



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

EDUCATION, OUTREACH AND DIVERSITY COMMITTEE

Chair: Tony Wasley (NV)

Vice-Chair: Paulette Nelson (NJ)

Monday, September 11, 2017

8:00 AM to 10:00 AM

Meeting Minutes

Number of attendees: 66

Agenda

- Call to Order/Welcome and Introductions

- Presentation: AAFW
 - Tony: overview
 - Recognize the branding process and the passion involved in this initiative
 - There are a lot of challenges
 - Had opportunity to be involved in the branding process
 - Bond-Moroch has done \$500K in-kind services to this initiative
 - We need to put some trust moving forward with this initiative to Bond-Moroch; branding and marketing is their business
 - We can show leadership in showing the trust in this professional marketing firm
 - Understand there is a level of frustration with the committees and directors with the little details; we need to put trust in their work and let go of some of the little details
 - Keep the big picture in mind with this initiative and not get mixed up in the small details.
 - Sean Saville: presentation
 - There is an impressive list of partners with this campaign
 - Overview of the campaign structure:
 - Campaign management and investment = AFWA
 - Marketing & campaign support= Bond Moroch
 - Grassroots and coalition building; community engagement; legislative/policy staff capacity= NGOs
 - Website is live ournatureusa.com

- Website is there to help support the legislative bill = Recovering Americas Wildlife Act
 - Young/Dingell working to re-introduce that bill
 - Working with the senate side as well
- Other products are developed
 - State fact sheets
 - Use as outreach and communication tools
 - Highlight conservation success stories for each of the states
 - Banners → out in the hall at this conference; check them out
 - Sponsor the Habitat Wildlife Center white paper; sponsor message in the white paper; showing the importance of businesses in this campaign
 - Developing a video (pro bono by DU); in development stages; should be released very soon
- Mission= pass legislation
 - To partner with responsible Americans to conserve our natural resources for future generations by securing much needed fishing for fish and wildlife.
- Need = increased funding; \$1.3 Billion
 - \$440M state match
 - \$62M STWG funding
 - \$1.3 B more needed
- Conservation funding is popular
 - 80% Republicans + 77% Democrats believe that using the oil and energy revenues should be used for conservation
- The outdoor recreation economy generates \$887 B in consumer spending; 7.6 M American jobs; \$65.3B in Fed Tax revenue; \$59.2 B in state and local tax rev
 - Working closely with the outdoor industry association
- Need to build bridges with the hook and bullet crowds and the other outdoor recreational users
- Recovery for America's Wildlife Act = keep species off the endangered species list
- The EOD helped drive states to pass resolutions to support BRP/AAFW
 - 25 states have passed resolutions
 - Demonstrates state support on capitol hill
- Question: with those states that has resolutions with the old bill number in it → is it necessary for us to re-pass a resolution with the new bill number
 - Answer: not necessary
- Next Steps:
 - Reintroduce legislations in House
 - Launch website; social media channels and partner comms channels

- Announce campaign formally
 - Establish state coalitions
 - Engage public advocacy
 - Secure funding to launch campaign and sustain for duration
 - Work toward introduction of bill in the Senate and fly-in tis fall/winter
- Question: how will you get this out to state people to 'get the word out'
 - Answers: sending to all appropriate AFWA committees; also will be downloadable on website
- Question: will we be spending the \$\$ on social media or just depending on states
 - Answer: yes, once the campaigns officially launched AAFW will be spending monies on that promotion
- Discussion: Project WILD
 - AFWA has now acquired Project WILD
 - AFWA has created a subcommittee for Project WILD
 - What is the difference between a working group and subcommittee
 - Subcommittee will be working closely with the states; make sure we are meeting their curriculum needs
 - Feel free to join the subcommittee meeting on Wednesday
- Discussion from the WG and Priority List Development
 - Education WG
 - Meeting tomorrow morning
 - Update on CE Strategy webinar series
 - Share the link to sign up for the e-newsletter
 - Always looking for people doing innovating things → please talk with Kelly if you have any ideas
 - Looking to learn from each other
 - Outreach WG
 - Working on 2 products
 - NCO plan/toolkit; developing tools for states to use to be more relevant to our citizenry
 - Created a steering committee
 - Diversity WG
 - Meeting tomorrow afternoon
 - Updating to Diversity and Inclusion WG
 - Focus on review work plan; work on creating action items
 - We can make a difference with our state agencies; show that we are important as we are very relevant
 - Need to work on increasing those member of the working groups
 - WVNT WG

- Meeting immediately after this meeting
 - Updating work plan
 - WVNT Academy promo
 - Working with state agencies and use WVNT to increase relevancy
- Presentation: Kalkomey
 - Using an event manager (online) to get the word out about programs, groups, etc
 - Fresh Air and Kalkomey have merged; will help us bring meaningful results to your agency
 - Embed your key activities to companion activities to grab the notice of your target audience that may be hard to reach
 - Set up opportunity for the states to make the connection between themselves and their partners
 - Try to do cross promotion
- Diversity Joint Venture
 - Overview:
 - Wildlife conservation enriches the people, enviro, econ,
 - Conservation related orgs does a great job managing natural resources
 - Pop has dramatically increased and have become more diverse over the past 20 yrs
 - Along with enviro changes, shifts in our recreational, commercial and consumptive habits make varied perspectives
 - Why?
 - Strengthen enviro and cons efforts
 - Relevant to much wider constituency
 - Drives politics
 - Must utilize full spectrum of talent available
 - What data shows
 - More minorities coming in to the sciences
 - More females and minorities graduating college in the biological sciences
 - Racial Diversity and Leadership
 - Ethnic minorities occupy <12% of positions
 - Baby Boomer scientist are nearing retirement
 - Need to bring in new blood
 - Customer base for Fish & Wildlife Conservation is decreasing
 - Need to work to get more people engaged
 - Need to learn to be comfortable with being uncomfortable
 - Diversity of National Parks → minorities 40% of national population; only 20% of NSP attendees are minorities
 - DJV can foster workforce inclusion, relevancy and sustainability within conservation related fields

- Focus= increasing the number of people with different backgrounds into the work force
- Function : collaboration, coordination (management boards, partnered, etc); communicate regularly and participate
 - Looking for people who are willing to participate, commitment, to join this joint venture
 - Keep us on track with policy and mission
- Looking to create a website with tools and information
 - Need people to help with that development
- 5 strategies
 - Branding of the conservation field
 - Increase diversity in workforce
 - Supporting inclusive work environment
 - Networking
 - Education
- DJV will:
 - Create stories and marketing w messaging why pursue a career in conservation
 - Assist in dev programs to edu employees and management on how to create a more inclusive work enviro
 - Share best practices on creating and retaining diverse talent
 - Provide networking opps for sharing info and a jobs clearing house
- To Join!
 - Let someone already a part of the DJV know you want to participate
 - We will send you info
 - We need documentation in writing that you're interested
- Diversity = anything that is different; someone who brings something different to the table (not just skin color)
- Need to make sure you have the right people, that might have some influence, involved in this DJV; to make the most difference
- Conclusion;
 - Any ideas, thoughts, etc on the work plan, please email Patty and we'll work on addressing all ideas sent in
 - Contact David Buggs in interested in DJV or contact Jim Serfis at jim_serfis@fsw.gov