Different Shades of Green

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2022 THCCA







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.







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

Native Americans in the Hill Country





Comanchería:

The territory of the Comanche Late 18th to early 19th century

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The European Invasion

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European Arrival



African Americans in the Hill country



Freedman Towns in the Hill Country





The Texas Underground Railroad

Hispanics and Latinos in the Hill Country

Spanish Texas





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)



State Population Growth Varied Widely Over Past Decade Population growth rate, 2008-18

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People Diversity is a Social resource that we cannot afford to ignore.



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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?











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





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Recruitment of Volunteer Interpreters & Partners



Non-Traditional University Partnership

- Increased Volunteers
- Increased Diversity
- Increased Conservation awareness
- Increase diverse Talent for agency
- Decrease cost of engagement



Inclusive in print Images







Inclusive Social Media

TPWD News **Hot Topics** Media Advisory: Special Texas Parks and Wildlife Chronic Wasting Disease Executive Order Commission Meeting on Selection of a New 2022-2023 Hunting Season Dates Executive Director CARES Act Fisheries Disaster Application Chronic Wasting Disease Confirmed at a Limestone County Deer Breeding Facility MLDP Registration Information On National Hunting and Fishing Day Texas Chronic Wasting Disease Hunters and Anglers Encouraged to Bring a Cost Efficiency Suggestion Poll



Buddy

Read all news

Win a Lifetime License!

Lifetime Super Combo License (\$1,800 value) that

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three chances to win: enter by September 30,

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another state license. Entries are only \$5. There are



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> Take a chance and enter to win any of 10 premium hunts, including some new ones. Each entry will cost hunting packages on some of the best private 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

> > Casting techniques

Proper fish handling

· Fish identification and habitat

· Equipment, knots and tackle assembly

· Fishing safety, ethics and regulations

Stewardship of aquatic resources

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:



2022-2023 season. Choose from more than 9,500

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 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





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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 network of fellow instru

for participant



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How many State Parks in the Hill Country

-

Michigan

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Texas Hill Country Conservation Network

2019 Texas Hill Country Gender Demographics

49.72%

MaleFemale

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50.26%
2019 Texas Hill Country Racial Demographics

47.53%

2.33%

39.59%

6.60%

3.69% 2022 THCCA

BlackAsian

White

OtherHispanic

Hill Country Projected Population



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."



BLACK FACES, WHITE SPACES

Reimagining the Relationship of African Americans to the Great Outdoors

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 <u>reciprocity</u> 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?



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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."





Questions

You Should Avoid

