



## OUTREACH & MARKETING WORKING GROUP AGENDA

Co- Chairs: Tanna Wagner – KDWP

Christy Firestone - NGPC

Tuesday, September 24, 2024

10:00 am – 12:00 pm

- Introduction of working group and members (10:00-10:15)
  - Review of 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.*
- *Public Perceptions of State Fish and Wildlife Agencies Update* (10:15-10:30)
- *Multistate Conservation Grant Update: Rebranding, Repiloting, and Reevaluating the National Conservation Outreach Strategy and Relevancy Toolkit* (10:30-11:00)
  - Background
  - Current Status and Findings
  - Next Phase
- Wildlife Diversity Conservation and Funding collaboration opportunity (11:00-11:15)
- New Resources and Partnership Opportunities with National Deer Association (11:15-11:25)
- Partner Update (11:25 -11:45)
- Roundtable Discussion (11:45 12:00)
- What collective needs/barriers can this group address?
- Dismiss (12:00)