



**National Association of University
Fish & Wildlife Programs
Strategic Plan**

Our mission: Represent and strengthen all college and university programs that educate the next generation of fish and wildlife conservation and management professionals



WHO we are:

- Established 1991
- 40 members from over 30 states
- Number of students (over 9000), Faculty (over 400)
- Only group that represents fish and wildlife conservation and management in academia
- Linked to professional societies (The Wildlife Society [TWS], American Fisheries Society [AFS]), federal agency research units (USGS Fish and Wildlife Cooperative Research Units [CRUs]), and other natural resource focused organizations (National Association of University Forest Resource Programs [NAUFRP], Association of Fish and Wildlife Agencies [AFWA])
- An Association with forward momentum in the process of ramping up influence and engagement
- Primary group advocating for federal research and education funding related to fish and wildlife resources

WHAT we do:

- Network
 - Link academic- programs nationwide
 - Repository of educational materials and programmatic benchmarks
 - Forum for best practices in fish and wildlife (F&W) education and professional development
 - Foster initiatives for enhancement of diversity and inclusion in F&W
 - Prepare students for careers in F&W profession
- Advocate
 - Federal funding (examples, CRUs, USGS Climate Science Centers, McIntire-Stennis, Recovering America's Wildlife Act)
- Partner
 - Federal and state agencies, non-profits, industry

HOW we help:

- Advocate to maintain and increase federal support for CRU and other important programs for F&W
- Contribute to Natural Resource Science, Education and Outreach
- Provide networking opportunities for F&W academic programs to partner in research, education, and outreach projects
- Inform and influence F&W research and education priorities for state and federal agencies
- Promote pathways for future professionals through F&W education and outreach programs
- Expand network partnerships with agencies and stakeholder groups

STRATEGIC INITIATIVE 1: MEMBERSHIP DEVELOPMENT

Goal: *Develop and demonstrate value to members*

- Articulate our sustained advocacy efforts in Washington DC
- Expand our network to broadly include all F&W university programs
- Develop a marketing plan for outreach
- Develop professional development opportunities for members
- Develop a system for sharing curriculum, benchmarking, diversity initiatives, recruitment efforts
- Re-engage and create new committees
- Develop survey to current members to assess current initiatives and determine additional needs going forward

Goal: *Revise dues structure*

- Develop tiered membership based on university size
- Create affiliate membership category

Goal: *Grow membership*

- Develop a list of potential members and non-members
- Expand outreach regionally to develop potential members
- Expand membership opportunities to community college members
- Engage universities with student chapters of TWS and AFS who are not presently members of NAUFWP
- Develop survey for membership to better understand member demographics and needs (# students in 2 year, 4 year, masters, doctorate, and programs offered- wildlife, fisheries, conservation biology, etc.)

STRATEGIC INITIATIVE 2: EXPAND ADVOCACY AND OUTREACH - PUBLIC ENGAGEMENT, LEGISLATORS/POLICY MAKERS AND INFLUENCERS

Goal: *Identify key issues*

- Share current initiatives with members (e.g., CRU funding, USDA research funding)
- Determine issues of importance going forward via a survey to attendees (e.g., public trust doctrine, reauthorization of Magnussen Stevens Act, McIntire-Stennis, wildlife corridors, funding for species conservation)
- Research potential university funding issues

Goal: *Share advocacy initiatives*

- Regular updates and efforts posted to website with talking points
- Reactivate Public Service/Outreach Committee
- Add a Policy Committee
- Yearly meeting in DC to focus efforts with targeted meetings on the Hill

Goal: Identify funding sources

- Research funding opportunities with NGOS and Industry (Doris Duke)
- Research Federal agency opportunities (US AID, Fulbright, NSF, DoD, DoE, NRCS, USGS, USDA, National Institutes for Food and Agriculture [NIFA])

STRATEGIC INITIATIVE 3: STRENGTHENING PARTNERSHIPS WITH INDUSTRY NGO'S, FEDERAL AGENCIES, COMPLEMENTARY PROGRAMS AT UNIVERSITIES

Goal: Share our message with current and possible future partners to encourage engagement and develop partnerships

- Get time on the agenda at Tier 1 partner meetings (AFS, TWS, AFWA, NAUFRP, Society for Conservation Biology [SCB], Northeastern Association of Fish and Wildlife Agencies [NEAFWA], Southeastern Association of Fish and Wildlife Agencies [SEAFWA], Midwestern Association of Fish and Wildlife Agencies [MAFWA], Western Association of Fish and Wildlife Agencies [WAFWA])
- Society for Conservation Biology: make connection
- Get time on the agenda at Tier 2 meetings: Native American Fish & Wildlife Society (NAFWS), National Organization for Professional Hispanic NRCS Employees, Society for the Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS), Minorities in Natural Resource Conservation (MINRC), American Wildlife Conservation Partners (AWCP)
- Develop one-page document to share with partners and potential new members

Goal: Connecting with strategic academic partners

- NAUFRP: adopt their best practices
- APLU: maintain seat on their Natural Resources Board

Goal: Connecting with federal agencies staff in key science and funding roles

- Outreach to DOD, NOAA, USGS, NRCS, NMFS, NSF, USDA, NIFA, USFWS

Goal: Develop a strategy for partnership outreach

- Marketing materials developed- one-page document to share
- Encourage affiliate membership and manage that relationship

STRATEGIC INITIATIVE 4: STUDENT PREPARATION AND RECRUITMENT

Goal: Student Preparation: Form Academic Programs Committee

- To assess current programs, determine needs for the future, share the results with members

Goal: Student Preparation: Develop Curriculum Guidance and Standards

- Via survey results
- Post criteria for professional society certifications to the web
- Identify specific courses required for advanced degrees

Goal: Student Preparation: Advancing Pedagogy/Best Practices/Innovations

- Sharing assessments- collect methods and share
- Survey development - Need counts, trends and diversity metrics, productivity metrics
- Identify experiential opportunities, skills training, online learning, and learning outcome assessments

Goal: Recruitment: Develop consistent message for internal and external recruiting

- Develop message tool for admissions offices, recruiters
- Develop message tools for external faculty and staff recruitment efforts
- Determine best places to focus outreach (National Science Teachers Association, National High School Advisors, Diversity in STEM Conference, 4H programs, state agency youth licensing registrations)

STRATEGIC INITIATIVE 5: INCREASING DIVERSITY AND INCLUSION

Goal: Develop guiding principles and models

- Share University of Vermont curriculum rubric and faculty evaluation process with members
- Become the leaders in diversity and inclusion on our universities
- Thread the diversity/inclusion message in all efforts and messages from our universities and the association
- Use in recruitment and retention efforts for faculty and students
- Develop inclusive curriculum when creating new courses or refreshing existing courses
- Design internships for inclusivity

Goal: Use diversity initiatives as a strength when advocating for funding

- Develop talking points, key messages
- Connect with the USDA multi state multi university funding initiative

Goal: *Develop Strategic Partnerships*

- Develop relationship with SACNAS, NAFWS, MINRC

Goal: *Actively Promote Awareness*

- Pursue NIFA grants to support NAUFWP attendees at conferences to promote diversity (develop a workshop, symposium)
- Highlight factors that hinder representation and retention of underrepresented groups in F&W graduate programs

Goal: *Identify funding for diversity scholarships for tuition, research and internships*

- Develop models for funding sustainability for minority students
- Explore opportunities to expand Doris Duke and Sloan funding

Goal: *Develop Minority Recruitment Guidelines and Resources*

- Connect with Pathways programs, SACNAS, and NAFWS
- Highlight holistic admission practices for members
- Develop harassment training program
- Write and review diversity statements
- Promote inclusivity in classes and seminars - best practices