:		

Workgroup Work Plan		
Date: November 2024		
Workgroup Name: Outreach and Marketing		
Co- Chair: Christy Firestone (NE)	Co- Chair: Micah Holmes (OK)	Staff: Patricia Allen
Workgroup Charge: To continue to initiate public understanding, appreciation and relevancy of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources through outreach and marketing.		
Changes to the Charge: updated text for clarity		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> Updated working group charge. Drafted plan to test key messages related to relevancy of state agencies informed by the Public Perceptions of State Fish and Wildlife Agencies report by Southwick & Associates. Identified four pilot states to field a survey and test messaging campaign. 		
List Activities and Objectives that will be Accomplished in the Coming Year: <ol style="list-style-type: none"> Meet a minimum of two times per year. Field survey to refine campaign concepts. Refine strategy for pilot campaign. Launch pilot campaign in four states. Evaluate results to inform future efforts related to relevancy outreach. Encourage more collaboration with the Wildlife Viewing and Nature Tourism working group messaging about the work of state fish and wildlife agencies. Identify new co-chair for Outreach & Marketing Working Group 		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members:		
Date Workgroup Formed: 2015		Expected Termination Date: TBD
Comments:		

Workgroup Work Plan		
Date: November 2024		
Workgroup Name: Engagement and Connections		
Chair: David Buggs (TX)	Vice Chair: vacant	Staff: Patricia Allen
Workgroup Charge: To inspire, guide, and support the AFWA member organizations in embracing the richness of various lived experiences and perspectives, and supporting those organizations in their efforts to eliminate barriers, develop broad and meaningful relationships, and increase relevancy to the broader conservation community.		
Changes to the Charge: yes, updated to better reflect new committee name.		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> 1. Updated working group name to Engagement and Connections 2. Updated Working Group charge 3. Conducted an Engagement Academy with 22 state participants 4. Conducted 5 Coffee Talks on various subjects with great success, engagement and participation. 5. Conducted an Engagement Workshop titled <i>Workshop on Inclusive Recruitment & Retention of Agency Employees</i> at the 2024 AFWA annual Meeting 6. Conducted regular meetings with Engagement and Connections Steering Committee to plan Coffee Talks, Engagement Academy, and Engagement Workshop. 		
List Activities and Objectives that will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. Conduct an Engagement Workshop at the AFWA Annual Meeting 2025. 2. Continue working with AFWA Staff in coordinating their internship program 3. Conduct an in-person Coffee Talk during the North American Conference- March 2025 4. Increase communication and resource sharing across the conservation community 5. Continue to create discussion and thinking space through the Coffee Talk Series 6. Continue working towards increased relevancy of states by incorporating concepts of engagement and connections both internally and externally 		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: Jennifer Newmark (WMI), David Buggs (TX), Taniya Bethke (CAHSS), 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: 2012		Expected Termination Date: TBD
Comments		

Workgroup Work Plan		
Date: November 2024		
Workgroup Name: Education and Engagement Committee and Wildlife Diversity Conservation and Funding Committee Joint Working Group		
Co-Chair: Shelly Plante (TX)	Co- Chair: Olivia DaRunga (NE), Brett Anderson (NE)	Staff: Patricia Allen/ Mark Humpert
Workgroup Charge: Collaborate to develop outreach tools, communications, and actions that will facilitate state agencies and our partners in supporting and in building support for the Recovering America's Wildlife Act. Identify actions that can help support goals of the Relevancy Roadmap.		
Changes to the Charge:		
List Major Activities and Objectives Accomplished During the Last Year: <ol style="list-style-type: none"> 1. Held calls as needed to receive Recovering America's Wildlife Act (RAWA) updates, identify next steps for ongoing fact sheet work, and report out action items. 2. Supported Our Nature USA social media accounts to help spread information about the RAWA. 3. Identified potential new co-chairs 		
List Activities and Objectives that will be Accomplished in the Coming Year: <ol style="list-style-type: none"> 1. To onboard Olivia DaRunga (NE) and Brett Anderson (NE) who will be taking the place of Daren Riedle (KS) as co-chair. 2. Help with bullet point fact sheets that we can give to staffers to keep RAWA top of mind. 3. Develop social media posts to help show the need and connecting to the State Wildlife Action Plans. 4. Tell the story beyond the conservation benefit; Make connection to people 		
Describe any Changes you Anticipate to the Work Group:		
List Workgroup Members: Daren Riedle (KS), Brad Feaster (IN), Jen Newmark (NV), Shelly Plante (TX), Mark Humpert (AFWA), Patty Allen (AFWA), Kristin Hall (MN), Terra Rentz (WA), Ginny Seamster (NM), Jenny Dickson (CT), Paulette Nelson (NJ), Jeff Trollinger (VA), Richard Heilburn (TX), Allie McCue (FL), Elsa Haubold (USFWS), Sean Saville (AFWA), Jeff Myers (AZ), Elizabeth Middleton (IN), Scott Anderson (NC), Deniz Aygen (ID), Anna Smith (SC), Dawn Childs (USGS), Joe Burns (USFS), Natalie Elkins (MI)		
Date Workgroup Formed: 2016		Expected Termination Date: TBD
Comments		