

## Diversity Working Group Meeting

March 9, 2017

3:30- 5pm

82<sup>nd</sup> North American Wildlife and Natural Resources Conference

Attendees= 10

### Agenda

- Introductions- Jennifer Newmark
  - Roundtable introductions
  
- Discussions- *The name Diversity... does it need clarification?*
  - Looking to update the working group name or description to Diversity and Inclusion
  - Comments:
    - Not a fan of the word 'diversity' as it means division currently
    - It reflects in the participation in this working group; with a clarified title we may draw in more people
    - Finding diversity within our own profession is difficult and guidance as to how to do this may be helpful
      - Having a more diverse work force may also help us reach the more diverse audiences that we want to reach
    - Changing some of the images we put out there would be helpful for reaching a more diverse crowd; 'see ourselves reflected' in what we produce;
    - Increase diversity in our images to help show more relevancy to our constituencies
    - Jen- we will add '**Inclusion**' into our WG title (ACTION)
    - Jen- want to add **relevancy** into our WG/Subcommittee charge (ACTION)
  
- National Efforts and Opportunities for Partnering
  - Jen- are there anything going on in your states/agencies that you want to share
    - We're raising awareness amongst our ranks in our agencies (Jay-USFWS) and gaining traction, but it's hard to 'make a difference'; trying new techniques;
      - USFWS has a diversity class; breaks down a number of barriers → that way we're not just hiring people we already know and still know we're getting quality employees
    - Internships have helped for us to make a relationship with potential diverse work force where after the internship they stay on as volunteers and are often waiting for an opening for them at the agencies (Kellie- AZ)
    - Working to leverage urban communities with programs- such as monarch work, etc → reaching a more diverse audience (Laura- USFWS); constituency action plans for this initiative just went out for internal review
    - Working on having bilingual programs and including women in programs (Jason- WA); see the need to obtain more relevant material for these audiences.
    - Barrier- people won't participate in activities if those who they see participating don't look like them (gender, ethnicity, etc)

- Trying to build a diverse photo database to show more inclusion into media outreach (NSSF)
- Observation: gender-wise within agencies we seem to be doing better than we are ethnicity-wise diversity
  - We're going to have to look to connect to people in untraditional or outside our traditional comfort zone; ***get comfortable with being uncomfortable***; both inside and outside our agencies
- Relevancy is very important in this particular working group
- Sometimes you need to work towards creating products to keep people focused and engaged in an initiative (Jay- USFWS), even if they miss meetings they still know what they are working on
- Perhaps we need to start networking with our colleagues so they are aware of what this WG and what the EOD committee does and why it's relevant to them and what they are working on in other committees (Kellie-AZ) (ACTION)
  - Maybe start making us an agenda item on other people's committee agendas; a lot of work but may be worth it (Jen- NV); create a nexus with the other committees to make a connections with them
  - Is there a smaller action we can do to be a jumping off point for this relevancy initiative within this WG (Laura- USFWS)
- Possibly create an Action Item in an upcoming diversity and inclusion strategy that tracks how agencies are doing with diversity and inclusion (ACTION)
- Look at what other agencies, groups, etc are doing to see if they are accounting for diversity and we can gather that info (instead of us gathering the same data as someone else twice)
- Work on getting Directors more involved and attending this meeting
- ***\*\*We need be 'working on something' so people feel involved and want to have a voice\*\****
- Need to show that we are the leading committee on the issue of Relevancy → could be the driving force to get more people involved and engaged with this group (Jen- NV)
- There hasn't been a clear understanding by directors the importance of Diversity and Inclusion in their state agencies (Chief Wildlife-Louisiana) ; they need to tangibly see why they need to be at the table

#### ACTION Items

- Create a webinar exploring diversity and inclusion, especially with imagery
- Explore creating a Strategy; Create an agency Template for Diversity and Inclusion
- Update the WG title to include **Inclusion**; update charge to include Relevancy
- Solicit Diversity WG to be on the agenda for other committees
- Create a diversity and inclusion strategy