

## Outreach Working Group- minutes

Chair: Renny MacKay (WY)

March 28, 2018

3:30-5:30 PM

Attendees = 36

- Overview- Renny
  - Goals- (1) support efforts of the BRP; (2) creation of a National Conservation Outreach Strategy Plan
  - National Conservation Outreach Strategy
    - Trying to tell the state story
    - Increase state agency relevancy with the general public
- Alliance for America's Fish & Wildlife update- Sean Saville
  - Goal is to pass the Recovering America's Wildlife Act
  - Showing of the 15 second AAFW video
    - Available on the [AAFW toolkit for viewing and sharing](#)
  - The AAFW toolkit is available for everyone to use
    - Review of items in toolkit (including current state fact sheets; 60 sec, 30 sec, and 15 sec video; infographics; resolutions; press materials and more
  - Looking at the EOD and communication staff to help pass more resolutions and distribute information to create support.
    - this group can help broaden our audience
    - asking what this group needs
  - Discussion:
    - What has stood out so far as far as state support? Something other states can try to emulate or use as an example...
      - Texas Parks and Wildlife has done a lot of great work and mirrors a lot of national efforts
    - Perhaps we can start putting these videos and information on other sites
      - Especially if your state has a captive audience pre-disposed to being receptive to this type of outreach
    - Some states have money and the states need a strategy to implement some strategic outreach efforts (ex. North Carolina→ looking for more social media strategic direction)
      - Bond-Moroch is working on this now and will hopefully get something out soon
      - Texas has social media results. These will be available in the AAFW toolkit
    - Continue sharing things in the media
    - Question- is there a budget for advertising?
      - Not at the moment but are looking to hopefully get some in the future
      - If states can help with this please contact Sean

- Question- can there be a newsletter that we can share with our staff with continuous updates?
    - AFWA doesn't have one vehicle for getting this information out
    - You can sign up for the newsletter via OurNatureUSA.com website; you are prompted after you 'Contact Your Representative' on the website
  - Question- are there any public figures (celebrity, sports figure) that we can reach out to and ask them to be a face for this campaign?
    - we are looking in to this now as well; but welcome any suggestions or contacts
  - Looking for new partnerships to leverage to get the word out
  - The 'big push' is between now and Memorial Day; before getting in to the mid-term elections
    - As communicators, please make a push in your states in the next few months
  - Coalition building in your state would be helpful; they can do a lot of advocacy that state agencies are limited or prevented from being able to do
    - Texas is a great example of utilizing this tool
  - Discussion: Texas created an interagency working group to work on this; having living documents online; show how funding would benefit our audiences (make a list)→ meaningful projects that the general public could relate to
  - Discussion: it would be good to work with partners to see how states could make the 25% match for when the bill is passed
  - Discussion: social media content→ if you have key words that state can use and how best to promote content on social media; put this material in the toolkit.
  - [AAFW Toolkit available here.](#)
- Update on the National Conservation Outreach Strategy Project
    - We did a survey and reached out to all 50 states to see what states are looking for in this type of project
    - A toolkit was what the states wanted to see
    - Completed a RFP and selected Gud Marketing to do the work for us.
    - Deliverables include:
      1. *Determination of the most effective target audience for this national campaign that includes careful consideration of all available research and any other relevant factors.*
      2. *Recommendations for a range of best communication channels to engage with the target audience(s)*
      3. *An effective and implementable creative approach, including messaging, that includes careful consideration of all available research and any other relevant factors.*
      4. *Recommend types of images and video that would resonate with the target audience(s).* States want to present images and video of subject matter with high universal appeal. The firm is not expected

to provide images or videos, but at minimum recommendations of image content should be provided.

5. *A national implementation plan.* Recommendations for a unified plan that enables states working together on a coordinated schedule and with consistent messaging to multiply their impact. Please provide recommendations for a messaging strategy that could, over a calendar year, be implemented individually by states and collectively as a national effort.
6. *One-pager plan rationale.* Create a one-pager that provides a clear rationale for your firm's recommendations. Please describe how a national campaign will take into consideration the variety of landscapes and wildlife species across the country. This one-pager will also be used by some states to gain buy-in from the budgetary decision makers to request dollars to support the campaign with paid media.
7. *Evaluation plan.* Describe how states and AFWA might be able to evaluate results of the campaign.
  - Contract will be complete by end of August; final presentation at the AFWA Annual Meeting in September
  - There will be an evaluation plan created and suggestions on how to implement it and tracking effectiveness.
    - Might look in to future MSCG grants to follow-up with level of effectiveness.
  - We do need to keep in mind that we need to stay within the parameters of the MSCG; goal is NOT advocacy.
    - 
    - ACI meeting we will review a draft of plan
    - Finalize the plan by AFWA in September. Training will start then
- Wildlife and Sportfish Restoration Communications Strategy- Paul Rauch (USFWS)
  - Overview of what their program did to get in to a restoration communications strategy
  - Agree that creating a national toolbox for states to use is better than creating a national strategy that the states need to work within
  - WSFR created a relevancy-based foundation for communication and marketing success
    - Why bother to communicate? Because we need something
    - Need to have clarity of purpose, market to support his purpose, measure their return on investment
    - Shared character of relevant brands with the public:
      - Customer obsessed (meet important needs)
      - Ruthless pragmatic (make life easier)
      - Distinctively inspired (makes an emotional response)
      - Pervasively innovative (fills a need)
    - Relevance: purposeful and meaningful in today's society
      - Need purpose & meaning

- Must fill a need in someone's life while also connecting on an emotional level.
      - Ultimate goal of relevance is to change (or maintain) behavior.
        - Implies we know what we want
    - Leadership Questions:
      - Why do we exist?
      - What do we need?
      - Who do we need?
      - What behaviors fill the need?
    - Strategic Communication Framework: Define need → Develop Plan → Achieve Results
  - As leaders we need to be very clear on what our vision is in order to make it a reality.
  - Discussion: What's next?
    - Currently in early research phase
    - USFWS doing an interview process with states/industry/FWS to help refine messages
    - Create categories of messages and pick the top messaging in each category
    - Will text messaging through focus groups
    - Hoping to have most of this done by the end of summer
    - Plan will be deployed within the WSFR program (only)
    - State agencies are one of the target audiences; will follow-up with group in September
- National Wildlife Values Survey- Responsive Management
  - Collaborative project supported by MSCG; understand the opinions of Americans regarding fish and wildlife management issues; build upon and expand earlier research efforts to understand public values toward wildlife
  - Colorado State University main researchers and doing the analysis of data
  - Responsive Management is collecting the data
  - Objectives:
    - identify trends
    - show how values are geographically distributed
    - assess characteristics and approaches to agency governance and how they relate to values and levels of public trust
    - provide current data on public attitudes and behaviors regarding key management issues of interest in participating agencies
    - identify and model the underlying cause of value shifts
    - Values:
      - Utilitarian
      - Mutualist
      - Pluralists

- Distanced
- States had option to do a buy in for more specific info captured for their state:
  - Level I- basic values (no cost to states)
  - Level II- basic data + page of state specific questions added to survey (cost 10K per state)
  - Level III- basic data + page of state specific questions added to survey+ additional sampling + state specific report (cost 10K+ per state depending on how much the state wanted to expand their sample size)
- Progress Update:
  - 32 level I state
  - 9 level II states
  - 9 level III states
  - 3 mailing waves per state; most done
- No results as of yet
- Goal is to have some results to report by fall 2018; some states earlier
- Discussion: this data can help with state agency relevancy efforts; can use data to see where we are lacking in communications; can use data to see how to use our resources to be more efficient in our business