



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

EDUCATION, OUTREACH AND DIVERSITY COMMITTEE AGENDA

Chair: Amanda Wuestefeld (IN)

Friday, March 24, 2023

88th North American Wildlife & Natural Resources Conference

Agenda

Introductions and Welcome- *Amanda Wuestefeld (IN)*

- Excited to be the new EOD chair; came thru the ranks of EOD so am personally invested

Reports from EOD Subcommittee and Working Groups

- Diversity & Inclusion- *David Buggs (TX)*
 - Had a very healthy group discussion
 - Revisiting our charge; will update by the AFWA Annual Meeting; soliciting volunteers for a steering committee to take on that charge
 - Coffee Talks- have been extremely successful; started a DEI in Practice series to go beyond the discussion aspect to people can start seeing DEI in action; next DEI Coffee Talk is on March 29 (Back Outside);
 - Think Sheet worksheet- looking at how the AFWA committees can be more inclusive
 - Looking at inclusive language in conservation; document put together by USGS
 - Discussed how to create student pipelines to get more diverse future employee pool
 - Stakeholder summit (aka DEI Academy)- centered around systems thinking that includes incorporating the work of DEI in our state agency
 - IHEA- initiative as to how be more inclusive in hunter education classes
 - Staying above the Fray- how you can systematically incorporate mor inclusion in the state agency system (possible topic for future coffee talk- suggestion)
 - Will reach out to people throughout the year about their Needs & Deeds
 - Discussion- some state agencies cannot use the phrase DEI, but have to use other verbiage (ex. People engagement); the end result is what's important even if you have to call it something else
- Education WG and Project WILD Subcommittee –*Tabbi Kinion (AR), Elena Takaki (AFWA)*
 - We have the Conservation Education toolkit on the AFWA website; also have a Facebook networking group page
 - Working hard to create a network across the country of CE educators→ Conservation Education Leadership Network bi-monthly calls; Next call May 4 at noon ET
 - Created top topics and training ideas→ looking for speakers
 - Project WILD is focusing on thematic modules (instead of full activity guides); looking at electronic distribution and professional development/training
 - Have Earth Month webinar series in April (view info on AFWA website- schedule of

events)

- Wildlife Viewing & Nature Tourism – *Shelly Plante (TX)*
 - Finished a Wildlife Viewing Survey (MSCG) and working on part 2 of that project now (a new MSCG)
 - Survey and webinar on the Wildlife Viewing Survey is available online
 - Creating a website on case studies of wildlife viewing with states that have incorporated the recommendations of the Wildlife Viewing Survey → 19 states have participated in this new project
 - Pathways Conference May 31-June 2 in Colorado; a lot of wildlife viewing and nature tourism staff will be attending conference; full agenda is now online; registration still open
 - Wildlife Viewing and Nature Tourism Academy- Feb 2024 in North Carolina; call for proposals is now live; a practical academy for practitioners; goes beyond state agencies (federals, Canada, NGO, etc); 5th academy; fliers available to take home
 - Facebook- WVNT Working Group—please join (private group); lots of great information and assistance available
- Joint Working Group: Education, Outreach and Diversity and Wildlife Diversity and Conservation Funding Committees – *Shelly Plante (TX)*
 - Has focused on RAWA over the past few years; and will continue to focus on this, but also other areas
 - Discussed the path forward with RAWA and how this WG could help → shovel ready projects, fact sheets, story maps, etc; looking for anecdotes of people oriented stories/quotes of the benefits of RAWA, economic stories and how RAWA would affect that and improve quality of life → work on template fact sheet to help gather this information and prioritize the states where we need to get the representatives on board and support RAWA
 - Look at gathering the best POC for state agencies and other groups to push out RAWA when it's 'go time'
 - Once RAWA does pass- this group will focus on telling the story of what the money has done, will do, and the timeline of this (results are not instantaneous) → telling the story
- Outreach & Marketing – *Jenifer Wisniewski (TN), Tanna Fanshier (KS)*
 - Looking at updated the Making It Last toolkit → rebranding as a communication relevancy toolkit; will include a section on effective communication about RAWA; will include a how to include relevancy in the hiring process; will have some pilot states with the proposed MSCG; will be looking to incorporate the One Health concepts in the updated toolkit
 - Florida- is looking at creating an outreach campaign to reach a broader and more diverse audience; will be one of the pilot states to test this new communication relevancy toolkit
 - Two successful R3 MSCG discussion: 1) Millenia/Gen Z phase 2 and 2) R3 through Pilot States- materials available on the R3 clearing house
 - Made video geared toward Millenia/Gen generation; posted in 4 states (VA, NE, TN, AZ) with great success and good feedback; ROI was over twice what was spent
 - R3 through Marketing- 50K grant to 15 states over the last 3 years to do R3 marketing; ROI average was over twice what was spent

One Health – *Ellen Haynes (SCWDS), Mark Ruder (SCWDS), David Stallknecht (SCWDS) Amanda Wuestefeld (IN)*

- Hoping One Health will have impacts throughout the work we do
- One Health is a conceptual framework where people play a lot of diverse roles
- What is One Health?
 - Intersections of human, health, animal health, and environmental health
 - Origins in approach to zoonotic diseases
 - Used more broadly today
- One Health is a collaborative, multisectoral, and transdisciplinary approach- working at the local, regional, national and global levels- with the goal of achieving optimal health outcomes recognizing the interconnection between ,people, animals, plants, and their shared environment (CDC)
- Not a new concept; call different things over time
- Role of education & outreach: helping people understand we are part of, and dependent on, and ecosystem; we all positively and negatively influence our ecosystem
- There is a social detachment from our natural world
- People ‘use’ wildlife and natural spaces in different ways and natural resource agencies must engage in diverse communities
- Outreach and education (especially youth) are fundamentally important and impactful
- Public outreach and education needs to be included in the One Health discussion (under the umbrella); resiliency and thriving is a key message
- Might require another Think Sheet about how we will incorporate One Health in the AFWA Committee structure discussions
- Economics may need to be included in the One Health discussions

Wildlife Viewer Survey – *Shelly Plante (TX)*

Discussion: Goals of the EOD Committee 2023

- What projects should we work on over the next year; possible multistate grant projects
 - Will be submitting another DEI grant and make the Academy more inclusive
 - Look at having a MSCG to sponsor people to attend the NA Conference that don’t normally get to attend.—Corina with NWF is interested in working on this with AFWA; look at doing this for the regional association as well
- Restart the EOD Committee virtual meetings; create a standing call every 2-3 months
- How does the Association elevate the DEI Conversation?
- Progress measures discussion.

Committee Action Item: Start a quarterly EOD Committee Virtual Meeting

Roundtable Wrap-up & Adjourn