EDUCATION WORKING GROUP
Chair: Kellie Tharp (AZ)

Monday, September 12, 2017
8 am- 10 am

Meeting Minutes

Attendees: 24

Agenda:

- Welcome and Introductions
  - o Most important thing to talk about today is sharing
  - o What innovative things are you doing in your state
- NA Conservation Education Strategy Webinar Series
  - o Been going on for a couple years
  - o We have our own gotowebinar channel where they are archived
  - o https://webinar.com/channel/2516590068363589893
  - o Covers a large number of topics
  - o Looking for leads for webinars that will benefit our state agencies outreach and communications
  - o Should sign up for our email to get notified of upcoming webinars
  - o http://bit.ly/AFWAConEdNews
  - o Questions: what topics do you want to see?
    - ▪ Nature of America study → presentation on that research
    - ▪ Continued discussion on diversity
      - • How we can do we in our everyday programs make them more accessible; more in the inclusion side
    - ▪ Revisit the CE Strategy toolkit; update and do a webinar; how are people continuing to use those tools today → that way we can keep things as up to date and relevant as possible
    - ▪ Connecting current programs to CE Strategy (ex. Project WILD, NASP, etc)
    - ▪ Message testing on a shoestring budget
    - ▪ Showing the difference between education and outreach; how can they work together but how they are different and their different approaches
    - ▪ How to align programs to NGSS; what programs are already aligned
    - ▪ Aligning current programs to STEM

- NAAEE—outreach community guidelines
- How are people incorporating R3 into communication/education plans
- We need to think boarder; outside of just hunters and anglers (RE: Natural Pathways project)
- Approaching R3 from a marketing standpoint
- How are other states measuring return on investments with outreach and education programs
- Ways to gather qualitative data on a shoestring budget
- What are sound education methodologies
- Citizen science as a tool to engage your audience (connect to STEM)
  - What is citizen science and what is the value to state agencies
  - Connecting them to our goals
- The use of real data in programs (in classrooms, outdoor education, etc)
  - Data literacy- teaching students how to use data
- Geospatial arena; building off of ex. Trout in the classroom and tracking those fish after they're released
- Overview of the National Survey
    - We need to find people to do these webinars→ please let Kellie know if you know who may be good to present on these topics
    - Creating a panel with some of the work in relation to the NCO strategy; making that connecting between NCO and CE Strategy

- CE Strategy Monarch Education Project
    - Originally planning on developing a resource to help agencies with pollinator education
    - After seeing how much curriculum was available on the internet, decided to a best practices guide of the curriculum available for state agencies to use
    - There are a lot of different kinds of resources available (discussion)- what do we want to focus on (symbolized by an *):
        - Classroom (pre K – 12) curricula *
        - Non-formal lessons ⬆ (lump in with classroom curricula)
        - ~~Background info (reports)~~
        - State-specific resources/plans
        - Monarch (live) in classroom *
        - School butterfly gardens* (with a habitat focus)
        - Citizen science monitoring*
        - Milkweed action plans *
        - Books (should make some recommendations)
        - Props (should make some recommendations)
        - ~~Movies/videos~~
        - ~~Websites about butterflies~~

- o Audience for this document = the state agency educators ; formal/informal educators are the secondary audience
- o Question: should we be recommending resources that they may have to pay for
    - ▪ We should probably but state that this is not an endorsement but does contain accurate information, etc; make them optional
    - ▪ Need to have the agency staff work with their state curriculum directors to get some of these resources on the list of things they can use
- o Question: what age level should we be focusing on
    - ▪ All age groups; maybe with focus on the lower levels
    - ▪ Focus on preK-12; and not the public side (too big)
- o We need to make sure the resources we recommend are easily accessible
- o Question: do we evaluate what curriculum is found on Pinterest
    - ▪ There are too many on there to evaluate
    - ▪ Perhaps we create a Pinterest page with our information/best practices → but who would manage it
- o Create tips of how people can find their own reputable resources online
- o We need to look at how to align these curricula to NGSS standards; is that something we should do are ask the states to do it or provide guidance to the states how they can create this alignment themselves
- o This project is set to be completed (research) by the end of the year, then going to the graphic designer to make final product.
- o Will be sending info to reviewers soon
- Natural Pathways Project
  - o We've encountered a problem with our contractor not fulfilling the obligations of the contract
  - o 6 pilot projects conducted with only 4 reports done out of the 6
  - o Our EOD Chair is working with the contractor to come to a resolution
  - o What is the Natural Pathways Project
    - ▪ Pilot project where states participated in creating programs with a progression of learning that would take the participants to either hunting, shooting, or angling.
    - ▪ Each participating state tracked them over time and followed up afterwards to see if they became a hunter, shooting sports, or angler; evaluation with how/why it worked or didn't work
    - ▪ NH, FL, IA, AZ, WY, NE were the states that participated in the pilot program (missing the synthesized data from NH and FL); all states did submit their data
    - ▪ Another option is that we will do the final synthesis with only the 4 reports submitted by contractor
- Work Plan
  - o Overview
  - o We are working on finalizing the projects currently underway, then we'll reevaluate to see where we go from there

- o We haven't decided what or if what future grants we may try for; TBD
- o Q: Are we going to look at adding outdoors skills (ex. Project wILD) into the states R3 plans?
  - ▪ Looks like that is state by state

- Lightening Round
  - o Tabbi Kinion (CO)- 4 years ago we started a program with a focused approach on kids with multiple touch points (sent around school year wrap up handout with additional info)
  - o Elena/Marc (AFWA)- new revised PW guide coming out; will be coming out 2018
  - o Lindsay (NE)- trying to reach a broader audience focused on ecological conservation
    - ▪ Nebraska Bird Month → reach out to every organization they know and ask them to do a program and NE Game & Parks will provide resources for them to do programs for free
  - o Kellie (AZ)- (Eric Proctor) building teacher ambassadors; receiving continuing education units; moving to yearlong continued learning and developing resources for this
    - ▪ Building relationship with our biologist with these teachers
  - o Chris (NV)- looking at youth influencers to increase social media presence; working on a fishing campaign concentrated in the south; working with Sin City Outdoors (youth influencer) → they have a YouTube page and are using them with angling from field to table
    - ▪ Looking to create a 'wildlife in the schools' program bringing wildlife education into the formal school system
  - o Johnnie (TX)- partnering with TX health services; showing direct correlation with outdoor play and exposure to positive health benefits; working at creating 3 natural play environments at day care centers → early experience in a natural setting; middle/high school curriculum was developed and working on getting them introduced to schools-also reaching out to informal educators (nature centers, zoos, etc) with these programs
  - o Barbara (IA)- have 6 new STEM coordinators; aligning programs with programs; teaching how people can align programs to STEM; created a partnership with a non-profit (Friends of) groups to fund projects
  - o Kristen (MI)- partnered with the Detroit River Front ? with a festival → bring our education staff in and do programs during the festival; reaching people we've never reached before; looking to partner with City of Grand Rapids to do something similar there as well; partnered with some churches to provide equipment for day-camps for programs → eliminating the barrier of transportation to these programs