

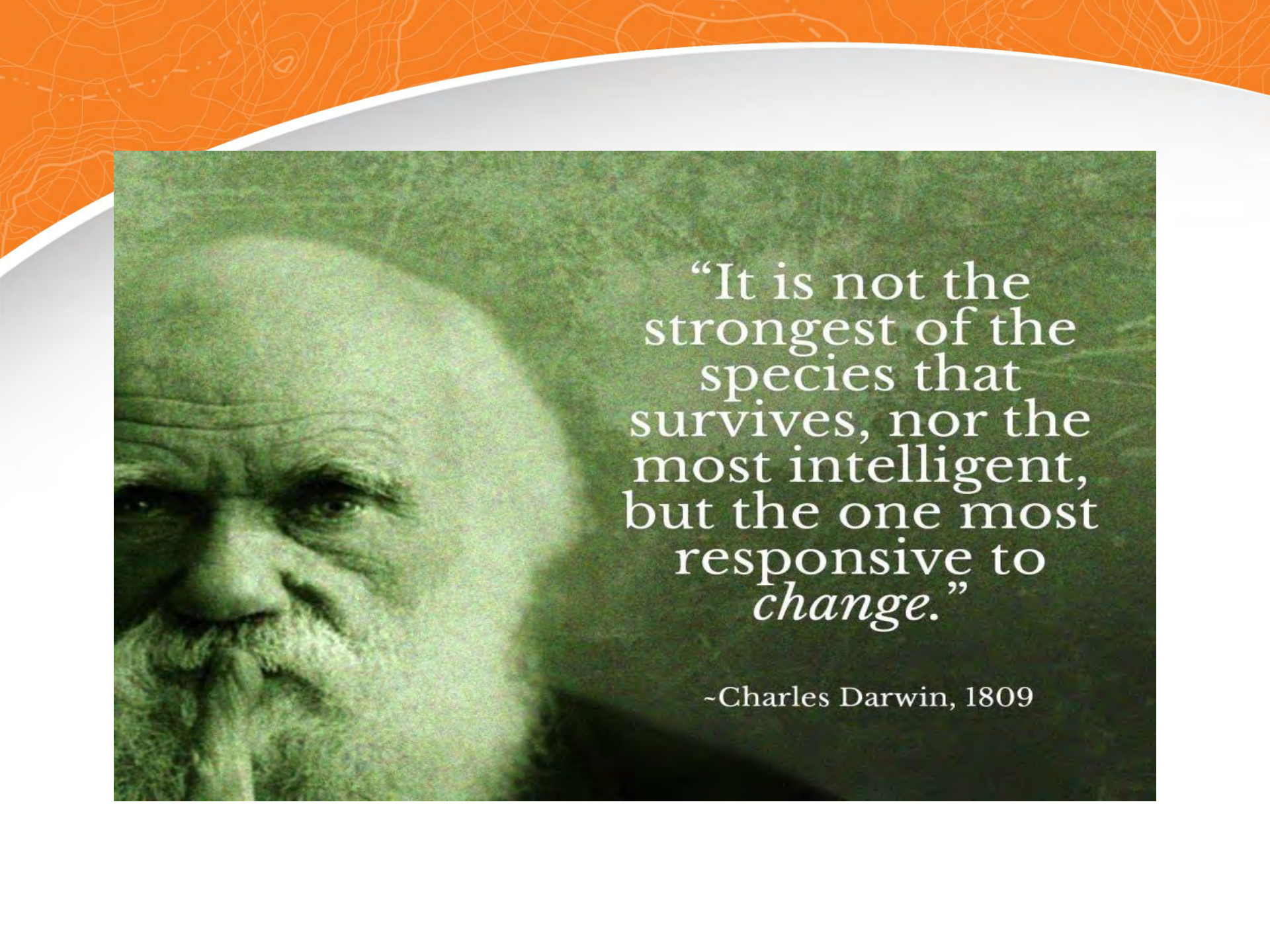
What is relevance for  
state fish and wildlife  
agencies?



*Serving nature and you<sup>®</sup>*







“It is not the  
strongest of the  
species that  
survives, nor the  
most intelligent,  
but the one most  
responsive to  
*change.*”

~Charles Darwin, 1809

# How have we historically defined relevant conservation?

- ✓ Wildlife population management and habitat management
- ✓ Protection of sensitive species
- ✓ Access to and allocation of harvest of fish and game
- ✓ Enforcement of regulations

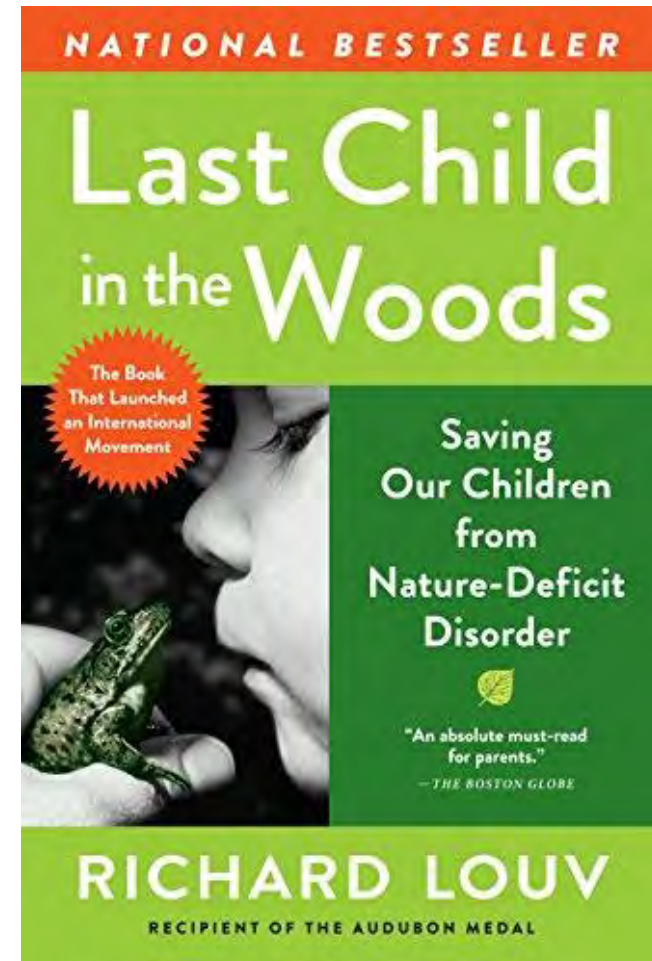
# Evolution of Conservation?

- ✓ 1890s Roosevelt era response to market hunting and over harvest of forest
- ✓ 1930s formation of our modern day conservation model
- ✓ 1960s rise of environmental quality concerns
- ✓ 1980s rise of human dimensions work to inform resource management
- ✓ 1990s rise in outreach and education work
- ✓ 2000s movement to landscape/systems/natural community-based management



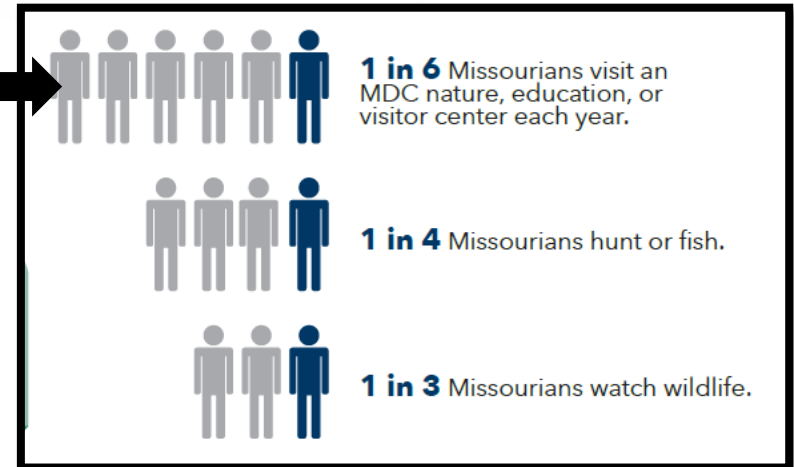
# Societal changes

- Increased urbanization
- Increasing minority populations and cultural diversity
- Lack of trust in government
- Detachment from nature



# Who do we engage?

Who are we missing?  
WHY?



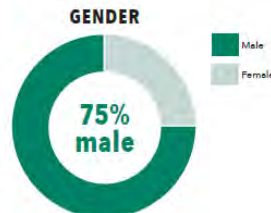
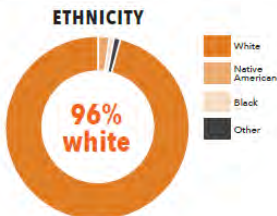
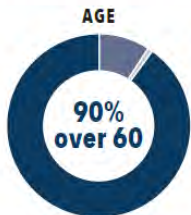
2019 Missouri Conservationist Media Kit

## Reader Profile

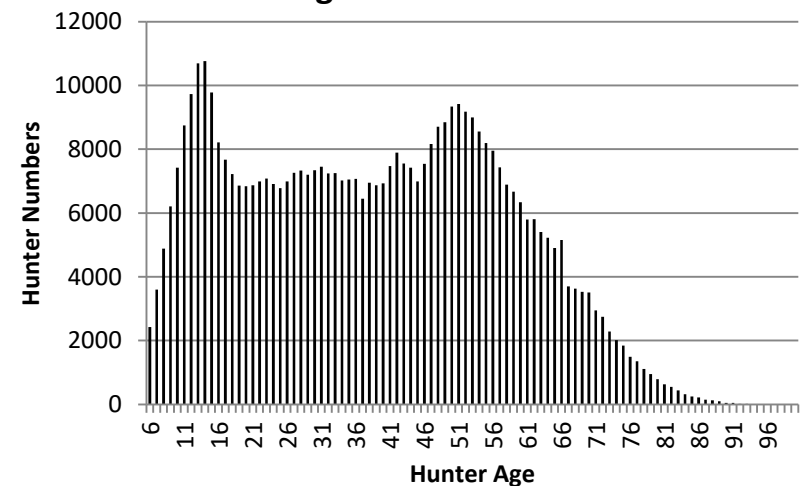
Results come from a reader survey conducted in spring/summer 2016.  
Sample size = 14,593 subscribers across Missouri

### DEMOGRAPHICS

Missouri Conservationist readers are predominantly older, white men.



## Age of Deer Hunters

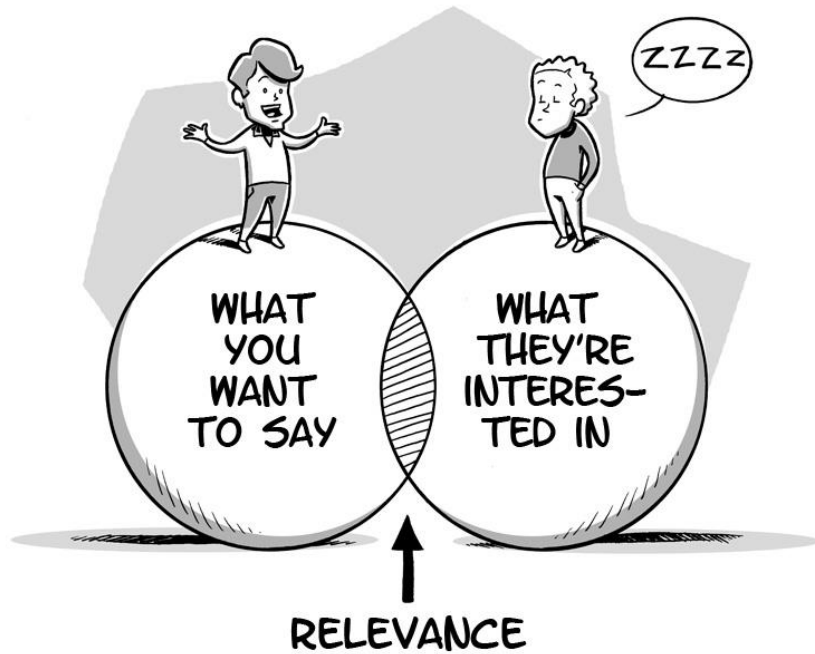


# How do we (*think*) society defines relevant conservation?

- Provisioning Services
  - Food
  - Clean water
  - Clean air
- Regulating Services
  - Flood retention
  - Ground water recharge
  - Climate regulation
  - Water purification
- Cultural/Recreational
  - Caring about wildlife
  - Resiliency
  - Wildlife viewing
  - Outdoor recreation
  - Aesthetics / Open space
  - Physical / mental well-being



# What is it going to be?



**HELLO**  
my name is

Completely  
Irrelevant

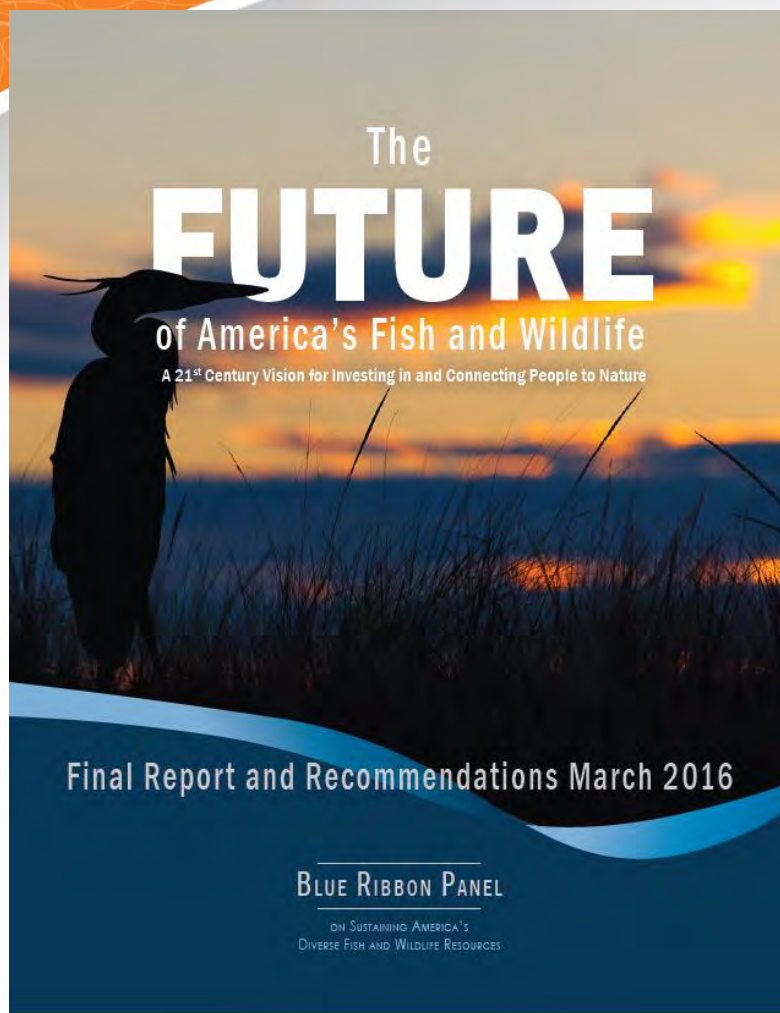


# What does this have to do with our mission?

## **MDC Mission Statement**

*To protect and manage the fish, forest, and wildlife resources of the state;*

***to facilitate and provide opportunities for all citizens to use, enjoy, and learn about these resources.***



## *Recovering America's Wildlife Act*

### RECOMMENDATION 1

Congress dedicate up to \$1.3 billion annually in existing revenue from the development of energy and mineral resources on federal lands and waters to the Wildlife Conservation Restoration Program (16 U.S.C. 469b(a)).

### RECOMMENDATION 2

The Blue Ribbon Panel will examine the impact of societal changes on the relevancy of fish and wildlife conservation and make recommendations on how programs and agencies can transform to engage and serve broader constituencies.

## Where is the work?

- ✓ BRP-Relevancy Working Group (Co-chairs Steve Williams (WMI) & Tony Wasley (NV))
- ✓ State Director champions (Sutton (FL), Pauley (MO), Johansson (WV), Ripley (AB), Myers (NC))
- ✓ A Coordinating Team will manage process (Forstchen (FL), Newmark (NV), Sumners (MO), Haubold (USFWS), Humpert (AFWA), Dunfee (WMI), Smith (WMI))



# **What is relevance for State Fish and Wildlife Agencies?**

**ENHANCED CONSERVATION THROUGH  
BROADER ENGAGEMENT**

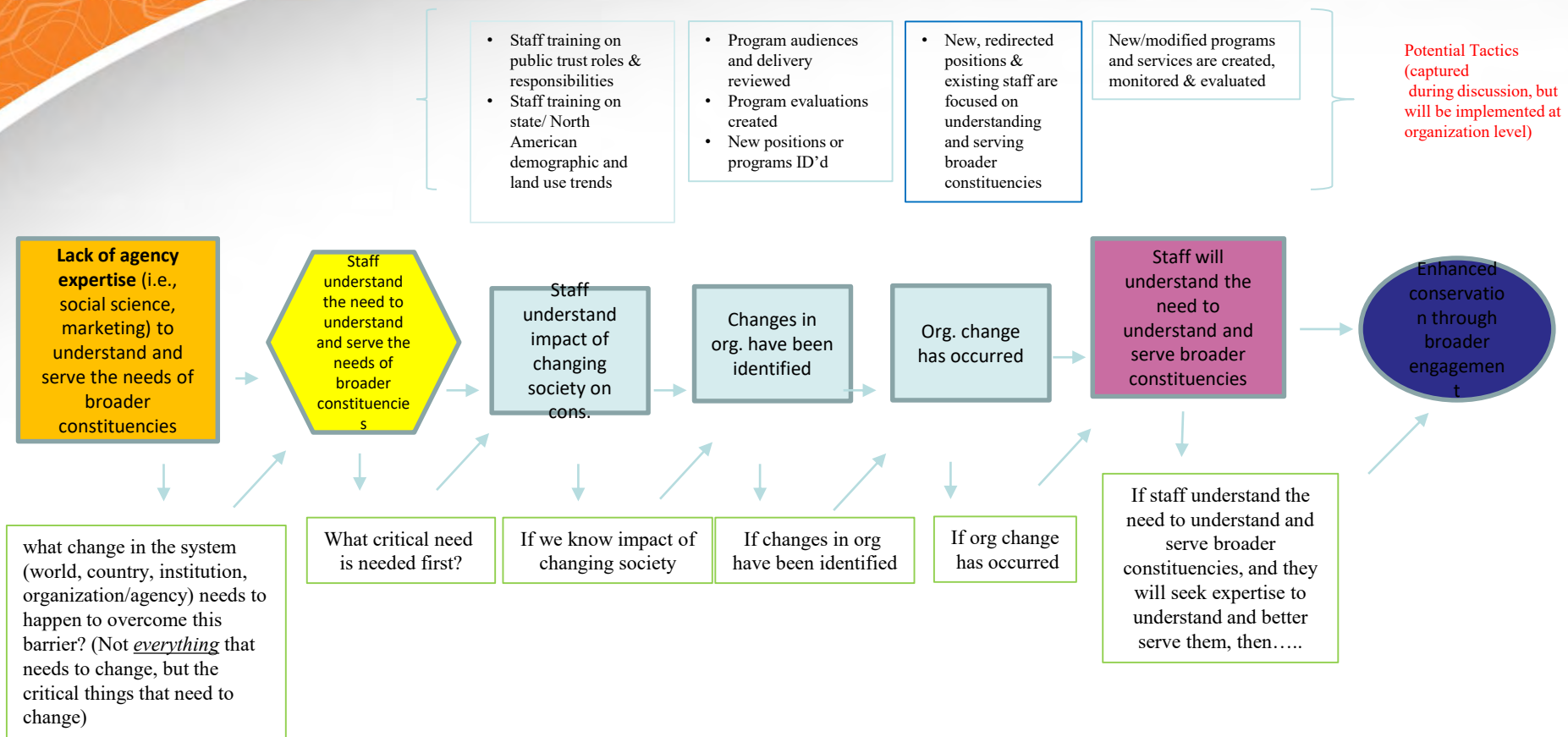
## Roadmap to Relevancy – guiding principles

- ✓ Voluntary pathways and actions states can implement to improve service to broader constituencies
- ✓ Focus on states but applicable to entire conservation institution
- ✓ Non-prescriptive, non-judgmental
- ✓ Broadly inclusive in development (e.g., state, federal, NGO, private landowners, multiple industries)
- ✓ Emphasis on sharing successes and lessons learned

## How are we approaching this problem?

- ✓ A Strategy Team has been formed around barrier themes
- ✓ 2-4 Strategies have been drafted for each barrier
  - A results chain-like approach will identify (Interim Results) using the question “what needs to change to achieve the strategy?”
  - Tactics and Actions





Note: part of the root cause of the barrier about lack of expertise may be that staff are unaware of or reluctant to accept there is a need for SS expertise

## “Buckets” of Barriers identified

- ✓ Agency capacity
- ✓ Agency culture
- ✓ Constituent capacity
- ✓ Constituent culture
- ✓ Political constraints



## Barriers

### Agency Capacity

- ✓ Agency lacks sufficient and diverse funding to provide programs and services to broader constituents
- ✓ Agency lacks the diverse internal and external advocates needed to help the agency serve broader constituents
- ✓ Agency lacks capacity (expertise, staffing, resources) to identify, understand, engage with and serve the needs of broader constituents
- ✓ Agency lacks capacity to develop and implement strategic plans to engage and serve broader constituents
- ✓ Agency lacks capacity to create and sustain effective partnerships to serve broader constituents
- ✓ Agency lacks capacity to provide nature-based recreational experiences to serve broader constituents



## Barriers

### Agency Culture

- ✓ Agency culture and values do not align with nature-based values of broader constituents
- ✓ Agency is not adaptive to changing nature-based values of broader constituents
- ✓ Agency has competitive and siloed culture that inhibits collaboration

## Barriers

### Constituent Capacity

- ✓ Real and perceived barriers, such as economics, culture, social values, and access are impediments to broader constituents engaging with the agency and nature
- ✓ Broader constituents do not value the benefits nature provides

## Barriers

### Constituent Culture

- ✓ Perception by broader constituents that fish and wildlife agencies only care about and serve hunters and anglers (differences in value orientations)
- ✓ Constituent fear or misconceptions about the risks of nature
- ✓ Constituents may not recognize the threats facing fish and wildlife, nature, and humans or how to engage to impact the threats



## Barriers

### Political and Legal Constraints

- ✓ Agency decision-making processes are used and influenced by a limited number of constituents
- ✓ Lack of higher-level executive support (i.e. Commission/Board, Department Secretary, Governor) for agency engagement with broader constituents
- ✓ Boards/commissions do not represent the values and interests of broader constituents
- ✓ Lack of legislative support to engage and serve broader constituents
- ✓ Legal authorities, policy, and funding restrictions limit agency's ability to serve broader constituents

# Sampling of Current Activities



**Roundtables, Stakeholder Summits**  
**Human Dimensions Research**  
**Community Conservation**  
**Recovering America's Wildlife Act - RAWA**  
**National Conservation Leadership Institute, NCLI 2.0**  
**R3 – Recruitment, Retention, Reactivation**

## Longer-term Next Steps

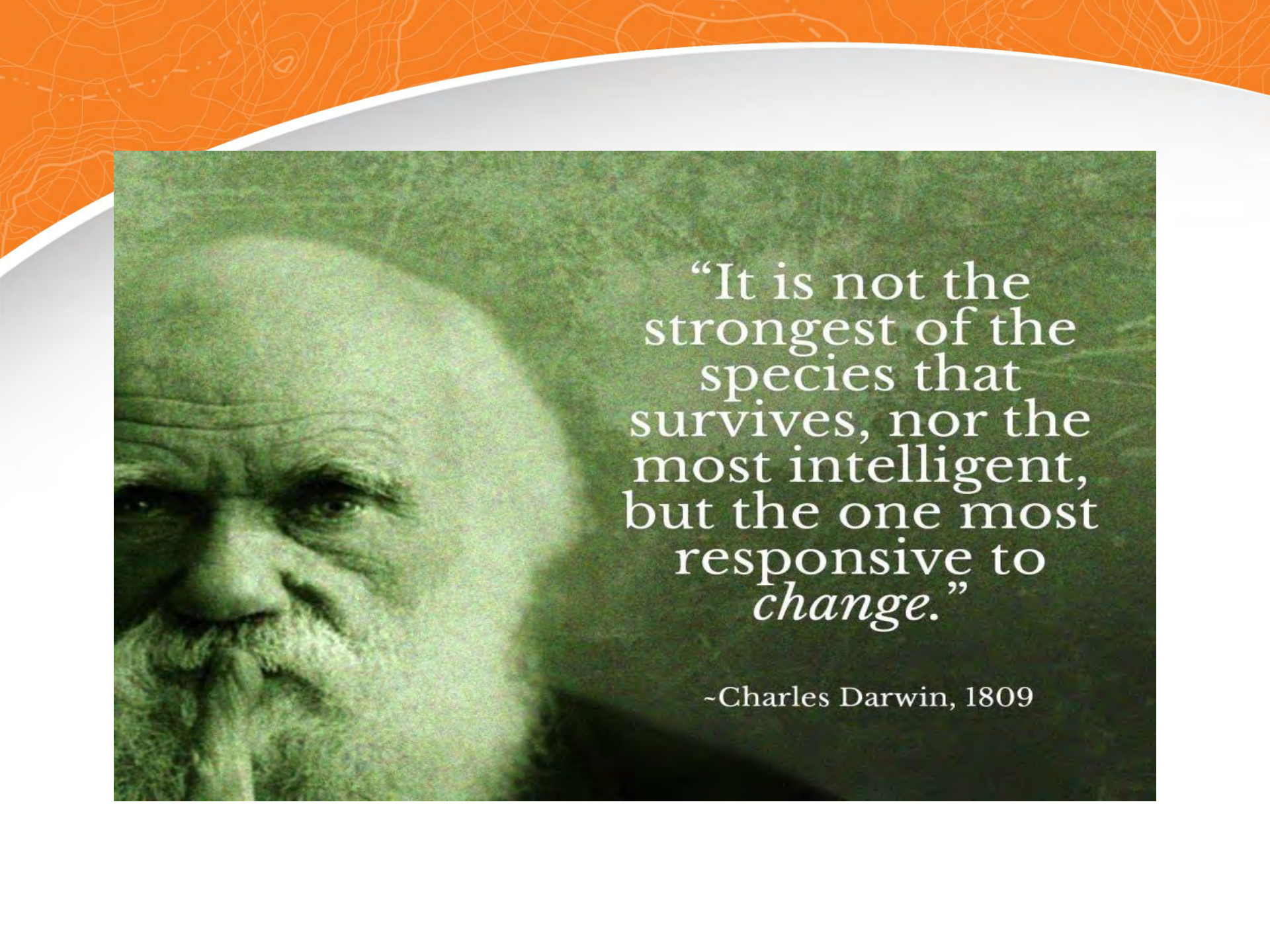
- ✓ State Directors reviewed draft Barriers and Strategies at 2019 North American conference (March 2019)
- ✓ Strategy Teams will continue to work and identify tactics and actions
- ✓ Draft Roadmap will be available for Director review & approval at AFWA Sept 2019 meeting
- ✓ Opportunity for several states to volunteer to take on and pilot multiple actions.
- ✓ More info at [www.fishwildlife.org](http://www.fishwildlife.org) search Relevancy Roadmap



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# RELEVANCY ROADMAP FACT SHEET

## WHAT IS THE RELEVANCY ROADMAP?

The Relevancy Roadmap will be a practical guide that state and provincial fish and wildlife conservation agencies can use to overcome barriers to broader relevance, public engagement, and support. The roadmap will not be prescriptive. It will provide multiple pathways to respond to the diverse social, economic, demographic, political, and environmental changes that states and provinces face.

## WHY SHOULD FISH AND WILDLIFE AGENCIES CARE ABOUT BROADER RELEVANCY?

Fish and wildlife agencies depend on public support to fulfill their essential conservation mission. Historically, these agencies have enjoyed the support of hunters, anglers, recreational shooters and boaters for whom these agencies are clearly relevant. Other citizens who also benefit from conservation may be less aware of, or engaged with, state and provincial agencies. To address today's ever-growing challenges to conservation – from changing uses of fish, wildlife, and their habitats, to pollution of our waters, the spread of invasive species, and loss of habitat – agencies need support from more people.

## WHY DO AGENCIES NEED A RELEVANCY ROADMAP?

The Relevancy Roadmap will provide pathways to help fish and wildlife agencies overcome persistent barriers to engaging more citizens in conservation. Increasing the relevancy of fish and wildlife agencies to more citizens has been a topic of discussion at professional meetings, workshops and in academic papers for several decades. These discussions resulted in the realization that engaging more citizens will improve agencies' understanding of people's interests and better prepare agencies to provide programs and services for them. The Relevancy Roadmap will provide practical strategies and tactics agencies can implement to engage with all citizens.

## WHO ASKED FOR A RELEVANCY ROADMAP?

The Directors of state and provincial fish and wildlife agencies called for development of the Relevancy Roadmap. In 2016, the [Blue Ribbon Panel on Sustaining America's Diverse Fish and Wildlife Resources](#) recommended that states examine societal changes and take action to engage and serve broader constituencies. Building on initial work by the Blue Ribbon Panel's Relevancy Working Group, several state agency directors, the Wildlife Management Institute, and other experts on fish and wildlife relevancy developed a process for building a roadmap to enhance conservation through broader engagement. In September 2018 the Association of Fish and Wildlife Agencies passed a [resolution](#) supporting the development of the Relevancy Roadmap.

## WHO IS DEVELOPING THE RELEVANCY ROADMAP?

A diverse group of over 60 people from state, provincial, and federal fish and wildlife agencies, non-government organizations, and the private sector are developing the Relevancy Roadmap. These individuals are part of five "strategy teams" led by a coordinating committee. Co-chairs of the Relevancy Working group, Tony Wasley, Director of the Nevada Department of Wildlife, and Steve Williams, President of the Wildlife Management Institute, are overseeing the effort.





# RELEVANCY ROADMAP FACT SHEET



## WHAT IS THE TIMELINE FOR DEVELOPMENT OF THE RELEVANCY ROADMAP?

Plans call for the roadmap to be finalized at the Association of Fish and Wildlife Agencies Annual Meeting in September 2019. The strategy teams will discuss barriers agencies face in engaging the public in conservation and identify strategies to overcome those barriers for review by fish and wildlife agency directors at the North American Wildlife and Natural Resources Conference in March 2019. Tactics to implement the strategies will be developed between March and August 2019. The final Relevancy Roadmap will be presented to agency directors for review and approval at the Association of Fish and Wildlife Agencies annual meeting in September 2019.

## WHERE CAN I LEARN MORE ABOUT THE RELEVANCY ROADMAP AND OTHER EFFORTS TO ENHANCE CONSERVATION THROUGH BROADER ENGAGEMENT?

Interest in fish and wildlife relevancy is growing and recent research documenting societal changes is shedding new light on the urgency of the problem. A [2018 study](#) by Colorado State University provides evidence of wildlife value orientation shifts in the U.S. and the [2017 Nature of American's study](#) shed light on the importance of healthy natural communities in helping Americans live happier and healthier lives. During the last decade, workshops on fish and wildlife relevancy have been regularly held at the [North American Wildlife and Natural Resources Conference](#).

For additional information about fish and wildlife relevancy and for updates on the development of the roadmap, visit [www.fishwildlife.org/afwa-informs/resources/blue-ribbon-panel/relevancy-roadmap](http://www.fishwildlife.org/afwa-informs/resources/blue-ribbon-panel/relevancy-roadmap).



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