

Education, Outreach and Diversity Committee

March 13, 2020

8-10am

Attendees: 21

Agenda:

Intro and welcome- Rusty Garrison

Reports from EOD Subcommittee

- Project WILD- good discussion about MSCG and CLFT; guides are being updated (GUW and Flying WILD Guide); operating in the Black
- Diversity & Inclusion: sharing Needs and Deeds with the group; improving agency culture was found to be a big need → Relevancy Roadmap fits in well with this need; state agency diversity & inclusion plans are a welcomed product; looking to keep the energy of this group going by creating a monthly newsletter; discussed where the home for the Relevancy Roadmap should be to keep the needle moving forward with that initiative/project
- Education: received the letter/funding from the MSCG to update the CE Strategy Toolkit → aligning to the current standards, STEM, etc.; will be assessing the toolkit, revising, and updating where needed; putting together a steering committee and developing an RFP to start this project; will look to get another MSCG in order to implement and train the updated toolkit next year
- Wildlife Viewing & Nature Tourism: recently completed the 3<sup>rd</sup> WVNT Academy, well attended with a variety of people in attendance; next WVNT Academy will be Feb 2022 in Tucson, AZ; there are 3 upcoming webinars (March-May)
- Joint EOD-WDCG WG: main objective of this group is to support the Recovering Americas Wildlife Act; development of a Story Map that highlights how RAWA would help that state; work on state fact sheets → only have 6 states left; looking how to drive traffic to the OurNatureUSA Facebook page and using the hashtag #RecoverWildlife on social media; looking at expanding the communication plan include partners helping get the word out
- Outreach WG: completing the phase 1 implementation of the Making It Last campaign, 5 states in the WAFWA and MAFWA regions; lessons learned and best practices from phase 1 will be used to update the toolkit; phase 2 will focus in implementing the toolkit in the NEAFWA and SEAFWA regions, application for this is open NOW until the end of March [APPLY TODAY]; There will be a R3 Locavore Workshop taking place in conjunction with the ACI conference on July 23 → you will go away know how to do this workshop in your state

Relevancy Roadmap Update- Elsa H., Jen N.

- There are a lot of states that have started the implementation process of roadmap
- Have received a MSCG (WMI) to implement in 4 states
- CO State University- looking at scenario planning looking at key drivers in a few states

- Diversity Joint Venture is a tool to help implement the roadmap
- Other groups are implementing the roadmap, not just state agencies
- The roadmap is not prescriptive, just a tool to help
- Will be putting on a webinar for the EOD and I&E community in the near future

#### Alliance for America's Fish & Wildlife Updates

- Currently have 178 co-sponsors
- Hoping they have the bill on the house floor in the next 5-6 weeks
- Still working on a Senate champion for the sister bill
- Keeping pushing on social media using the hashtag #RecoverWildlife
- Selling t-shirts, 25% of money goes to supporting the campaign; can purchase online at [www.recoverwildlife.com](http://www.recoverwildlife.com)
  - Can co-brand with other agencies or NGO's and have proceeds split between the agency/NGO and the alliance

#### Discussion: Goals of the EOD Committee

- Add to the email for the quarterly calls that we can invite other co-workers as appropriate to the call
- Agenda topics for the calls → perhaps have other state agency staff talk about what's worked for them, etc:
  - How do we reach our non-traditional audiences so we can serve them better?
  - How do we identify the community support people we need to reach out to?
- Having a visual platform is helpful; important having a platform where we can see how many people are on the call
- Need to add an active discussion segment with participant engagement; not just a report out.
- Keep quarterly calls

Needs → need to have a searchable database of where/who we can reach out to and help us reach a more diverse audience; this is part of the relevancy roadmap MSCG (WMI); EOD committee can help the group stay in tune with those resources as they develop

Need → there is a gap in the archery community and connecting them with conservation education. ATA has started an initiative, perhaps have states connect with them and work collaboratively to fill that gap (low hanging fruit)