

Education and Outreach Committee



Meeting Summary

March 13, 2013, 11:00 am
Centennial Campus, Raleigh

Meeting Attendees:

Commissioners:

Dell Murphy, Chair			Nat Harris, Vice Chairman
David Hoyle	Ray White	Joe Barker	Wes Seegars
Ray Clifton	Dalton Ruffin	John Coley	Tom Berry
Mark Craig	John Litton Clark	Richard Edwards	

Staff:

Gordon Myers	Mallory Martin	Deet James	Jenny Harris
Travis Casper	Tommy Clark	Carolyn Rickard	Melinda Huebner
Bob Curry	Margaret Martin	Dain Palmer	Kyle Briggs
Kerry Linehan	Erik Christofferson	Dale Caveny	Tommy Clark
Todd Kennedy	Lisa Hocutt	Brad Gunn	Janice Underwood
David Butts	David Cobb	Kate Pipkin	Cecilia Edgar

Guests:

Commissioner Dell Murphy called the meeting to order at 11 am.

Strategic Recruitment Retention Initiative

Committee members received an overview of SRRI staff accomplishments and the initial program assessment. Four action items were identified from the October, 2012, SRRI Workshop:

- Create a strategic plan;
- Pilot assessments;
 - Hats on campaign - Deet James
 - RBFF Direct marketing Campaign - Lisa Hocutt
 - Birding by Ear - Margaret Martin/Mike Campbell
 - NSSF E-Campaign-based on Florida trial - Travis Casper
- Communicate with staff; and,
- Infrastructure Development

Staff provided an overview of the Recruitment and Retention Adoption Model and Sample Results Chain. Results chain is focused on outcomes, which emphasizes accomplishments rather than outputs, which are focused on numbers. Committee members requested that the staff's PowerPoint presentation be uploaded to SharePoint. Staff distributed a tentative timeline for the model rollout. Staff noted a strong focus on infrastructure development that uses technology to identify strategic locations, stresses partnerships to provide funding and operations management and is not limited to physical infrastructure. This includes policy infrastructure and legislation, including bills such as the Hunter Education Apprentice Permit (SB 234).

Action Item: Committee voted unanimously to affirm SRRI committee work and review of Declarative Statement. Gordon will send email to staff formalizing the charge to the committee.

License Data Analyses

Committee members received a presentation on license sales trends from Tommy Clark. He distributed a handout that graphically showed NC license sales in a 10 year period by age of license buyer.

Action Item: Tommy Clark will factor in lifetime license holders. Tommy will also assess if we can prepare a similar analysis for vessel registration.

Social Media Update

Committee members received an update of agency Social Media initiatives.

- Last year at the Hunter Education State Tournament staff posted updates and pictures throughout the day.
- WRC has 8,800 followers of Facebook; 1,000 on Twitter; 61 videos viewed 175,000 times;
- articles are posted once a week on our Blog;
- Most people are using mobile devices to interact with our social media sites.

Goals of Social Media:

- Help people recognize NCWRC as the source of information for wildlife.
- Develop in followers an appreciation of wildlife.
- Educate constituents.
- Allows us to interact with a broader audience - reaching a younger demographic.

Committee meeting adjourned at 12:15 pm.