

Teleconference/Virtual

AGENDA

Board of Wildlife Resources
Education, Planning, and Outreach Committee
7870 Villa Park Drive, Board Room
Henrico, Virginia 23228

March 17, 2021
2:00 pm

Committee Members: Ms. Karen Terwilliger, Chair, Ms. Catherine Claiborne and Mr. G. K. Washington, Ms. Tammy Jo Grimes

DWR Staff Liaison: Mr. Lee Walker

1. Call to Order and Welcome
Ms. Karen Terwilliger

This meeting is proceeding under Item 4-0.01, subsection G of the Appropriation Act and section 2.2-3708.2 of the Code of Virginia. It is being held by electronic communication, as the COVID-19 virus has made a physical meeting of the Committee impracticable. This emergency imposed by COVID-19 is observed by Executive Orders issued by the Governor of Virginia. The Committee's actions today shall be solely limited to those matters included on the agenda; All of these proposed actions are statutorily required or necessary to continue operations and discharge lawful purposes, duties, and responsibilities of the Board.

2. Approval of January 20, 2021 Meeting Minutes
Ms. Karen Terwilliger

Final Action

3. Public Comment – Non Agenda Item
Ms. Karen Terwilliger
4. Outreach Communications Strategic Plan
Mr. Brian Moyer

5. Public Access
Mr. John Kirk
6. DWR CPO Hiring Outreach Efforts
Ms. Paige Pearson
7. Restore the Wild Art Contest
Mr. Brian Moyer
8. Director's Report
Mr. Ryan Brown
9. Chair's Report
Ms. Karen Terwilliger
10. Additional Business/Comments
Ms. Karen Terwilliger
11. Next Meeting Date: To Be Announced
Ms. Karen Terwilliger
12. Adjournment
Ms. Karen Terwilliger

Teleconference/Virtual

Draft Meeting Minutes

Education, Planning, and Outreach Committee
Board of Wildlife Resources
7870 Villa Park Drive, Board Room
Henrico, VA 23228

January 20, 2021
2:00 pm

Present: Ms. Karen Terwilliger, **Chair**, Mr. G. K. Washington; Ms. Catherine Claiborne;
Board members: Mr. Leon Boyd, Mr. Tom Sadler and Mr. Brian Vincent; **Executive Director:**
Mr. Ryan J. Brown; **Director's Working Group:** Mr. Gary Martel, Mr. Lee Walker, Ms. Paige
Pearson, Dr. Mike Bednarski, Mr. George Braxton, Mr. Tom Guess, Mr. Darin Moore, Colonel
John Cobb.

The Committee Chair called the Virtual meeting to order at 10:00 am and welcomed everyone to the meeting. The Chair noted for the record that a quorum was present for the meeting.

The Chair read the meeting procedure order for the meeting.

This meeting is proceeding under Item 4-0.01, subsection G of the Appropriation Act and section 2.2-3708.2 of the code of Virginia. It is being held by electronic communication, as the COVID-19 virus has made a physical meeting of the Committee impracticable. This emergency imposed by COVID-19 is observed by Executive Orders 51, 53, and 55 issued by the Governor of Virginia. The committee's actions today shall be solely limited to those matters included on the agenda; all of these proposed actions are statutorily required or necessary to continue operations and discharge lawful purposes, duties, and responsibilities of the Committee.

The Board Secretary took a Roll Call Vote for attendance of Board members attending. Karen Terwilliger, G. K. Washington, Catherine Claiborne, Brian Vincent, Leon Boyd and Tom Sadler were in attendance.

Approval of the October 1, 2020 Meeting Minutes: The Chair called for a motion to approve the minutes of the October 1, 2020 Committee meeting. Mr. Washington made a motion to approve the minutes of the October 1, 2020 meeting minutes and Ms. Claiborne seconded the motion.

The Board secretary took a Roll Call Vote: Ayes: Terwilliger, Washington, and Claiborne.

Public Comment – Non Agenda Item: The Chair called for Public Comments on Non –Agenda Items, hearing None, the Chair continued on with the meeting.

Boat Titling/Registration and Customer Service Report: The Chair called on Ms. Melody McCormick for a report.

Ms. McCormick introduced her Boat Titling and Customer Service staff and thanked them for their commitment to DWG and gave an update on the Boat Section on how Boat Section and Customer Service are continuing to perform during COVID-19.

After discussion and comments, the Chair thanked Ms. McCormick for her report.

Virginia Wildlife Viewing Plan – 2021-2031: The Chair called on Mr. Brian Moyer for a presentation.

Mr. Moyer gave a presentation on the Virginia Wildlife Viewing Plan 2021-2031.

After discussion and comments, the Chair thanked Mr. Moyer for his presentation.

The Chair called for a motion to approve the Virginia Wildlife Viewing Plan 2021-2031 for Public Comment. Mr. G. K. Washington made the motion, Madame Chair, I move that the Education, Planning, and Outreach Committee approve to the full Board, The Virginia Wildlife Viewing Plan 2021-2031 for public comment as presented by staff. It was seconded by Catherine Claiborne.

The Chair called on the Board Secretary for a Roll Call Vote. Ayes: Karen Terwilliger, G. K. Washington, Catherine Claiborne

Governance Manual and Committee Charters: The Chair called on Mr. Tom Guess for an Update.

Mr. Guess presented the Governance Manual and Committee Charters language changes.

After discussion and comments, the Chair thanked Mr. Guess for his Update.

The Chair called for a motion. Mr. Sadler made a motion, Madame Chair; I move that the Education, Planning, and Outreach Committee approve the staff recommendations to amend the Board Governance manual, Code of Ethics, and Committee Charters to the full Board of Wildlife Resources for their consideration. It was seconded by Ms. Claiborne.

The Chair called on the Board Secretary for a Roll Call Vote. Ayes: Karen Terwilliger, G. K. Washington, and Catherine Claiborne

2020 Hunter Education Update: The Chair called on Mr. David Dodson for an update.

Mr. Dodson gave an update on the 2020 Hunter Education Program during COVID-19 and how they have been able to continue teaching and training the public.

After discussion and comments, the Chair thanked Mr. Dodson for his update.

2020 Boating Education Update: The Chair called on Ms. Stacey Brown for an update.

Ms. Brown gave an update on the 2020 Boating Safety Education Program and how they worked around COIVD-19 to continue their Boating Safety Education Program.

After discussion and comments, the Chair thanked Ms. Brown for her update.

Salamander Conservation License Plate: The Chair called on Mr. Lee Walker.

Mr. Walker presented the Committee with the newest Wildlife Conservationist Salamander License plate.

Director's Report: The Chair called on Mr. Ryan Brown for his Director's Report.

Mr. Brown reported on:

- The Director thanked the Boat Section and Customer Service for all of their work and efforts to keep all the public satisfied and thanked Mr. Tom Guess for his efforts and handling the Governance Manual and Charters.

The Chair thanked Mr. Brown for his report.

Chair's Report: The Chair thanked all of the presenters for their awesome presentations. The Chair appreciates all the efforts of staff to continue to communicate and work during COVID-19.

The Chair asked if anyone had any further questions or comments and hearing none, she adjourned the meeting at 3:19 pm.

Respectfully submitted,

Frances Boswell
/s/

CPO RECRUITING: 2021

PAIGE PEARSON

March, 2021



CONSERVE. CONNECT. PROTECT.

CPO Marketing: Recruitment 2021

Billboard

Radio

Social Media + Facebook Live Event

Email Marketing

Press Releases



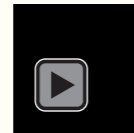
BILLBOARD

I-64 Newport News	\$5,250
Rt. 17/ I-95	\$2,325
Rt. 610/ I-95 Garrisonville	\$3,125
Oaklawn Blvd Petersburg	\$1,625
I-64 Hampton HRBT	\$5,000
I-64/ Laburnum Ave	\$3,405
I-95/ Bells Rd	\$4,500
I-95/ Appomattox Rvr	\$4,250
I-664	\$4,000
	\$33,480



RADIO

- Thirty (30) :30 commercials per week across the Virginia News Network to air Monday-Saturday, 6:00am – 7:00pm...*Radio's Prime Time*
- 30 Network commercials x 56 radio stations = 1,680 individual commercials per week
- Four (4) weeks, from February 1st through the end of the month
- 120 total network commercials = 6,720 individual radio commercials
- The Virginia Department of Wildlife Resources will have the opportunity to be interviewed during one of the **Virginia Focus** public affairs programs during the month of February. The Virginia Focus is a half hour public affairs program that airs across 37 Virginia radio stations. Virginia Focus is fed each Thursday and is aired by affiliated radio stations between Friday and Sunday.



SOCIAL MEDIA

Instagram

Facebook + Facebook Live

Instagram

Photo Promo: Chat with a CPO Facebook chat

Reach: 7,017

Likes: 457

Comments: 10

*Oath of Office Video recruiting announcement
(2:09 minutes long)*

Views: 2,971

Likes: 273

Comments: 3

Average Percentage Watched: :06 seconds

Facebook

Alberto Medina FB Live Promo

Reach: 8,725

Likes: 110

Shares: 30

Comments: 12

<https://fb.watch/48SookIkk2/>

*Oath of Office Video recruiting announcement
(2:09 minutes)*

Reach: 18,700

Likes: 283

Comments: 46

Shares: 93

Link Clicks: 293

Average Watch Time: :09 seconds

Total Minutes Viewed: 3,000 minutes

<https://fb.watch/48SqKVM5Qe/>

Facebook Live

Chat with a CPO Facebook Live

Reach: 34,600

Likes: 188

Comments: 103

Shares: 12


Link Clicks: 24

Average Watch Time: 12 minutes

Minutes Viewed: 6,600 minutes




EMAIL MARKETING



CONSERVE. CONNECT. PROTECT.

DWR is Recruiting Conservation Police Officers to Serve Virginia's Diverse Population




Are you ready to begin your career in Natural Resources Enforcement?

If you have a passion for the outdoors and want to serve your community, a career as a Conservation Police Officer may be right for you.

If you're up for the challenge, the Virginia Department of Wildlife Resources is now accepting applications for multiple duty assignments throughout Virginia.

[Learn More & Apply Now](#)

[Email a Recruiter](#)

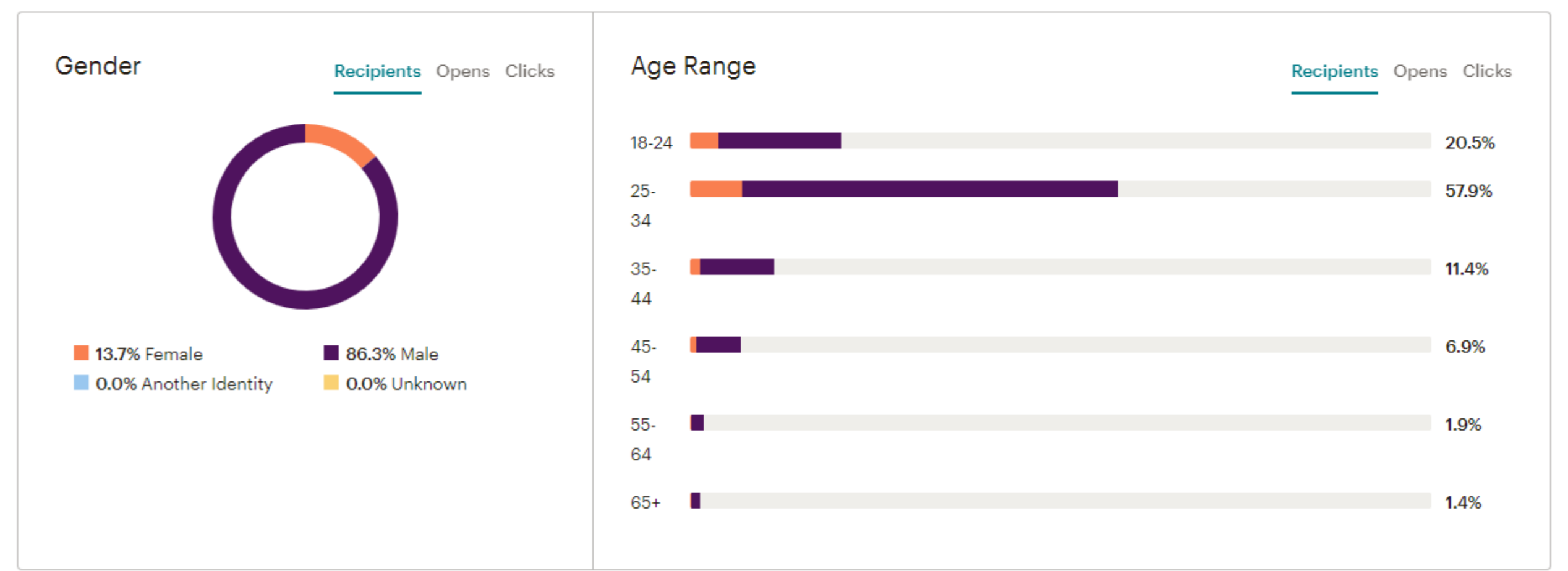


1,200 Opened	629 Clicked	74 Bounced	7 Unsubscribed
-----------------	----------------	---------------	-------------------

Successful deliveries	2,679	97.3%	Clicks per unique opens	52.4%
Total opens	4,198		Total clicks	1,226
Last opened	3/9/21 10:47PM		Last clicked	3/10/21 9:35AM
Forwarded	0		Abuse reports	0
Inbox replies	1			

Predicted demographics

Female Male Another Identity Unknown



PRESS RELEASES



FOR IMMEDIATE RELEASE

February 1, 2021

Contacts: Lt. Travis Murray, recruiter@dwr.virginia.gov, (804) 367-3443

JOIN DWR'S CONSERVATION POLICE TO SERVE VIRGINIA'S DIVERSE POPULATION

RICHMOND, VA – The Virginia Department of Wildlife Resources (DWR) is thrilled to announce they are now taking applications for the 11th Conservation Police training academy. DWR will have two academies during training - basic and modified, based on applicant qualifications. Applications will be accepted February 1, 2021- March 2, 2021.

“We are excited to offer this opportunity to assist in our protection of Virginia’s wildlife resources,” said Ryan Brown, Executive Director of DWR. “As wildlife and outdoor recreation are for everyone, we want this to be the most diverse and inclusive recruitment in the history of the agency, fully representative of all of the Commonwealth’s citizens.”

Conservation Police Officers (CPOs) are the heart of the Agency. On any given day, CPOs are outdoors protecting the citizens of Virginia, including hunters, anglers, boaters, paddlers, wildlife watchers, or just people enjoying a day outside. CPOs aren’t just committed to wildlife and fisheries, they’re committed to caring for the entire Commonwealth. While the days can be long, they are filled with patrolling any of our waters, assisting sick or injured wildlife, helping biologists retrieve a baby bear cub from a tree, monitoring our Wildlife Management Areas, or assisting another agency with one of our nine K9s. No day is the same at DWR but every day is eventful! If you have a passion for wildlife and fisheries, and supporting and helping the citizens of the Commonwealth, becoming a Conservation Police Officer may be your calling!

The basic and modified academies run simultaneously for 26 and 14 weeks. During that time, new officers will be based in Henrico County. The basic training academy sessions provide an opportunity to develop positive relationships, familiarity with the agency’s mission, and esprit de corps with classmates, all of which carry on into recruits’ careers with the agency.

The Department provides seven-day-a-week lodging at no cost to the new officer during their training period and a state vehicle for official use. New officers can plan to receive training during regular business hours, Monday through Friday. There are a few weeks when training is received out of the area, as well as occasional weekends and nights. During the application process, applicants are able to list their preferred work duty stations (counties). If the applicant successfully completes training, they will be given their potential location assignment in their conditional offer letter.

“This is a career where you can protect our wildlife resources and make a strong connection with those who enjoy the outdoors,” said Colonel John Cobb, Chief of Law Enforcement. “If you have a passion for bringing others to the outdoors and serving a diverse community, we encourage you to apply as a CPO.”

DWR invites you to apply today to become a CPO. For more information, please visit: virginiawildlife.gov/conservation-police/recruiting.

####



FOR IMMEDIATE RELEASE

February 11, 2021

Contacts: Lt. Travis Murray, recruiter@dwr.virginia.gov, (804) 367-3443

JOIN DWR CONSERVATION POLICE FOR FACEBOOK LIVE RECRUITING EVENT

RICHMOND, VA -- The Virginia Department of Wildlife Resources (DWR) is thrilled to announce they are now taking applications for the 11th Conservation Police training academy. DWR will have two academies during training - basic and modified, based on applicant qualifications. Applications are currently being accepted through March 2, 2021.

The Department encourages all interested parties to join them for a Facebook Live on February 17, 2021 at 1 pm EST. Sgt. Mike Hill and CPO Krista Adams will be on hand to answer any questions you might have about a career as a CPO and the recruiting process.

You can find more information on the DWR Facebook page: [facebook.com/VirginiaDWR](https://www.facebook.com/VirginiaDWR)
Link to Facebook Live Chat: <https://fb.me/e/17OoM4mTh>

More information about CPO recruiting: dwr.virginia.gov/conservation-police/recruiting/

Background:

Conservation Police Officers (CPOs) are the heart of the Agency. On any given day, CPOs are outdoors protecting the citizens of Virginia, including hunters, anglers, boaters, paddlers, wildlife watchers, or just people enjoying a day outside. CPOs aren’t just committed to wildlife and fisheries, they’re committed to caring for the entire Commonwealth. While the days can be long, they are filled with patrolling any of our waters, assisting sick or injured wildlife, helping biologists retrieve a baby bear cub from a tree, monitoring our Wildlife Management Areas, or assisting another agency with one of our nine K9s. No day is the same at DWR but every day is eventful! If you have a passion for wildlife and fisheries, and supporting and helping the citizens of the Commonwealth, becoming a Conservation Police Officer may be your calling!

The basic and modified academies run simultaneously for 26 and 14 weeks. During that time, new officers will be based in Henrico County. The basic training academy sessions provide an opportunity to develop positive relationships, familiarity with the agency’s mission, and esprit de corps with classmates, all of which carry on into recruits’ careers with the agency.

The Department provides seven-day-a-week lodging at no cost to the new officer during their training period and a state vehicle for official use. New officers can plan to receive training during regular business hours, Monday through Friday. There are a few weeks when training is received out of the area, as well as occasional weekends and nights. During the application process, applicants are able to list their preferred work duty stations (counties). If the applicant successfully completes training, they will be given their potential location assignment in their conditional offer letter.

DWR invites you to apply today to become a CPO. For more information, please visit: virginiawildlife.gov/conservation-police/recruiting.

####



FOR IMMEDIATE RELEASE

March 10, 2021

Contacts: Lt. Travis Murray, recruiter@dwr.virginia.gov, (804) 367-3443

DWR EXTENDS DEADLINE FOR CONSERVATION POLICE APPLICATIONS

RICHMOND, VA -- The Virginia Department of Wildlife Resources (DWR) has extended the deadline for applications to become a Conservation Police Officer. Applicants now have until March 17th to apply. DWR will have two academies during training - basic and modified, based on applicant qualifications. |

“We are excited to offer this opportunity to assist in our protection of Virginia’s wildlife resources,” said Ryan Brown, Executive Director of DWR. “As wildlife and outdoor recreation are for everyone, we want this to be the most diverse and inclusive recruitment in the history of the agency, fully representative of all of the Commonwealth’s citizens.”

Conservation Police Officers (CPOs) are the heart of the Agency. On any given day, CPOs are outdoors protecting the citizens of Virginia, including hunters, anglers, boaters, paddlers, wildlife watchers, or just people enjoying a day outside. CPOs aren’t just committed to wildlife and fisheries, they’re committed to caring for the entire Commonwealth. While the days can be long, they are filled with patrolling any of our waters, assisting sick or injured wildlife, helping biologists retrieve a baby bear cub from a tree, monitoring our Wildlife Management Areas, or assisting another agency with one of our nine K9s. No day is the same at DWR but every day is eventful! If you have a passion for wildlife and fisheries, and supporting and helping the citizens of the Commonwealth, becoming a Conservation Police Officer may be your calling!

The basic and modified academies run simultaneously for 26 and 14 weeks. During that time, new officers will be based in Henrico County. The basic training academy sessions provide an opportunity to develop positive relationships, familiarity with the agency’s mission, and esprit de corps with classmates, all of which carry on into recruits’ careers with the agency.

The Department provides seven-day-a-week lodging at no cost to the new officer during their training period and a state vehicle for official use. New officers can plan to receive training during regular business hours, Monday through Friday. There are a few weeks when training is received out of the area, as well as occasional weekends and nights. During the application process, applicants are able to list their preferred work duty stations (counties). If the applicant successfully completes training, they will be given their potential location assignment in their conditional offer letter.

“This is a career where you can protect our wildlife resources and make a strong connection with those who enjoy the outdoors,” said Colonel John Cobb, Chief of Law Enforcement. “If you have a passion for bringing others to the outdoors and serving a diverse community, we encourage you to apply as a CPO.”

DWR invites you to apply today to become a CPO. For more information, please visit: virginiawildlife.gov/conservation-police/recruiting.

####



GET IN TOUCH WITH US

LOCATION

7870 VILLA PARK DR.
RICHMOND, VIRGINIA 23228

CONTACT US

PAIGE.PEARSON@DWR.VIRGINIA.GOV
(804) 370-0044

HOUR HOURS

24/7, 365



John Kirk
Statewide Access Coordinator

EXPLORE the Wild



CONSERVE. CONNECT. PROTECT.

DWR Quota Hunt Administration



Promotion of DWR Access Opportunities



<https://youtu.be/UCzj5g9gRtA>



Sighting-In Range Renovation

