



# On the Rise

NEWSLETTER OF TROUT UNLIMITED'S DIVERSITY INITIATIVE

November 2016



*TU's Women's Initiative leadership lessons-learned, shared across the organization, advance TU's mission, build a more diverse and inclusive TU community: members, staff, partners — leaders in coldwater fisheries conservation. To achieve TU's greater future relevance for generations across changing times ahead, the Women's Initiative is rededicated as TU's Diversity Initiative. The central topic of this Issue of On the Rise is this renaming and its great purpose.*

## Diversity Leadership On The Rise!

At the meeting of the National Leadership Council (NLC) of Trout Unlimited on August 22, 2016, the following resolution was proposed and approved by the NLC. Resolved ...

WHEREAS the mission of Trout Unlimited is to conserve, protect and restore North America's coldwater fisheries and their watersheds;

WHEREAS in furtherance of the mission, in the Strategic Plan of 2016, Trout Unlimited asserts that Diversity in all aspects is among its highest values and aspiration, and Diversity and Inclusions are hallmarks of Trout Unlimited's community of members and partners;

WHEREAS the purpose and actions of the Women's Initiative Workgroup have, from the outset been driven by the spirit of inclusion and diversity of all at TU who would focus energy and support to enhance and improve engagement and leadership of Women at TU;

*(Continued on page 2)*

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## DI/WI RESOURCES

VISIT [WWW.TU.ORG/WOMEN](http://WWW.TU.ORG/WOMEN)

Interested in starting or growing a Diversity Initiative in your state or chapter? The DI/WI resources online can help get you started!

From example invitations, to event planning documents with step-by-step guides—you'll find a host of support and tools.

## JOIN US ONLINE

### “JOIN” OUR FACEBOOK GROUP

Nearly 900 TU members and leaders, anglers and more have joined our Facebook group for lively discussions and to share information, ideas and support.

Like us today:

- 1) Go to [www.facebook.com](http://www.facebook.com)
- 2) Search for “Women of Trout Unlimited” or use direct link [facebook.com/groups/48497943543](https://facebook.com/groups/48497943543)
- 3) Click “Join” and start talking!

## CONTACT US

*The Diversity Initiative of TU is made up of people like you who care about our rivers and streams, are passionate about mentoring the next generation and enjoy getting out to fish as often as they can. Don't hesitate to reach out to us for help, advice or support!*

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Find a Diversity/Women's Initiative member in your state by contacting one of us, or visiting our resource page online at [www.tu.org/women](http://www.tu.org/women)

## RECRUIT MORE WOMEN INTO TU

Did you know that you can help us continue to grow and shape the face of TU by recruiting women like you to join us?

It's easy to do, and even better, the women you recruit can join for HALF-PRICE! (\$17.50)

Simply send your fishing friends and gal pals to [www.tu.org/intro](http://www.tu.org/intro) where they can join online today.

Along with helping us grow our presence in TU, your local chapter will also receive a \$15 rebate for every new lady angler you sign up!

(Continued from page 1 ... ) ***Diversity Leadership On The Rise!***

WHEREAS to achieve TU's greater future relevance through increasing diversity of TU's membership, as is evidently possible from recent Survey results by both TU as well as the "2016 Special Report on Fishing" conducted by Recreational Boating & Fishing Foundation;

WHEREAS we recognize that the accomplishments and success of TU's Women's Initiative provides valuable organization and individual lessons learned that would greater serve TU's mission shared and evolved in the broader Diversity Initiative;

WHEREAS for the foreseeable future, TU's Diversity Initiative will continue to emphasize support for women: women's recruitment, engagement, retention, and leadership development at TU and among our conservation partners;

That the Trout Unlimited National Leadership Council is in full support of integrating the purpose and activities of the Women's Initiative within TU's broader Diversity Initiative, and, therefore henceforth the National Leadership Council's Women's Initiative Workgroup would be renamed the "National Leadership Council's Diversity Initiative Workgroup," and the "Chair of the NLC's Women's Initiative Workgroup," would henceforth be known and responsible as the "Chair of the NLC's Diversity Initiative Workgroup"

This Resolution was proposed by Co-Chair of the Women's Initiative and NLC Representative, William Thorne with unanimous agreement and on behalf of the Women's Initiative Workgroup Officers, leadership and support: Co-Chair Kerri Russell, Vice President Kelly Buchta, Secretary Jackie Kutzer, the Women's Initiative Regional Ambassadors: Heather Hodson and Heidi Oberstadt, TU's Diversity Consultant Stefan J. Jackson, and Vice President for Volunteer Operations Beverly, Smith.

*Below: TU Headwaters Program: STREAMGirls (Tara Granke)*



From the Co-CHAIR

## Our Renaming: Our Diversity Initiative!



We are so excited about our name change to the Diversity Initiative Workgroup of the TU National Leadership Council!! We feel that this name better represents the goals of this workgroup by working toward a more inclusive TU. This does NOT change our main mission of engaging more women in TU as well as promoting more women in leadership roles. This also does NOT change the role of the Women Initiative Chair at the state or

local level. The Women's Initiative will continue to be under the umbrella of the DI Workgroup.

Our Diversity/Women Survey is still open until the end of the year. We have had over 4000 members respond to the survey but would like to have more! We will do a more comprehensive analysis the first of next year once the survey closes. This survey is open to ALL TU members. National TU is also offering incentives. Please advertise this survey through your chapters and councils. We are very excited about this survey and plan to use the results to develop a new strategic plan for the workgroup. You can access the survey at: [www.Surveymonkey.com/r/TU16WIsurvey](http://www.Surveymonkey.com/r/TU16WIsurvey) or go to the TU website and search for Women In TU survey.

Our next DI/WI Conference Call will be Thursday, November 17, 2016 at 8 pm EST. All are invited to listen in. Call in information is 866-740-1260, access code 2829092. We look forward from hearing from you!

Kerri Russell  
NLC DI Workgroup Co-Chair  
DI Council Chair - Arkansas

### Join the Movement!

**Become a Diversity/Women's Initiative Coordinator  
for Your Chapter or Council!**

**All are welcome — women & men — to serve as  
Diversity Initiative Coordinators and Officers!**

**[www.tu.org/women](http://www.tu.org/women)**

### Upcoming Diversity Initiative Events

**2017 Upper Midwest Regional Meeting**  
Friday-Sunday, March 31-April 2  
Dubuque, Iowa  
Contact: DI leaders or Stefan Jackson /  
[sjackson@tu.org](mailto:sjackson@tu.org)

**2017 Southeast Regional Meeting**  
Friday-Sunday, April 21-23  
Gatlinburg, Tennessee  
Contact: DI leaders or Stefan Jackson /  
[sjackson@tu.org](mailto:sjackson@tu.org)

**2017 Western Regional Meeting**  
Friday-Saturday, April 28-30  
Scottsdale, Arizona  
Contact: DI leaders or Stefan Jackson /  
[sjackson@tu.org](mailto:sjackson@tu.org)

**2017 Northeast Regional Meeting**  
Friday-Saturday, May 5-7  
New Jersey  
Contact: DI leaders or Stefan Jackson /  
[sjackson@tu.org](mailto:sjackson@tu.org)

**2017 TU Annual Meeting**  
Fall 2017  
Site: TBD  
Contact: DI leaders or Stefan Jackson /  
[sjackson@tu.org](mailto:sjackson@tu.org)

**2017 Diversity Initiative Brunch**  
Sunday of Annual Meeting  
Fall 2017  
Contact: DI leaders or Stefan Jackson /  
[sjackson@tu.org](mailto:sjackson@tu.org)

You will find representatives of TU's Diversity Initiative at each of these events.

## Diversity Initiative Workgroup of the National Leadership Council of Trout Unlimited

**Mission:** To create effective strategies and programs to recruit a more diverse membership profile in TU; encourage diversity within leadership at the chapter, state and national levels; and to ensure every chapter creates a welcoming environment for TU members of different genders, ethnicities, ages, and cultures to achieve the TU conservation mission.

**Vision:** By 2020, TU's membership and

leadership profiles reflect that of the angling public.

**Statement of Intent:** The Diversity Initiative of the NLC will focus on areas where we have the most to gain as our first priority. In 2016, the Recreational Boating and Fishing Foundation cited that 34.4% of fresh water anglers are women, while women make up only 6% of the TU membership. Therefore, the primary focus of the DI will be en-

couraging local and state-level women's initiatives. The DI will also work to ensure that a broader picture of diversity is a focus of the national organizations, state councils, and local chapters -- recognizing that different chapters due to their location, their culture or history may choose to target different segments of diversity as their primary agenda (people of color, youth, veterans, etc...)

### ALL MEMBER DIVERSITY SURVEY FOCUSED ON *WOMEN AT TU* REMAINS OPEN!

*TU* offers all survey-takers an opportunity to be entered into a drawing for a fly fishing package including a 9ft 5 wt Sage TCX rod, Vedavoo sling pak, LifeStraw water bottle, TU hat, and TU license plate holder. All previously taken surveys are eligible and will be included in the drawing. For complete rules: <http://www.tu.org/2016-survey-contest-official-rules>

Please help us ensure a robust and diverse response to our survey focused on women at TU – yes, **all members, any gender**, are being asked to take it – by [clicking here to take this women's diversity survey](#), and by [sharing this survey link](#) with your member network.

A little more than five years ago, Trout Unlimited conducted a similar survey of female members seeking guidance on how we were serving them as members, engaging them as leaders and providing them opportunities to be active participants in our community – at all levels of the organization.



Since that time, and with significant effort from hundreds of volunteers across the country, TU's Women's Initiative has grown – and so have the number of female members and female leaders.

We launched this **survey for ALL MEMBERS** with three distinct goals:

- Highlight the history and success of the Women's Initiative, determine how broadly it is known and gauge if members feel that attitudes have changed for the better since it first started.

- Compare and analyze responses from the original survey to determine perceived and real changes in TU over the past five years.

- Discover what drives female members to join TU, why they stay, how well they are received locally and if they would consider serving as a local level leader.

Thank you for all you do to make TU a more open and inclusive community.

Visit [www.tu.org/women](http://www.tu.org/women) for more resources and ideas.