

Strategic Initiative Update Expanding Participation and FYCCN Update

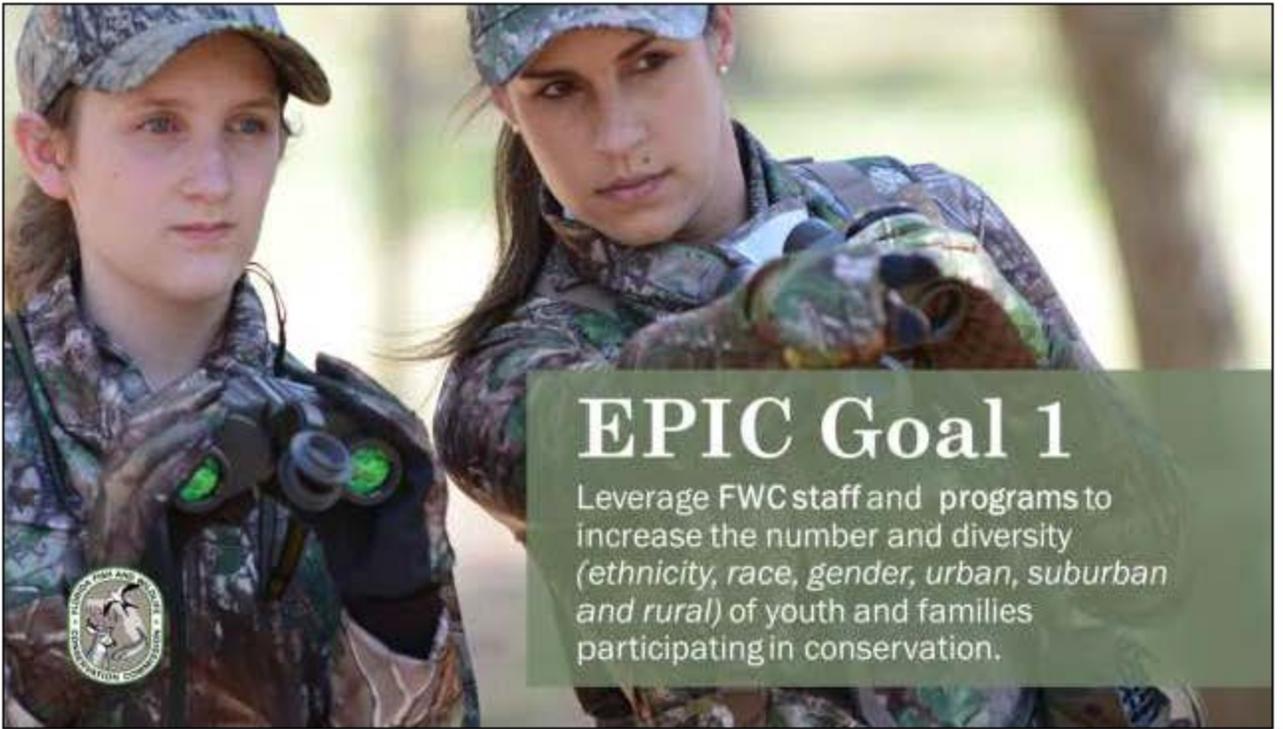
Florida Fish and Wildlife Conservation Commission
Staff Report | September 2016



Expanding Participation In Conservation

Increase conservation participation among youth and families representing Florida's diverse population by expanding partnerships to implement FYCCN and other programs that promote fishing, hunting, boating, wildlife viewing, shooting sports, and conservation appreciation.





EPIC Goal 1

Leverage FWC staff and programs to increase the number and diversity (*ethnicity, race, gender, urban, suburban and rural*) of youth and families participating in conservation.



Leverage Staff

- All staff will be made aware of the youth conservation initiative including FYCCN and other FWC youth programs.
- Divisions and Offices will provide support for youth conservation programs to the greatest extent feasible.



Law Enforcement and Hunter Safety working together to help at a youth archery event.



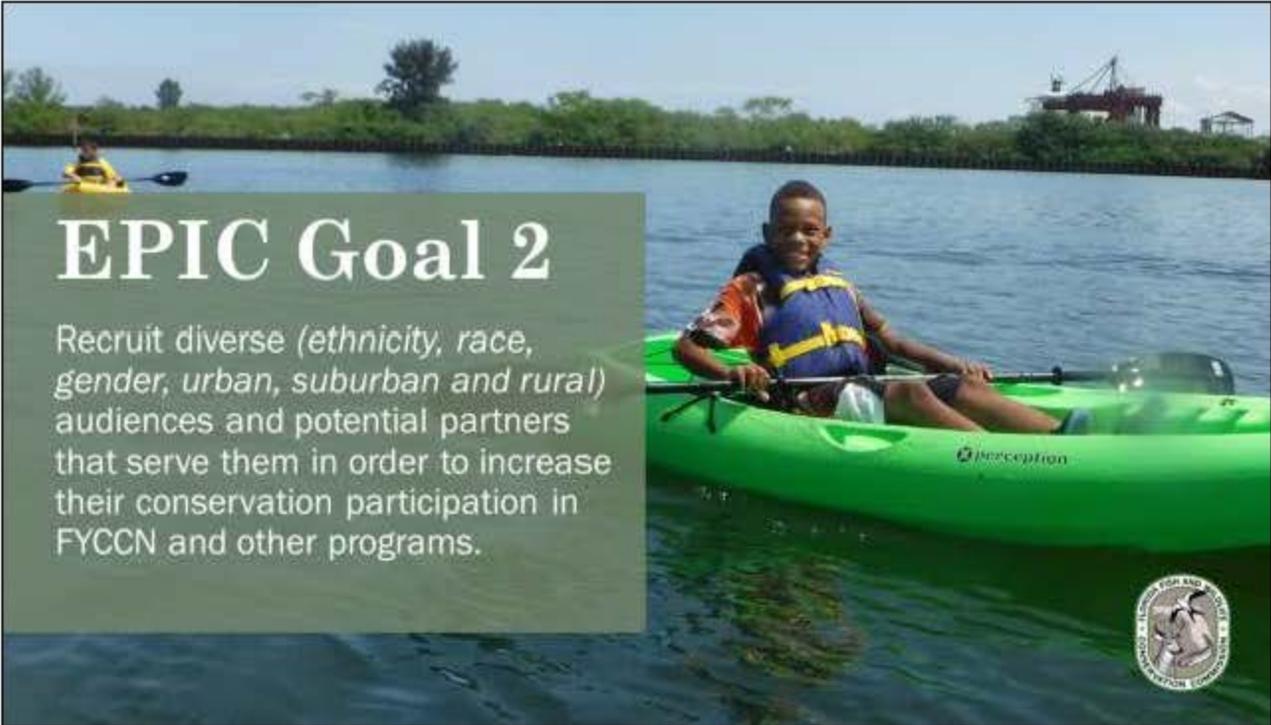
Leverage Programs

- Include hands-on conservation stewardship and hands-on fishing, hunting, boating and/or wildlife viewing activities in all FWC youth education programs and provide those programs to all FYCCN partners and other stakeholders.
- Determine the current number and diversity of youth and families participating in FYCCN and other FWC youth programs.
- Evaluate FWC's youth conservation programs (delivery, marketing, diversity, content, etc.) to determine if they are increasing knowledge, skills, abilities and stewardship behaviors, and if they are increasing the number and diversity of participants. Modify programs as needed.



Youth on a hands-on wetland hike at Joe Budd Youth Conservation Center (JBYCC). Hundreds of students come to JBYCC for educational programming each year.





EPIC Goal 2

Recruit diverse (*ethnicity, race, gender, urban, suburban and rural*) audiences and potential partners that serve them in order to increase their conservation participation in FYCCN and other programs.



Recruitment

- Develop techniques and strategies to increase participation among diverse communities in FYCCN and other FWC programs.
- Implement techniques and strategies used to target diverse audiences and communities to attract youth and families to FYCCN facilities and programs.
- Utilize strategies from partners already successful in serving diverse audiences and share their techniques with other partners and when recruiting potential partners.
- Increase partnerships in Florida Youth Conservation Centers Network to a minimum of 450.



The annual *Tenoroc Fishing Derby* attracts many families with all levels of experience, and is a non-intimidating way for them to try something new together.



EPIC Goal 3

Support FYCCN partners to serve diverse audiences and communities throughout Florida to attract youth and families to FYCCN sites and partner programs.



Partner Support

- Maintain and enhance a diverse range of partnerships in the FYCCN.
- Create recognition program with incentives for partner achievements.
- Track existing partner participation to determine continued viability.

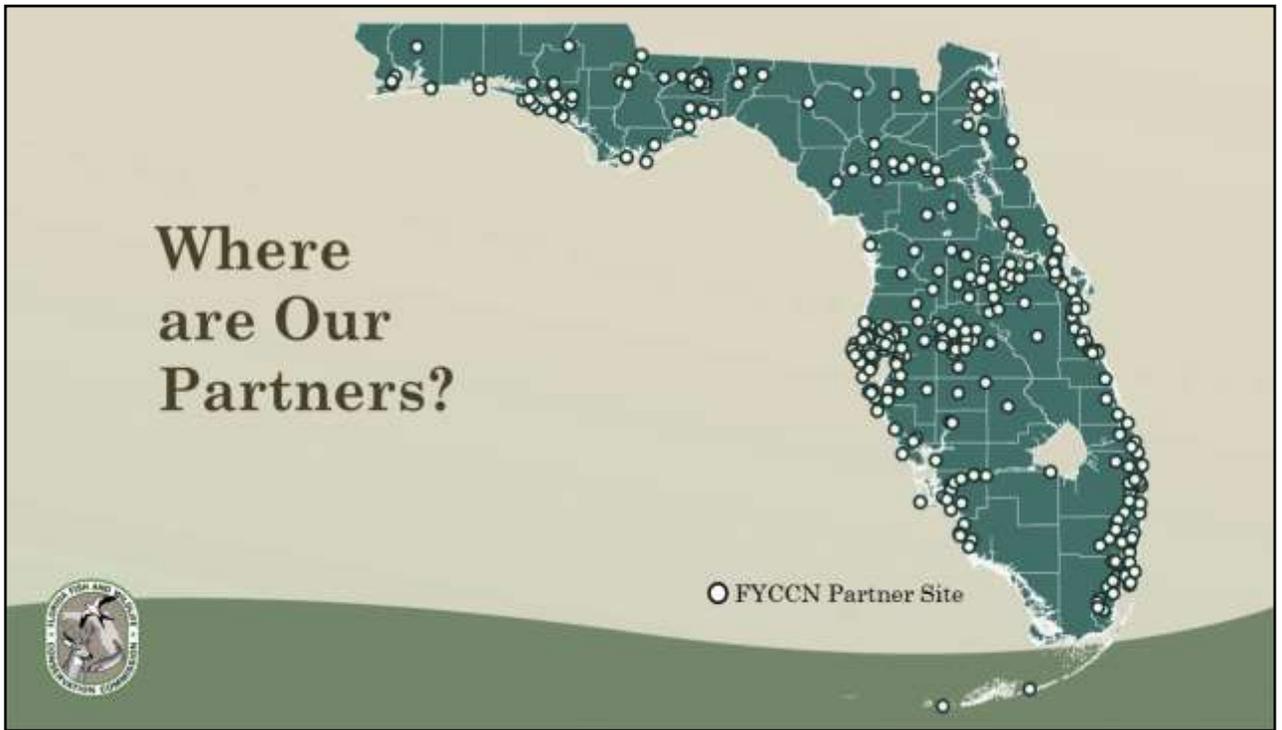


FYCCN facilitates trainings of all kinds for its partners. Whether in educational curriculum, archery, kayaking, etc., the goal is to have well equipped partners who can pass on these skills to youth and families.

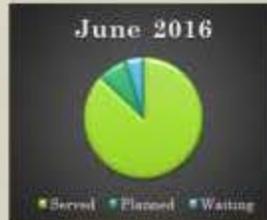


FYCCN Update





FYCCN continues to expand throughout the state and has 325 partner sites as of July 2016. We created the FYCCN in December of 2010 with 43 partners and have been growing ever since.



Fish and Wildlife Foundation of Florida Fundraising



Donations received 2011-2016:

- \$1,000,000 - Commissioner Richard Corbett
- \$491,000 - William H. Flowers Foundation
- \$131,000 - BlueGreen Fundraiser
- \$85,000 - Turner Foundation
- \$100,000 - Guy Harvey Foundation
- \$10,000 - Sportsman's Adventures
- \$65,000 - Easton/Archery Trade Assoc
- \$150,000 - The Mosaic Company



The Fish and Wildlife Foundation of Florida (WFF) administers funds from outside sources. Since December 2011, \$2,032,000 in grants and donations have been received to support the FYCCN.



We are creating the next generation that cares about Florida's fish and wildlife resources. We continue to seek partners in this effort – programming partners, sponsors and donors, and people to spread the word. Please visit our website, www.fyccn.com, to get more information or to sign up to help.