



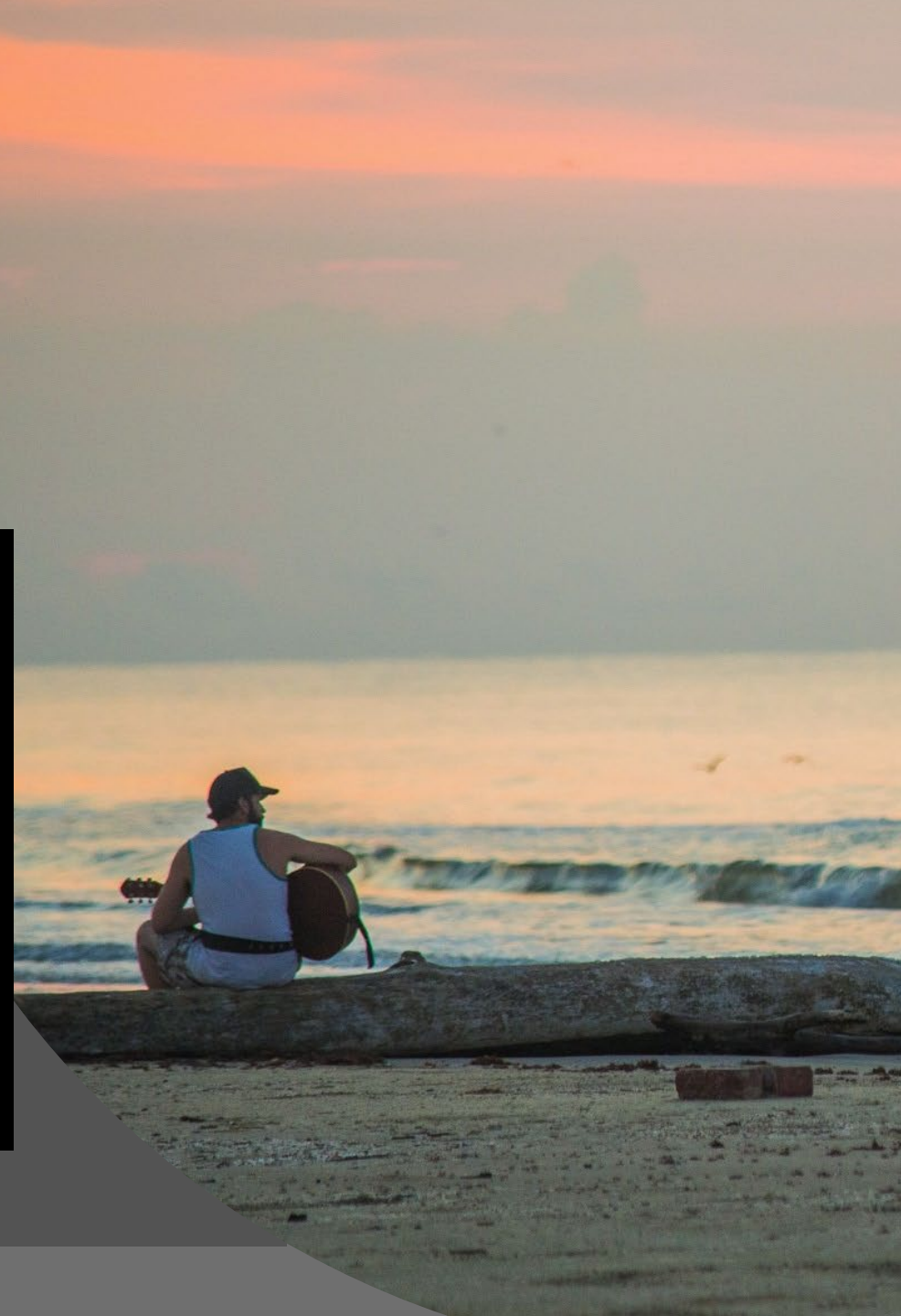
# WARM WELCOME FOR ALL

**PRESENTED BY LISA REZNICEK  
TEXAS OUTDOOR FAMILY PROGRAM – TPWD**

## **TPWD MISSION**

**TEXAS**  
**PARKS &**  
**WILDLIFE**

**TO MANAGE AND CONSERVE THE NATURAL AND  
CULTURAL RESOURCES OF TEXAS AND TO  
PROVIDE HUNTING, FISHING AND OUTDOOR  
RECREATION OPPORTUNITIES FOR THE USE AND  
ENJOYMENT OF PRESENT AND FUTURE  
GENERATIONS**



# BUILDING STEWARDS

## Focus:

Participant/Visitor  
Experience  
Safety, Fun, Impact



# Stewardship

Appreciation

Understanding

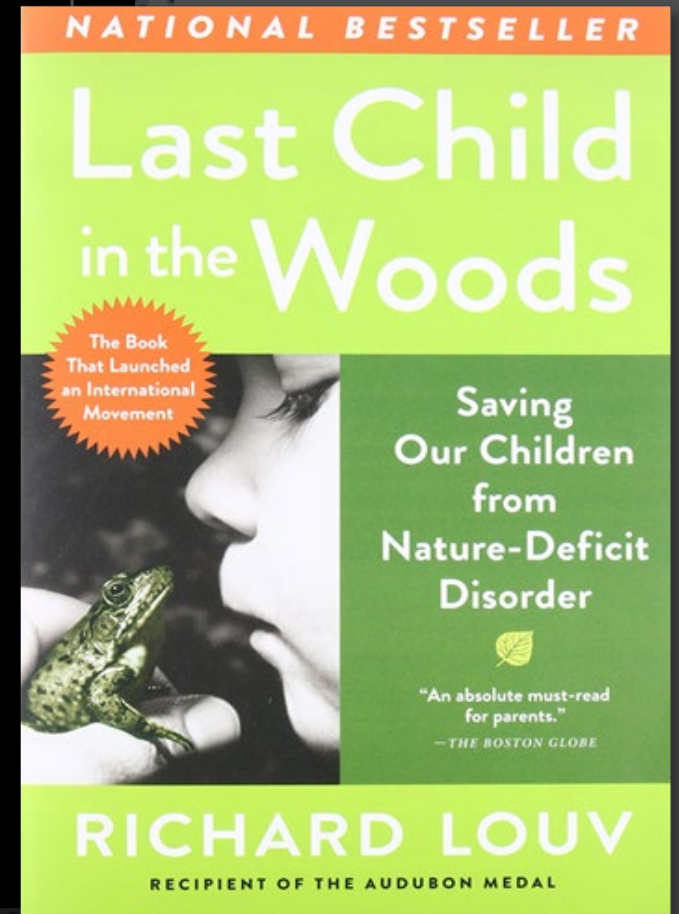
Positive Experience

Sense of Belonging

Awareness



- Less than 20 percent of Americans recreated outside at least once a week.
- Americans went on one billion fewer outdoor outings in 2018 than they did in 2008.
- Of the people who report they go outside, 63 percent report they go outside within 10 miles of their home.
- Kids went on 15 percent fewer annual outings in 2018 than they did in 2012.
- There continues to be a gap between the diversity of outdoor participants and the diversity of the U.S. population.



**RELEASED 2005**



LACK OF CONNECTION TO NATURE —UNFAMILIAR ENVIRONMENT

CONCERNS OF SAFETY AND COMFORT —FEAR

LACK OF SKILLS

OTHER PRIORITIES

LANGUAGE

TRANSPORTATION

FINANCIAL

TIME

FEELINGS OF OTHERNESS

LACK OF AWARENESS

UNWELCOMING ENVIRONMENT

HISTORY —UNWELCOMED IN THE PAST

# **BARRIERS TO PARTICIPATION**



# DEI Definition Review

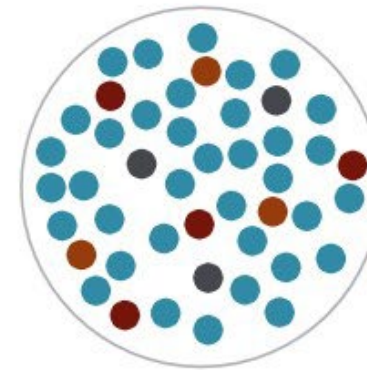


- Diversity: Is the quantifiable representation of difference
- Inclusion: Is the qualitative experience of difference

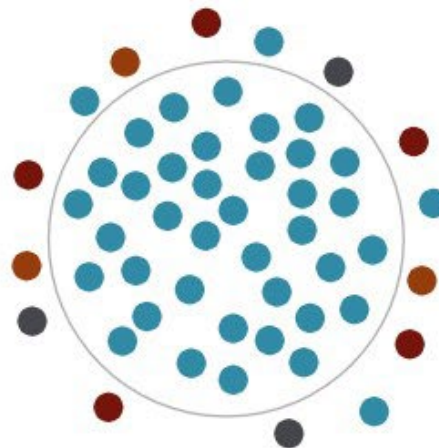


# Inclusion - Illustrated

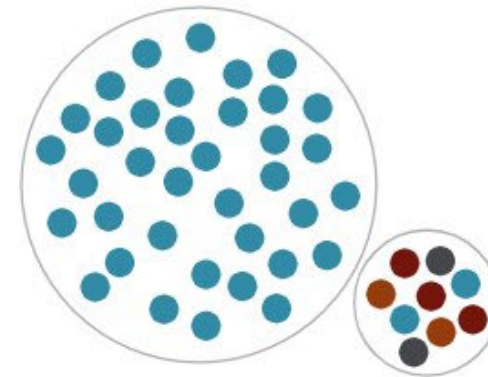
Practicing inclusion eliminates isolation and allows everyone, regardless of their differences, to feel valued and appreciated by the entire organization.



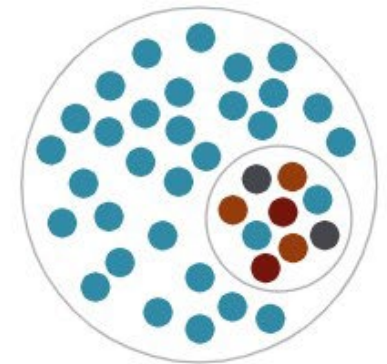
INCLUSION



EXCLUSION



SEGREGATION



INTEGRATION





## Equality



The assumption is that everyone benefits from the same supports. This is equal treatment.

## Equity



Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.

## Justice



All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed.** The systemic barrier has been removed.





## Education and Outreach

**We provide engaging programs and services which create awareness in the community, diversify our visitor base, and improve visitor experience.**





# LEARN TO CAMP WITH TEXAS OUTDOOR FAMILY

# LEARN HOW TO CAMP

— NO EXPERIENCE NECESSARY! —

Starting at  
**\$75**  
per family  
(up to six)

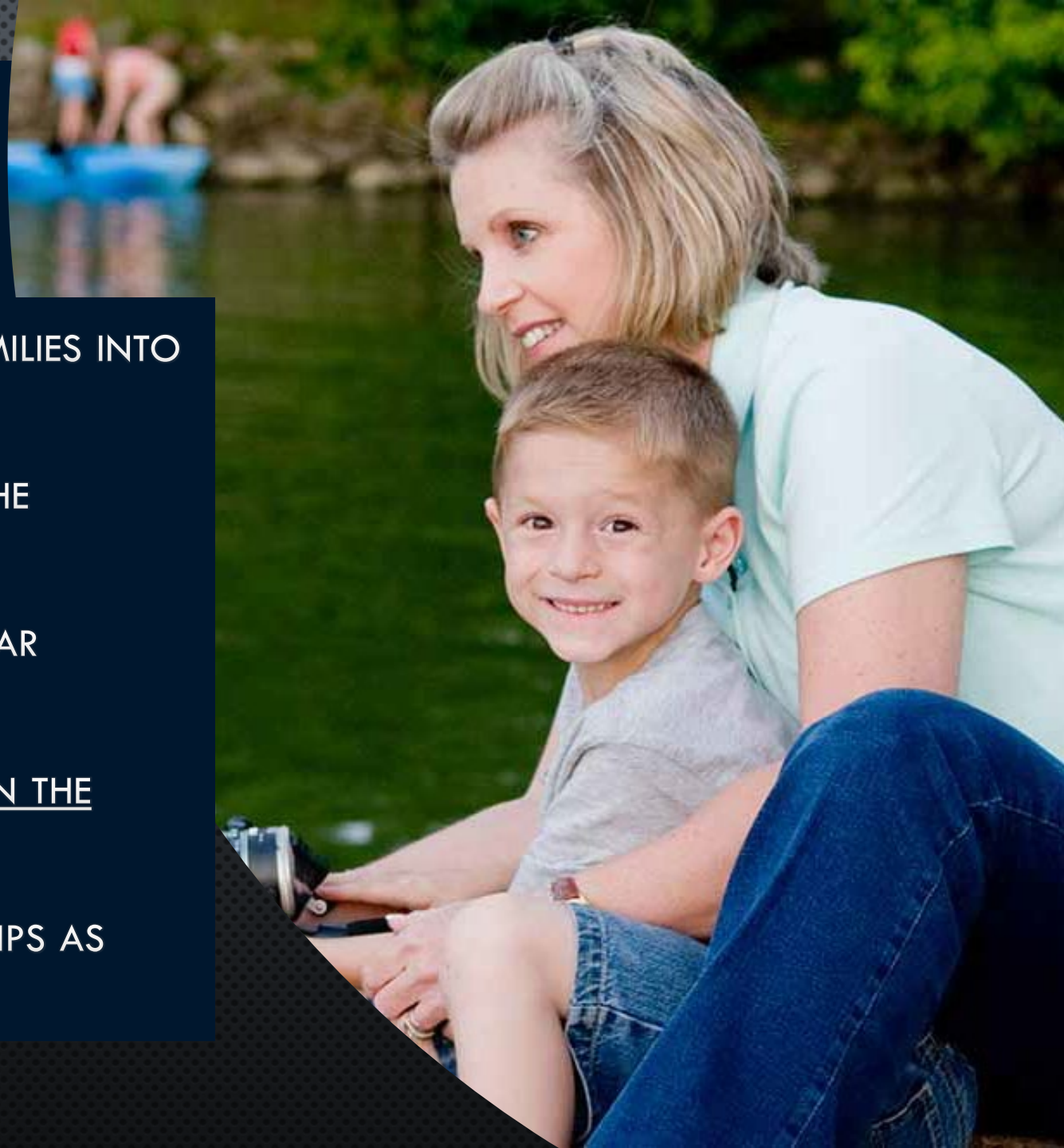






# TOF HISTORY

- PROACTIVE ATTEMPT TO RECRUIT KIDS AND FAMILIES INTO TEXAS STATE PARKS
- FAMILIES LACK EXPERIENCE AND EXPERTISE IN THE OUTDOORS
- ELIMINATE HIGH COST, LACK OF GEAR, AND FEAR BARRIERS
- BASED ON PRINCIPLES FOUND IN LAST CHILD IN THE WOODS BY RICHARD LOUV
- EXPANSION INCLUDES COMMUNITY PARTNERSHIPS AS TRAIN-THE-TRAINER MODEL





# BENEFITS OF DIVERSITY

- BRINGS IN DIFFERENT TALENTS AND SKILL SETS THAT CAN SOLVE PROBLEMS FASTER
- INCREASES ADAPTABILITY
- ALLOWS MORE VIEWPOINTS AND EXPERIENCES AT THE TABLE
- ENCOURAGES APPRECIATION OF DIFFERENCES
- FOSTERS A MORE CREATIVE AND INNOVATIVE WORKFORCE.





## COST OF IGNORING DIVERSITY

- UNHEALTHY TENSIONS BETWEEN PEOPLE WHO DIFFER IN SEX, RACE, NATIONAL ORIGIN, AGE, ETC.
- LOSS OF PRODUCTIVITY DUE TO CONFLICT
- INABILITY TO ATTRACT AND RETAIN TALENTED PEOPLE
- COMPLAINTS AND LEGAL ACTIONS.







PROMPT: SHARE AN EXPERIENCE OF BEING INCLUDED IN A NEW PLACE OR GROUP.





LIFE'S BETTER OUTSIDE

*PEOPLE WHO PLAY OUTSIDE ARE HAPPIER,  
HEALTHIER, AND SMARTER*

# DIVERSITY IN ACTION: LOCKED ROOM

IMAGINE YOUR PROGRAM IS A LOCKED ROOM, AND YOU ALL HAVE ACCESS TO THE EVENTS AND ACTIVITIES YOU RUN.

WHO HAS ACCESS?

WHAT'S VALUABLE IN THE ROOM TO THE COMMUNITY YOU'RE TRYING TO REACH? (MOTIVATIONS)

HOW DO YOU SHARE ACCESS TO YOUR PROGRAM?

THE MORE DIVERSE YOUR ASSOCIATIONS, THE MORE DEVELOPED YOUR CULTURAL VALUES AND UNDERSTANDING WILL BE.





**1**

Inclusion and  
Demographic  
Diversity

**2**

Prioritizing, Plan  
and Preparation

**3**

Messaging and  
WHY

**4**

Who are the  
Gate Keepers

**5**

Just Start!



## TPWD COMMUNITY ENGAGEMENT STEPS

1

## Understand and Review the Demographics

### PREPARE

Who is coming to your park?

Who is not?



#### Reflection Questions

Who is your current audience?

What communities are you already reaching?

What is working?  
Why is it working?  
What does success look like?

What communities need cultivation?

What keys are needed to access this opportunity?

Who are the gatekeepers?

\* Where is the community that you seek?

TPWD COMMUNITY ENGAGEMENT STEPS





# Define

Community

- List what you already know about the Community
- Where are they?  
Competitive analysis



## 2

Prioritize, Planning and  
Preparation

### DEFINE

- Select Community
- Reflect on the Barriers
- Perception





# 3

## Messaging and WHY

- **Dynamic**
- **Intentional Language**
- **Your WHY**



**TPWD COMMUNITY ENGAGEMENT STEPS**





# 4

## Gate Keepers and Entry

- **Formal/ Traditional Leaders**
- **Informal Leaders**
- **Internal Leaders**

**TPWD COMMUNITY ENGAGEMENT STEPS**





5

Start!

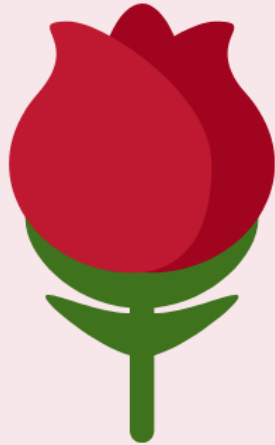
*From underserved to served*

Community Outreach	Community Engagement
Short-Term	Long-Term
Marketing	Relationship Building
What can A do for B?	What can A and B do together?
One Group Benefits Most	Community Benefits
Transactional	Connecting
Directional	Cyclical





ROSE



Success

THORN



Challenge

BUD



Potential

**TPWD COMMUNITY ENGAGEMENT STEPS:**  
***ROSES, THORNS, BUDS***



# TEXAS OUTDOOR FAMILY RESOURCES:



## TOF WEBSITE

[WWW.TPWD.TEXAS.GOV/TOF](http://WWW.TPWD.TEXAS.GOV/TOF)

## TPWD PARTNER WEBSITE

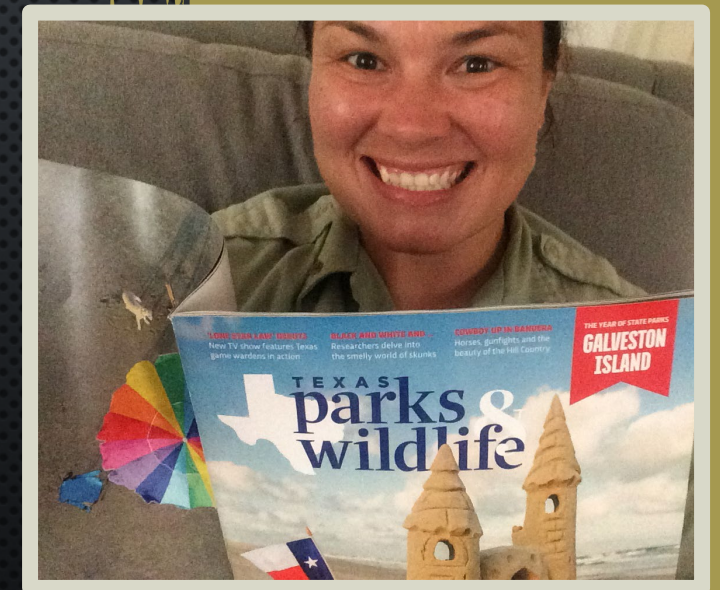
[HTTPS://TPWD.TEXAS.GOV/STATE-PARKS/PROGRAMS/TEXAS-OUTDOOR-FAMILY/COMMUNITY-PARTNERSHIPS/](https://TPWD.TEXAS.GOV/STATE-PARKS/PROGRAMS/TEXAS-OUTDOOR-FAMILY/COMMUNITY-PARTNERSHIPS/)

- OUTDOOR LEADERSHIP TRAINING OFFERED TWICE A YEAR
- WORK CLOSELY WITH BUFFALO SOLDIERS HERITAGE & OUTREACH PROGRAM
- WORK CLOSELY WITH DISTANCE LEARNING PROGRAM
- WILL WRITE CO-OP GRANT PARTNER LETTERS





100 YEARS OF TPWD: 2023!





# The Goal

Welcome new,  
underserved  
populations into state  
parks to celebrate 100  
years of state parks



**100**  
— YEARS —

**COMMUNITY  
ENGAGEMENT**  
CENTENNIAL PASS

CENTENNIAL PASS



# Eligibility

## Customer Base & Members

- Provide service to an underserved population by having at least 51% of applicant's members or user base be in one of the following underserved populations:
  - Minority
  - Low Income
    - HHI under \$50,000
  - Audiences with Disabilities

## Organization Requirements

- Organization/entity located in Texas
- Be in good standing with the Texas Comptroller of Public Accounts





# A WARM WELCOME FOR ALL.....

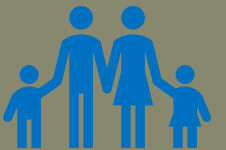
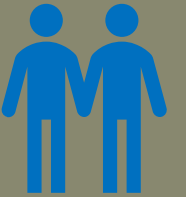
PRESENTED BY LISA REZNICEK  
TEXAS OUTDOOR FAMILY PROGRAM – TPWD

[LISA.REZNICEK@TPWD.TEXAS.GOV](mailto:LISA.REZNICEK@TPWD.TEXAS.GOV)

512)800-4324



**Life's better outside.®**



***THANK  
you!***



**TEXAS PARKS AND WILDLIFE DEPT  
STATE PARKS DIVISION  
TEXAS OUTDOOR FAMILY**

**TEXAS  
PARKS &  
WILDLIFE**

