

**2016-2018 Goals and Work Plan for the**

**Human Dimensions Subcommittee**

The Work Plan for the Human Dimensions Subcommittee falls within the NABCI Strategic Plan under Goal 2 (Facilitate science-based conservation efforts that support healthy bird populations): Sub-goal 2Aii (Enable bird conservation partners to integrate **human dimensions** science and tools into bird conservation efforts) and Goal 3 (Inform and support effective policy to advance bird conservation): Sub-goal 3Aii (NABCI non-federal partners will develop or compile messaging that communicates how legislation or funding could impact bird conservation).

At the February 2015 meeting of the NABCI US Committee, the three primary areas of focus for this Subcommittee were approved. The founding Subcommittee Chair (Tammy VerCauteren) and Co-chair (Ashley Dayer) then recruited members for the Subcommittee, which held its first meeting in April 2015. In February 2017 the Subcommittee leadership transitioned to Subcommittee Chair (Tammy VerCauteren) and Co-chair (Ashley Gramza, the new National Bird Conservation Social Science Coordinator).

Current members include: John Alexander (Klamath Bird Observatory), Scott Anderson (North Carolina Wildlife Resources Commission), Brad Andres (US Fish and Wildlife Service), Wilhelmina Bratton (US Forest Service), Dave Case (DJ Case and Associates), Jim Chu (US Forest Service), Andi Cooper (Ducks Unlimited), Ashley Dayer (Virginia Tech), Chris Deets (US Fish and Wildlife Service), Jennie Duberstein (Sonoran Joint Venture), Todd Fearer (Appalachian Mountain Joint Venture), Ann Forstchen (FL Fish & Wildlife Commission), Jeff Gordon (American Birding Association), Elsa Haubold (US Fish and Wildlife Service), Jon Hayes (Great Plains LCC), Rich Iovanna (Farm Service Agency), Megan Jones (Colorado State University), Joel Jorgensen (Nebraska Game and Parks), Andy Raedeke (North American Waterfowl Management Plan), Terry Rich (environmental consultant), Judith Scarl (NABCI/AFWA), Rudy Schuster (US Geological Survey), David Scott (Texas A & M), Natalie Sexton (US Fish and Wildlife Service), Ted Toombs (Environmental Defense Fund), Kelly VanBeek (US Fish and Wildlife Service).

Following the same format of the NABCI US Committee’s Strategic Plan, the Human Dimensions Subcommittee drafted its first work plan in summer 2015. In developing the plan, the Subcommittee considered: the results of the NABCI Human Dimensions workshop, the results of the South Padre Island Bird Conservation Partnership workshop, and the workplan of the North American Waterfowl Management Plan’s Human Dimensions Work Group and Public Engagement Team. In July 2016 the workplan was updated to reflect the added capacity of the National Bird Conservation Social Science Coordinator. In March 2017, the new Coordinator updated the plan after two months of conversations with members of the bird conservation community.

Please note that the dates for these activities are tentative and the workplan is a working document that can be adapted as opportunities arise.

Sub-goal: Enable bird conservation partners to integrate **human dimensions** science and tools into bird conservation efforts.

1. Contribute to North American Waterfowl Management Plan human dimensions

 efforts and expand these efforts to include all birds and recreation users

1. Liaise between the NABCI Committee and Human Dimensions Subcommittee and the NAWMP Human Dimensions Working Group, Public Engagement Team, and Viewer & Private Lands Task Forces, including participation in respective annual meetings and teleconferences and providing updates on activities

[Lead: Ashley Dayer, Ashley Gramza, Andy Raedeke, Jennie Duberstein; Completion Date: ongoing]

1. Ensure the NABCI Committee and NABCI partners understand how to apply the results of the NAWMP study focus groups and surveys to their work through webinars and/or presentations of results and examples of how to apply them

[Lead: Ashley Gramza, Ashley Dayer; Completion Date: 10/18]

1. Strengthen the social science capacity for bird organizations through sharing relevant research and offering trainings and/or workshops.
2. Provide resources from the USFWS Branch of Human Dimensions to the bird conservation community (e.g. e-newsletter, webinars) by linking to the USFWS HDGov website from the NABCI HD website and sharing relevant events and trainings through NABCI’s email list

[Lead: Natalie Sexton, Ashley Gramza; Completion Date: ongoing]

1. Communicate results of relevant research to the bird conservation community and guidance on how to apply results to bird conservation activities through a newly established bird conservation HD email list and possibly other outlets

[Lead: Ashley Gramza; Completion Date: 2/18, then ongoing]

1. Promote USFWS’s HD foundations course at the Pathways HD conference in Fall 2017 and help contribute bird-related examples to program

 [Lead: Ashley Gramza with USFWS; Completion Date: 9/17]

1. Create resources (e.g., HD 1-page document) to develop a shared understanding and common language of social science in the bird conservation community

[Lead: Ashley Gramza, Andi Cooper, Scott Anderson, and Ted Toombs; Completion Date: 8/17 for 1-pager]

1. Collect and disseminate information about HD research projects and success stories (format TBD) to encourage connections

 [Lead Ashley Gramza, Ashley Dayer; Completion Date: 8/17 to present format and summarize stories to date, then ongoing]

 v. Develop a directory of social science experts and champions to help members of the bird conservation community connect with social science researchers, using the USFWS expert directory as a model [Lead Ashley Gramza with USFWS; Completion Date: 2/18, then ongoing]

1. Aid the JV community, BCPPs, and Flyways in determining how to add social science expertise to their committees and groups and integrate social science into their conservation planning, objective setting, design, and delivery

[Lead: Ashley Dayer, Ashley Gramza; USFWS Completion Date: Ongoing]

1. Organize “The State of Knowledge on Private Lands Habitat Conservation Behavior: Insights for Conservation Professionals” and linked session to share landowner perspectives about private land conservation programs at Pathways [Lead: Ashley Gramza, Ashley Dayer, Todd Fearer, Tammy VerCauteren, Ted Toombs, Natalie Sexton; Completion Date: 9/17]
2. Serve as a technical assistance resource for bird conservation partners developing social science research and surveys with broad transferability: help frame the problem, connect researchers and practitioners, review research proposals and instruments

 [Lead: Ashley Gramza; Completion Date: ongoing]

1. Identify range of HD research needs and collate common needs for the bird conservation community and then disseminate to NABCI members

[Lead: Ashley Gramza, Ashley Dayer; Completion Date: 2/18]

1. Understand how to support birdwatchers, landowners, and natural resource managers and other key audiences interested in conservation and disseminate this information to interested groups
2. Develop a question bank of conservation, landowner, and bird-watching related survey items for use by groups interested in better understanding how to engage different audiences

[Lead: USFWS; Completion Date:?]

1. Conduct survey to explore birdwatcher behavior and how it relates to conservation funding

[Lead: Terry Rich; Completion Date: 12/18]

1. Conduct research on predictors of private lands incentive program adoption and retention

 [Lead: Ashley Dayer, Ashley Gramza, Tammy VerCauteren, Rich Iovanna; Completion Date: 1/19]

iv. Contribute to the State of the Birds report on the Farm Bill

 [Lead: Tammy VerCauteren; Completion Date: 8/17]

**Accomplishments: Completed April 2015 –March 2017**

1. Ensure survey items are included in the NAWMP survey that measure conservation behaviors of wildlife recreationists and the public (e.g., Cooper et al., 2015)

[Lead: Ashley Dayer; Completion Date: 04/15; DONE]

1. Facilitate NABCI feedback on the NAWMP Public survey

[Lead: Ashley Dayer; Completion Date: 04/15; DONE]

1. Facilitate NABCI feedback on the NAWMP Viewer Task Force workplan

[Lead: Jennie Duberstein; Completion Date: 10/15

1. Facilitate NABCI feedback on the Hunter and Viewer surveys

[Lead: Ashley Dayer; Completion Date: 9/15; DONE]

1. Advocate for the creation of a National Social Science Coordinator by preparing a document related to the role, developing a strategy to fund the position, and championing the need for the position

 [Lead: Tammy VerCauteren, Ashley Dayer; Completion Date: 12/15; DONE]

1. Develop a full day symposium at NAOC on engaging birdwatchers in conservation including social scientists and conservation professionals

 [Lead: Terry Rich; Completion Date: 8/16; DONE]

1. Hire National Bird Conservation Social Science Coordinator [Lead: Tammy

 VerCauteren, Ashley Dayer; Completion Date: 9/16; DONE]

 viii. Central Valley Joint Venture Human Dimensions Chapter [Lead: Ashley Dayer;

 Completion Date: 12/16; DONE]

1. Contribute to USFWS Programmatic clearance Suite of Questions [Lead: Natalie Sexton, Ashley Dayer; Completion Date: 3/17]