

## **Diversity & Inclusion Work Group**

Chair: Jen Newmark

Vice-Chair: David Buggs

Tuesday, September 11, 2018

3pm- 5pm

Attendees: 27

### Agenda

Call to Order and Introductions- Jen Newmark/everyone

#### Annual Work Plan Review

- Will update with new Diversity Joint Venture (DJV) resolution
- Will include new Stephen Kellert Awards
- Look including at community of practice and methods of sharing
- If there are any additional items, please let Jen or David know

#### Diversity Joint Venture- EOD Resolution

- Has been submitted to the resolutions committee
- Will be presented and voted on during the business meeting tomorrow
- If passed there will be a partnership between AFWA and the DJV
- Oct 14-18: a DJV meeting at NCTC this fall
- If there are different projects you are interested in the DJV please volunteer for those activities
- Will go over the importance of Diversity and Inclusion to state agencies and industry
- A summit will be taking place- info TBD

#### Relevancy Resolution

- Diversity and inclusion is extremely important theme to show relevancy in state agencies
- There is a relevancy working group looking at barriers
  - There is another joint resolution between the Wildlife Diversity Conservation and Funding & and EOD committee

#### New Award

- Stephen Kellert Award- refers to diversity and inclusion and relevancy
- After a number of revisions, the nomination criteria has been accepted by the AFWA Awards committee
  - The AFWA Awards committee will be recommending this at the business meeting to be considered for the 2019 AFWA Awards at the Executive Committee in December
- Purpose of Award: To recognize a distinguished individual or group effort for outstanding service in advancing connections between humans and the natural world to all peoples in a diverse and inclusive manner.
- **Award Criteria:**

- Stephen Kellert explored the links between people and nature – advancing connections between humans and the natural world. This award recognizes the importance of connecting all people – from diverse cultural, ethnic, and philosophical backgrounds – to the natural world to enhance the public's appreciation, conservation, and nature promoted health and well-being.
- Nominated individuals must be associated with a state, provincial, or federal agency or an AFWA affiliate or contributing member organization.
- Nominations will be evaluated on:
  - Quality and effectiveness on connecting people with nature in a broad, diverse, and inclusive manner, which may include:
    - Magnitude of the benefits (financial, political, actual)
    - Duration of benefits (immediate, long-term or anticipated)
    - Geographic breadth (local, national, international)

#### National Outreach Plan- Renny MacKay

- Telling the state story- ensuring fish and wildlife agency relevancy
- Comment: we are relevant, people just don't know it
- Hired a marketing firm through a MSCG to look at creating an awareness campaign/toolkit for state to use
- "Making It Last"
  - The tagline that was created for states to use
  - Using new and relevant imagery ad creative with tagline and state agency logo
  - Many types of assets can be created
    - Billboards
    - Social media
    - Pandora
    - Magazines
    - Digital advertising, etc
  - Toolkit that is usable with zero budget and up
  - Looking for more input from states
- Question: is there a need for more imagery for states to use? → YES, please share
  - We will have a depository for images for states to use
  - Project WILD has similar issues and are trying to find diverse and inclusive photos to tell the state agency story → as Project WILD collects these images, they will share with this group for use as appropriate
  - State agency communication staff have indicated that they want and intend to use their own imagery
  - NCTC has a free digital database of photos that states can use for free (tens of thousands of images) (NCTC National Digital Library)

- Working hard to have diversity in the imagery for each state

#### Messaging Thoughts

- We need to be mindful of the words we use
  - Wildlife vs animals
  - Hiking vs walking
  - Anglers → mathematician
- Images make in impact
- If your target demographic isn't coming to you, then you need to go where they are
  - Can bring this awareness campaign to your diverse target audience(s)
  - Challenge yourself/agency to find these new audiences; if you keep going to the same places, you'll keep getting the same results
  - Need to get comfortable with being uncomfortable
- May need to re-define what success is in this arena
- Look for champions inside and outside the agency
  - Be Strategic!! → If there's something you cannot say because you are a state agency, find someone (partner) who can say it

#### Needs and Deeds- examples of states using partnerships to increase diversity and inclusion, and therefore relevancy [group discussion]

- Where do you need help? There may be someone in the room that is already doing it and can assist you
- Backyards and Beyond (Florida)- get people to restore habitat around their homes; encourage people to see habitat and wildlife around their homes
- Comment - have been working on diversity and inclusion for many years and agree it's important, but it hasn't become a priority in our management leadership
  - Looking for suggestions on how to tackle this issue
  - Response: USFWS is trying to change the paradigm and has strategized how to get this done; looking at doing a national level recruitment initiative; looking at having the right staff welcome those new recruits
- Fostering Success (FL)- targeting at risk young adults
- Texas- hiring diversity and inclusion staff 'puts your money where your mouth is' → hiring of David Bugg (good at stirring the pot)
  - Had people step out of their comfort zone instead of constantly reaching out to the people they've always reached out to
  - Need to have at least one person in your leadership to say 'this is going to happen'; need that leadership
- If you start being able to identify with your audience, then you can connect with that audience better; need to start thinking/approach in a different way
  - Most people love nature → easy connection

- Texas- laying the foundation in the youth by bringing Project WILD to youth; ie. Having daycare staff for those watching kids of parents in unemployment, trained and using Growing Up WILD
- Need to start making youth aware of fish and wildlife professions and connecting with them earlier on; need to reach out to women and ethnically diverse → right now it's not being done well (or at all)
- Texas- created a diversity and inclusion on the state fish and wildlife website
  - Makes a big impression on diverse audiences
- Might need to look at bringing new employees in that are technically qualified and train them

Discussion/potential action items:

- Start looking at more diverse sponsors in our own conferences; identify new partners
- Policing our thoughts with our state agencies
  - Identifying barriers and mapping out strategies to overcome those barriers
- Community of practice and sharing of best practices; sharing of creative ideas that states think are working (or those that are not- lessons learned)
  - DJV website might be a place to hold these
  - Work on creating a template for states to use and have a 'clearing house' for this on the AFWA website
- There is currently a google drive that's been created that is waiting to be populated with anything related to Diversity and Inclusion
- MANRRS → worth checking out; chapters in most major universities