

Education, Outreach, Diversity Committee

Chair: Tony Wasley

Vice-Chair: Paulette Nelson

March 7, 2019

Attendees: 32

Agenda:

Introductions and Welcome- Paulette

NCN submitted by the EOD was approved by the grants committee; it ranked well

- Will looked to be approved during the business meeting on Friday
- NCN Title: Enable State Fish & Wildlife Agencies to Communicate and Implement Strategies to Increase Awareness and Better Engage Our Constituents Regarding the Benefits of State Wildlife Agencies, Wildlife, and Wildlife Management

Reports from EOD Subcommittee and Working Groups:

- Project WILD
 - Working with CLFT to update “Oh Deer” activity
 - started a webinar series
 - Project WILD pages on the AFWA website are getting the greatest amount of traffic on the AFWA website
 - Working to make Project WILD relevant to the R3 efforts and wildlife education
 - Looking at possibly developing a Project WILD toolkit
 - CO Project WILD reported out on their current Project WILD efforts in Colorado
- Diversity & Inclusion WG
 - Diversity Joint Venture (DJV)→AFWA is now an official partner in this effort; brochures available
 - DJV Conservation Careers is part of the DJV, have website:
 - Presentation about resiliency through diversity and the need to have active thinking in our work space for conservation conversations
 - Relevancy Road Map- we can look to support the courageous leaders to choose to take on the recommendations of the relevancy road map
 - Looking to possibly create a newsletter or blog to talk and share diversity and inclusion success stories → keeping that conversation going
- Education WG
 - Completion of the Natural Pathways Project and the Monarch Butterflies Guide→ multistate grant done and submitted
 - Next Steps: looking to be a resource for other committees and provide resources and tools as needed (ie. CWD, hunter education, etc.); look at doing some revisions and updates to the CE Strategy Toolkit and aligning them to STEM and Next Gen.; possibly

create best practices when gathering data and what to do with it to better engage with our customer

- Outreach WG
 - Review and update on national R3 efforts from the Council and DJCase
 - Looking at some pro-active communication to advance RAWA
 - Responsive Management presented on the importance of marketing/communication and showed data of how even a little moves the needle
 - Making It Last toolkit was rolled out
 - We tested the messaging through focus groups and online surveys
 - Testing showed we needed to explain what “It” is
 - Tweaked the toolkit to include additional information from the survey
 - Updating some imagery in the toolkit and should be available on the AFWA website for use next week.
 - ACI Conference coming up this summer
- WVNT WG
 - Third WVNT Academy coming up in Feb 2020
 - Call for proposals have just gone out
 - Beyond state agency folks are targeting for inclusion in this academy
 - WVNT WG and WDCF Committee worked together last year to have a workshop highlighting and connecting wildlife diversity and wildlife viewing
 - Looking to connect WVNT with Project WILD → upcoming webinar TBD
 - Overview of the use of e-bird and e-bird data and how you can use it for your state
 - Free data, just need to know how to use it
 - Natureoramericans.org website is a great resource for use by state agencies
- Joint WG EOD + WDCF
 - Was originally formed to facilitate communication and shared work between the two committees; centering around RAWA
 - Questioned if we want to keep this joint WG or just dissolve
 - Decided to keep Joint WG
 - Drafted a new charge: develop outreach tools, communication, and action that will facilitate state agencies and our partners in supporting Recovering America’s Wildlife Act
 - To be an active group (actionable items) and not passive (just reporting out of items)
 - Looking at making national actions into state actions to move the needle with RAWA; will look to have monthly calls and actively nominate a chair and vice-chair (formal process)

Alliance for America’s Wildlife Act Updates

- What you can do??
 - Tee up Letters of Support and press releases

- Education your Member of Congress
- Onboard previous cosponsors
- Develop coalition partners
- Help set up field tours
- SWAP summaries, anecdotes
- Develop digital content (AFWA can be a repository for digital content)
- Discussion:
 - Start with some public education/grassroots to get them on board quickly once RAWA passes
 - Will be doing grassroots and grasstops advocacy (parallel strategies) for RAWA; slightly different campaign this year
 - Have the states develop 1-2 anecdote and success story examples they can use on the Hill when doing outreach to Members of Congress
 - Will work with wildlife diversity folks and connect them with comms folks with 1-2 success stories and 1-2 challenges → turn it into outreach material that can be used on the Hill with Members of Congress [Joint WG may have this be one of their first tasks]
 - Template content is available through the Alliance website, feel free to use
 - Short videos showing innovative partnership and the need for RAWA would be very helpful

Update from the Sustainable Use of Wildlife Committee- Tom Decker

- Trapping Matters Professional Development Workshops
 - This was a joint effort between the EOD and Sustainable Use of Wildlife Committee in 2001-2002 (MSCG product)
 - Less than 1% of US public trap, but is still very important
 - Not a trapper education workshop; designed to teach state agency staff in the type of trapping devices and best management practices
 - Currently have 22 BMPs → can find them on the AFWA website
 - Effective Communication is very important with trapping matters to deal with public misperception
 - #1 misperception = that the activity endangers wildlife (wildlife become RTE due to trapping)
 - #2 misperception = trapping is not regulated
 - Currently maintaining the same level of support that was there 15 years ago; not declining but not growing in support
 - The Trapping Matters Workshops surveys have shown a great deal of understanding once participants go through the workshop
 - Workshops scheduled throughout the year; posted on the AFWA website on the Furbearer Management page
- Currently working under a communication strategy that was developed in partnership with the EOD

- Looking to update this plan
- DJ Case is updating plan
- **ACTION:** Asking for volunteers from the EOD committee to help with review and revision process of the communication plan → 2-3 EOD committee members
 - Timeline: review and get back in about 6 weeks
- → will send out to the full EOD group to ask for volunteers

Goals for the EOD Committee 2019- Discussion

- Give some thought to doing research as to how to best communicate with the public → what words work...what words don't work [Words Matter]
 - Possible MSCG project idea
 - Used to better reach out to different ethnicities—what works from some doesn't work for others
- Make the connection and/or offer to other committees that we are available to partner and help with projects as needed