

Education, Outreach & Diversity Committee- minutes

Chair: Tony Wasley (NV)

Vice-Chair: Paulette Nelson (NJ)

March 28, 2018

1-3PM

Attendees = 51

- Introductions and welcome- Tony Wasley
 - Round-robin introductions

- Blue Ribbon Panel State Relevancy Working Group (WG) Update- Tony Wasley
 - Tony is co-chair of efforts with Steve Williams (WMI)
 - Last meeting in December 2017
 - There is currently broad recognition of need of relevancy in our state agencies
 - Current direction → need to compile ongoing efforts state agencies are doing to address relevancy
 - Value in compiling ongoing efforts and create a toolbox that other states can use of ongoing programs
 - There are a number of committees and groups that are trying to address this problem
 - Task of the WG is to help give direction going forward with these combined efforts
 - Tony's ask to the group → looking for input from this group as to what they have going on and what they are looking for from this group to address to broader relevancy challenge.
 - Looking for input from people trying to start these programs (the people in the trenches)
 - Looking to work towards consistent direction across the states with these efforts; pooling resources
 - Question: would the National Conservation Outreach strategy help with these efforts (goal to create a broader awareness of relevancy of state agencies).
 - Having consistency in scope, scale and messaging could only help with these efforts
 - The BRP recommendation (#2) also touches on agency transformation and being able to tell their story better.
 - Discussion → looking at a more collaborative approach
 - Perhaps use educators to help break down potential barriers to telling the story
 - Bring in educators to the equation; education is the means or the vehicle that will bring conservation to the table in perpetuity; connecting with people
 - Want to see putting educators/communicators into the system; a seat at the table for educators/communicators
 - Meet people where they are instead of trying to convert them to our way of thinking
 - The current EOD WGs are working on this in some way
 - At each of the WG looking at the charge to see how to best complement each other and move forward collectively with this initiative

- Diversity & Inclusion WG- Jen Newmark (NJ)
 - Diversity Joint Venture- state agencies, university, NGO's, industry are involved in this movement
 - All-inclusive idea, not just ethnic or gender diversity
 - Drafted Motion proposed: I move that this committee recognize the important work the Diversity Joint Venture is engaged with and support the concept of a resolution to be developed by the Diversity and Inclusion Working Group for the Association of Fish and Wildlife Agencies to formally join the Diversity Joint Venture.
 - Motion seconded: Renny MacKay
 - All in favor; none opposed
- This group meets tomorrow, please join
 - Will be working on a resolution supporting the Diversity JV to be submitted at the September meeting
- Education WG- Kellie Tharp
 - Meeting tomorrow, please join
 - Working on finishing up the Natural Pathways project → can then create best practices document/toolkit that states can use moving forward
 - Monarch education guide is out and available on the AFWA website
 - Looking for new topics and presenters with the CE Strategy webinar series
- Outreach WG- Renny
 - Goals: (1) support BRP and RAWA ; (2) create NCO strategy toolkit to help states tell the state story and increase state agency relevancy with the public
 - Will be going over a draft of the NCO strategy at the ACI conference this support
 - Rollout of the NCO final plan at the September AFWA meeting
 - Meeting later today in this same room
 - Will also be talking about the Wildlife and Sportfish Restoration Communication Strategy survey later today and see how we can work together to our common goals
- WVNT WG- Shelly
 - Had our WVNT academy earlier this year
 - A lot of networking and sessions that were relevant to what people were working on
 - Touched on how diversifying staff has helped reach important goals
 - Already planning the next WVNT Academy 2020
 - Starting a webinar series again soon
 - If you want to be on our monthly phone calls, please contact Shelly.
 - Looking for increase geographic diversity within the group

- Alliance for America's Fish & Wildlife- Next steps (Sean Saville)
 - Had some exciting progress to report on the campaign
 - Recovering Americas Wildlife ACT (HR 4647)
 - Asking for \$1.3B to go in to the Wildlife Conservation Fund
 - Currently have 38 sponsors on the bill
 - To fund all wildlife, focusing on species of greatest conservation need
 - Had a fly-in a few weeks ago that provided a good bump to the sponsor list
 - Close to a senate bill being introduced
 - Had a hearing earlier this year with testimony from Bob Ziehmer (Bass Pro), Congresswoman Debbie Dingell (D-MI) and Congressman Jeff Fortenberry (R-NE)
 - There has been increased media outreach
 - A lot of earned media lately; including USA Today article (March 12, 2018)
 - Starting to get national media traction
 - Kudos to the NE Game & Parks staff in getting and supporting Fortenberry in leading RAWA
 - There are currently 26 state resolutions passed, plus MAFWA, WAFWA, NEAFWA, AFWA; letters of support from MI, UT, VT, MN, NH, MN, CT, WI.
 - This committee can help expand this list and have your state agency write resolutions of support (AAFW can help)
 - A majority of voters in every state view outdoor recreation as very important
 - AAFW has a number of talking points they can share to help with outreach efforts within your state.
 - Conservation challenge = historic opportunity
 - Have a new graphic showing a map of a species of greatest conservation need
 - Can use at will
 - We now have a 15 second version of the outreach video
 - Intended audience is the general public (not us)
 - Much more functional and useful for social media use
 - www.OurNatureUSA.com
 - Current website
 - Looking to expand website and have downloadable information on there
 - Call to action on the website
 - We have a number of state fact sheets done
 - Special thank you to those we've worked with
 - Highlighting state success stories and species of greatest conservation need
 - Have 28 of them done
 - We would like to work with the rest of the states to finish up to get to 50 states
 - Texas Alliance for America's Fish & Wildlife has been doing a lot of support efforts for the Alliance
- Next Steps

- Push co-sponsorship drive for RAWA
- Utilize Alliance partner networks and communication vehicles to amplify our message and secure public support for the bill
- Continue to promote campaign website and drive traffic to 'take action' through social media channels
- Promote campaign videos
- Look for strategic visibility opportunities to influence core audiences- and engage key stakeholders
- We will be talking about this in more detail at the Outreach WG
- Discussion: what type of Congressional support are you looking for?
 - Looking for balanced support for Rs and Ds; especially those on the Natural Resource Committee
- Discussion: has there been discussion for an offset to the bill?
 - There has been some discussion
 - One option is to attach this to a larger infrastructure spending package to deal with this
- Discussion: have you provided a guide of who is the target audience (esp with social media)
 - Those with a predisposition to supporting nature and wildlife
 - No real guide for the states at the moment, but are looking to develop something with the states
 - Offer: some states will send Sean some info to help fine-tune the social media target audience
- Discussion: Future of the EOD Committee
 - Currently have quarterly conference calls to the member list
 - Interested in getting some human dimensions work- possible future MSCG (Lindsey ?)
 - Providing a list of what terms work and what doesn't with our audience→ human dimensions research; national or regional information gathering
 - How can we ask the right questions; training on how to do this, esp for states that are already doing this work (consistency)
 - A lot of this information is out there; a lot of states doing this work; perhaps find a way to consolidate and share
 - Next step with human dimensions info→ have it as a plenary or workshop at future conferences
 - Judy Stokes - can I suggest that we have NCN grant discussion at the September meeting so we can submit a grant proposal for the next MSCG cycle [ACTION]
 - Jay Slack - challenge the committee to look at upcoming challenges that we can address as a group; so we can reach out and take opportunities to make a difference
 - Mark Whitney- wants to see this group more involved in teaching biologists to speak to the public
 - WVNT WG is already very active in doing exactly that

- Need to continue working with partners and with each other (WG/Committees, etc) to be at the table at a lot more situations; and have those groups at our table
- Jen Newmark - with joint EOD/Wildlife Diversity WG → is this still a viable joint WG and do we want to continue this; this was supposed to support the RAWA efforts
 - Haven't met in almost a year
 - Motion to continue meeting to develop or review content that the states can use
- Possibly add a workshop (EOD or WVNT) to the AFWA annual meeting conference?
- Start working on fine-tuning possible human dimensions MSCG to have a grant proposed for the next cycle **[ACTION ITEM]**
 - Need to figure out what exactly we need/want
 - Encourage participation in the next quarterly call to help develop this idea
 - Maybe a 2 step process: (1) identify audiences we're not reaching that we need to reach (priority audiences), (2) develop messaging to reach that audience
- Another possible MSCG idea: create an interagency training to teach our own staff how we can talk internally → perhaps a future plenary topic
 - What are the barriers within our own agencies?
 - How can we use the data we have but are not using; creating tools/toolkit?
 - Reaching across boundaries