

**WAFWA Resource Information and Education Committee
Meeting Minutes
July 13, 2009
Newport Beach, CA**

Attendees

Ty Gray (AZ), Lisa Evans (AK), Cindi Jacobson (AK), Patrick Block (NM), Roger Fuhrman (OR), Stacie Hall (AK), Cindee Jensen (UT), Chris McKay (USFWS), Leander Lacy (FL/CSU)

Meeting Agenda

Chairman Ty Gray called the Resource Information and Education (RIE) Committee meeting to order at 1:00 p.m.

Announcement/Selection of Committee Vice-Chair

Lisa Evans (AK) was announced as the Committee's Vice-Chair.

Old Business

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

- ***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.*** Chairman Gray provided copies of the Draft working NAM Resource Guide to attending committee members. The draft product was also provided to the AFWA EOD Committee at the September 2008 meeting and attendees of the 2008 Archery Trade Association Summit held in Phoenix. Arizona will continue to build upon the resource guide and provide committee members with updates as they occur. Chairman Gray will continue to work on outreaching the NAMWC with local and national media outlets.
- ***Develop K-16 curriculum that conveys the principles of the NAM and is consistent with state educational standards.*** Chairman Gray reported on the status of the 5 lesson high school curriculum being developed by Arizona. The curriculum is aligned to Arizona Academic Content Standards, but can be modified to meet any state's standards. It provides in depth detail on the history of wildlife conservation along with an introduction into North American Model for Wildlife Conservation. Lessons will be ready for review in August 2009 and will be sent to Committee members interested in participating with the review. A curriculum overview was included in the NAM Resource Guide.
- ***Develop a communication plan for conveying the principles of the NAM and its relevance to the public.*** Chairman Gray provided an outline for the communication plan to the committee as included as part of the NAM Resource Guide.

- ***Project to Inform Member Agencies and Others on WAFWA's Role in a 100 Years of Conservation.*** The committee will continue to work to develop a short video/DVD summarizing the accomplishments of WAFWA over the past 100 years. The message would be what WAFWA has accomplished and what conservation issues we are facing. Eric Keszlar (WY) has the lead in developing the video with assistance from other members who provide stock video. Lisa Evans (AK) will take the lead in drafting a briefing/information packet that will be used in conjunction with the video/DVD. Plans are to have the product finished by spring 2010 and to be presented at next year's Summer Conference in Alaska.

New Business

- ***WAFWA Website.*** The committee discussed the direction the Director's provided last year to update WAFWA's website. Chairman Gray coordinated with Larry Kruckenberg and Cindy Delaney to strategize the best ways to accomplish this assignment without hindering the host state's ability to plan, organize and register attendees to the annual conference. Chairman Gray will be contacting each Committee Chair in the near future to inquire about any changes or updates they would like made to their committee's page. Chairman Gray will have Arizona's web staff update the specific committee pages and work with Larry Kruckenberg to ensure they are within the guidelines established by the Directors.
- ***North American Conservation Education Strategy.*** Chairman Gray handed out an update from the Conservation Education Strategy Working Group (sub-group of AFWA EOD Committee) that has been developing strategies and products to deliver unified, research based Core Concepts and messages about fish and wildlife conservation, translated into K-12 academic standards to shape students' environmental literacy, stewardship and outdoor skills. The working group has developed the following materials; Conservation Education Core Concepts, What skills or knowledge conservation literate 18 year might possess, K-12 Conservation Scope and Sequence, and a Field Investigation guide. The working group is in the process of developing surveys and training on these products and more information will be sent to each agency's conservation education staff as it becomes available.
- ***Role of Agencies in Rejuvenating Community Conservation Clubs.*** Del Benson of Colorado State University requested to provide the Committee an update and discuss a proposal he submitted for the Multi-State Conservation Grants. Mr. Benson was also presenting this item to the Hunting, Angling and Shooting Sports Participation Committee which was meeting next door. Since most of the RIE Committee members were also members of the HASSP Committee, the two committees joined at 1:45 pm to discuss this item. The committee continued to meet with HASSP for the rest of the day and reconvened on July 14th to finish committee business. Dr. Benson led a discussion in regards to producers and consumers and the importance of communication and the need for producers (states) to "ask" for consumer (hunter/angler) to take action. Fewer and fewer consumers are available to ask for help. Dr. Benson is currently leading a collaborative effort (NWF, PF, TRCP, etc.) to develop a comprehensive outreach effort to the "Citizen Conservationist." This effort is to revitalize conservation clubs. The question is: "What is the next step?" The committee agreed that this concept has merit and should be taken back to the states to determine support, interest and viability and provide feedback to Dr. Benson by late fall to assist him should he choose to resubmit the proposal.
- ***ODFW Survey of Economic Impacts of Fishing, Hunting, Crabbing, Clamming and Wildlife Viewing at the County Level.*** Roger Fuhrman (OR) presented a report on Oregon's study to

determine the economic impacts of wildlife associated recreation at the county level. The study used mail and telephone surveys to determine trip characteristics and expenditures (lodging, equipment, food, fuel, etc) from residents and non-residents for the activities listed above. Breakdowns were provided by county, activity, species, and demographics. Next steps include; Revise ODFW website, more effectively target wildlife viewers, enhanced communication with other users, develop interactive report, provide presentations to counties, chambers, groups. The data will be used to communicate with the Legislature and elected officials, in Forest Management and Travel Management plans, Environmental Impact Statements, county plans, land acquisitions and grant applications. The full report is available on the ODFW website.

- ***Role of Social Media in Communications.*** The Committee discussed what member states are doing with various social media tools including blogs and RSS feeds, YouTube (streaming video), public photo submissions, Outdoor Calendar submissions, Face Book and Twitter. There was interest from all members on using these tools and developing appropriate policy/directives at the state level to ensure they are secure and used appropriately. Roger Fuhrman (OR) agreed to provide members a copy of Oregon's policy as a template. The Committee will revisit this item at the next meeting to further discuss and evaluate applications for state agencies and WAFWA.
- ***Future Agenda items.*** Social media applications, state reports on agency I&E tools (website, magazine, TV, POS, on-line education, etc) and status of the RBFF Marketing Campaign in participating states.
- ***FY 2011 Federal Budget Priorities.*** The RIE Committee recommends that budget priority be given to pass through grants to state fish and wildlife agencies to fund Recruitment and Retention Programs that address Hunters, Anglers and Wildlife Watchers.
- ***RIE Committee Activities and Projects for the Coming Year.*** The Committee identified the following activities/projects for this year:
 - 1) Continue to refine, update and deploy the NAM Resource Guide to member agencies and others to promote awareness and support of the North American Model of Wildlife Conservation
 - 2) Develop the WAFWA 100 Years of Conservation video/DVD Outreach tool and information packet that highlights the accomplishments of WAFWA and the value of membership for state fish and wildlife agencies
 - 3) Update the WAFWA Website Committee pages
 - 4) Coordinate with HASSP Committee to promote collaboration and limit redundancy

Chairman Gray adjourned the meeting at 2:20 p.m (July 14).