

MEMORANDUM



To: Florida Fish and Wildlife Conservation Commissioners

From: Rae Waddell, Director, Florida Youth Conservation Centers Network

Date: July 10, 2017

Subject: Recruitment, Retention and Reactivation (R3): Part II – Expanding Participation in Conservation and FYCCN Update

Purpose:

To provide the Commission an update on activities regarding the Expanding Participation in Conservation Strategic Initiative and an update on the Florida Youth Conservation Centers Network (FYCCN). The role of these efforts in our R3 campaign will also be discussed.

Summary:

One of the key initiatives of the FWC Strategic Plan approved by the Commission in 2014 is *Expanding Participation in Conservation*. The goal of this agency-wide initiative is to increase conservation participation among youth and families representing Florida's diverse population by expanding partnerships to implement the FYCCN and other agency programs that promote fishing, hunting, boating, wildlife viewing, shooting sports, and conservation appreciation.

The FYCCN has created partnerships with other conservation education facilities to connect youth and families with positive fish and wildlife oriented outdoor experiences and provides the foundation for a lifetime of enjoyment and support for conservation. The Network includes two residential camps, three day camps and over 320 partner sites who have joined FYCCN to provide programming and helped FWC reach over 1.6 million youth in the past six years.

FWC educational programs provide youth and families with the core concepts that enable them to understand the need for conservation and create the next generation of stewards. One goal of the *Expanding Participation in Conservation* initiative is to ensure all FWC youth and family programs provide both stewardship activities and hands-on recreational experiences. Efforts are underway to enhance our recruitment of diverse audiences and potential partners that serve them in order to increase their conservation participation in FYCCN and other conservation education programs.

During the presentation, staff will provide updates on this initiative and the role it plays in our R3 campaign.

Staff Recommendation:

This presentation is for informational purposes and any discussion or direction that the Commission may want to provide.

Staff Contact and/or Presenter:

Rae Waddell, Director, Florida Youth Conservation Centers Network