



# Diversity Outreach Strategies

Texas Parks and Wildlife Department

# Presenting Today



Ernie Gammage

Urban Outdoor Programs



Nancy Herron

Outdoor Learning Programs

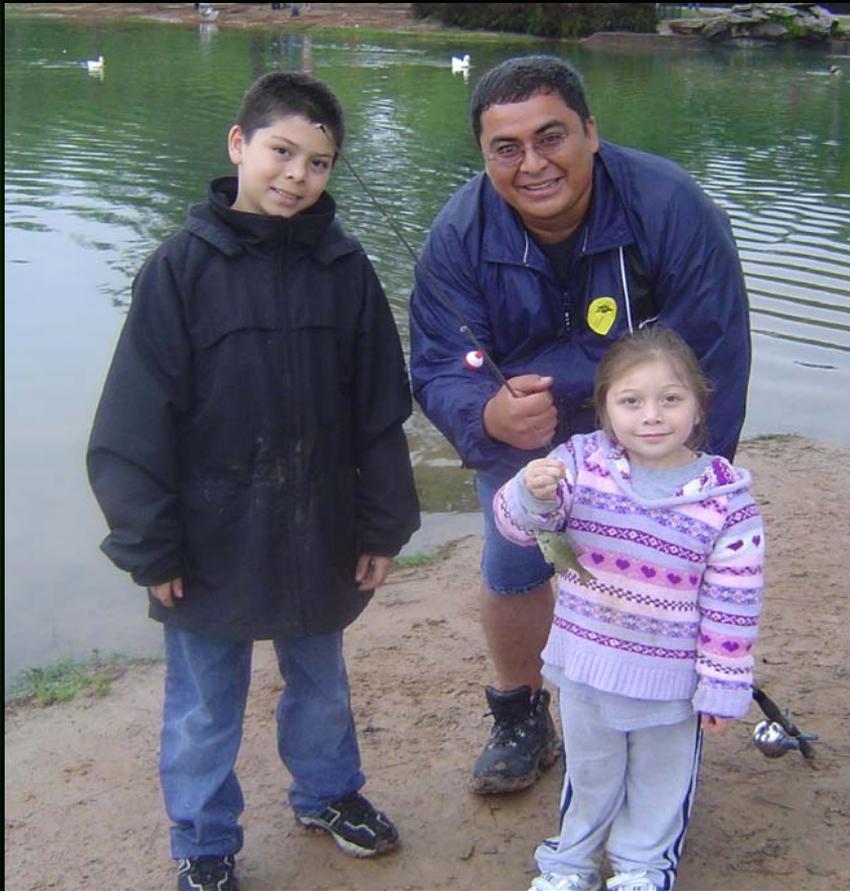
# Reflect the Changing Face of Texas



- 36% Latino
  - 12% African American
  - 3% Asian
  - 13% Other
- = 64% minority

Population doubling  
Latinos growing fastest

# Connecting to People



- Focus on the family and gatekeepers
- Families guide values and control children's time.
- Families provide social structure for lasting participation.

# What We've Learned

- Work from within
- Help connect to nature
- Invest time, staff and funding



# Work From Within

Seek partners who serve families and community

- Meet them where they are
- Look for the win-win

Schools  
After-school Programs  
Churches  
Youth Groups  
Community Organizations



# Help Connect to Nature

- Safety
- Knowledge
- Skills
- Feeling welcome
- Relevance and benefits to their communities

Texas Outdoor Family  
Parks and Wildlife Expo  
Buffalo Soldiers  
Basic Outdoor Skills  
Outdoor Adventure Curriculum



# Invest Resources

- Created Community Outdoor Outreach Program grants
- Hired Urban Outreach staff
- Invested in pilot projects
- Hired marketing firm



# Best Strategies

- Do your homework – cultures and barriers
- Partner with existing groups
- Look for the win-win
- Use local media, inclusive images
- Stay in the game – visit, develop relationships, build trust
- Show commitment – invest resources, make changes