

# Strategic Initiative Update Expanding Participation and FYCCN Update

Florida Fish and Wildlife Conservation Commission  
Staff Report | July 2017



# Expanding Participation In Conservation

## Increase Conservation Participation

- Youth and Families
- Diversity and Recruitment
- Partnerships to provide:
  - ✓ Fishing
  - ✓ Boating
  - ✓ Wildlife Viewing
  - ✓ Hunting
  - ✓ Shooting Sports
  - ✓ Conservation Appreciation



## EPIC Goals:

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



# 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

- Staff Awareness
- Support and Involvement by Divisions and Offices



**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.

**Strategy 1** - All staff will be made aware of the youth conservation initiative including FYCCN and other FWC youth programs.

**Strategy 2** - Divisions and Offices will provide support for youth conservation programs to the greatest extent feasible.

# Leverage Programs

- Provide hands-on opportunities that lead to conservation stewardship
- Measure participation and diversity
- Evaluate and modify conservation programs



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.

**Strategy 3** - 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.

**Strategy 4** - Determine the current number and diversity of youth and families participating in FYCCN and other FWC youth programs.

**Strategy 5** - 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.



# 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

- Research successful recruitment techniques and strategies
- Adapt successful strategies to conservation programming
- Implement and share techniques with partners
- Increase partnerships in Florida Youth Conservation Centers Network



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.

**Strategy 1** - Develop techniques and strategies to increase participation among diverse communities in FYCCN and other FWC programs.

**Strategy 2** - Implement techniques and strategies used to target diverse audiences and communities to attract youth and families to FYCCN facilities and programs.

**Strategy 3** - Utilize strategies from partners already successful in serving diverse audiences and share their techniques with other partners and when recruiting potential partners.

**Strategy 4** - Increase partnerships in Florida Youth Conservation Centers Network to a minimum of 450.

# 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
- Recognize and motivate partners
- Measure and evaluate program



**Goal 3** - Support FYCCN partners to serve diverse audiences and communities throughout Florida to attract youth and families to FYCCN sites and partner programs.

**Strategy 1** - Maintain and enhance a diverse range of partnerships in the FYCCN.

**Strategy 2** - Create recognition program with incentives for partner achievements.

**Strategy 3** - Track existing partner participation to determine continued viability.

# Florida Youth Conservation Centers Network 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.



The rapid growth of partners during the first three years of FYCCN caused a backlog of work and partners waiting to be served. In December of 2013, only 40% of partners were actively participating in FWC programs with 60% either in the planning stages or waiting to be served. Due to a significant staff increase in 2014 and a more aggressive push for partner participation, in less than two and half years, 90% of partners were active.

# 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 donations have been received to support the FYCCN.



In the past five years, 1,678,000 youth have been served with hunting and fishing conservation education programs.



R3 Mapping