



ASSOCIATION *of*  
FISH & WILDLIFE  
AGENCIES

---

**OUTREACH & MARKETING WORKING GROUP**

Chair: Tanna Wagner, KDWP

**September 26, 2023**

**Association of Fish & Wildlife Agencies 113th Annual Meeting**

Agenda

- Introduction of working group and members (10:00-10:15)
- Update (10:15-10:45)
  - Leadership Changes
    - Jen Wisniewski new role
    - ISO new working group chairperson
  - Making It Last Rebrand
    - Review of previous feedback
    - Overview of updated grant submission
    - Status Update
    - Recognize states interested in participating
- Roundtable Discussion (10:45-11:45)
  - 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.
  - Review of Workgroup Plan
  - What collective needs/barriers can this group address?
- Partner Update (11:45-12:00)
- Dismiss (12:00)