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(this could include, but not limited to, marketing campaigns for more inclusive participation, state funding sources for new initiatives or unique hunting/fishing opportunity/events)

- We are working with our Division and our Office of Communications to hire a marketing firm to provide customer insight (for both non-hunting and hunting public), develop key products for the recreational opportunities on wildlife areas and to create a marketing plan that can be used in conjunction with internal and external communications plans.
- We now have chartered Diversity, Equity and Inclusion Teams in Wildlife Management, Natural Heritage Conservation (ER), and our Parks programs. Many of our Division programs posted internship opportunities as a part of the State of Wisconsin Student Diversity Internship Program which is focused on racial/ethnic minorities, women, veterans and disabled students. There will be a 2021 Fellows class of these interns with specific instruction and education on state employment and careers.
- The Bureau of Wildlife Management has been aligning our program strategic plan with the AFWA Relevancy Road map to find areas where we are implementing or planning to implement strategies outlined in the roadmap or where we are not currently doing the work. Based on the analysis of 219 strategies by our Northern District Supervisor, Marc Kenyon, we have either done or are planning to do 75% of the steps outlined in the roadmap. For those strategies that are within our authority, we are not doing or planning to do 20% of these steps.