



Florida Youth Conservation
Centers Network



Program Update April 2015

Florida Fish and Wildlife Conservation Commission

The image displays two promotional posters for Florida Freshwater Fishing Regulations. The left poster, titled "FLORIDA FRESHWATER FISHING REGULATIONS 2014", features a man and a young boy sitting on a dock fishing. It includes the text "General Statewide Freshwater Fishing Regulations" and "pages 22-24". The right poster, titled "We DO", shows a family of three (a woman, a man, and a child) smiling and holding fishing licenses. It features the "We DO" Pledge, which includes: "I DO support conservation, safety, education & fishing", "I DO support sports and family management", and "I DO support public access to the water, the outdoors, and the protection of the world's most abundant and precious resource." The poster also includes the Florida Youth Conservation Centers Network logo and the website FloridaFishing.com/Regs. At the bottom of the right poster, it lists "LEAD OUR CONSERVATION PARTNERS" with logos for Florida Fish and Wildlife Conservation Commission, Florida Department of Transportation, Florida Department of Environmental Protection, Florida Department of Health, Florida Department of Agriculture and Forestry, and Florida Department of Banking & Finance.

 **Hispanic Outreach Update**

MyFWC.com

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.

Vamos A Pescar -Miami

- Partnership with Miami-Dade County to expand FYCCN programs in South Florida
- Kick-off event April 18 at Tropical Park
 - Captain Diego Toiran - Master of Ceremonies
 - Partners include Guy Harvey Foundation, Bass Pro Shops, Boy Scouts, Homestead/Miami International Speedway, USFWS
- Registration for Camps
 - Everglades and Florida Keys overnight weeklong camps
 - Summer fish camps -
 - Miami/Key Biscayne
 - Miami-Dade County
 - City of Homestead
 - Family Fishing Weekends
 - Fall 2015: Sponsored by Recreational Boating and Fishing Foundation



Miami-FWC.com

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.

KING Sailfish
MIAMI

¡Vamos a Pescar Miami!

An Event Celebrating the Fun & Joy of Fishing with Friends & Family

Saturday, April 18 - 9 a.m. to 2 p.m.
Tropical Park, 7900 SW 40th St, Miami

Fishing Instruction:

- Casting
- Knot tying
- Fish Habitat

Other Activities:

- Fishing on the Lake
- Boating
- EcoAdventures

Wildlife Viewing:

- Dairy Shooting Range
- & More!
- Music by "Heaven Soul"

For more information call (305) 365-3818

FREE PARKING! **FREE ACTIVITIES!**

MyFWC.com

No refund issued on non-refundable tickets. Information on event for persons with disabilities, or sign language interpreter, contact 311 or 305-365-3818.

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.

Florida Youth Conservation Centers Network



Creating the Next Generation That CaresSM



April 2015

Rae Waddell



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





Florida Youth Conservation
Centers Network



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



MyFWC.com



fycn! Florida Youth Conservation Centers Network

Suncoast Youth Conservation Center Apollo Beach

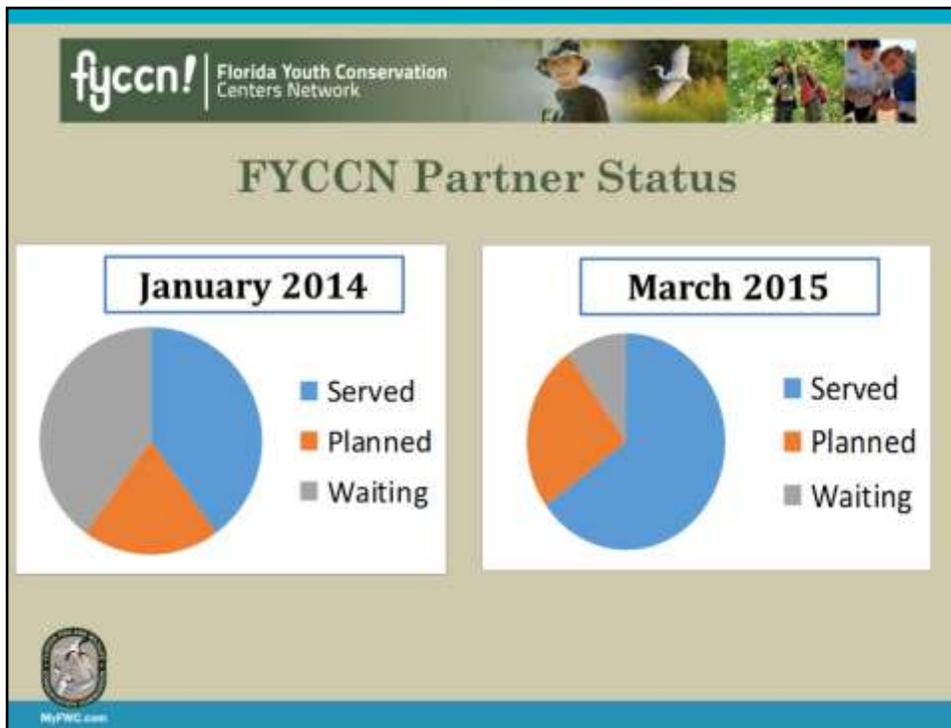
- Phase 1 - classroom construction underway with projected completion date of October 2015
- Lead Educator on site
- Phase 2 - design and permitting underway for fishing pond, kayak storage, pavilion and Florida Aquarium's animal holding facility



Logos: TECO TAMPA ELECTRIC, THE FLORIDA AQUARIUM, FWC logo, MyFWC.com

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

Next Steps

- Planning the “Business”
- Expanding our Reach



MyFYCCN.com

So far you have heard 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?

Planning the “Business”

- With the help of our colleagues skilled in the Manager’s Model Planning Process we
 - Identified the future desired state
 - Identified the gaps and barriers keeping us from achieving this desired future state, and
 - Have begun the process of closing the gaps and removing the barriers
- Managing FYCCN through the Office of Strategic Initiatives is one of the first steps



MyFNC.com

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.

Planning the Business

Search for a business planning mentor

- We are in the process of identifying a business consultant who will provide us with mentoring services. We want to have:
 - A decision matrix to help prioritize existing and new projects
 - The economic value of FYCCN to the State
 - A method of determine the return on investment for a project centered on behavior change



MyFYCCN.com

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.



MyPWC.com

Social Marketing

Create and launch a social marketing campaign to engage hard to reach audiences.

- Adopt tactics and skills learned from commercial marketing campaigns.
- Focus the campaign behavior changes
 - Understanding is not enough, we strive for actions
- Evaluation and modification loop throughout the process.



MyFDOT.com

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



MyPHU.com

Social Marketing Is...

- A social or behavior change strategy
- Most effective when it activates people
- Targeted to those who have a reason to care and who are ready for change
- Strategic, and requires efficient use of resources
- Integrated, and works on the “installment plan”



MyPWC.com

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.

Marketing is about an exchange that is action oriented.

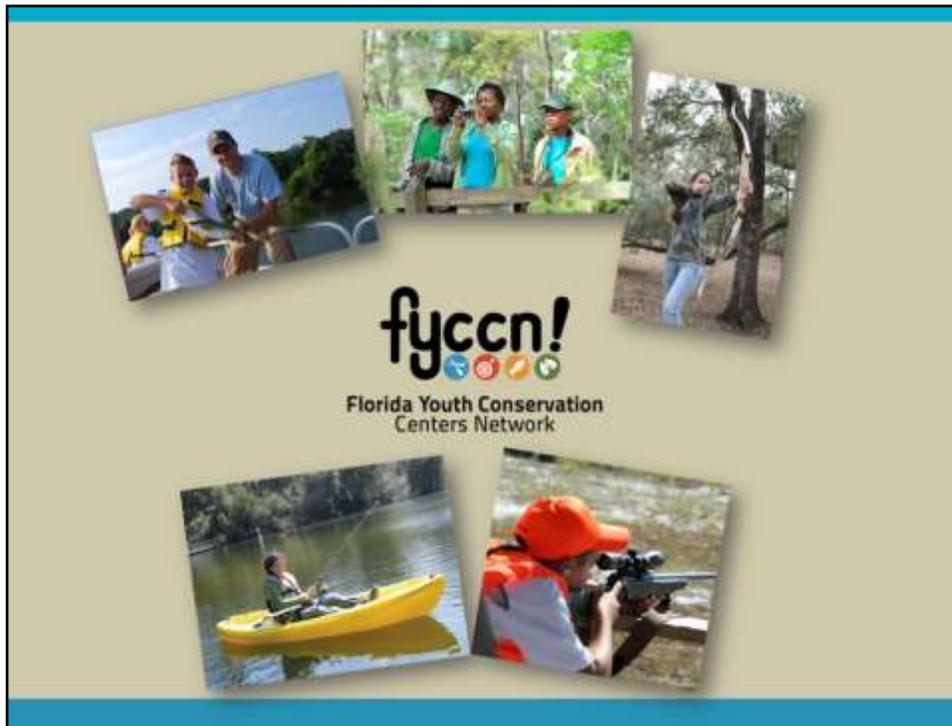
Both parties must receive something they
want... we must offer benefits that matter to
the audience, not to us.

▪ WIFM



MyPWC.com

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.