



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

Engagement and Connections WORKING GROUP

Chair: Ty Medlen (LA)

Wednesday, September 16, 2026

1:15pm – 3:15pm

116th AFWA Annual Meeting

Lancaster, Pennsylvania

Agenda

- Call to order, introductions, and review of agenda
- Re-engagement of Coffee Talks
- Feedback from TNA FAWC AFWA **Language, Framing, and Public Understanding**
 - **ACTION:** make recommendation of terms/definitions/labels/categories that the states can use to identify with the public.
 - **ACTION:** creation of a best practices document, including background as to the need/why, that states can use with use of language and framing when doing outreach or communication with the public.
 - Education is key as to how to get the message across as to why we need to do conservation work of something that most people may not care about (ie. Grasslands).
- AFWA Engagement & Relevancy Dashboard review of outline:
(Support the AFWA Strategic Priorities by providing a shared measurement framework that helps State, Federal, and Non-Government FWAs: Track, compare, and scale strategies used by fish and wildlife agencies to engage non-traditional outdoor users while advancing AFWA priorities) Expanding Wildlife Conservation Funding.
- Partnership with Human Dimensions Group
 - Needs and deeds (When it comes to Broadening Engagement, what is going well for your agency or your region and what do you need help with)

Adjourn