



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

**Joint Working Group of
The Engagement and Education Committee and the Wildlife Diversity Funding
Committee**

Co-Chairs:

Kristin Stanford (OH)

Andrea Faas (NE)

Thursday September 17th, 2026

8:00 – 10:00am

Agenda:

- Call to order, approve agenda
 - Round robin introductions
- Introductions of new co-chairs, approve new co-chairs
 - Welcome Kristin Stanford (OH) and Andrea Faas (NE) as the new co-chairs for this joint working group.
- Legislative Update
 - No long-term funding solution in place to fund SWAP projects
 - State and Tribal Wildlife Grants currently has good support
 - [Make SWAPs Efficient Act](#) where it gives a timeline for approval of all SWAPs withing 180 days of submission. Still going through the approval process. Hoping to have legislature pass by end of session.
- Present and approve updated working group plan
 - Quick review of the current plan for the upcoming year
 - Draft plan approved
- Review and/or revise [Draft SWAP Communication Strategy](#)
 - Currently have a SWAP Factsheet Template
 - Include the following sections: species spotlight, benefits, investments, future, habitat/project map, economic impact

- Need to keep in mind the audience when drafting these fact sheets. This current template is meant for Government Affairs usage → see through that lens.
- Need to identify specific goals and objectives
- Audience: Look at adding county, municipal, and sister state agencies, universities, agency boards, and healthcare professionals to the communication infrastructure
- The main goal for this strategy to be tool that states can use and that there is something within this strategy that can help state agencies with their SWAP communication goals.
- Add LinkedIn, Instagram, and perhaps TikTok as a platform to share the story
- Add under Desired Actions
 - that professionals/decision makers are using SWAPs to guide some of their funding, project, and priority decisions
 - Add if not included, increase private partnerships
- Media
 - List what target audiences engage with which social platforms most.
 - Add app &/or dashboard
 - Add LinkedIn – Leadership professionals. How to use: “Here’s how I’m personally/professionally working to support SWAP
- Need to identify measurements to measure SWAP Comms success (ex. No. bills dropped/passed, funding levels, etc.)
 - Partners sharing information, utilizing SSGN in funding requests
 - Database entry (if states track)
 - Key word counts
- Share SWAP revision input successes and opportunities
 - Tips for those in the process now
 - Highlight projects in newsletters and agency magazines
 - Ask and address partner input
 - Question- is it possible to create resources for teachers to bring SWAPs into the classroom → may be a good project for the Education WG as an expansion of the Conservation Education Strategy Toolkit.
 - CO is providing data for school districts to utilize agency data found on their dashboard