

WAFWA Resource Information and Education Committee
Meeting Minutes
July 14, 2008
Rapid City, SD

Attendees

Kelly Hepler (AK), Lisa Evans (AK), Cindi Jacobson (AK), Ty Gray (AZ), Chris McKay (USFWS), Laura MacLean (AFWA), Patrick Block (NM), Jordan Traverso (CA), Tom Stockburger (SAS Institute), Alan Charles (MT), Eric Keszler (WY), Shawn Wagner (AZ), Robin Knox (WNTI), Shawn Wagner (AZ), Priya Nanjappa Mitchell (AFWA), Susan Stewart (WY), Jim Riis (SD)

Meeting Agenda

Chairman Kelly Hepler called the meeting to order at 1:00 p.m.

Old Business

The committee reviewed action items from last year to determine what had been accomplished. The following represents progress made.

- ***Develop cover letter and lesson plan to accompany the “Opportunity for All” DVD for incorporation into the hunter education course.*** Some states have received and disseminated the DVDs and others have not, but none received a cover letter or the lesson plan. Ty Gray (AZ) will draft a letter of introduction to explain the purpose of the DVD and lesson plan for approval at the business meeting. Laura MacLean (AFWA) will identify which states have paid and/or received their DVDs and coordinate with Chairman Hepler to disseminate the letter and lesson plan as appropriate.
- ***Develop an agency resource guide to assist resource personnel with understanding, applying and communicating the basic concepts inherent to expressing the North American Model (NAM) in their daily activities.*** Arizona’s Hunting Heritage Workgroup has developed a strategy as well as a suite of outreach and communication tools that will provide a foundation for the agency resource guide. The committee acknowledged that TWS is planning on implementing a technical review of the NAM, but felt it could not wait for the completion of that review to outreach the message. Ty Gray (AZ) will provide the subcommittee (Andrea Crews-OK, Eric Keszler-WY & Thomas Baumeister-MT) with an outline for the resource guide based on the committee’s brainstorming session in Flagstaff, for review and finalization. The final product will be available before the September AFWA meeting. Chairman Hepler will work on outreaching the NAMWC with national media outlets.
- ***Develop K-16 curriculum that conveys the principles of the NAM and is consistent with state educational standards.*** It is unknown if progress has been made on the K-8 curriculum, but Jordan Traverso (CA) will inquire about the status. Ty Gray (AZ) reported that AZF&G has developed a K-8 curriculum specific to big game hunting in Arizona that incorporates the NAM principles and will be included in the resource guide. Although it is specific to Arizona’s educational standards, it could be adapted to meet individual state needs. Arizona Fish & Game has contracted to develop

the Grade 9-12 curriculum and anticipates completion by the WAFWA Mid-Winter meeting. Work on development of Grade 13-16 curriculum will immediately follow.

- ***Develop a communication plan for conveying the principles of the NAM and its relevance to the public.*** Ty Gray (AZ) will provide an outline for the communication plan to the subcommittee (Lisa Evans-AK, Eric Keszler-WY & Bernadette Fees-CA) who will then populate it with appropriate details based on the committee's brainstorming session in Flagstaff, for review and finalization. The final product will be included in the resource guide and available before the September AFWA meeting.
- ***Solicit the Human Dimensions Committee for information about public awareness and attitudes to help craft messages and evaluate outcomes related to these efforts.*** Ty Gray (AZ) made the HD Committee aware of the RI&E Committee's work regarding the NAM and it appears there is not any current work being done in WAFWA member states to assess the public's knowledge and attitudes about the NAM.

New Business

- ***Communication and outreach efforts of the Western Native Trout Initiative (WNTI).*** Robin Knox discussed the WNTI and stressed that communication and outreach is an important part of its strategic plan. Has a draft communication and outreach plan and would like help implanting it via the creation of a communication subcommittee. Robin will communicate with Chairman Hepler to request periodic input from the RI & E Committee regarding the plan. Chairman Hepler also suggested that Robin send a letter requesting department representation to the directors via Larry Kruckenberg.
- ***How to involve youth in the National Fish Habitat Action Plan (NFHAP).*** Chairman Hepler is interested in finding ways to involve kids in the implementation of the NFHAP. Suggestions include setting expectations that established partnerships engage youth as a requirement of funding. Chairman Hepler will work with the NFHAP communications lead to develop a message and outreach that message to agency fish chiefs and I & E staff. He will also talk to Chairman Chris Smith and Dr. Michael Manfredo about the possibility of including a NFHAP project in one of the case study states proposed for multi-state conservation grant funding regarding connecting kids with nature.
- ***Committee initiatives to address impacts of rising fuel prices on participation rates, license sales, etc.*** It may be too early to determine effects on fish and wildlife related recreation participation, but it is timely to address the issue by targeting our messages in a way that will keep people engaged in those activities. Chairman Hepler requested that committee members identify creative approaches to ways that member agencies can keep people active in fish and wildlife related recreation in the wake of rising fuel costs. The committee will develop a list of creative ideas for states to be submitted to directors at the Mid-Winter WAFWA meeting.
- ***Outreaching WAFWA's accomplishments and value to state fish and wildlife agencies.*** The committee viewed an AFWA video commemorating its 100-year contribution to conservation and discussed whether we would want to do something similar to highlight WAFWA's role in conservation. The audience would be new agency leaders, governors, commissioners/board members, legislators and others. Message would be what WAFWA has accomplished and what conservation issues we are facing. Lisa Evans (AK) will provide an outline for this communication

piece and the committee will help develop it. Eric Keszler (WY) offered to take the lead on producing a 5-minute video.

ACTION REQUESTED AT BUSINESS MEETING: The Resource Information and Education Committee respectfully requests WAFWA directors to approve the development of an informational outreach tool that highlights the accomplishments of our organization and the value of membership for state fish and wildlife agencies.

- **Coordination with AFWA’s Education/Outreach/Diversity Committee.** AFWA’s Education, Outreach and Diversity (EOD) Committee has developed a “Core Concepts for Conservation Education” plan. Some of the RI&E Committee’s North American Model products help meet the objectives of that plan and should be shared with the AFWA committee. Lisa Evans (AK) will request that the RI&E committee have time on the EOD committee’s agenda during the September meeting.
- **Agency Updates.** Committee members provided updates about their agency’s information and education programs.
- **WAFWA Website.** The committee discussed the need to update WAFWA’s s website. Chairman Hepler will work with Larry Kruckenberg and committee members to update the website over the next year.
- **Committee Purpose.**

ACTION REQUESTED AT BUSINESS MEETING: The Resource Information and Education Committee respectfully requests WAFWA directors approve the following change in committee purpose: Study and make recommendations on methods by which the Association and its members can promote a greater public appreciation of fish and wildlife resources and legitimate recreational and economic benefits there from; and coordinate education [~~Project Wild~~] activities for consideration by the Association.

Director Hepler adjourned the meeting at 4:50 p.m.