



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

**EDUCATION, OUTREACH AND DIVERSITY (EOD) COMMITTEE
SCHEDULE & AGENDAS**

Chair: Tony Wasley (NV)
Vice-Chair: Paulette Nelson (NJ)

Sunday September 9- Wednesday September 12

**2018 Association of Fish and Wildlife Agencies 108th Annual Meeting
Tampa, Florida**

Committee Charge: The Education, Outreach and Diversity Committee, which includes the Wildlife Viewing and Nature Tourism Working Group, addresses critical outreach (communications and marketing) needs identified by Association committees and membership. The committee leverages member efforts to facilitate outreach initiatives on a national scale; strengthens and unifies the conservation education efforts of Association members and partners; and fosters networking and outreach partnerships among the growing field of wildlife viewing and nature tourism initiatives.

The committee also is responsible for promoting diversity within the agency workforce and the constituents served by the Association and coordinate continuing education programs for conservation professionals.

Committee & Working Groups Meeting Schedule

Monday, September 10

10:00 am – 10:45 am	Education, Outreach and Diversity Committee Pre-Meeting
10:45 am – 12:00 pm	Wildlife Viewing and Nature Tourism Working Group
1:00 pm – 3:00 pm	Project WILD Subcommittee
3:00 pm – 5:00 pm	Education Working Group

Tuesday, September 11

8:00 am - 10:00 am	Outreach Working Group
10:00 am – 3:00 pm	Workshop: National Conservation Outreach Strategy
3:00 pm – 5:00 pm	Diversity and Inclusion Working Group

Wednesday, September 12

8:00 am - 10:00 pm	Education, Outreach & Diversity Committee
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Note: please check final program for meeting room assignments.

NOTE: AFWA's National Conservation Outreach Planning Committee will host the National Conservation Outreach Strategy Workshop on Tuesday (10am-3pm). Open to all. Please note, this workshop will be offered twice, from 10:00am - 12:00pm and again from 1:00pm - 3:00pm.

Education, Outreach and Diversity Committee Pre-Meeting Agenda

Monday, September 10

Chair: Tony Wasley (NV)

Vice Chair: Paulette Nelson (NJ)

10 am- Call to Order/Review Agenda- Tony Wasley (NV)

Introductions & Welcome: Tony Wasley (NV)

Overview of theme: Partnerships for Increased Relevancy

- Education Working Group
- Diversity Working Group
- Outreach Working Group
- Wildlife Viewing and Nature Tourism Working Group
- Joint Working Group: Education, Outreach and Diversity and Wildlife Diversity and Conservation Funding Committees
- Project WILD Subcommittee

Discussion: Review EOD Annual Work Plan Expected Actions/Activities

Other Business

10:45 am Adjourn

Wildlife Viewing and Nature Tourism Working Group Agenda

Monday, September 10

Working Group Chair: Shelly Plante (TX)

10: 45am Call to Order/Review Agenda, *Shelly Plante (TX)*

Introductions, *Working Group*

Work Plan Review

Partnerships for Increased Relevancy:

- Bird Conservation Committee
- North American Waterfowl Management Plan update
- Wildlife Diversity Programs and State Wildlife Action Plans, *workshop update below*

Making the Connection Between State Wildlife Action Plans and the Wildlife Recreation Community Workshop review, *Shelly Plante (TX)*

Upcoming WVNT Webinar: Bird by Bird Idaho: Bringing birds to classrooms and classrooms to birds, *Deniz Aygen (ID)*

Wildlife Viewing and Nature Tourism Academy 2020 Updates, *Anne Glick (FL)*

National Conservation Outreach Plan update

State Agency Updates, *Working Group*

12:00 pm Adjourn

Project WILD Subcommittee Agenda

Monday, September 10

Subcommittee Chair: Rusty Garrison (GA)

- 1:00 pm Call to Order/Review Agenda
- Introductions
- Approval of Minutes for the North American 2018 Meeting
- Update on motion passed at the North American meeting
- Guide sales update
- Conservation Leaders for Tomorrow
- Project WILD Online
- Annual Conference
- State Roundtable
One representative per state agency highlights a couple of legislative and policy initiatives or issues
- Wrap-up Discussion
- 3:00 pm Adjourn

North American Conservation Education Strategy Working Group Agenda

Monday, September 10

Working Group Chair: Kellie Tharp (AZ)

- 3:00 pm Welcome/Introductions- 10 min
- Presentation of the Findings from the Natural Pathways Project - Matt Dunfee WMI 45 min
- Lightning round- Come prepared to share innovative ideas, success stories and other exciting ways that your state or organization is delivering education programs- 30 min
- North American Conservation Education Strategy Webinar Series- Moving forward after the MSCG- 20 min
- Wrap-up/closing- 5 min
- 5:00 pm Adjourn

Outreach Working Group Agenda

Tuesday, September 11

Working Group Chair: Renny MacKay (WY)

8:00 am

Call to order, introductions and review of the agenda- *Renny MacKay*
(10 Minutes)

Overview of the National Conservation Outreach Strategy
A short presentation for those who cannot attend the workshop (15 minutes)

Communications and outreach in support of America's Alliance for Fish and Wildlife.
What is available to states and how to use in support of Recovering America's Wildlife Act (30 minutes)

Marketing campaign successes
Georgia's marketing campaign to increase the sale of fishing licenses. (20 minutes)

States and the outdoor industry collaboration update
A discussion on the state agencies and outdoor industries efforts to better tell the story of how wildlife conservation is funded. This includes an update on the Wildlife and Sport Fish Restoration Program's communications planning. (15 minutes)

Chronic wasting disease communications
A discussion on current efforts to collaborate on communications about this wildlife disease (15 minutes)

10:00 am

Adjourn Outreach Working Group Meeting

National Conservation Outreach Strategy Workshop

Tuesday, September 11

10am - 3pm

A workshop to showcase and teach states how they can use the resources available to them from the National Conservation Outreach Strategy. Open to all. Please note, this workshop will be offered twice, from 10:00am - 12:00pm and again from 1:00pm - 3:00pm.

Diversity Working Group Agenda

Tuesday, September 11

Working Group Chair: Jennifer Newmark (NV)

Vice-Chair: David Bugg (TX)

3:00 pm – 5:00 pm Theme: Partnerships for Increased Relevancy

Call to order, introductions and review of the agenda

Annual Work Plan Review and Updates

Diversity Joint Venture and the EOD Resolution

Update on Awards – new Stephen Kellert Award

National Outreach Plan – update, timelines, and use for D&I

D&I – Role in Increasing Agency Relevancy – Discussion with Action Items

- Populating the shared google drive space with resources for us to use

Needs and Deeds – examples of states using partnerships to increase D&I and therefore Relevancy

5:00 pm

Adjourn

Education, Outreach and Diversity Committee Agenda

Wednesday, September 12

Chair: Tony Wasley (NV)

Vice Chair: Paulette Nelson (NJ)

8:00 am Call to Order/Review Agenda- Tony Wasley (NV)

Introductions & Welcome: Tony Wasley (NV)

Presentation: Alliance for America's Fish & Wildlife (Sean Saville)

Working Group/Subcommittee Reports

- Education Working Group
- Diversity & Inclusion Working Group
- Outreach Working Group
- Wildlife Viewing and Nature Tourism Working Group
- Joint Working Group: Education, Outreach and Diversity and Wildlife Diversity and Conservation Funding Committees
- Project WILD Subcommittee

Resolutions

- Diversity Joint Venture Resolution
- Relevancy Resolution

Discussion: Proposal of Steve Kellert Award and nominating criteria

Discussion: Review EOD Annual Work Plan Expected Actions/Activities

Discussion: Future Work of this Committee (Everyone)

"Lightening" rounds (5 minutes each)

Other Business

10:00 am Adjourn