

Education Working Group Meeting

March 9, 2017

8-10am

82nd North American Wildlife and Natural Resources Conference

Attendees= 18

Agenda:

- Introductions- Kellie
 - Round table of intros

- National Conservation Education Strategy Updates
 - We are project driven and often work under a multistate conservation grant (MSCG)
 - Looking to continually build a community of practice and keep everyone connected
(ACTION)
 - Keep communicators updated on what each state is doing; new ideas; evaluations, etc
 - The idea of webinar was introduced as a tool to help keep people updated and engaged in our profession → continuing this practice today
 - Webinars focus on a wide gamut of topics associated with the EOD → focus on success stories, innovative ideas and best practices in communication, outreach, education, social media, and reaching diverse audiences.
 - Example- social media platforms, live streaming, crisis communication, incorporating diversity into outreach programs, success stories, and much more
 - CE Strategy has deliver monthly webinars over the past 9 months providing opportunities for staff within fish and wildlife agencies and our partners to collaborate and learn from each other.
 - The live webinars take place every month and have reached roughly 1000 staff across the nations
 - Question to group- what are the needs of this group that we can create a webinar for?
 - Citizen science
 - Civil treatment to others; dealing with harassment (including sexual harassment)—USFWS willing to provide a webinar for this
 - Human dimensions → connecting us with our citizenry words, etc
 - How to create a better connecting between land grant opportunities, NGOs, Academia, etc and state fish & wildlife agencies to better demonstrate fish and wildlife relevancy in people's lives
 - Highlight state programs that connect people with nature
 - Kellie—if you think of any other webinar ideas, topic or presenters, please reach out to Kellie

- Interested in seeing how states collect data to figure out their target audience and how they are marketing to that audience successfully
- Multistate Conservation Grant Progress
 - Monarch work → developing a hub of resources that already exist (ACTION)
 - A team of folks will evaluate what's already out there; see how we can bring it together and align it with the CE strategy; and create a type of best practices/one-stop-shop of monarch butterfly resource materials for states
 - You can find most of our CE Strategy materials on the AFWA website- www.fishwildlife.org
 - CE Strategy has their own webinar channel where everyone can see our older webinars at their convenience (<https://channel.webinar.com/channel/2516590068363589893>)
 - We'll make it easier for people to sign up for our CE Strategy e-newsletter (sending the link out and making it easier to find) (ACTION)
 - Webinars- can be used creatively to show how some best practices work- esp with social media; hearing from other states sometimes 'hits home' better than hearing it internally
 - Many states don't have a marketing position in state agencies, or their not filled
 - The Wildlife Viewing and Nature Tourism (WVNT) Working Group (WG) may be interested in having some of these webinar presentation topics at their upcoming academy in Feb 2018
 - The WVNT WG may also want to give a presentation about what they do and why it's important in the CE Strategy webinar series
 - Need ideas to make sure the information and education folks work together → breaking down silos
 - Example: flash mobs with a shooting/angling mobile trailer (New Mexico)
 - Need to 'keep up with the times' with technology with our outreach and communications; ex- hunter education (online course), apprentice program, etc
 - Need to teach with how our 'students' learn today
- Discussion: *Into the Outdoors Education Network*
 - A videographer who has moved into the educational arena
 - Looking to possibly partner with EOD- Education WG
 - Looks at how videos and interactive learning works
 - Looked at how to get angling into the schools
 - Meeting the educational standards

- Asking for input from this group
 - Kellie- will be putting together a team to evaluate this material to see if it meets the CE Strategy standards
- Intotheoutdoors.org
- Kellie- asking the group → if you have staff that would be interested in helping us evaluate the material on this site, it would be very welcome and please send it Kellie's way (ACTION)
- Discussion: Innovations in Education
 - An opportunity for states to communicate what is new, new innovations, etc
 - Is there anything that you'd like to share (asking the group)
 - Colorado- working on building stronger partnerships with groups such as sportsmen groups, environmental groups, etc
 - Bringing together sportsmen and non-consumptive outdoor recreation groups to find common grounds; develop principles that benefit both groups (shift.jacksonhole)
 - More united and can work together to find funding that is mutually beneficial
 - Some states are now allowing PE credit for them taking hunter safety education course → helps reach out and create engagement with a new audience (Florida)
 - Wyoming- going out into the community with day camps (3 day youth camps); new this year
 - Arizona- a camp opened up that offers wildlife viewing, air rifle, fishing, kayaking ,etc; set up cost to be very reasonable for local community; broke even last year; raising price for this year. Camp is M-Th.
 - Arizona- watchable wildlife programs with a peregrine falcon webcam; interesting experiment especially since the chicks have a high mortality rate; was a good way to educate about peregrine falcons; need to have an assigned person to respond to FB comments; did first FB live 'event' to help educate the public on peregrine falcons
 - ***Need to learn to get more comfortable with being uncomfortable*** in order to reach our current audience
 - Doing the live cam again this year; even going into the classrooms with this
 - Kellie will keep you informed with how it goes and any new lessons learned (ACTION)
 - Kalkomey- was able to increase hunter safety completion by doing a simple email follow-up after they completed the online course so they continue with the field day and get their official certification; also improved the videos so the students know why a wrong answer is wrong.

- New Mexico- partnered with the Boy Scouts to teach hunter safety in their programs; highly beneficial partnership
- Discussion: What are the challenges of today?
 - Hard to keep up on the engagement level needed by staff (burnout) to meet the needs of our audiences
 - Silos based on funding sources within state agencies → it's hard to be as collaborative as we would like
 - Staff (AZ) have recognized this and are exploring ideas how to break them down and create a suite of opportunities and resources they can offer beyond the silos
 - Challenging collecting data on youth
 - Knowing that you're reaching a broader audience than you can report → not knowing how to capture all that information
 - Feral Cat WG- working on best management practices to protect wildlife from feral cats as well as looking at the human dimension aspects of this issue; challenge → there will be a significant need for communications and outreach which this WG is currently lacking; we may be reaching out to this group to help with the outreach aspect of this project
 - Kellie- we will be happy to help; maybe put us on your agenda in the fall to see how we can best help (ACTION)
 - Judy- Would like to see the EOD committee look at NCN's in the future, when to write them , timeline ,etc (ACTION)

ACTION ITEMS:

- Look to continually build a community of practice and keep everyone connected
- Monarch MSCG → develop a hub of resources that already exist for states to use as a go-to resource; solicit evaluators of Monarch materials
- Add CE Webinar link to CE e-newsletter
- Inform group with how watchable wildlife programs with a peregrine falcon webcam goes and any new lessons learned
- Prepare to talk to Feral Cat WG at the AFWA Annual Meeting
- Have EOD look at future NCN's and timeline for future MSCG writing