

## **EDUCATION WORKING GROUP**

**Chair: Kellie Tharp (AZ)**

**Vice Chair: Tabbi Kinion (AR)**

**September 10, 2021**

**10AM – 12PM (Eastern Time)**

**\*\* Attendees = 33**

### **Agenda**

- Welcome/Introductions- Kellie Tharp (AZ) & Tabbi Kinion (AR) 10 min
  - Round table introductions
  
- Updates from the MSCG CE Strategy Updates Work Group and Draft Review - 30 min
  - Updating the Conservation Strategy (CE) Toolkit (part of the CE Strategy)
  - The current toolkit has become slightly outdated→ this working group received a multistate conservation grant to streamline and update the toolkit so it can be relevant and useful to educators today
  - Looking for people who can review and do some minor edits (if necessary) to the updated version before we go final
  - The project should be final in the next two months
  - DJCase worked with professionals to update and align the toolkit to current education standards
    - Streamlined the toolkit, reduced redundancy, used more diverse images and updated the format to modernize and make more user-friendly.
  - Screenshot of the updated toolkit- new look and feel
  - Pieces of toolkit being updated:
    - Field Investigations
    - Fostering Stewardship Through Conservation
    - Sustainable Tomorrow
    - Landscape Investigations
  
- 2023 Conservation Education Conference Discussion - 30min. Tabbi
  - Pulse to see who attended the last CE conference earlier this year—about ½ of today’s participants attended
  - Is this something we want to do every other year? Have it on the off years of the WVNT Academy, so they don’t compete with each other
  - Questions- do we want this to be (1) in-person, (2) hybrid version, (3) online only
  - May want to see what is out there to see if it’s really needed (ex. NAAEE (North American Association for Environmental Education) Conference, R3 Conference, etc)
  - Want to work to break down education silos→ the CE Conference can possibly do this
  - Maybe have the 2023 CE Conference be virtual and revisit the next one to be in-person or hybrid or virtual
    - A lot of support for the next one to be virtual
  
- Break- 10 min
  
- Working through the pandemic- changes, innovations and lessons learned/ Lightning Round
  - AZ- grouped programs by the people they served (re-aligned) to better serve their constituents – breaking down (unintentional) education silos within their agency

- AR- staff is asking if they can get alcohol at agency events (not purchased by agency, but allow [for example] a brewery to sponsor an event—does anyone do this that AR can look at
  - AZ does this with offsite partner events will share policy
  - NE have done a lot of events at breweries; it brings in a lot of people who wouldn't normally attend agency events
  - IN has also done these types of events
- NE- hit zoom events by storm to serve their constituents; including events for adults [Nature Nerd Night] to tune in during the evenings→ it's been hugely popular; shows that their agency is relevant to the general public
- NE- diving in and using the Relevancy Road Map to help shift their agency culture to be relevant to more people (non-traditional consumers)
- OH- Started a 'Chat with a Biologist' program—it's been very popular
- NV- had to make the change to virtual which helped participation with such a rural state; helps us serve our constituents better
  - Finding some webinars doing really well and others don't... can't figure out why some are more popular than others
  - AZ- marketing is helping us; using titles with a little 'pizzazz'
- Project WILD—expanding online training component
  - Bat Blitz Online--October 28
  - Wildlife Sketching with Rebekah Knight--November 17
  - <https://www.fishwildlife.org/projectwild>
- MAT (Management Assistance Team- AFWA)- offering online courses, webinars and trainings
  - <https://www.fishwildlife.org/afwa-inspires/mat-team>
- ATA- ATA Conservation Initiative has resources that are free for everyone and more will be added <https://archerytrade.org/conservation-initiative>

■ Wrap-up/closing- 5 mins

■ Adjourn