



BIRD EDUCATION ALLIANCE FOR CONSERVATION

SPRING UPDATE 2009

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The Bird Education Alliance for Conservation (BEAC) met in February 2009 at the Bird Education National Gathering in Jekyll Island, Georgia. We reviewed our many 2008 accomplishments and made plans for 2009. Our Spring Update highlights the meeting and our progress since then.

What's BEAC?

The Bird Education Alliance for Conservation (BEAC) is a coalition working to promote bird conservation education and to develop effective ways to implement bird conservation through education. We focus our efforts on supporting the bird conservation initiatives.

Visit www.birdedalliance.org. Sign up for the listserv (www.birdedalliance.org/listserv.htm).

Accomplishments in the First Year: 2008

In our first full year as a coalition, BEAC accomplished a great deal! We established ourselves as a strong and effective coalition, built participation in BEAC, collaborated extensively with the biological science community, and began work to harness the education for conservation needs outlined by the conservation initiatives.

Strong and effective coalition to serve bird conservation initiatives

- Strategic Plan (www.birdedalliance.org/strategic.htm)
- Charter (www.birdedalliance.org/pdf/BEAC_Charter_2008_0815.pdf)
- Committees, Working Group (www.birdedalliance.org/committees.htm)
- Established as Partners in Flight Education and Communications Working Group (www.partnersinflight.org/description.cfm#Technical)
- Serve on North American Bird Conservation Initiative Communications Committee (www.nabci-us.org/communications.htm)
- Serve on Joint Ventures Education, Outreach, and Communications Group

Grow participation in BEAC

- Website (www.birdedalliance.org)
- Listserv and Googlegroup
- BEAC Steering Committee meetings monthly; Committee meetings as needed; Working Group in person 1-2/year
- Presentations and workshops
 - Partners in Flight McAllen Conference (www.pwrc.usgs.gov/pif/events/mcallen)
 - North American Association for Environmental Education Conference
 - National Association for Interpretation National Workshop
 - Association for Fish and Wildlife Agencies Education, Outreach, & Diversity Working Group biannual meetings
 - Bird Conservation through Education: National Gathering
 - Pathways to Success: Human Dimensions Conference
 - The Wildlife Society
 - American Ornithologists' Union/Cooper Ornithological Society
 - Bird Conservation Alliance
- Articles for NABCI "The All-Bird Bulletin" September 2008 (www.nabci-us.org/aboutnabci/bulletin0908.pdf)

Collaborate with biological science community

- Partners in Flight meetings – Implementation Committee, Science Committee, Western Working Group, Oregon-Washington PIF, California PIF, Arizona Bird Conservation, Association of Fish and Wildlife Agencies PIF/Waterbird/Shorebird
- Presentations to PIF as above and Joint Ventures Coordinators, USFWS Migratory Bird, USFWS Nongame, National Resource Conservation Service
- Serve on Partners in Flight TriNational Assessment Team; conduct survey of past users of the PIF "Continental Plan"
- Survey design for federal landmanagers in the western states with the Avian Knowledge Alliance
- State of the Birds Communications Team (www.stateofthebirds.org/)
- Education/outreach/communications content for California Partners in Flight "Desert Conservation Plan"

Harness education for conservation

- Model of education/outreach/communications working with biological science to advance conservation initiatives
- Design Conservation Toolkit concept and gather feedback
- Categorize all threats to birds listed in PIF/Waterbird/Shorebird conservation plans
- Explore alternative for linking resources with Conservation Toolkit
- Funding proposals drafted

2009 Goals

We committed to undertaking priority projects in 2009 and pursuing our funding priorities.

Priority Projects

Product Development

- Conservation Toolkit
- Education Resource Directory
- Bird conservation threats slideshow
- Literature review of how to address diverse audiences

Collaboration with Bird Conservation Initiatives

- Tri-national Assessment (PIF) Communications Team
- Outreach to Bird Conservation Initiatives and serve on committees
- PIF 20th Anniversary

Capacity-building publications

- “Needs Assessment for Education, Outreach, and Communications” Partners in Flight proceedings publication (based on PIF McAllen sessions)
- Threats schema for bird conservation publication

Funding Priorities

- Staff time to lead BEAC
- Toolkit (programmer, content, leadership)
- Resource directory

Join a committee!

All of the committees will be rallying to accomplish these goals. To get involved, contact the appropriate committee chair: www.birdedalliance.org/committees.htm

- **Conservation Issues**
Toolkit
- **Diverse Audiences Committee**
Lit Review of how to address diverse audiences
- **Education Materials Committee**
Resource Directory
- **International Committee**
Tri-national Communications Plan
- **Outreach Committee**
Outreach to BCIs
Tri-national Communications Team
PIF 20th Anniversary
Threats Slide Show
- **Fundraising Committee**
Identify sources for funding priorities

2009 Underway

In just the first few months of 2009, BEAC has been busy. Some of the highlights include:

- 1) Submitted funding proposals for the Bird Conservation Toolkit and staff time to lead BEAC
- 2) Submitted a “Needs Assessment for Education, Outreach, and Communications” to the Partners in Flight McAllen Proceedings
- 3) Designed a Facebook group with over 150 members in the first few months:
<http://www.facebook.com/group.php?gid=54063758117>
- 4) Recruited Steering Committee for Partners in Flight 20th Anniversary
- 5) Began planning for a September meeting of BEAC Working Group with Partners in Flight Implementation and Science Committees

Look for another update in the fall! Until then, join the BEAC listserv
(www.birdedalliance.org/listserv.htm)