Program Update
April 2015
Florida Fish and Wildlife Conservation Commission
Agency staff including Florida Youth Conservation Centers Network, have been working hard developing relationships and partners to expand opportunities for youth and families in South Florida.
Staff is working with Recreational Boating and Fishing Foundation, USFWS, Miami, Homestead, and other partners to increase opportunities for youth and families to participate in our fishing outreach events and Fish Camp. Boosted by a donation from Johnny Morris, RBFF is working with Florida and Texas to pilot programs for development and expansion nationwide. We are currently working with Miami, Key Biscayne, Homestead, and others host events.
To reach a wider audience among Hispanics, we are working with Captain Diego Toiran, Host of Pescando en los Cayos. Capt. Toiran has a large television base that we will reach with information on how to expand fishing participation, rules and regulations, and conservation messages. Capt. Toiran will serve as Masters of Ceremonies for the event.
Everglades Youth Conservation Camp

- FWC assumed operations as of June 1, 2014
- Dining hall renovations, new water treatment plant and well, waste water plant upgrades, demo of old structures and repairs to cabins complete
- 14/15 LBR for $483K recurring and $450K FCO for bathhouse and cabin construction
- American Camp Association (ACA) reaccredited with 100% compliance
- Fish and Wildlife Foundation of Florida fundraising campaign underway
Everglades Youth Conservation Camp

- 2014 Summer Camp – 450 youth attended
- Fall/Winter 2014 School Field Trips – 900 students, 86% Title 1 schools
- 7 Partner Trainings – 42 South Region partners now certified instructors for kayak, canoe and archery
- 7 Resident Volunteers – over 500 hours of service
- 33 weekend user groups – 3000 participants
13/14 - $2M Fixed Capital Outlay (FCO) appropriation was received to construct an 8,000 square foot facility to provide conservation education and outdoor skills programs for youth in Apollo Beach. The center will be part of a larger Conservation and Technology Park created through an innovative partnership with Tampa Electric Company (TECO), the Florida Aquarium, and FWC. FWC has entered into a 30 year agreement with the Florida Aquarium and TECO to build the facility on the property. Construction started in March 2015 with expected completion in Fall 2015.

14/15 - $3M FCO received to construct Aquaculture and Animal Care facilities to be managed by the Florida Aquarium. An outdoor classroom pavilion and storage building for kayaks and paddling equipment will occupy an additional 1,000 square feet. A number of recreational and educational elements will mesh seamlessly with the youth center programming including canoe/kayak trails, a wildlife viewing tower, wetlands boardwalks, fishing ponds and exhibits associated with coral restoration and marine animal rescue and rehabilitation.
As of March 2015 – 280 partner sites
Partner site programming:
65% - offer FYCCN programming
25% - needs have been identified, programming planned and staff training underway
10% - waiting for evaluation

January 2014 – 251 partner sites
Partner site programming:
40% - offer FYCCN programming
20% - needs have been identified, programming planned and staff training underway
40% - waiting for evaluation
So far you have head about the actions we are currently taking and our success in reaching out to the youth of Florida. But what does the future hold for FYCCN and how do we plan on getting there?

Next Steps

- Planning the “Business”
- Expanding our Reach
Before we can explore where we want to go its important to know where we currently are, what success will look like, and what's keeping us from getting there.

The manager’s model, developed by Dr. Dan Decker of Cornell, is a template that help focus our attention on those key questions.

One of the key findings of this process was that that FYCCN needed its own home, and it is now managed in the Office of Strategic Initiatives, along with the implementation of our Agency strategic plan.
We are looking for a mentor... an expert with the heart of a teacher.. who rather than provide us with a turn key answer, will help teach us the skills we need so we can discover the answers, now and in the future. While its relatively easy to determine the return on an investment when the product is tangible... the typical widget process, its much more difficult to measure the intent and behavior change FYCCN has and will have on our audience..
Expanding our Reach

- Most marketers find a perceived need and fill it...
- We have to create the need first... then fill it.
We are doing a good job of reaching our friends and neighbors... those who recognize the value of children in the out of doors. Our partners are helping us reach families and children who are hard to reach due to a number of confounding reasons. But we are approaching a time when there is a generation of parents who did not experience a significant time outdoors. A generation that did not have PE in school or participate in family or organized outdoor activities. A generation of families who’s children will not understand the value of time out doors or of conserving the wonders Florida has to offer.

But these parents do share the same core beliefs that is common across all generation. Health, safety and helping their children reach their full potential. Social marketing will allow us to tap into those core beliefs.
Social Marketing is NOT

- Social advertising
- An image campaign
- A clever slogan or messaging strategy
- Promotion or media outreach only
- About coercing behavior through punishment
- Done in a vacuum
- A quick process
The key here is to identify audiences who are ready to make a change and more importantly who we have identified a need or desire we can fill. This is a program to change behaviors... we want our audience to take action.
We cannot say “We just want people to understand…” we need to tap into what is important to the audience not us. This is about changing behavior and the end result is action.
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.