



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

DIVERSITY WORKING GROUP AGENDA
Chair: Jennifer Newmark (NV)

Tuesday, September 12, 2017
3:00 PM to 5:00 PM

Meeting Minutes

Attendee: 14

Agenda

- Introductions
- Update from Tisma (NSSF)-
 - We have a lot more inclusive materials that have been developed and on our website
 - Brought materials that were passed around in the meeting
 - Hunter Interest and Preferences Among Potential New Hunters (NSSF)
 - NSSF Report: A Hispanic Marketing Study Firearm and the Shooting Sports
 - NSSF Report: Understanding Diversity in Hunting and Shooting Sports
 - Target Shooting Interest in Preferences Among Multi-Cultural Community (NSSF and Southwick Associates)
 - Hispanic Hunter Case Study Report
- Update from EOD Committee
 - AAFW:
 - The bill should be dropped soon
 - Number of materials available and website
 - Sean has given updates in many committees this week
 - Project WILD
 - Subcommittee formed and meeting tomorrow
 - Will be looking where we are and want to go
 - National Conservation Outreach Strategy
 - Formed with the charge to tell the state story and increase state fish and wildlife agency relevancy
- Change of name: '**Diversity and Inclusion**' so not to be confused with wildlife diversity
- Work Plan Review (discussion):
 - Current objective: to encourage each generation of fish and wildlife conservation leaders to value difference in cultures and show it through their action in responding to changing constituent demographics and in enhancing the workplace environment
 - Do we need to broaden this change to include more than racially diverse work force?

- General idea is yes; need to have diversity of thinking, backgrounds and racial/ethnic, ages, cultures, etc
 - Diversity is anything that is different → that is what we need to focus on
 - Be comfortable with being uncomfortable
 - We should add the term '**perspectives**' in the work plan objective
 - Look to broaden the 'workplace environment' to what is produced and outreach from the agency
 - Diversity and inclusion need to be included in everything and not thought about as a separate issue; an integral part of an agency throughout
 - To best solve problems we need to bring together a diverse array of people to look at the problem and brainstorm solutions → internal diversity is necessary to tackle the new problems agencies are facing today
 - Include disability into the objectives
 - We will work on this new updated objective/vision and share with the group for comment
 - We will not have this discussion every year
 - How do we tackle diversity in the hiring pool → another challenge that agencies are facing
 - Ultimately want to provide tools/resources to the AFWA members to help them achieve diversity and inclusion
 - Question: how do we best serve AFWA and our member agencies
 - Create tools
 - Provided suggested solutions that are broad in scope and cover a wide array of problems; researched
 - How do we brand this group?
 - Create a set of principles that can be adopted by agencies
- Leadership Involvement
 - Will ask our EOD chair to let the leadership know our vision
 - Discussion of a potential ask: We would like to ask leadership to define diversity and inclusion in their agency (charge to all AFWA member agencies).
 - Then ask how it adds value to their agency
 - TXPW has a diversity and inclusion group and website with materials, as well as a strategic plan 2017-2022
 - Let's focus on what this group do (not can't do)
- Idea from Texas (Johnnie) is to have AFWA set a level of diversity and inclusion, and if goals are met then the agency dues be lowered → not sure we can ask that
- Want to use AFWA to get directors on board with this commitment
- Discussed including D&I into most/all MSCG grant applications
- Discussion of an action item from this WG: to have each state agency assign one person to diversity and inclusion; then ask that person to create diversity and inclusion statement for their agency by working with their leadership

- Ask the states what it is they might want to see coming out of this group and identify what the barriers are preventing diversity and inclusion
- Developing a leadership statement- something we can help with
- Develop a diversity and inclusion strategic plan (long term)
 - organizational pillars that we would have strategies around (examples below)
 - Recruiting (into the workforce)
 - Retention (into the workforce)
 - Outreach (education- both internal and external)
 - How does diversity and inclusion play into these pillars so that outcomes are a more diversity agency that reaches broader audiences?
- There is a problem within the state agency HR where they are unable to incorporate this into their recruitment work plan
- Would like to ask states to consider creating a strategic plan and identify those pillars
 - We may need to provide them with some tools to create this – future work as we are not far enough along to ask this.
- **UPDATE ASK: Ask Directors and Leaders to commit to diversity and inclusion and increasing agency relevancy by appointing a person to engage with the work group, including participating in regular conference calls. (by November 2017?)**
- Suggestion: to have a MSCG to employ someone at AFWA as a Diversity and Inclusion Officer
- Maybe ask to have one of the upcoming plenary talks on Diversity and Inclusion theme

D&I principals in the Alliance

- Committee member engagement with AAFW campaign and developing marketing material
- Images
- Languages
- Distribution of messages
- Gathering feedback and who we are getting it from
- Ensuring we are reaching out to NEW segments and audiences and meeting them where THEY are
- ➔ Jen is already part of the Joint Working Group that talks with Bond-Moroch and we can have these ideas, so Jen will make sure these ideas are part of the Joint WG and work with Bond-Moroch in the development of D&I materials in relation to the Alliance Campaign

Potential Next Steps Discussed:

- Working groups tasks/ goals/objectives- what are we doing? This WG will provide a framework/talking point/ areas to consider
- Directors commit to having one person from their agencies be on the D&I WG group by November
- Following up with your leadership to define D&I in their organizations- goals is for all AFWA members to define what this means for their agencies (short term- in the next year) (initiated Nov 2017)

- Asking for high-level 5 year strategic plans (longer term)- in the next year identify one pillar and the D&I strategies that will increase your agency's relevancy. Concise!

Diversity Joint venture Collaboration

- Asking AFWA to be part of the DJV

Election: David Bugg for Vice Chair

- Everyone in room agreed
- Motion passed

List of members will come from list that will be provided by directors with our ASK