

**Education, Outreach and Diversity Committee Meeting Minutes**  
**AFWA Annual Meeting**  
**Friday September 11, 2020**  
**1:00 pm-3:00 pm Central Time**

**1:00 pm            Call to Order/Review Agenda**

Tony thanked the meeting's sponsors, USDA APHIS and Brandt. Tony also thanked Brandt for their lunchtime information session.

**1:05                Introductions**

Participants were encouraged to introduce themselves in the chat.

**1:10                Approval of Minutes for the North American Meeting and Review Committee Charge**

Meeting minutes were approved.

**1:10                Presentation from Heather Feeler (MO Dept. of Cons.) regarding the Missouri School of Journalism campaigns**

**Heather Feeler (Missouri Dept. of Conservation).** Presented on *YAYA (Youth and Young Adults 18-24 year olds) View of Conservation and Creative Campaigns to Help State Agencies Connect the Dots*. The project is from Missouri State University and is a relevancy campaign focused on YAYAs that ran from Nov 2019-May 2020. Teams of MOJO Ad students conducted primary and secondary research, developed consumer insights, brand strategy, and fully integrated creative and media solutions that state fish and wildlife agencies could use. YAYAs were targeted because at 31 million strong in the US with an income of \$463 billion, this group has a strong market impact. 98% also care about environmental conservation. The students presented pitches to a committee as part of MOJO Toolkit & Ad Campaign. Campaign concepts:

- Team 1 used "Live Fully." - #LiveFullyMO, #LiveFullyNV; they are looking for inspiration, care, and relaxation so outdoors are marketed to where they can go. Marketing ideas for different social media platforms. Aka 'life's dull moment' was used on Facebook, Instagram, Hulu, etc.
- Team 2 used "Never Lose Touch." #NeverLoseTouch; nostalgic by nature concept due to the fact many YAYAs spent time outdoors as a kid and nostalgia is used to counteract loneliness, boredom, and anxiety; logo was a thumb print with Never Lose Touch in center; suggested partnering with sponsors like Kraft Jet Puffed Marshmallows to bring the Marsh Mobile to campus events for campfires and smores

- Team 3 used “Show Your Thanks.” #ShowYourThanksMO; “love letters to nature”; aka write a letter to Mother Nature; upload a photo; use hashtag. Ways to give back and caring for the Earth. Volunteer type and opportunities to volunteer in each state.

MO and NV were go-to contacts for the campaign, but it was designed so all states can adapt it. <https://drive.google.com/drive/folders/1UuAKfV9CLKSznUyQyaOaGvgTMLSjPkbI> Learned it was great to use YAYAs to market to YAYAs for creativity and thinking differently on how we are engaging this audience.

An article about the project can be found here: <https://wildlifemanagement.institute/outdoor-news-bulletin/may-2020/engaging-youth-and-young-adults-conservation>

Heather is also happy to share full PowerPoint via email if you want to email her at [heather.feeler@mdc.mo.gov](mailto:heather.feeler@mdc.mo.gov). Tony applauded the project. He mentioned that Brandt’s research found that the number one reason people were seeking the outdoors during this pandemic is to relax. Jen echoed Tony’s remarks. She said what resonated with her was that these were targeted for YAYAs but still reached her.

### **1:30 Update from Sean Saville (AFWA) on Recovering America’s Wildlife Act**

Dingle and Fotenberry are excited to get it done this year. Looking to move the bill as the packages come together. Infrastructure package is one that has to go forward, so looking at incorporating it there. Messaging frame is NR restoration and jobs creation/economic recovery. Need states to create messages that are focused on their state so this can move in the Senate. Might need to use “lame duck” strategy come December.

How to communicate with the Administration is definitely a strategy; as well as preparing for whomever is in the White House. Climate is part of the message for ....?? As well protecting species of greatest conservation need. Trying to get it prioritized in the Administration. Passage of Great American Outdoors Act shows that big bi-partisan bills are possible.

### **1:40 Relevancy Roadmap**

The 6th R is Ripeness (R3, Relevancy, Resilience, Rightness).

IDs 19 barriers that agencies might face when reaching diverse audiences. Grouped into 5 categories. Goal is to help us enhance our conservation efforts by engaging with broader audiences. Roadmap was adopted last year. Making a difference on how agencies are engaging with new constituents. Now the big focus is on implementation. We are all in different places with our challenges, so the Roadmap offers that flexibility. <https://Relevancyroadmap.squarespace.com>

Pilot states: WMI received a MSCG to help 6 states do work on relevancy. FI - strategies to increase stakeholder engagement; IN better understanding of behavior motivators; IA social science data for

focus group; NC improving agency culture; PA research to design effective outreach for fishing; MO creating internal relevancy plan.

Conservation Relevancy Community Site ([conservation-relevancy-community.mn.co/discovery](https://conservation-relevancy-community.mn.co/discovery))

Several applications for this round of MSCG include work on the Relevancy Roadmap. Looking at messaging for various demographics. Develop long term partnerships with groups we don't traditionally work with.

Provided background on the relevancy roadmap. Encouraged participants to join the relevancy roadmap community of practice interactive website <https://conservation-relevancy-community.mn.co/feed>;

The Relevancy Roadmap was designed to help states figure out what their biggest barriers are and then dig right into strategies for implementation. There are 6 pilot states:

- NC- improving agency culture
- IN: Conservation stewardship program.
- IA: Looking for additional social science data to server birders (social science and human dimension).
- PA: using social science for underrepresented communities in urban Philadelphia to increase angler participation.
- FL: increasing connections with different and new groups.
- MO: internal relevancy roadmap plan

More information can be found here: <https://relevancyroadmap.squarespace.com/pilot-states>

We will have a workshop on Monday at 2:30pm on the Relevancy Roadmap One Year Down the Road.

## **1:50 Partner With a Payer**

Partner with a Payer is a national initiative designed to strengthen partnerships and increase collaboration and understanding among the USFWS, state fish and wildlife agencies, and manufacturers who either pay excise taxes on firearms, archery, and angling equipment, or support the motor boat fuel tax by the products they manufacture. This initiative increases manufacturers' awareness of excise tax funded projects and allows state and federal staff to better understand the role of manufacturers in the support of national conservation funding.

<https://www.fws.gov/northeast/wsfr/partner-with-a-payer.html>

Video: <https://www.youtube.com/watch?v=qRiYsHF0tGc#action=share>

**1:55 Discussion: DEI Needs and Deeds – Please come prepared to have a candid conversation, in a safe space, about areas where your agency/organization may struggle with issues of diversity, equity, inclusion and justice. Some things to consider:**

- **How do issues of racial injustice impact your agency/organization?**
- **What skills are needed for you to be an ally in moving things forward?**
- **What small steps can you take? What is your agency/efficacy?**

We are only post-Civil Rights since 1965, which is a huge part of our country's history. 92% of staff in state fish and wildlife agencies are white. Importance of empathy in staff that deal with the public. It's going to take a long time to dismantle this because it took a long time to build it. TEK is brought in late to the process - looking beyond dollar value. People take someone with a different mindset as an attack. Let's have a vulnerable conversation and see what is going well and where there is room for improvement. Systemic racism is embedded within some of our programs, so we need to be explicit and intentional about looking for ways to examine them and be open to making changes. There is irony in trying to reach these underrepresented groups, without having anyone from those groups at the table. Needs to be a culture shift within the agency, not just one person's job. Getting to college students is too late because they may not see themselves in conservation careers; reach out to younger potential prospective employees. "If you don't have the fruit, plant a tree". People come to agencies and feel isolated; how do we shift that agency culture to be more welcoming of varying values, beliefs, views?

Is there an actionable approach for this committee? How can this committee help agencies?  
What are the Best Practices for DEI?

We cannot skip over the very real experiences of discrimination that some of have gone through. It can be easier to talk about discrimination that is more removed from our own experiences. Each of us has a role to play.

This needs to remain on the forefront of our minds. Comes back to tolerance, kindness, and empathy.

**2:45 Marketing Workgroup proposal - Jenifer Wizniewski**

Propose that Marketing become part of one of the EOD workgroups or its own workgroup. The Outreach Working Group has traditionally addressed Marketing. MN includes Marketing under the Outreach umbrella. May need to adjust terminology based on who the audience is. No action today, but will continue discussion.

Several MSCG were funded for Marketing.

2:55

**Matt Harlow**

**Matt Harlow (DJ Case):** DJ Case, ACI, and others received a grant to do free Locavore Workshops. The first workshop will be the day prior to the R3 Symposium at Broken Arrow that starts on May 4th. The second one will be on the day after ACI on July 29. Go to <https://djcase.com/afwa> for more information. The workshops will be designed to provide take-home ideas on how to apply this information in your own state.

4:00

**Adjourn**