

## DRAFT KEY BARRIERS

### Agency Capacity

- Agencies lack diverse funding to serve broader constituencies
- Agencies do not collaborate at national scales to create and implement national strategic partnerships to serve broader constituencies
- Lack of agency expertise (i.e. social science, marketing) to understand and serve the needs of broader constituencies
- Insufficient access to quality outdoor experiences
- A lack of agency authority or support to serve broader constituencies
- High demand on agencies to provide resources and services for traditional constituencies
- Agencies do not focus on short-term or long-term priorities needed to better serve broader constituencies

### Agency Culture

- Agencies don't effectively communicate the connection between conservation and societal values such as clean air, clean water, quality of life, etc. (i.e. they don't tell their stories of success)
- Ineffective communication (i.e. use of jargon)
- At all organizational levels, agencies lack diverse staff with diverse interests and an understanding of the importance of diversity to serving broader constituencies
- Lack of transparency in natural resource management decisions
- Agencies lack commitment to serve broader constituencies
- Misunderstanding of the full spectrum of outdoor activities/interests desired by the public
- Fear of loss of identity, control, power and political support for the agency
- Agencies have a go-it-alone mentality and do not seek out or embrace diverse partners
- Agencies compete with themselves (silos) and other organizations/agencies

### Constituent Capacity

- A lack of understanding of state fish and wildlife agencies and the benefits they provide to society
- Economic impediments to participation in the outdoors
- Non-outdoor interests and activities (i.e. organized sports, electronics) compete for time
- Lack of understanding about how conservation is funded
- Lack of appreciation/understanding of the value of ecosystem services provided through conservation
- Lack of understanding of the health benefits of spending time in nature
- Lack of skills/knowledge and social support to participate in the outdoors

### Constituent Cultural

- A lack of understanding of how cultural differences affect participation in outdoor recreation
- Fear or misconceptions about nature and the outdoors
- Fear of loss of power and control by traditional constituencies
- Perception by broader constituents that fish and wildlife agencies only care about and serve hunters and anglers (differences in value orientations)
- Lack of support for education system that prioritizes quality conservation and environmental education
- Complacency that quality fish and wildlife/outdoor recreation resources will always be there without investment or stewardship
- Societal changes (i.e. urbanization) and value differences that cause people to detach from the outdoors and the environment

### Political Constraints

- Lack of executive and legislative support to become more relevant
- Governing boards and commissions that lack gender, cultural, ethnic diversity
- Political resistance to inclusiveness, transparency and collaboration
- A lack of understanding and promotion of the economic value of wildlife and outdoor recreation