

## How ready are you to engage and serve broader constituencies to improve conservation outcomes?

Implementing the *Fish and Wildlife Relevancy Roadmap* involves experimenting with various approaches to learning about the needs, interests and concerns of people in your state that the agency has historically not engaged with or provided programs and services to.

In this context, “broader constituencies” refers to population segments (e.g., people living in urban areas, Hispanics, those that have particular wildlife values, those that may participate in outdoor recreation but are not engaged in traditional activities such as hunting, fishing or trapping) about which the agency has limited understanding. Often, the agency lacks knowledge of the population segment’s needs, interests and concerns related to fish and wildlife conservation and has not routinely provided programs and services to them. Another descriptor is historically underserved populations.

This assessment tool is intended to provide some initial information for an agency team (not the whole agency) to assess and discuss their willingness and ability to engage broader constituencies. This tool may provide some insight into which population segments the agency is interested in learning more about and why. There is no “best” score, or utility in comparing across agencies – it’s to generate thoughtful discussion on the topic. Feel free to modify the questions to fit your context.

**Ratings: 1 = Never 2 = Rarely 3 = Sometimes 4 = Most of the time 5 = Always**

*Ask yourself: “To what extent do the behaviors indicated below occur in our agency?”*

1	Our key agency leadership supports engaging and serving broader constituencies	
2	Our staff are generally supportive of engaging and serving broader constituencies	
3	We use a coalition of staff (thought leaders at multiple levels and in multiple roles) to help us learn about engaging and serving underserved population segments	
4	We make efforts to reach out to population segments that we don’t know well in an effort to understand their needs, interest and concerns related to fish and wildlife conservation	
5	We are open to new ideas and approaches to improve our engagement activities with new constituencies	
6	We are willing to take some risk to learn about and improve conservation outcomes by engaging broader constituencies	
7	We understand that people’s needs, interests and concerns regarding conservation may vary across population segments and that all people should be considered as potential beneficiaries of our agency’s work	
8	We periodically evaluate the effectiveness of our engagement activities with our current constituencies and improve as needed	

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9	Our staff routinely reference public trust concepts and accept their roles and responsibilities under a public trust framework	
10	We use multiple ways to engage stakeholders in meaningful, open and respectful dialogue	
11	We have access to and apply recent social science information to learn about current and potential constituencies	
12	We are enthusiastic about establishing and maintaining relationships with existing and new partners to combine their knowledge, skills, and capacity with ours for the purpose of engaging broader constituencies effectively	
13	Our practices and behaviors demonstrate we understand that increasing relevancy, value and support for conservation is a “journey” rather than a one-off event	
14	We have the necessary resources and are committed to increasing relevancy, value and support for conservation	
15	We periodically test our assumptions about stakeholder needs, interests and concerns	
16	Our decision-making processes are collaborative, transparent, inclusive and are inviting to the public	
17	We embrace change that present opportunities for agency innovation and improvement	
17	We periodically evaluate and modify our goals, objectives and actions (including reallocation of resources) using internal and external input	
18	Our approach is to “meet people where they are,” not where we think they should be	
19	We understand that people’s needs, interests and concerns regarding conservation change over time	
20	We monitor our state’s changing demographics and understand its implications for the programs and services we offer	
21	We genuinely invite and welcome diverse perspectives to inform our program priorities (outcomes, services, etc.)	
22	We are well informed about the programs and services that other state fish and wildlife agencies and non-governmental organizations offer to historically underserved population segments	
23	We engage people in ways that encourage them to share their expertise and knowledge with us and to help us apply such knowledge	
24	We are effective at communicating with new constituencies about who we are and what we do	
25	We co-create programs and services with the people who use them	
26	We are effective at recruiting and retaining people with diverse backgrounds, values, skills, and life experiences	

1. What population segment(s) or geographical area in your state are you most interested in learning about and engaging with and why?