







### Overview

As the US population becomes more ethnically diverse, our challenge is:

 how do we engage the changing demographic in more outdoor activities and conservation careers

 how do organizations who support and are engaged in natural resource conservation activities become relevant to this growing population and maintain it's current participants and supporters



## There is an intrinsic appreciation for nature and the outdoors in all of us.



2022 THCCA

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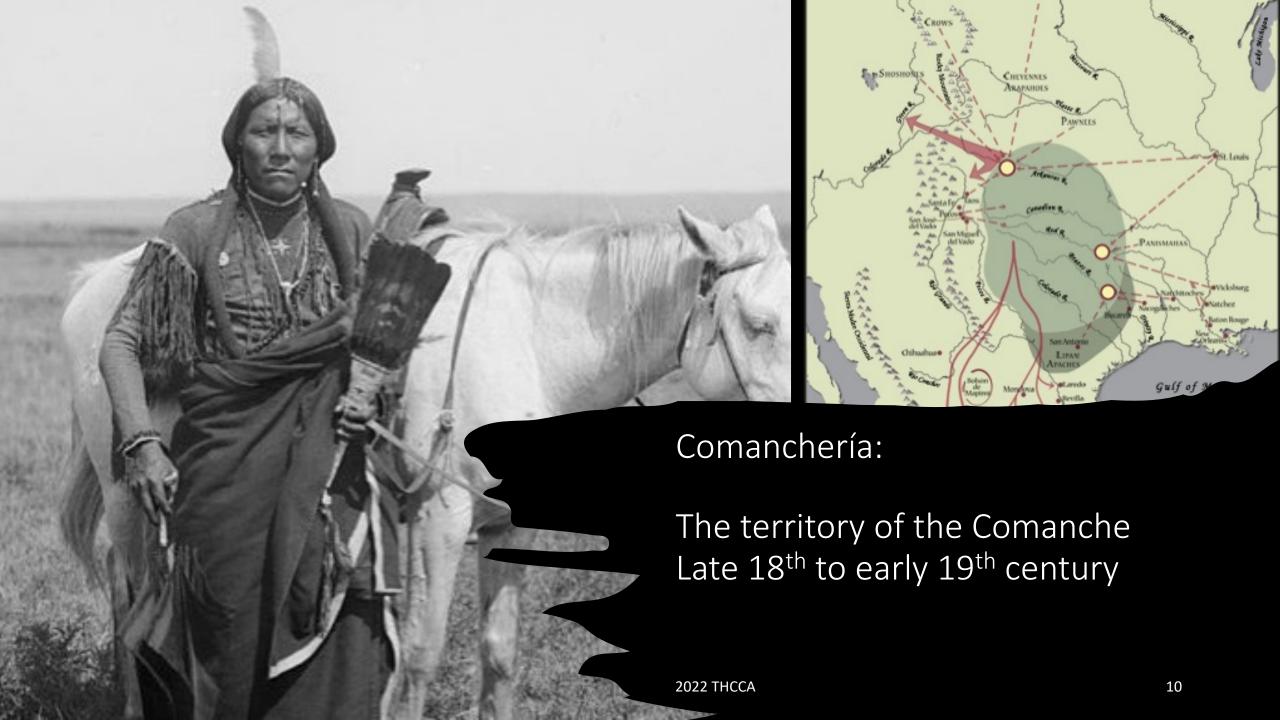




The History of the Texas Hill Country is the history of us all.

Native Americans in the Hill Country







## POPULATION ORIGIN GROUPS IN RURAL TEXAS Unpopulated Government Lands 2022 THCCA

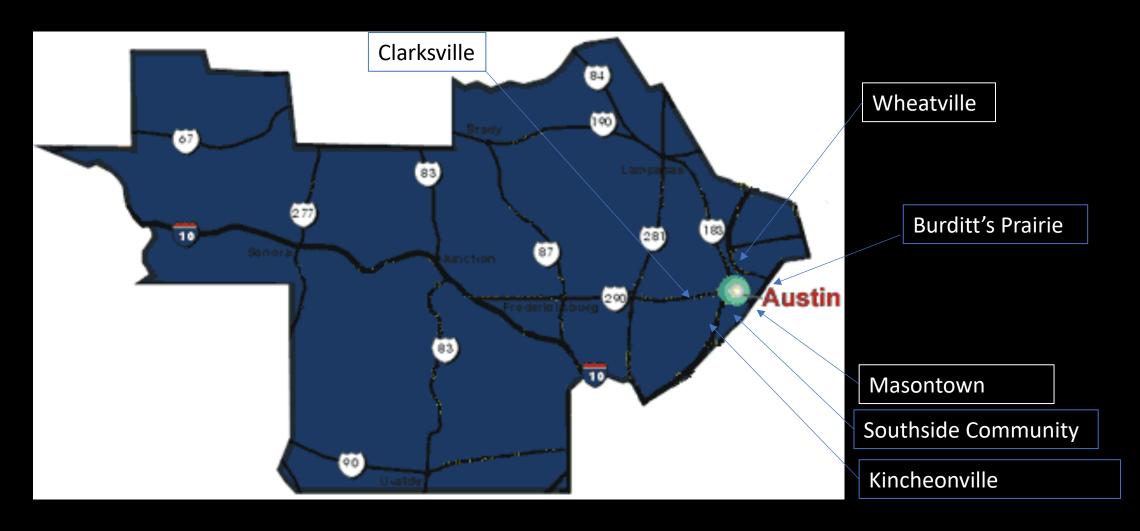
## European Arrival

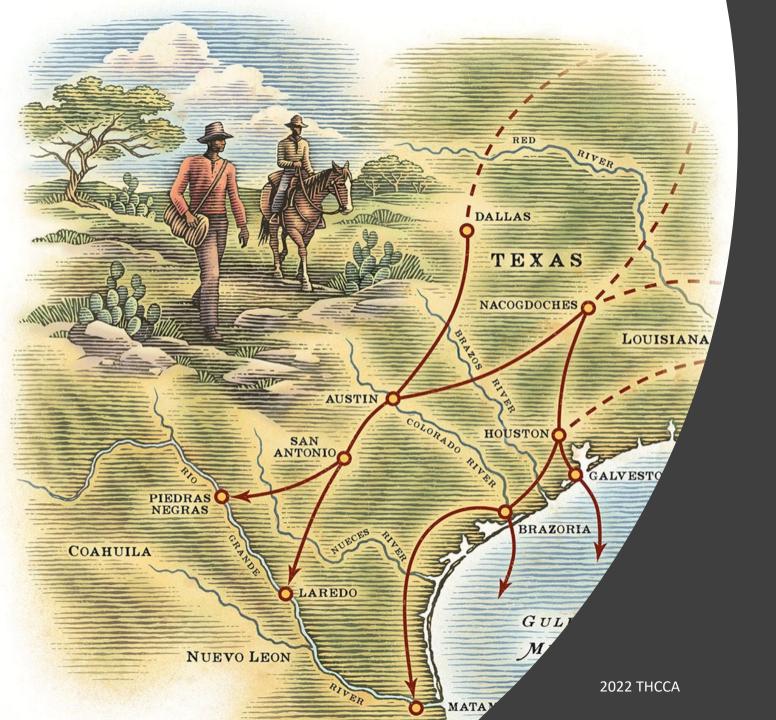


African Americans in the Hill country



## Freedman Towns in the Hill Country



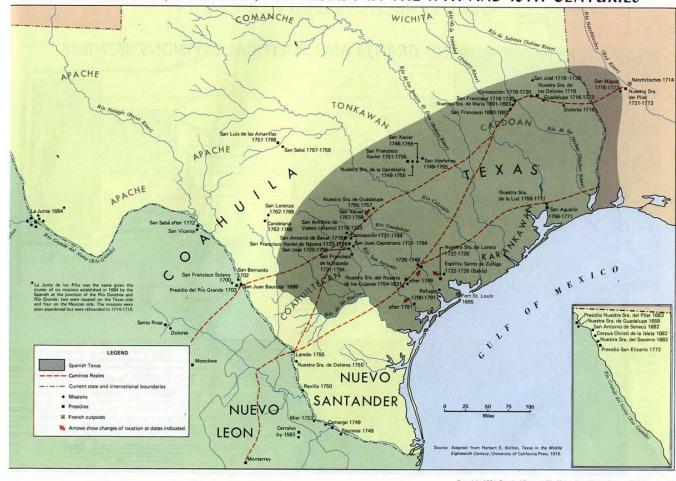


# The Texas Underground Railroad



### Spanish Texas

### SPANISH MISSIONS, PRESIDIOS, AND ROADS IN THE 17TH AND 18TH CENTURIES



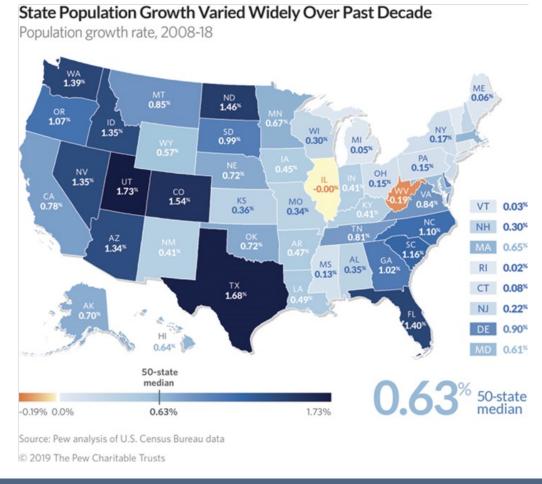
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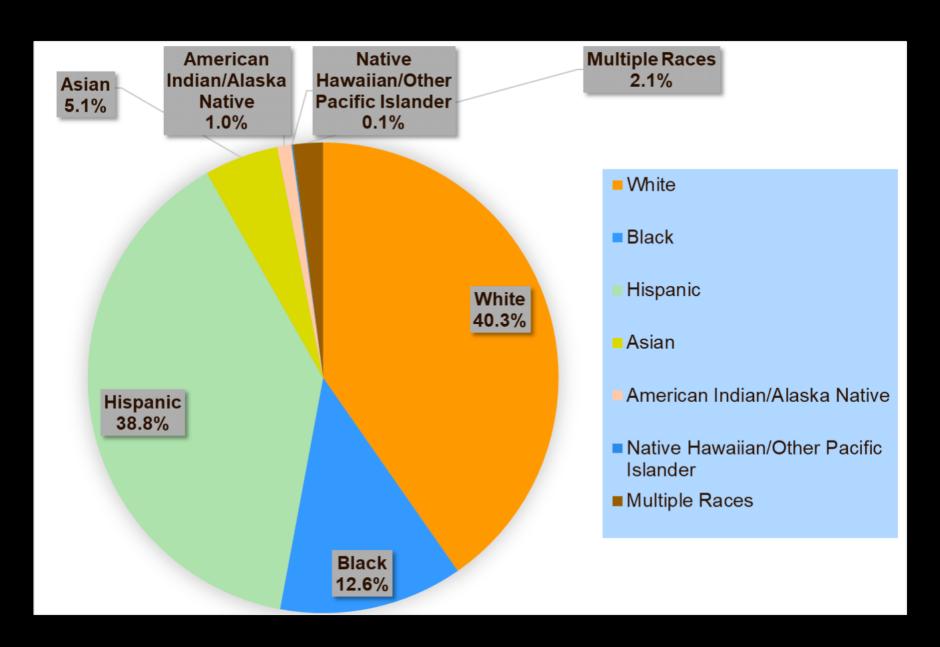


### Our population is growing & changing

Among the fastestgrowing states in the 10 years ending July 2018, Texas ranked number two.

Adding people at more than twice the median rate. (Pewtrust.org Feb. 2019)

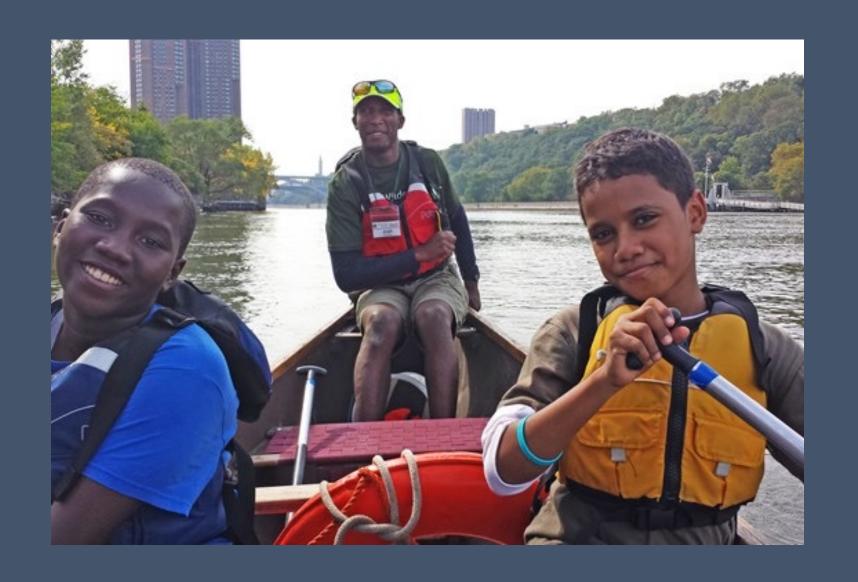








What is Texas Parks and Wildlife doing to create a more welcoming environment



Careers

Programming

Peers

Volunteers

Media Images

## Inclusion in Careers

- Self-Examination
- Become comfortable being uncomfortable
- Evaluation of requirements (Don't lower, adapt)
- Be intentional
- Mentor/Internships
- Inclusive images

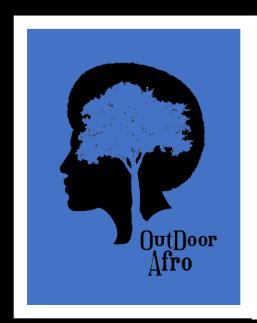


Why is Inclusion and Belonging Important to Us?



## What is Belonging?











ck Wolf Hunting (

"HECHO: Hispanics Enjoying Camping, Hunting, and the Outdoors"





Recruitment of Volunteer Interpreters & Partners









Non-Traditional University Partnership

Increased Volunteers

Increased Diversity

Increased Conservation awareness

Increase diverse Talent for agency

**2022 THCCA** 

Decrease cost of engagement



# Inclusive in print Images









## Inclusive Social Media

### **TPWD News**

Media Advisory: Special Texas Parks and Wildlife Commission Meeting on Selection of a New

Chronic Wasting Disease Confirmed at a Limestone County Deer Breeding Facility

On National Hunting and Fishing Day Texas Hunters and Anglers Encouraged to Bring a

Read all news



**Apply Now for Drawn Hunts** 

2022-2023 season. Choose from more than 9.500

**Hot Topics** 

Chronic Wasting Disease Executive Order

CARES Act Fisheries Disaster Application

2022-2023 Hunting Season Dates

MLDP Registration Information

Cost Efficiency Suggestion Poll

Chronic Wasting Disease

### Win a Lifetime License!

The Lifetime License Drawing is your chance to win a Enter online to win any of the Drawn Hunts in the Lifetime Super Combo License (\$1,800 value) that lets you hunt and fish in Texas without ever buying three chances to win: enter by September 30,



### **Big Time Texas Hunts Entries** are on Sale Now!

hunts, including some new ones. Each entry will cost ranches and TPWD Wildlife Management Areas across Texas! For only \$9 online or \$10 at your local license retailer you could win the hunts of a lifetime

### Connect



All Social Media

Sign Up for Email Updates Office Locations

Kudos, Questions & Comments



www.tpwd.texas.gov



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EDUCATION



BECOME AN ANGLER **EDUCATION INSTRUCTOR!** · Take a free, fun, hands-on instructo training course (4-6 hours) · Borrow equipment where available Teach others to fish and care for TPWD'S ANGLER EDUCATION PROGRAM PROVIDES · a curriculum that is hands-on and fun training and tools that equip you to be successful as a fishing instructor a a naturally of follow instru

**OUR PROGRAM GOAL IS TO INCREASE PARTICIPATION** IN RECREATIONAL FISHING AND TEACH YOUTH AND ADULTS HOW TO BE SAFE AND ETHICAL ANGLERS.

### LEARN HOW TO TEACH BASIC AND ADVANCED FISHING, AND FLY FISHING CLASSES:

- Casting techniques
  - . Equipment, knots and tackle assembly
  - · Proper fish handling
  - · Fish identification and habitat
  - · Fishing safety, ethics and regulations
  - · Stewardship of aquatic resources

### WHO USES ANGLER EDUCATION?

- · Teachers (SBEC credit available)
- · Scout leaders and youth group leaders
- · Parks and recreation department staff
- · Churches and local community groups
- · After-school and summer camp staff
- Homeschoolers



Austin Headquarters (512) 389-4732 (512) 389-4472 Central Texas (281) 534-0123 Houston Area DFW/North Texas (972) 263-0427 Toll Free (800) 792-1112

www.tpwd.texas.gov education@tpwd.texas.gov



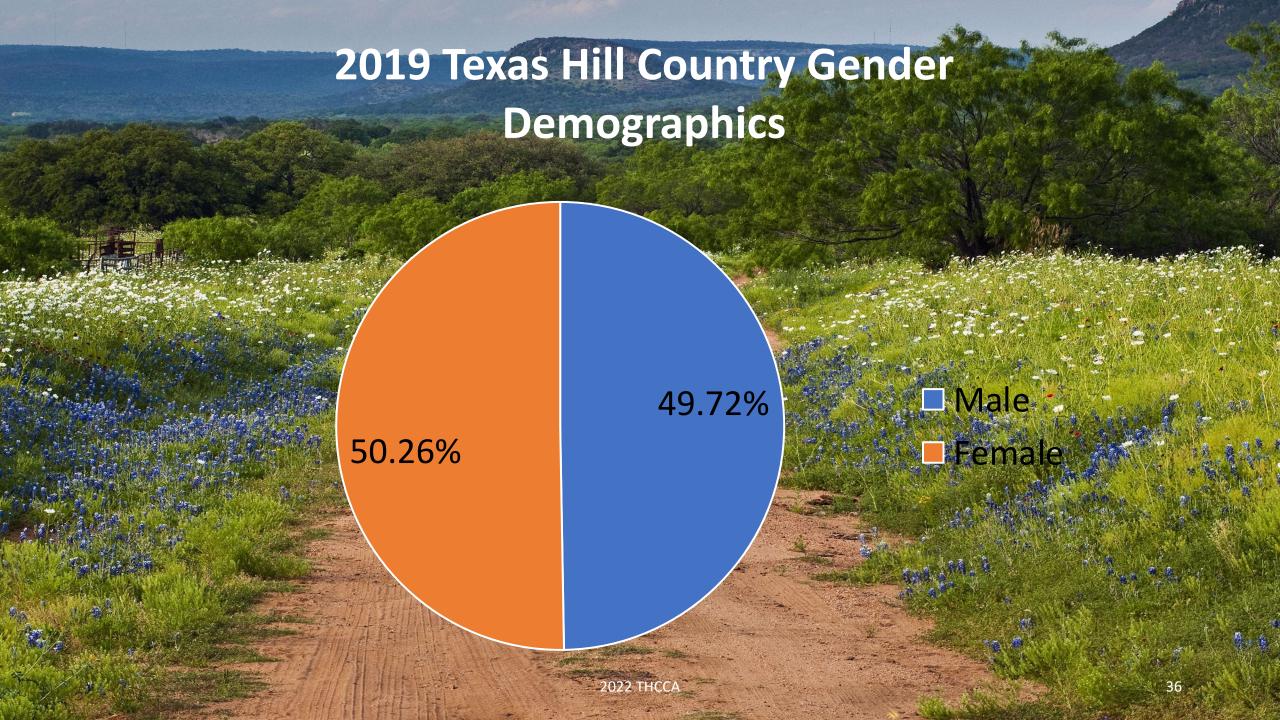


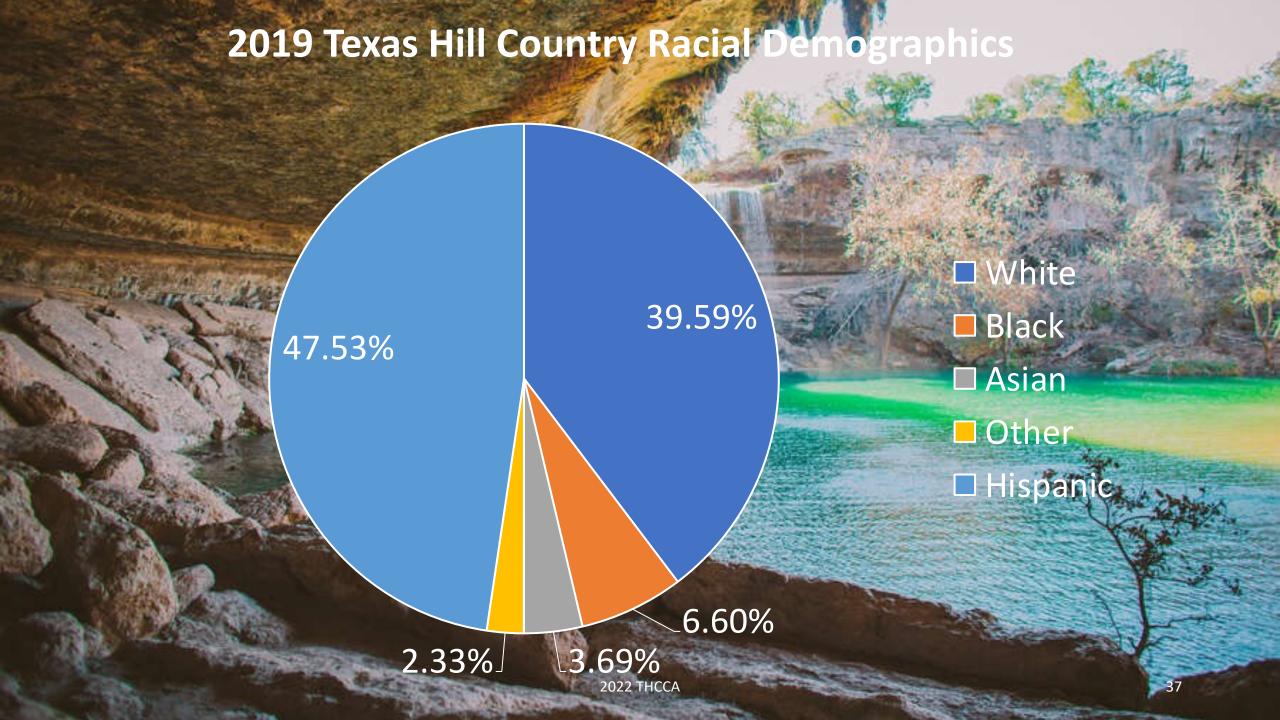
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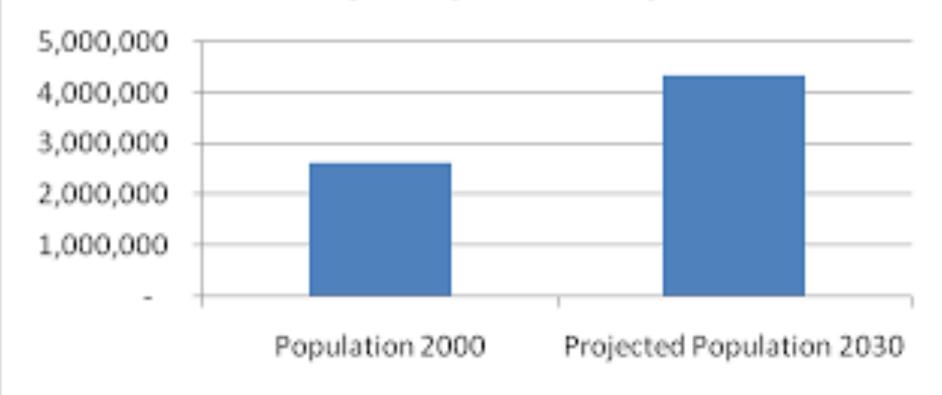












### Challenges

- Urbanization
- Changing demographics
- Ground Water overuse
- Lack of Protection of Outdoors spaces
- Nature deficit disorder
- Availability of Natural Resource Practitioners
- Mistrust of Government
- Increased air pollutants
- Expanding conservation challenge (everyone's issue)
- Climate Change
- Relevance/Value of Conservation organizations to the changing demographic (Legislative/ Funding)
- Over development in rural areas





### Why Diversity, Equity and Inclusion in Conservation?

- Strengthens the environmental and conservation movement.
- Make conservation relevant to a much wider constituency.
- Drives political and financial support from a broader spectrum of society.
- As the demand for environmental and conservation workers grow, organizations must utilize the full spectrum of talent available.
- Conservation depends on support from urban voters, urban donors, and urban communicators.
- People will value nature only if they care about nature where they live.

## texas hill country conservation network

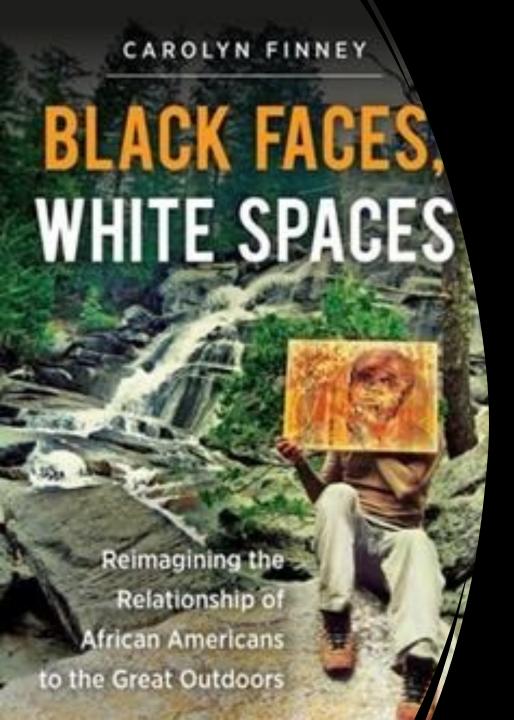
How Inclusive are your agencies?



Courageous and
Compassioned
Conversations are a
good start, but that
shouldn't be the end.

"We tried, but we just can't fine a good fit."





## Carolyn Finney (Black Faces White places)

- Outreach must go two ways. We need to teach others about us and learn about them. There has to reciprocity for relationships to be sustainable.
- There is <u>no universal story</u>. My experienced with nature is different then yours. It should not be assimilation.
- We have to <u>examine our biases about what we do</u>. Examine your risk and willingness to become uncomfortable.
- Do you want to be comfortable or better?



# In the absence of a clear plan and effective communication what happens?

### Questions to ask

Why is this important to our mission?

How really inclusive are we today?

What progress are we making?

What have we done that has given us the best results?

What should we stop doing?

How is this going to support our relationships internally and externally?

What help do we really need?

What does success look like? (Measures)

### Organization Assignment

- Define the Why for your organization?
- What's one thing you're going to do?
- Write it down.
- Timeline around it date and time to connect and commit.
- Who do you need to help you make this happen?
  - Commit to something outside of the emotional priority in the moment
- Follow up on implementation.

"If retention does not receive equal attention as recruitment, the result will be a 'revolving door,' where expensive recruitment efforts are always at full peak, due to a disproportionately high attrition rate."







#### You Should Avoid

