

**PROGRAM DESCRIPTION**

**Department of Conservation**

**HB Section(s):** 6.615

**Program Name:** Education and Communication

**Program is found in the following core budget(s):** Education and Communication

**1a. What strategic priority does this program address?**

Connect people with nature

**1b. What does this program do?**

The Missouri Department of Conservation ("MDC") strives to connect people with nature by implementing actions to help Missourians understand and enjoy the value of our fish, forest, and wildlife resources. These actions provide awareness of how to keep conservation resources thriving in the future by: developing a statewide relevancy strategy to showcase the importance of nature in economic vitality and quality of life; delivering efficient and effective nature-based educational programs and resource management workshops to diverse audiences; and cultivating partnerships with individuals and organizations that build MDC's capacity to deliver conservation.

**Education** - MDC provides education opportunities by delivering efficient and effective nature-based educational programs to diverse audiences and cultivating partnerships with organizations that build MDC's capacity to deliver conservation. This program provides hands-on connections with educational programs, teacher workshops, special events and curriculum for schools. Staff and volunteers provide learning opportunities for citizens through schools, nature centers, interpretive centers, shooting ranges, and partner organizations. Discover Nature programs are tailored for people of all ages, including children and families, and focus on learning outdoor skills such as fishing, hunting, kayaking, archery, and shooting sports.

**Communication** - MDC strives to keep conservation relevant in the hearts and homes of Missourians, including sharing the positive impact of the outdoors to our overall health, quality of life, and economic vitality. These communication efforts keep people up-to-date on conservation information and how to connect to nature, including where to fish, hunt, hike, bird watch, and discover nature around the state. Communication efforts include the Missouri Conservationist and Xplor magazines, publications and books, nature photography, and online communications channels such as social media, news releases, audio/video production, marketing, website, podcasts, and mobile apps.

**Relevancy** - With the creation of a new Relevancy Branch in FY2021, MDC endeavors to engage and empower a broader constituency involved in nature throughout all parts of the state, including Missourians who may not have had access to conservation and recreation opportunities in the past. This work includes close collaboration with the agency's Education and Communications Branches, additional staff teams throughout MDC, and various external stakeholders. Specific strategies include expanding public engagement and recreational use opportunities that resonate with a diverse group of constituents; developing and fostering relationships with a broad array of partners; and creating and implementing new initiatives focused to grow awareness and citizen engagement with the outdoors through conservation-related activities.

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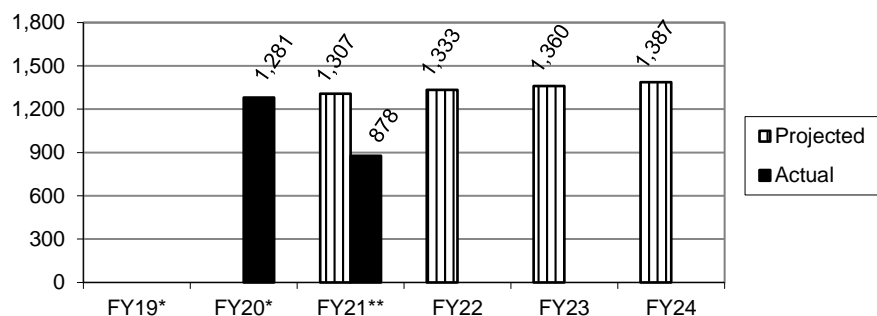
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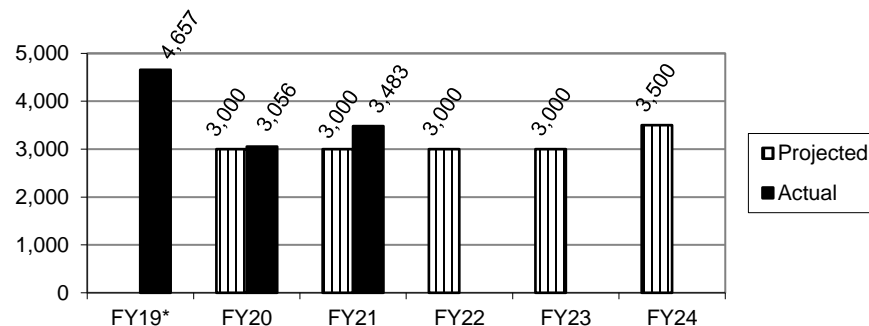
2a. Provide an activity measure(s) for the program.

**Number of Schools Using MDC Curricula**



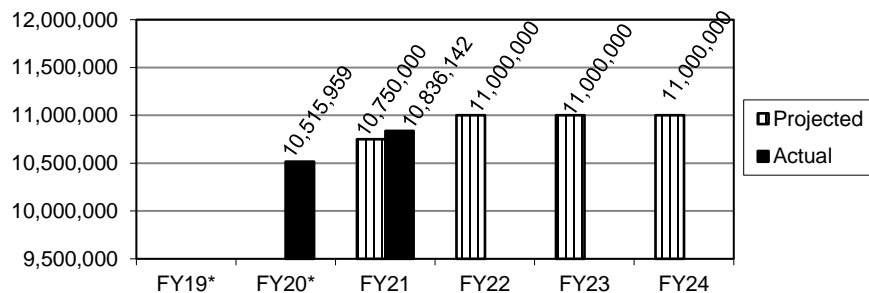
\*New measure for FY20      \*\*Decline due to COVID-19

**Number of Nature-Based Educational Programs**



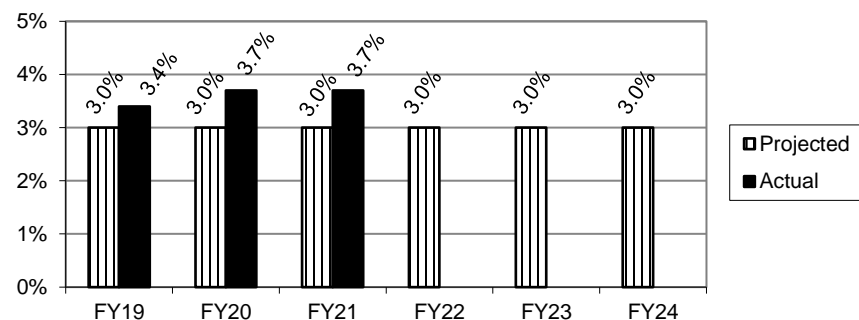
\*New measure for FY19

**Number of Citizens Engaged in Conservation Initiatives**



\*New measure for FY20

**Annual Increase in Magazine Subscriptions**



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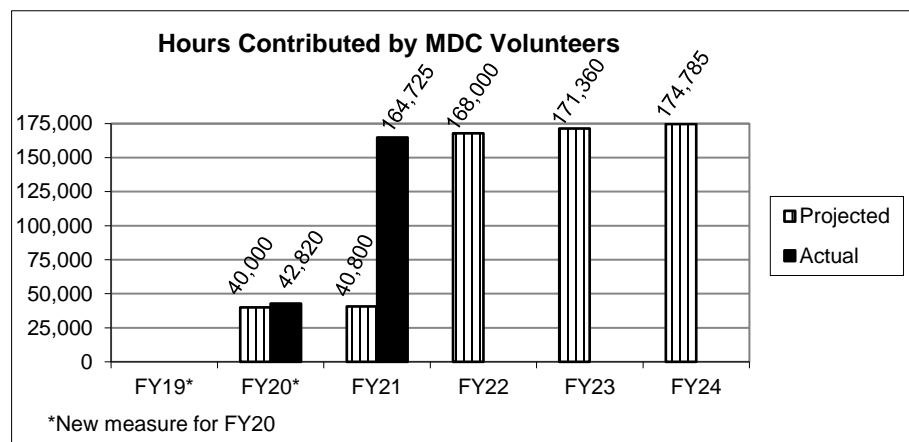
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**2a. Provide an activity measure(s) for the program. (continued)**

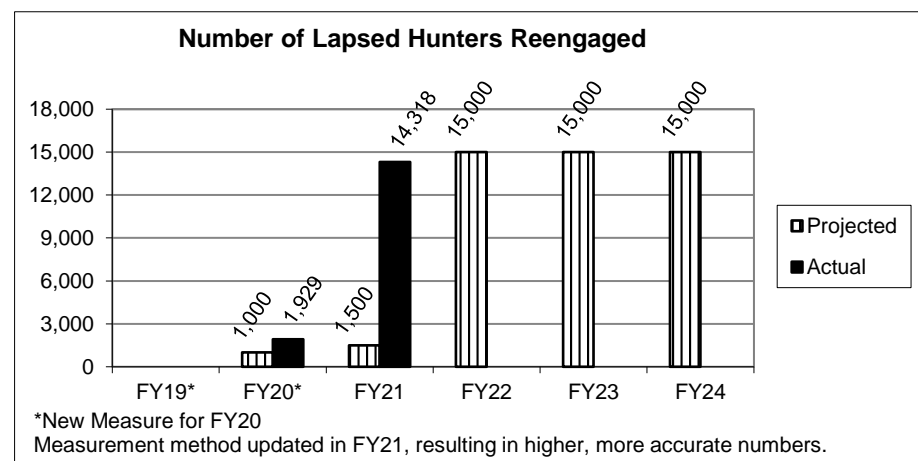


MDC Staff Volunteers are utilized by Discover Nature Fishing, Hunter/Bowhunter Education, Nature Centers, and Shooting Ranges. In addition, MDC receives approximately 130,000 additional hours of volunteer service annually through affiliate volunteer programs such as Missouri Stream Teams, Missouri Forestkeepers Network, and Missouri Master Naturalists.

In FY21, hours reported reflect all MDC volunteer programs, including staff volunteers and affiliate volunteers.

Prior to FY21, only MDC staff volunteer hours were reported.

In FY22 and beyond, all projected hours reflect all MDC volunteer programs, including staff volunteers and affiliate volunteers.



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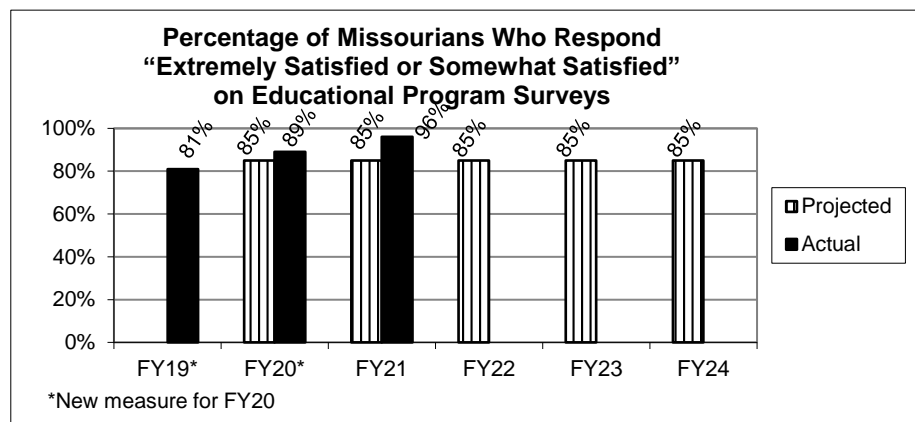
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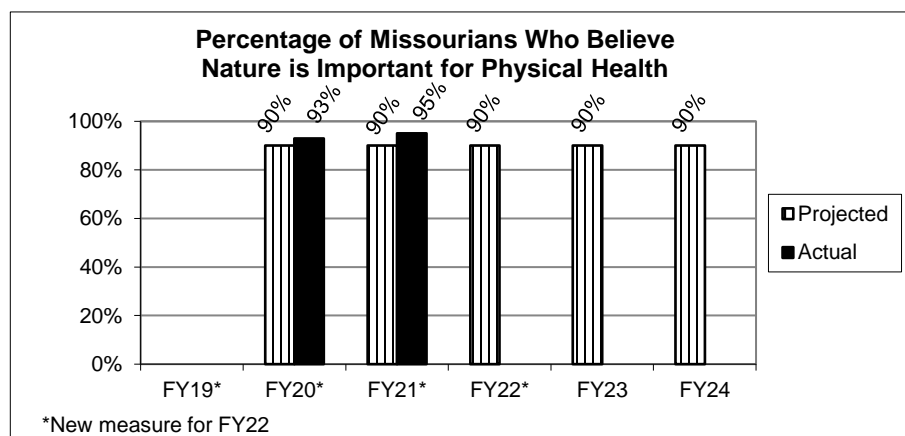
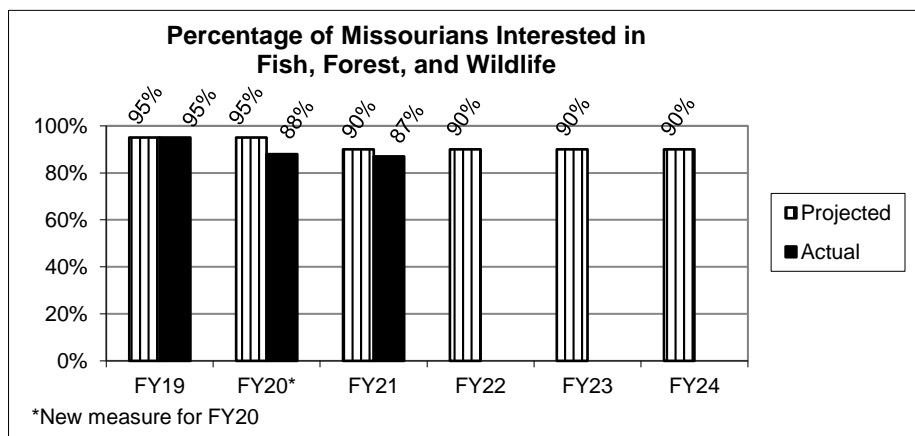
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2b. Provide a measure(s) of the program's quality.



2c. Provide a measure(s) of the program's impact.



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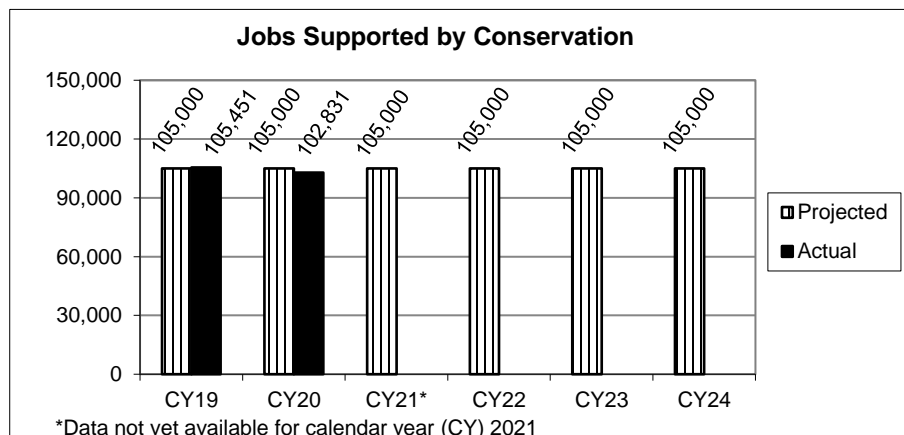
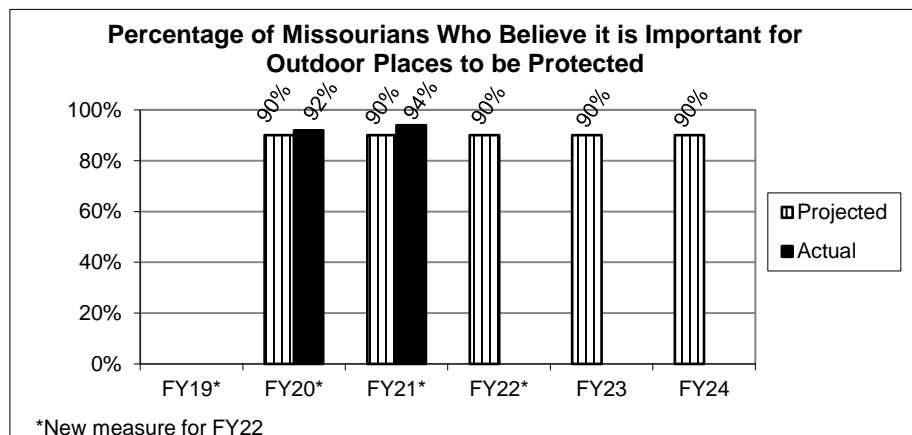
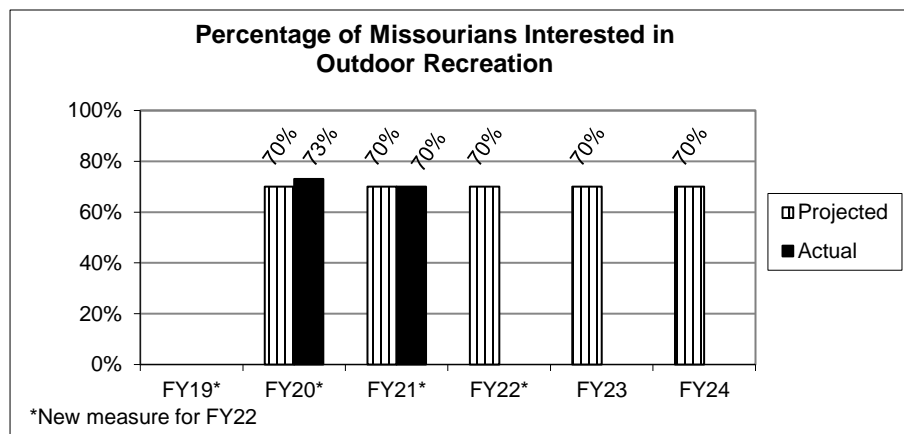
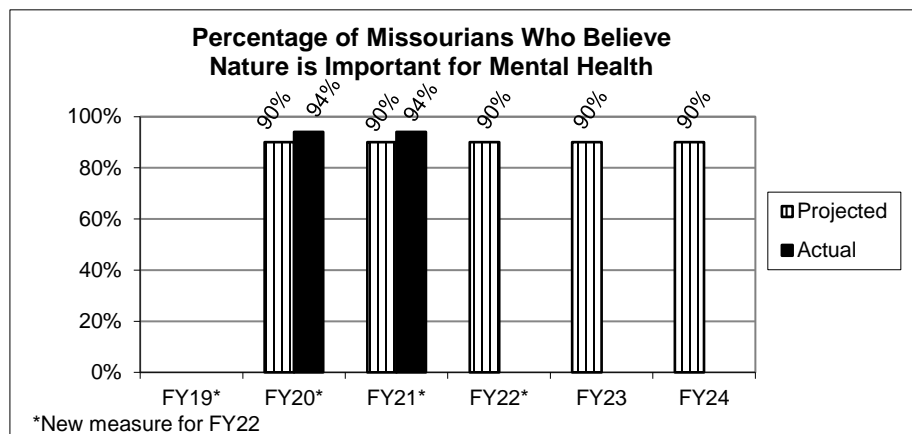
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**2c. Provide a measure(s) of the program's impact. (continued)**



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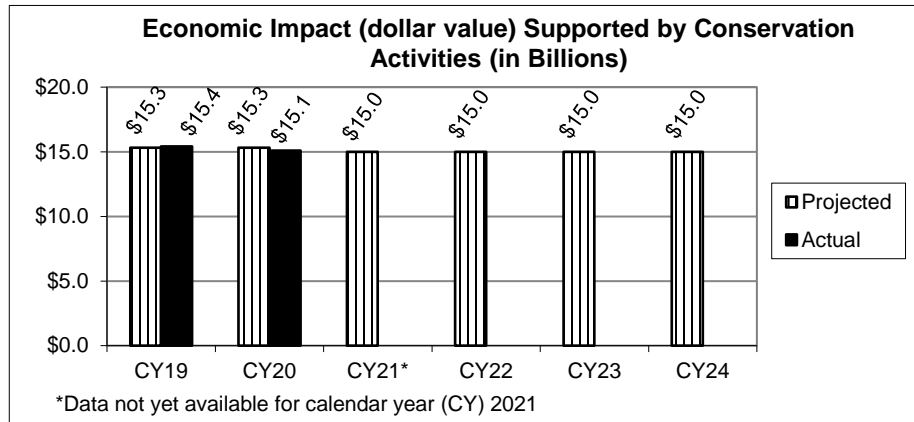
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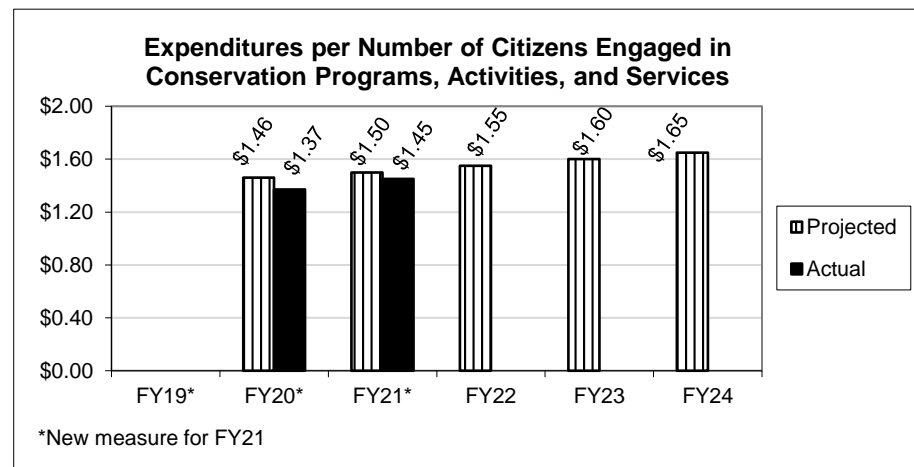
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**2c. Provide a measure(s) of the program's impact. (continued)**



**2d. Provide a measure(s) of the program's efficiency.**



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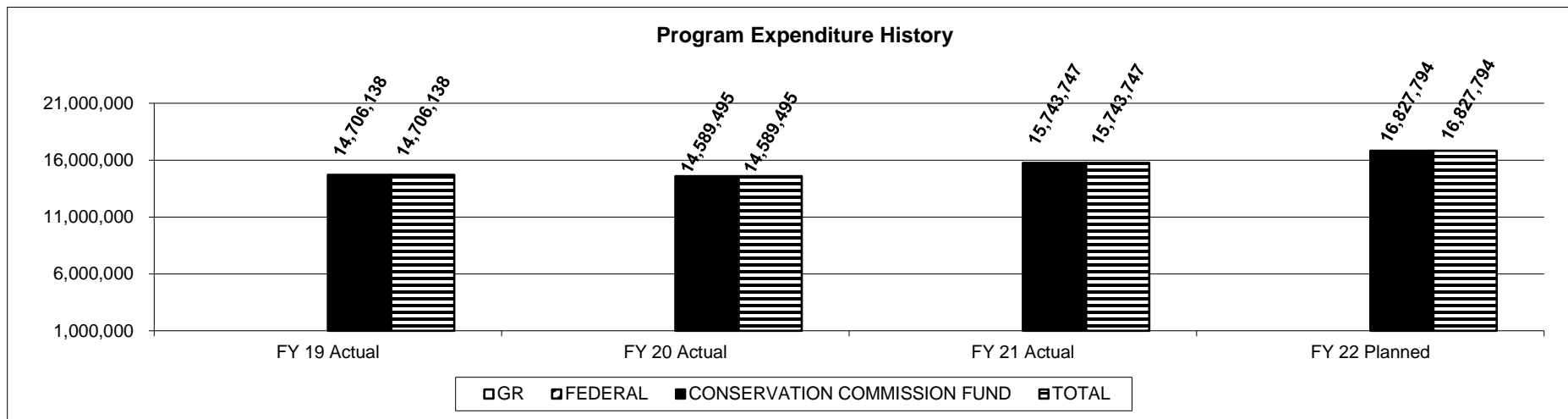
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**3. Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. (Note: Amounts do not include fringe benefit costs.)**



**4. What are the sources of the "Other " funds?**

Conservation Commission Fund (0609)

**5. What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)**

Authorization for this program is by state constitutional mandate adopted November 3, 1936.

**6. Are there federal matching requirements? If yes, please explain.**

No; however, this program participates in various federal programs, each with unique matching requirements.

**7. Is this a federally mandated program? If yes, please explain.**

No.