

**From:** David Moore  
**Sent:** Wednesday, October 05, 2011 6:54 PM  
**To:** Melissa Miller-Henson  
**Subject:** Strategic Vision Planning - Conservation Education Unit proposal

Hello Melissa,

Thanks for your patience in receiving this proposal. A good deal of concerted effort and discussion among my educator / interpreter colleagues in the department has helped to shape these recommendations to the strategic vision planning group. Please let me know if I may be of additional service such as providing archived documents of education initiative history or the like.

I do appreciate the opportunity to weigh in on a future vision.  
David

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## **Proposal for a Conservation Education Outreach Unit within DFG Strategic Vision Planning**

Prepared by David W. Moore, current Interpretive Services Supervisor DFG Region 3  
and former Statewide Aquatic Education Coordinator, OCEO 2002-2007  
October 5, 2011

### **Need:**

Achieving public understanding of the mission and diverse work of DFG in protecting and conserving the state's natural heritage is critical to the organization's future. To this end, a unique Conservation Education Outreach unit within the department is essential in shaping long term strategies for motivating individual and community partnership to conserve wildlife and its habitats and respond to resource management policies.

A structure and active methodology for bringing this understanding to targeted audiences is both achievable and fundable, and has been under consideration under numerous DFG administrations. It remains, however, a significant piece to be resolved so that getting natural resource management messages to 38 million Californians can be effectively addressed. Marketing / branding of DFG in high-priority areas with large-scale education of the diverse populace of the golden state can be accomplished, but not without the political will to establish and support a viable education unit within DFG.

### **A few of many content areas ripe for education outreach deliverables:**

- Hunting is a family tradition, a means of sustenance, and one of many tools for managing populations of California's diverse wildlife. Is it any wonder that first conservationists were hunters and anglers?
- Change with fluctuating salmon populations must be seen in a dynamic context; some plainspoken analysis of the broad variety of natural and human-induced factors affecting fish survival is paramount for public support in restoring an important and valuable resource and symbol of the state
- Safe human – wildlife interaction involves educating Californians about natural behaviors of wildlife including the need for movement and migration corridors. Co-existence and appropriate human responses to encountering wildlife is a challenge which can be met through cultivating community outreach for better understanding and acceptance of historic ranges of bear, lion, and other wildlife.
- An education unit could be very useful in support and development of the long-envisioned interpretive facility at Yolo Bypass Wildlife Area. A site facility there offers huge potential for a key bridge with the public on the doorstep of the capitol, a place for interpreting the bay delta system, the benefits of wildlife-friendly agriculture (partnership in managed wetlands) and impacts of climate change
- Evolving hatchery operations engage practices to preserve genetic biodiversity. This message needs urgent public delivery to reinforce positive attitudes about the value of this baseline resource management work. In addition, there is need for the department to provide more thorough explanation in lay terms for the recent changes in places where fish are routinely being planted, so to reduce public misperceptions of the department.
- From the watershed reach to the beach to the deep – DFG education programs at Back Bay Science Center (Upper Newport Bay) and Elkhorn Slough Estuarine Reserve can play an expanded role reaching school and community networks with messages relating to urban runoff issues and fisheries management to protect marine living resources
- Potential for a "Fishing Primer" - high graphic, user-friendly insert / addition to freshwater fishing regulations targeting limited English speaking users of the resource

## **Vehicles for delivery:**

- Web-based media / social media; email marketing campaigns
- Television and radio; film, public service announcements
- Electronic publications; targeted audience publications with brochures, posters
- Audience research focus groups, community forums, town hall meetings
- Volunteer integration, partnerships with allied organizations
- Exhibit displays for wildlife festivals / sportsmen's expos / fairs; permanent interpretive panels showcasing and improving use of appropriate DFG lands
- Content dissemination through DFG facilities (Yolo Bypass, Elkhorn Slough, Back Bay Science Center (Upper Newport), Gray Lodge, Nimbus and other hatcheries)
- Programmatic message dissemination through community-based programs: Fishing-in-the-City, Trout-in-the-Classroom, Project WILD, California National Archery in the Schools, Youth in the Outdoors, Wildlife tours (crane / swan)

## **Early Statewide Education Milestones:**

- 1996 - Fishing in the City programs initiated in Regions 2, 3, 4 & 5; start-up of Sandhill Crane Tour program at Woodbridge Ecological Reserve
- 2000 - Project WILD (terrestrial & aquatic curriculums) operated with 2 full PYs alongside Hunter Education
- 2001 - Statewide Classroom Aquarium Education Program (CAEP or Salmonids in the Classroom) committee established at grassroots level for regional program consistency
- 2002 - Statewide Aquatic Education Coordinator position established; statewide summit for education / interpreter personnel held in SF to introduce correlation of DFG programs to state Department of Education content standards
- 2003 - Strategic Meeting on the Future of Environmental Stewardship and Education hosted by DFG at Rancho Jamul facility included over 20 agencies and NGO participants; approximately ten DFG education /interpreter staff became Certified Interpretive Trainers through National Association of Interpretation
- 2004 - Interagency collaboration continued with Think Tank efforts culminating in Environmental Stewardship Summit at CSUS; research documents produced include: Analytical Model of Target Audiences; 5 Educational Strategies to Reach CA Audiences
- 2005 - Leadership position sought for solidification of a separate HQ education services unit; Natural Resource Education Messages publication was developed and vetted through directorate
- 2006 - Five year 'Aquatic Resource Education' grant plan culminated; New OCEO unit established in HQ with education staff enveloped within
- 2007 - Statewide education personnel training held at Elkhorn Slough on subjects of program evaluation and internal communications; grant funding extended to all regions for CAEP program representation; support for marine outreach element also added
- 2008 - Lists were established for the classified positions of Fish & Wildlife Interpreter I & II

**Proposed structure and funding:**

Approximately \$2.5 million in federal sport fish restoration grant monies currently supports 10 interpreters (or related) positions spread among the 7 DFG regions. About 20% is dedicated to fish planting contracts (for Fishing in the City), 35% to salary and OE & E, 20% administrative overhead and 25% is comprised of program-generated in-kind match (i.e. logged volunteer hours). In general, supervisory personnel are funded from other grants or other state sources.

With notable exception of a proposed working supervisor to lead a new unit and establish fluid connections between HQ and regions, reinstatement of formerly many existing positions as described below could be achieved within existing funding resources of SFR Aquatic Education grant F-49-AE-25 grant by consolidation and achieving economies of scale without need for additional funding. Any additional position recommendations below not immediately fundable are clearly identified as such and should be considered long-term objectives for ideal program build-out as resources become available.

*Proposed HQ Conservation Ed Unit 2012+*

*Existing HQ Ed & Outreach positions*

<b>Education Program Supervisor</b> <i>PY need:</i> for Environ Program Mgr 1 funded by ELPF or split w/ SFR to report to Directorate	None
<b>Statewide Aquatic Ed Coordinator</b> <i>PY need:</i> Fish & Wildlife Interpreter II (or III) for grant program interfacing; ed materials development	Statewide Aquatic Ed Coordinator (The PY for this <i>previously existing position</i> was moved after 2007 to Elkhorn Slough program)
<b>Project WILD Coordinator</b> <i>PY need:</i> Interpreter II or AGPA as workshop training coordinator; formal education interface	Project WILD Coordinator – originally 2 positions (Single remaining PY for this <i>previously existing position</i> was transferred to other work within OCEO)
<b>Cal National Archery in Schools Coordinator</b> This existing OCEO position (AGPA) is PR funded; Youth in the Outdoors collaborative is also supported	Cal National Archery in Schools Coordinator This existing OCEO position is PR funded; Youth in the Outdoors collaborative is also supported
<b>Hatchery Education Coordinator</b> This existing OCEO Interpreter II position is SFR funded and oversees hatchery ed outreach statewide	Hatchery Education Coordinator This existing OCEO position is SFR funded oversees hatchery ed outreach statewide
<b>Human Dimensions of Wildlife</b> [ <i>to add long term</i> ] (Research Analyst II) Research and statistics for ed content; research ed grant funding opportunities	None

*Proposed Regional Education Structures 2012+*

*Existing Regional Education Structures*

*\* indicates a PY for a position was swept & needs restoration*

<b>Region 1 [1 position]</b> <i>PY need:</i> for <b>Interpreter I position for CAEP program</b>	Region 1 [0 existing positions] (* PY for this <i>previously existing funded position</i> )
<b>Region 2 [5 positions]</b> <b>Program Supervisor; Fishing in the City position; Hatchery Interpretation position; Lands ed outreach position at Gray Lodge</b> <i>[to add long term]</i> <b>Interpreter I for CAEP program</b>	Region 2 [4 existing positions] Program Supervisor (½ ELPF, ½ SFR); Fishing in the City position (SFR); Hatchery Interpretation position (BOR); Lands ed outreach at Gray Lodge (PR); No defined CAEP program position exists
<b>Region 3 [4 positions]</b> <b>Program Supervisor; Fishing in the City position</b> <i>[to add long term]</i> <b>Interpreter I position for CAEP; and Interpreter II for Yolo Visitor Center Coord.</b>	Region 3 [2 existing positions] Program Supervisor (ELPF); Fishing in the City position (SFR); No full time CAEP position *, no position exists for Yolo Bypass Wildlife Area
<b>Region 4 [6 positions]</b> <b>Elkhorn Slough Ed Coordinator; Volunteer Coordinator; Access Maintenance; 2 CAEP program coordinators in separate areas</b> <i>[to add long term]</i> <b>Interpreter II Visitor Center Coord.</b>	Region 4 [5 existing positions] Elkhorn Slough Ed Coordinator (SFR), Volunteer Coordinator (ELPF), Access Maintenance (SFR), 2 CAEP program coordinators (SFR); no position exists for Visitor Center Coord. *
<b>Region 5 [5 positions]</b> <b>Fishing in City position; .5 CAEP position, Back Bay Science Center (BBSC) Ed Coordinator</b> <i>[to add long term]</i> <b>Interpreter III BBSC Facility Supervisor; Interpreter I BBSC Volunteer Coordinator position; Interpreter I for complete CAEP position</b>	Region 5 [2.5 existing positions] Fishing in City position (SFR); .5 CAEP position (SFR), Back Bay Science Center (BBSC) Ed Coordinator (SFR); no position exists for BBSC Facility Supervisor; no position for BBSC Volunteer Coordinator; no full time CAEP position *
<b>Region 6 [1 position]</b> <b>.5 CAEP / aquatic ed program coordinator</b>	Region 6 [1 existing position] CAEP coordinator (SFR)
<b>Region 7 [1 position]</b> <i>[to add long term]</i> <b>Marine Outreach position</b>	Region 7 [0 existing positions] small SFR expense line allowed to facilitate education