

Education Working Group
March 7, 2019
Chair: Kellie Tharp
Attendees: 17

Agenda:

Welcome/Introductions- Kellie

Natural Pathways Update

- Complete- final report & webinar on the AFWA website
- MSCG final report submitted
- The Purpose with this project was to see where conservation education programs fit in with R3 and the outdoor recreation model
 - Main challenge is collecting data and knowing how to use it
 - Looked at what works and what doesn't → pathways to outdoor recreation
- Other part of project was a Monarch Resource Guide
 - Available on the website
 - Complete

Discussion- challenge → how do we look at success beyond license sales

- Logistical issues with following kids through adulthood to see if successful in recruiting them to the outdoors
- How to we work with/reach people with changing attitudes and behaviors (trends) and how do we measure that.
- Need to figure out how to get other measures when we cannot get the level of data we want to measure the impact of our EE and R3 programs
- Thoughts: education is a part of R3, so perhaps shouldn't really separate out
- Need to set desired outcomes (measurable outcomes) for a program to help judge success
 - Not just do programs for the sake of doing programs -or- should be look at evaluating best practices instead
 - There's also the cost analysis to see if some efforts are worth the effort

Next steps:

- Might look to put in a grant to hire a professional evaluator to see how best to evaluate best practices and/or see if programs are being affective→ How to do evaluations

Work Plan Review:

- Completed the Natural Pathways project
- Webinar series- limited factor is finding precentors; want to do this but a challenge for content

- What can we do to share the ownership of this project?
- Is there value to continued pursuit of the webinar series
 - Yes- we want to do this
- Have the work group members sign up for one month to be charged with finding a webinar topic and presenter
- Might look to send this out to regional committees to find more participation

Updating the CE Strategy Online Resources/Resource Needs

- Revise and update CE Strategy toolkit → might be a good next project
- Revise and update resources with Next Generation Science Standards (NGSS)
- Look to combine some of this; get some bids to see how much this will cost; can connect to new NCN if the NCN the EOD committee submitted is accepted by grants committee
- Look at adding STEM (beyond just aligning with NGSS)
- Need to have commitment from WG to move these projects forward
- Participate in the Joint WG between EOD + WDCF to see how we can best educate each other and move the needle on RAWA in a coordinated effort
- Talk with other working groups to see how to use education to help move their project forwards and get public support where needed (ie. Communication/education on CWD)
- Tie in relevancy to the education conversation

Discussion

- We need to show people that the education WG and education/communications professionals is a place to go with emerging issues arise
- Work to be proactive with issues that we know is just a matter to time before they emerge in a state (ex- CWD) → action item
 - Education WG partner with Outreach WG to create resources/tools for states to use to deal with/communicate about emerging wildlife issues
- Make the connection with other committees that we are here to help → internal communications/marketing of this working group

Lightening Round:

- Arkansas- creation of an outdoor skills program for all ages; has been very popular; purpose to keep people going outside; patches → adults apparently really like getting patches as well as youth; getting people out to their outdoor education centers; building a natural pathways connection to programs that already exist
- Colorado- new I&E staff has been hired
- Kansas- Updating nature center; opening up a lot of new opportunities
- Arizona- finally building the wildlife care center that has been in the works for many years
- Project WILD- new Project WILD guide has gotten positive reviews; developing a Growing Up WILD online course → piloting this in California
- ATA- creating a resource webpage for coordinators; creating a range grant program

- Indiana- have hired 5 new staff in outreach & communication department; was able to use Project WILD network to get the DNR message out when needed- and extension of the DNR arm
- Texas- Develop and education and outreach strategy as part of the Diversity & Inclusion section; created an outdoor skills program and partnering with minority audience at the university level
- Texas Wildlife Association (TWA)- reach 1400 kids per year with mentored hunt programs; if anyone is looking for a template to do a similar program they are available to assist; have also started an adult hunting program and getting on the locavore movement; can contact through their website
- Iowa DNR- we're aligning our "Basic Spincast Module." Looking for comments – due by the end of March:
https://docs.google.com/document/d/1nQX_xSjklW9hIAAXY6h2O8_UhLyLQwQebmWuVFb1hJQ/edit?usp=drivesdk