



Driving Diversity in Your Chapter

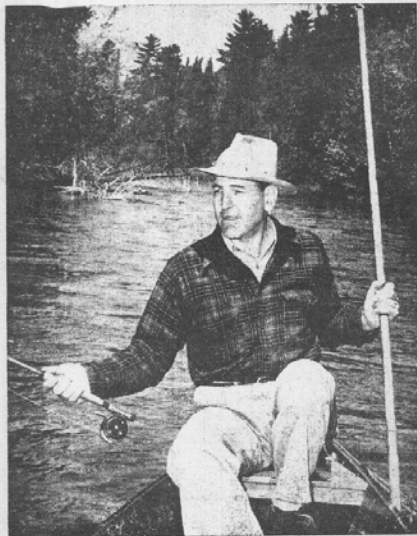
Programs and Activities Proven to Attract a Younger and Broader Demographic

Diversity: TU's History



TROUT, Unlimited Quarterly

Vol I No. I Official Publication of TROUT, Unlimited, Inc. WINTER, 1959



GEORGE A. GRIFFITH, Chairman of the Michigan Conservation Commission Fish Committee, and TROUT, Unlimited founder and director, lives on the bank of the famous Anishabbe River east of Grayling, just above Wakarusa Bridge. He maneuvers his river boat with one hand and casts a fly with the other as well as any guide on the river.



Presentation of Charter to E. Jersey Chap. From left, Lee & Joan Wulff, Don Ecker, Pres R.P. Van Guytenbeek, Nat'l Dir. of T.U. Ed Burrough, Pres. N. Jersey Chapter

Trout Bee APRIL 14, 1978

It's Not Just Fish Stories

Members of the executive board of Trout Unlimited discuss future activities of the group which is dedicated to sport fishing and conservation. Shown at their April 4 meeting at

Pomperaug High School are, left to right, Hank Vreeland, Jerry Mullen, president Neil Kingsnorth, Ron Peletier, Bob Gregorski, Michael Stephens and Gus Rodrigues.

—Bee Photo, B. Moore

SOUTHBURY: "How can I help to preserve quality water and quality fishing in our area?" That's the question which members of Trout Unlimited are happy to answer: just sign up with the Pomperaug Regional Chapter and get involved with an organization that's dedicated to bettering sportfishing and conservation.

The organizers' campaign started with the simple principle that "what's good for trout is good for trout fisherman." Today Trout Unlimited boasts 20,000 active members organized in 300 chapters

on planting short-lived hatchery trout, which the real source of better trout fishing—the cold water habitat—was being ignored.

The organizers' campaign started with the simple principle that "what's good for trout is good for trout fisherman." Today Trout Unlimited boasts 20,000 active members organized in 300 chapters

steelhead trout and salmon in the Northwest and attempting to bring a new Atlantic salmon sport fishery to the Great Lakes tributaries." Mr. Owen states.

"Trout Unlimited helped fund the baseline research on California's famous McCloud River and manages the fishery in a joint venture with the Nature Conservancy," said Mr. Owen. He notes too that TU's

Management strategies that maximize diversity and promote varied approaches are more likely to succeed in a future with rapid environmental change and increasing uncertainty.

ARTICLE

Spreading the Risk: Native Trout Management in a Warmer and Less-Certain Future

Amy L. Haak

Trout Unlimited, 910 Main Street, Suite 342, Boise, Idaho 83702, USA

Jack E. Williams*

Trout Unlimited, 329 Crater Lake Avenue, Medford, Oregon 97504, USA

Abstract

Management strategies that increase biological diversity and promote varied approaches to population protection are more likely to succeed during a future in which global warming drives rapid environmental change and increases uncertainty of future conditions. We describe how the concept of a diverse management portfolio can be applied to native trout conservation by increasing *representation* (protecting and restoring diversity), *resilience* (having sufficiently large populations and intact habitats to facilitate recovery from rapid environmental change), and *redundancy* (saving a sufficient number of populations so that some can be lost without jeopardizing the species). Saving diversity for native trout requires the conservation of genetically pure populations, the protection and restoration of life history diversity, and the protection of populations across the historical range. Protecting larger stronghold populations is important because such populations will have a better chance of surviving future disturbances, including those associated with climate change. The long-term persistence of populations is likely to require management for larger population sizes and larger habitat patches than currently exist for many native trout populations. Redundancy among these elements is important given that many populations are small and occupy reduced habitat in fragmented stream systems and therefore are increasingly vulnerable to extirpation. Application of the concept is further described in case studies of Yellowstone cutthroat trout *Oncorhynchus clarkii bouvieri* and Rio Grande cutthroat trout *O. clarkii virginalis*, two subspecies that illustrate many of the challenges that are common to management of western native trout.

Diversity: A Science Based Approach



Projections of the Size and Composition of the U.S. Population: 2014 to 2060

Population Estimates and Projections

Current Population Reports

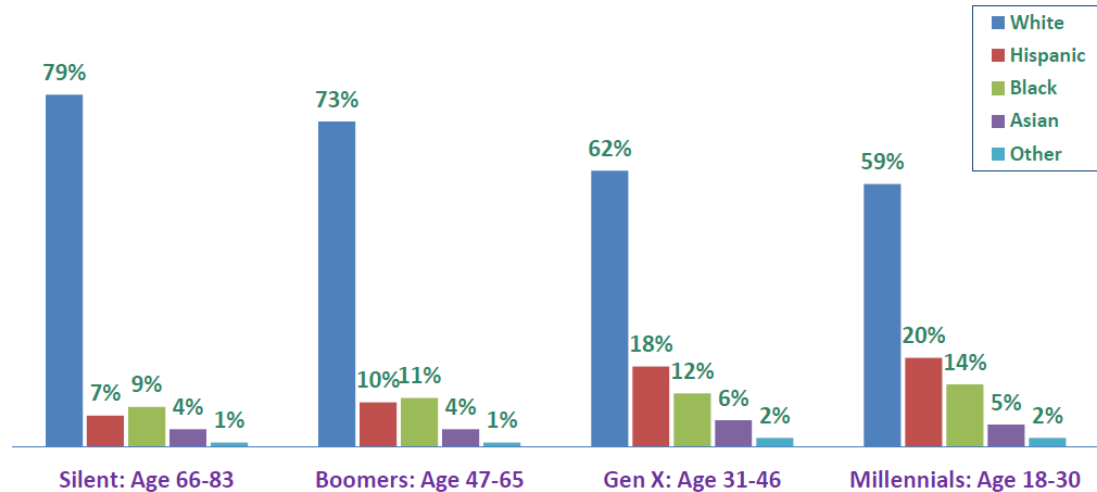
By Sandra L. Colby and Jennifer M. Ortman
Issued March 2015
P25-1143

INTRODUCTION

Between 2014 and 2060, the U.S. population is projected to increase from 319 million to 417 million, reaching 400 million in 2051. The U.S. population is projected to grow more slowly in future decades than in the recent past, as these projections assume that fertility rates will continue to decline and that there will be a modest decline in the overall rate of net international migration. By 2030, one in five Americans is projected to be 65 and over; by 2044, more than half of all Americans are projected to belong to a minority group (any group other than non-Hispanic White alone); and by 2060, nearly one in five of the nation's total population is projected to be foreign born.

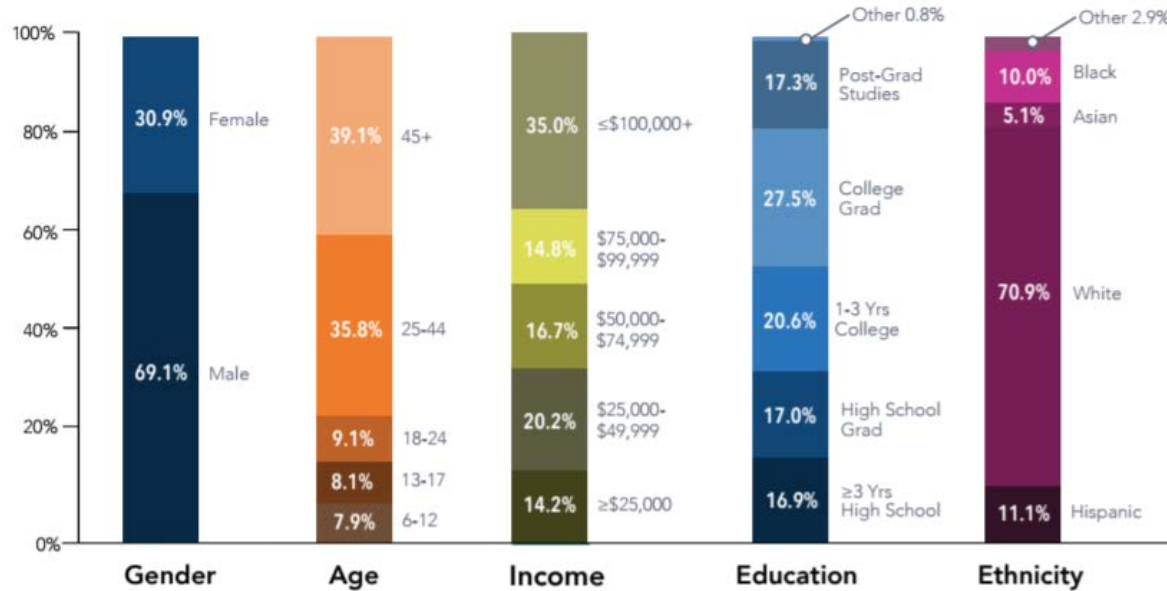
demographic components of change—births, deaths, and net international migration. The projections, based on the 2010 Census and official estimates through 2013, were produced using cohort-component methods. Such methods project the components of population change separately for each birth cohort (persons born in a given year) based on past trends. The base population is advanced each year by using projected survival rates and net international migration. A new birth cohort is added to the population by applying the annual projected fertility rates to the female population. The projections cover the period 2014 to 2060.

The 2014 National Projections are the first series of Census Bureau projections to incorporate separate projections about the fertility of native and foreign-



Sources: Pew Research Center and US Census Bureau.

Diversity: A Science Based Approach



among fly fishing participants, ages 6+

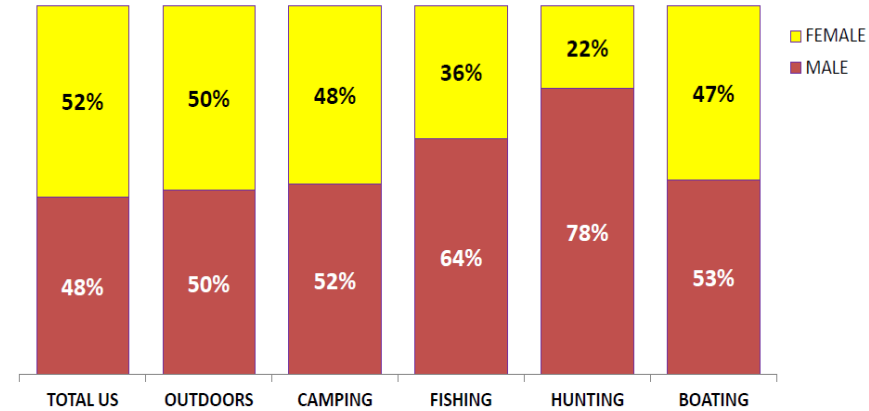
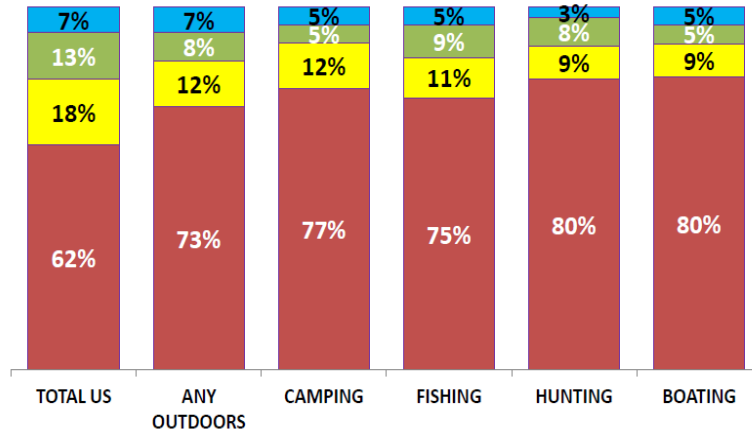
A partnership
project of:



RECREATIONAL
BOATING & FISHING
FOUNDATION

**OUTDOOR
FOUNDATION**

Diversity: A Science Based Approach



Sources: Simmons, 2016..

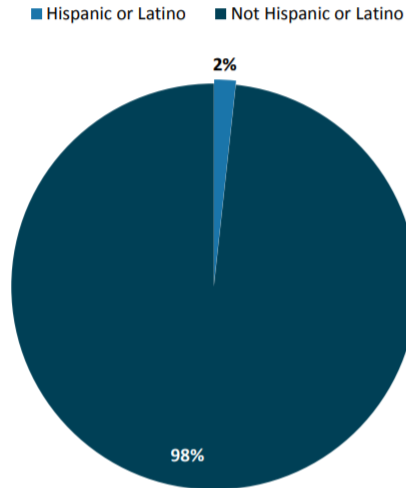
Sources: Simmons, 2016..

Diversity: A Science Based Approach



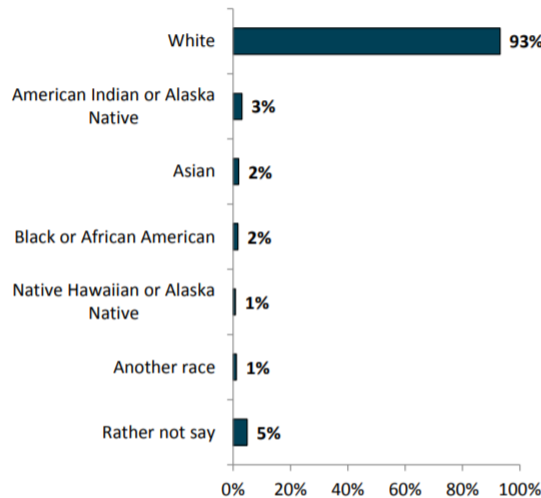
Race and Ethnicity

Ethnicity



n=5674
What is your ethnicity?

Race



n=5674
What race(s) do you identify with? Select all that apply.

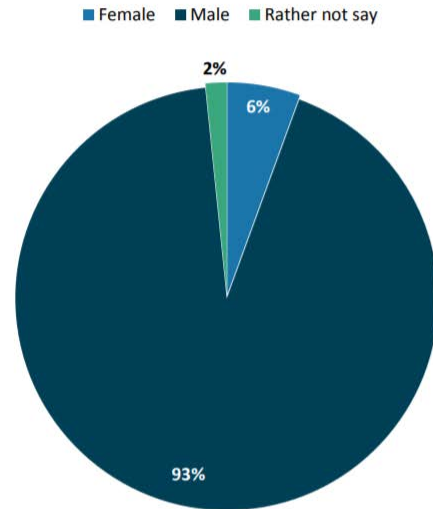
*"If you don't like change,
you're going to like
irrelevance even less."*

- General Eric Shinseki

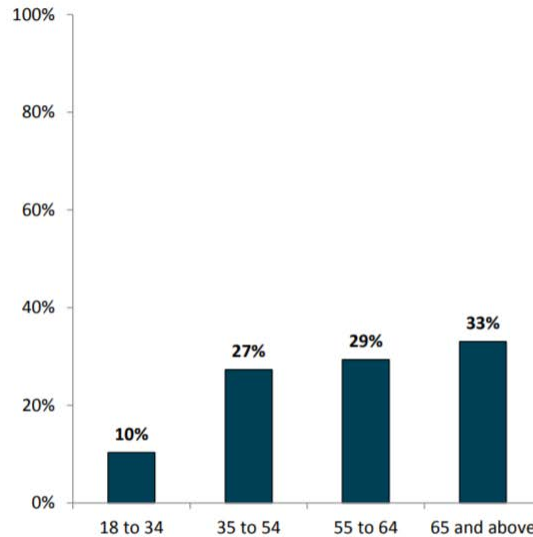
Diversity: A Science Based Approach



Age and Gender



n=5674
Which gender do you identify with?



n=5674
What is your current age?

62

Gender	Count
A	5,858
B	436
F	5,846
I	2,398
M	105,103
U	2,723
TOTAL	122,364

A=Ambiguous

B=Blank

F=Female

I=Initial

M=Male

U=Unrecognized

**Women make up
4.78%
of our membership**

***“We're facing a crisis of
relevancy.”***

- Dan Ashe

With Conservation, It's Not Hunters And Anglers Versus Everyone Else

FORMER NATIONAL DIRECTOR OF THE US FISH AND WILDLIFE SERVICE WARNS THAT CONSERVATION MUST EVOLVE, NOT BE STUCK IN ITS WHITE PAST

by **Dan Ashe**

*“We are seeing **the early stages of irrelevance with the fate of wild lands, public lands, and a wildlife heritage that belongs to all of us.** We need to embrace rapid and revolutionary change. There's a new generation of conservationist out there. They're in cities; they're using iPhones and Androids; they don't hunt or fish; they've never spent a night outdoors; their skin is red or black or brown; English may be their second language. **We have to find them. We have to inspire and recruit and retain them.** They will be the best-and-brightest. **They will make conservation relevant.**”*

Diversity: A Strategic Approach



Trout Unlimited
Strategic Plan
2015 – 2020
Adopted Feb. 6, 2015

Mission: To conserve, protect and restore North America's coldwater fisheries and their watersheds.

Vision: By the next generation, Trout Unlimited will ensure that robust populations of native and wild coldwater fish once again thrive within their North American range, so that our children can enjoy healthy fisheries in their home waters.

Statement of Intent

Conserve and restore important lands and waters so that we realize our generational vision of wild and native fish conservation. We will accomplish this by:

- Building a high level of awareness for the TU brand—a brand that stands for engaging more anglers and others in the TU mission;
- Growing and **diversifying** our membership, staffing and organizational capabilities;
- Raising sufficient funds to protect, reconnect, and restore important lands and waters, and to sustain these efforts over time; and
- Working in collaboration and engaging in advocacy with other conservationists, agencies, and

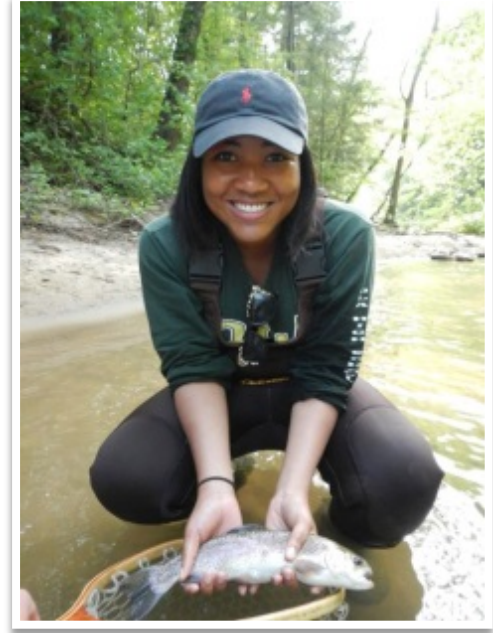
“Increase member acquisition and diversify the member composition in terms of age, race and gender to reflect the overall demographics of the fly-fishing community.”

NLC Diversity and Inclusion Workgroup



Mission: To create effective strategies and programs to:

- 1) recruit and retain **diverse members** into the TU chapter community;
- 2) encourage **diversity within leadership** at the chapter, state and national levels; and
- 3) ensure that TU at every level strives to create a **welcoming, inclusive environment**.



NLC DI Workgroup: Our Approach To Date



Women's specific at first

Volunteer positions created for the women's initiative & diversity initiative

Abundant resources available in the Tacklebox

Women's membership drive; family membership focus



On the Rise

NEWSLETTER OF TROUT UNLIMITED'S DIVERSITY INITIATIVE

Spring 2018



Tara Granke
The amazing group of young women at the TU Teen Summit invites HEADWATERS Director Franklin Tate to join in a photo. Adele and Alleigh pictured to the right.

Women in Fly Fishing

By Adele Shirmer and Alleigh Raymond

If you were to ask me to name every female fly fisherman I've befriended, I could probably do it on just one hand. If you were to ask the same question of every male fly fisherman, I'd likely require more than three times that amount.

Fly fishing is an incredible sport with plenty of facets and quirks that make it easy for someone just getting into the sport to become overwhelmed. This is exacerbated when they feel isolated within the past time. When I began fly fishing roughly four years ago I was primarily surrounded by men. Meeting other females quickly became a rare occurrence.

So where does the disconnect between females and fly-fishing lie? It could be as simple as networking. Female fly fishers could be more private about their

IN THIS ISSUE

- 1 — Women in Fly Fishing
- 2 — AZ Zane Grey at Outdoor Expo
- 3 — Spring On The Rise: Events
- 4 — Chapter 722 partner with Orvis
- 5 & 6 — STREAM Girls comes to PA
- 7 — Through Eyes of a Child; Zane Grey Special Olympics Fishing Derby
- 8 — Working for the WI Weekend
- 9 — Spending time with Fly Fishing Guru Jen Ripple

DI RESOURCES

VISIT WWW.TU.ORG/DIVERSITY

Interested in starting or growing a Diversity Initiative in your state or chapter? The DI 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 on Facebook

Driving Diversity With A Focus On Leaders



MEMBER ROSTER

Please choose which membership data you would like to access. Carefully read the acceptable use text, check "I agree" checkbox and click the download Roster button.

Adult Youth Bad Addresses Bad Email Addresses Bad Phone Numbers

☒ Include family members

[CLICK HERE TO CHANGE FIELDS DISPLAYED IN THE ROSTER](#)

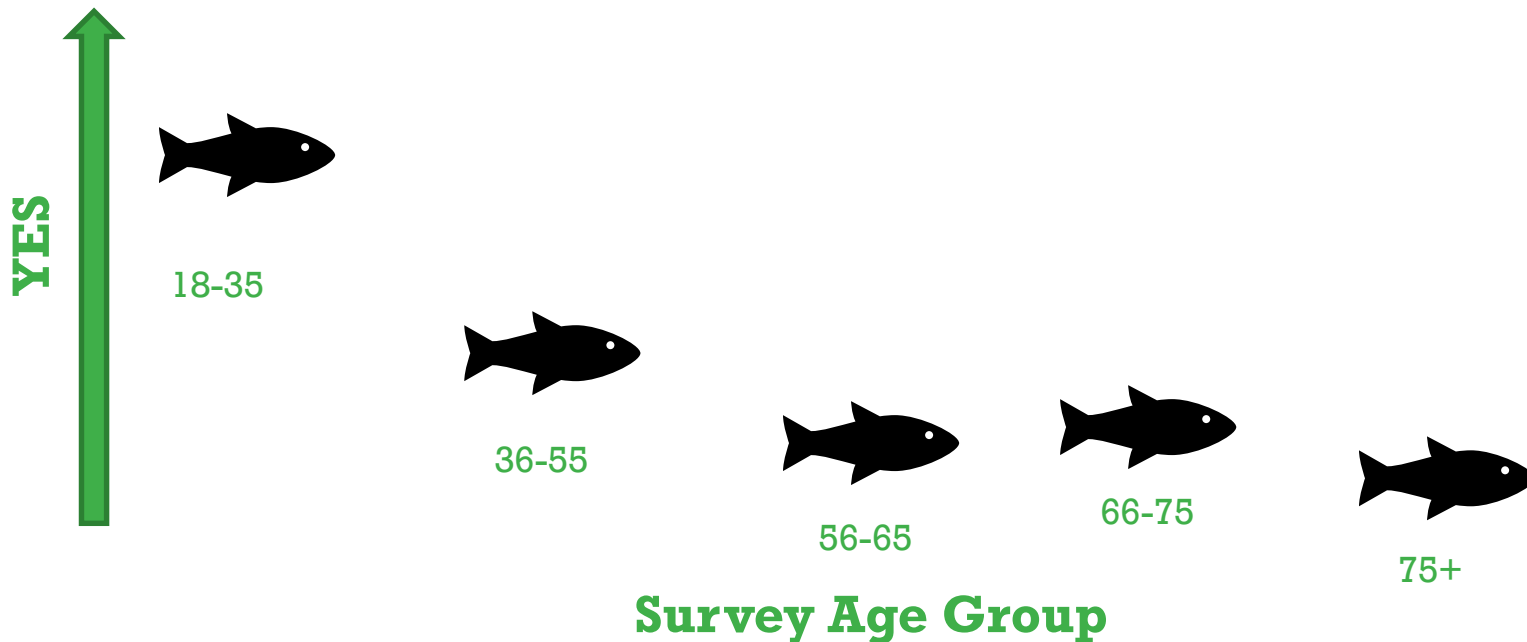
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- ☒ Prefix
- ☒ First Name
- ☒ Middle Name
- ☒ Last Name
- ☒ Suffix
- ☒ Company Name
- ☒ Address Line 1
- ☒ Address Line 2
- ☒ City
- ☒ State
- ☒ Zip
- ☒ Zip+4
- ☐ Address Status
- ☐ Mail Preference
- ☒ Phone
- ☐ Phone Preference
- ☒ Business Phone
- ☒ Fax
- ☒ Email
- ☒ Email Preference
- ☒ Gender
- ☐ Congressional District
- ☒ Member Type 1
- ☒ Expire Date Member Type 1
- ☒ Member Type 2
- ☒ Expire Date Member Type 2
- ☒ Join Date
- ☐ Status of Member
- ☐ First Gift Date
- ☐ Campaign Name First Gift
- ☐ Last Gift Date
- ☐ Campaign Name Last Gift
- ☒ Chapter Name
- ☒ Family Name
- ☒ Family Relation
- ☒ Family Relation Principal Member

2					
3	DESIRED SKILLS SETS				
4		CONFIRMED COMMITTEE MEMBER	POTENTIAL FUTURE COMMITTEE MEMBER	Member ID	E-Mail
5	GOVERNANCE/ FINANCE				
6	Non-Profit Management		Jonnie Doe		
7	Visionary/Strategic Thinking	Jane Smith; Joe Smith			
8	Accounting/Finance				
9					
10	DEVELOPMENT/ MARKETING				
11	Marketing	Joe Smith			
12	Communications				
13	Events Coordination		Jannie Doe		
14	Fundraising: Corporate	Joe Smith			
15	Fundraising: Foundation Grants		Jannie Doe		
16	Fundraising: Donor Relations/ Individual	Jane Smith			
17					
18	PROGRAM				
19	Chapter Historical Perspective				
20	Collaboration/Partnerships		Jannie Doe		
21	Advocacy				
22	Biologist/ Ichthyologist		Jannie Doe		
23	Fish and Game Agency Rep	Joe Smith			
24	Educator	Jane Smith			
25					
26					
27	UNDER REPRESENTED DEMOGRAPHICS				
28	Women				
29	Under 40				
30	People of Color				
31	Veteran				
32					
33					
34					

So how do you target new leaders? Where you find them?



Are you interested in serving in a chapter leadership position?



Who Are Our Target Audiences?



Guides

Students

Accountants

Fundraisers/ Event
organizers

Educators

Stream restoration
specialists

Lawyers

Retirees

Biologists

Veterans

Strategic Approach to Leadership Development



- Have a plan. Don't let someone slip away because at the time they offered to help, you did not have something for them to do. Keep a list of things that people can always do.
- Invite a volunteer sit on a committee or ask a committee member to chair that committee.
- Set up a support system within the chapter for mentoring new leaders. Use volunteer leader position descriptions.
- Provide recognition and feedback.





Driving Diversity with an Inclusive Culture



- What is culture?
 - a set of beliefs, values or norms
 - A group has learned from those around them how to act in any given situation
- Culture will happen either by accident or on purpose.



Create culture purposefully. With your chapter define your values and vision.



Driving Diversity: Aspirational Communications

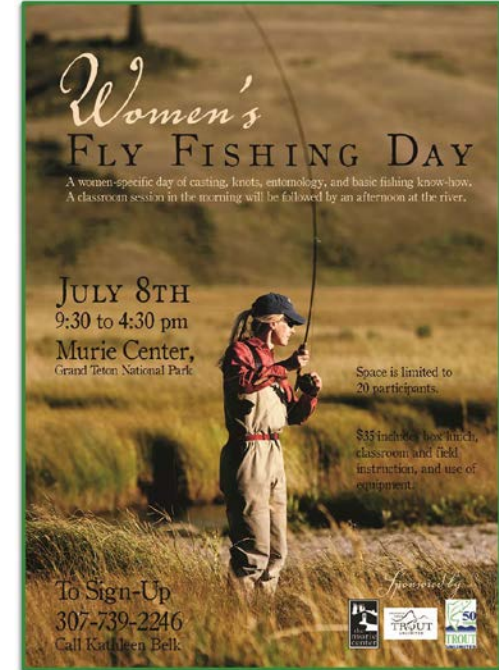


Colorado Trout Unlimited
Family Fishing Day
and Conservation Symposium
August 15th
10:00 am to 2:00 pm
\$10 / person or \$30 / family of four
Location: Nova Guides at Camp Hale

For more information and to register in advance go to:
coloradotu.org/event/family-fly-fishing-festival



TROUT UNLIMITED
MEMBERSHIP
GUIDE



Women's
FLY FISHING DAY




A women-specific day of casting, knots, entomology, and basic fishing know-how.
A classroom session in the morning will be followed by an afternoon at the river.

JULY 8TH
9:30 to 4:30 pm
Murie Center,
Grand Teton National Park

Space is limited to
20 participants.

\$35 includes two meals,
classroom and field
instruction, and use of
equipment.

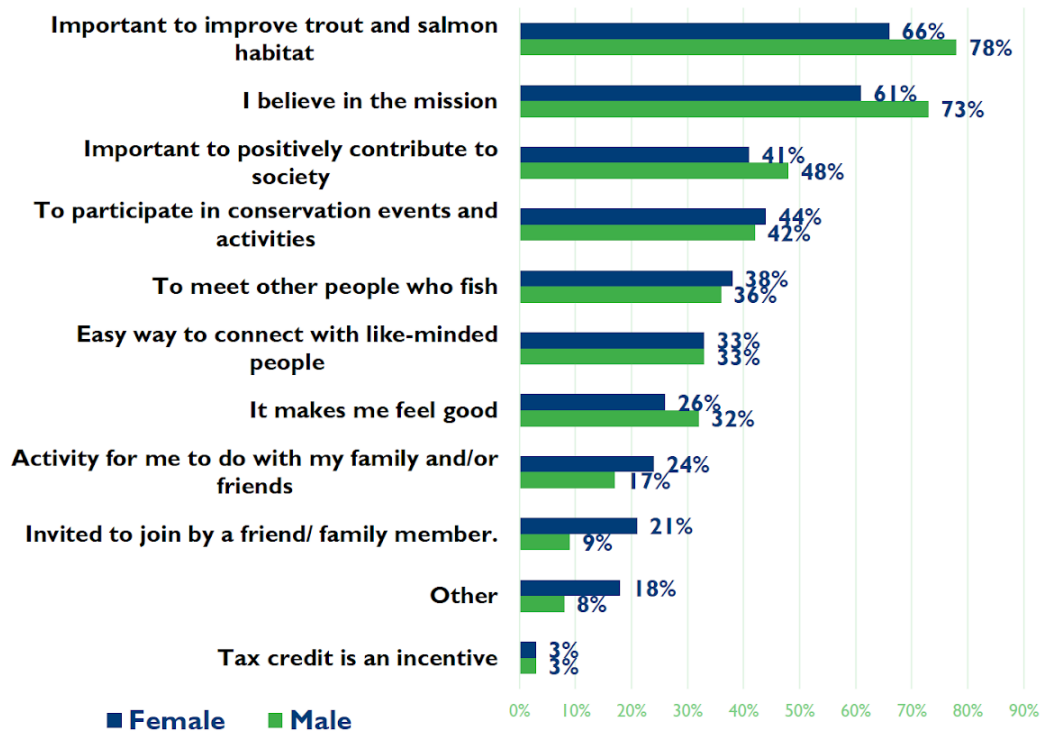
To Sign-Up
307-739-2246
Call Kathleen Belk



Driving Diversity By Asking Question



Why did you join Trout Unlimited?



Do Fun Things!

Conservation

- Citizen science
- River clean ups
- Lobby days
- Willow planting
- Rock rolling
- Ditch fish salvages

Community

- F3T
- Veterans Outreach
- Family friendly events
- Youth programs
- Local fairs, festivals, and school programs

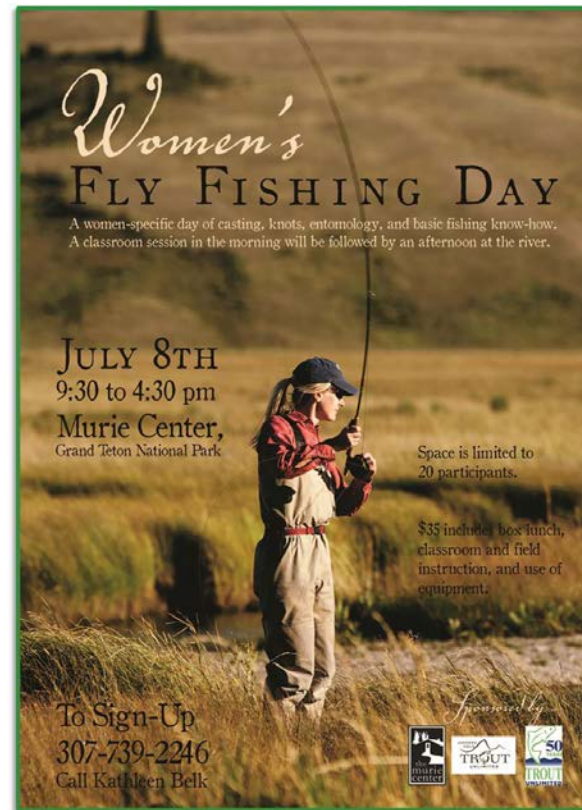
Fishing

- Fishing outings for members
- Casting lessons
- Fly tying demonstrations or lessons
- Kids fishing days
- Orvis 101 & 201

Driving Diversity with Events Catered to Target Demographics



- ✦ Learn from the NLC's Women's Initiative on their ideas for women's focused meetings/ seminars.
- ✦ Check out other chapter's templates for women's seminar programs and planning documents.



Angler Science to Increase Diversity



Veterans Outreach to Increase Diversity



Youth Outreach to Increase Diversity Long-term



Driving Diversity: Make Them Members!



- ✎ Your chapter can recruit new adult members to your chapter for half price (\$17.50) at www.tu.org/intro. Even better, for every new member your chapter recruits, you will receive a \$15 rebate at the end of the year. So, for example, after your next women's specific casting clinic, for only \$2.50/ attendee you can buy memberships for everyone.
- ✎ Family membership
- ✎ Check out tips from the Women's Initiative on how best to [retain these new members](#).

Diversity: Resources



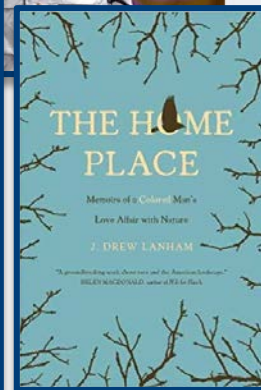
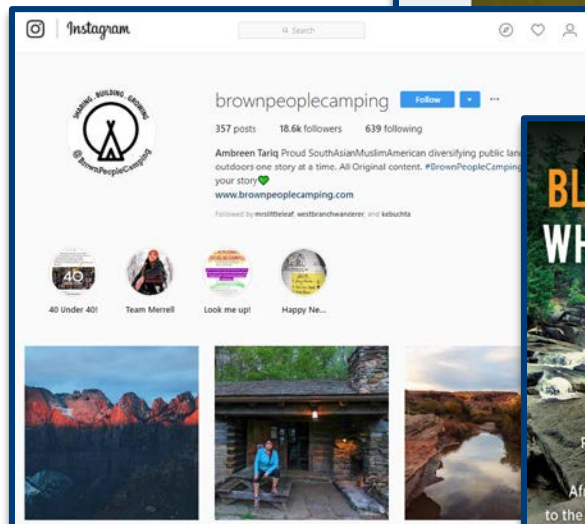
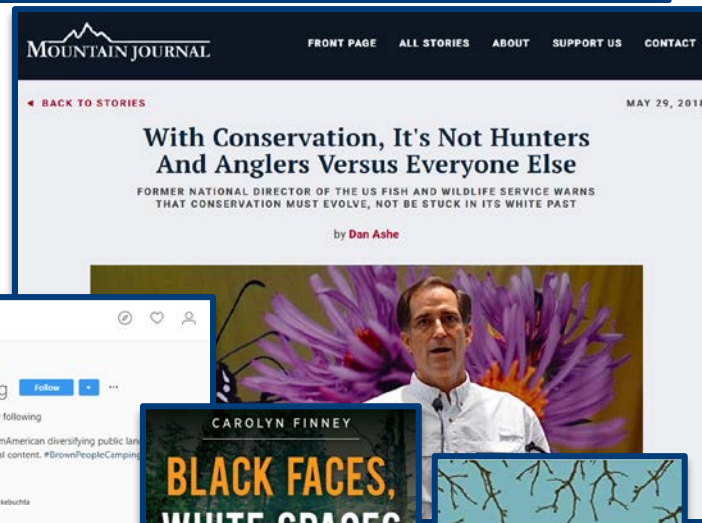
Cool books, articles, podcasts, Instagram accounts, etc...

TU.org/diversity

All VolOps Staff

TU volunteers:

- Heidi Oberstadt
- Kelly Buchta
- Jackie Kutzer
- Kerri Russell
- Bill Thorne



Driving Diversity: Don't Go It Alone!

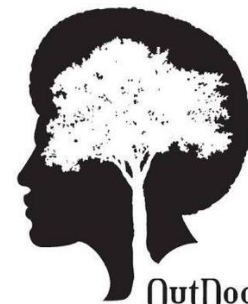


RECREATIONAL
BOATING & FISHING
FOUNDATION



UNLIKELY HIKERS

DIVERSITY + INCLUSION + REPRESENTATION



Outdoor
Afro



Girl Scouts®

YES



Questions?

