



Virginia Native Plant Society
Conserving Wild Flowers and Wild Places

***Communications Workshop:
Exploring Ways to Grow Membership
and Increase Diversity***

December 1, 2018

Agenda

- Review and discuss challenges presented by annual meeting speakers
- Review VNPS mission and work currently undertaken
- Identify priority areas and challenges to address
- Propose actions and next steps



Eastern-tailed Blue on Pussytoes

Inclusion Leads to Success

- Jessica Hawthorne, Virginia Center for Inclusive Communities
- Exercises on unconscious bias
- Changing assumptions is very difficult
- “Inclusion Leads to Success”



Partnering is Key

- Kevin T. Bryan, Keystone Policy Center
- Next 100 Coalition
- “Finding and networking with minorities will help our collective inheritance.”
- Challenged us to lead from behind, be empathetic, think differently about our mission



Latino Outdoors Website

latinooutdoors.org



About Us

Our Mission and Vision

[See how we work](#)



Our Events

Come check out what we have
planned in your community.


[Events](#)



Our Team

Please take a look at our team and
their stories.

[See who we are](#)

 English  Spanish

Outdoor Afro Washington, DC “Meet Up” Page

4,250 members



Organized by
Rue M. and 7 others

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What we're about

Outdoor Afro is a community that reconnects African-Americans with natural spaces and one another through recreational activities such as camping, hiking, biking, birding, fishing, gardening, skiing — and more! Outdoor Afro uses social media to create interest communities, events, and to partner with regional and national organizations that support diverse participation in the Great Outdoors. Here is where you can start locally connecting with people

Past Meetups (203)

[See all](#)

23
NOV

Fri, Nov 23, 2018, 10:00 AM
**#OptOutside with Outdoor
Afro DC Nature Photo Walk**



39 went

outdoorafro.com



student
conservation
association

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Our Mission

SCA's mission is to build the next generation of conservation leaders and inspire lifelong stewardship of the environment and communities by engaging young people in hands-on service to the land.

» [About](#)

[What We Do](#)

[Impact on Youth](#)

thesca.org



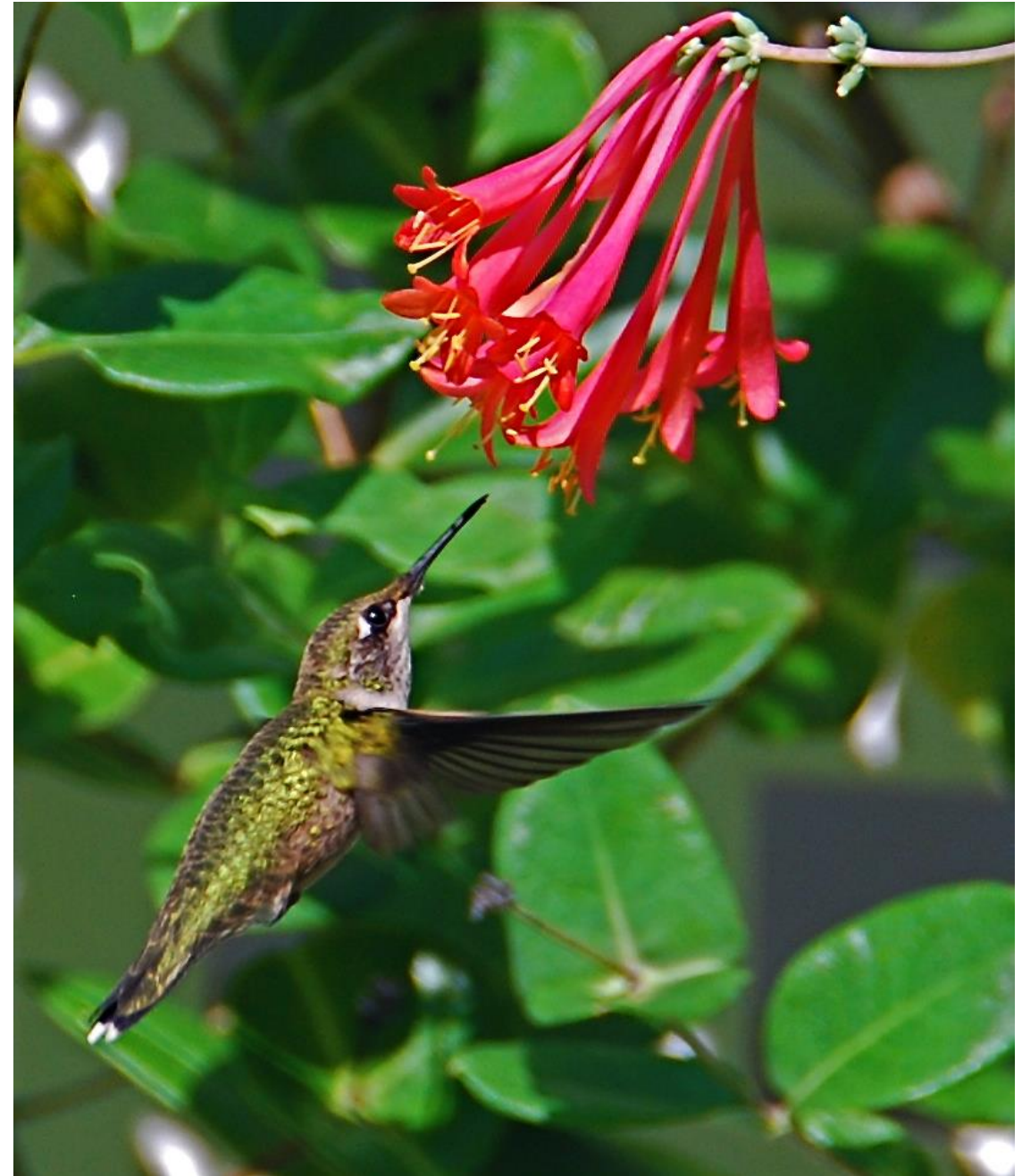
Bloodroot

VNPS Mission

VNPS is dedicated to the protection and preservation of native plants of Virginia and their habitats, in order to sustain for generations to come the integrity of the Commonwealth's rich natural heritage of ecosystems and biodiversity for purposes of enjoyment, enlightenment, sustainable use, and our own very survival.

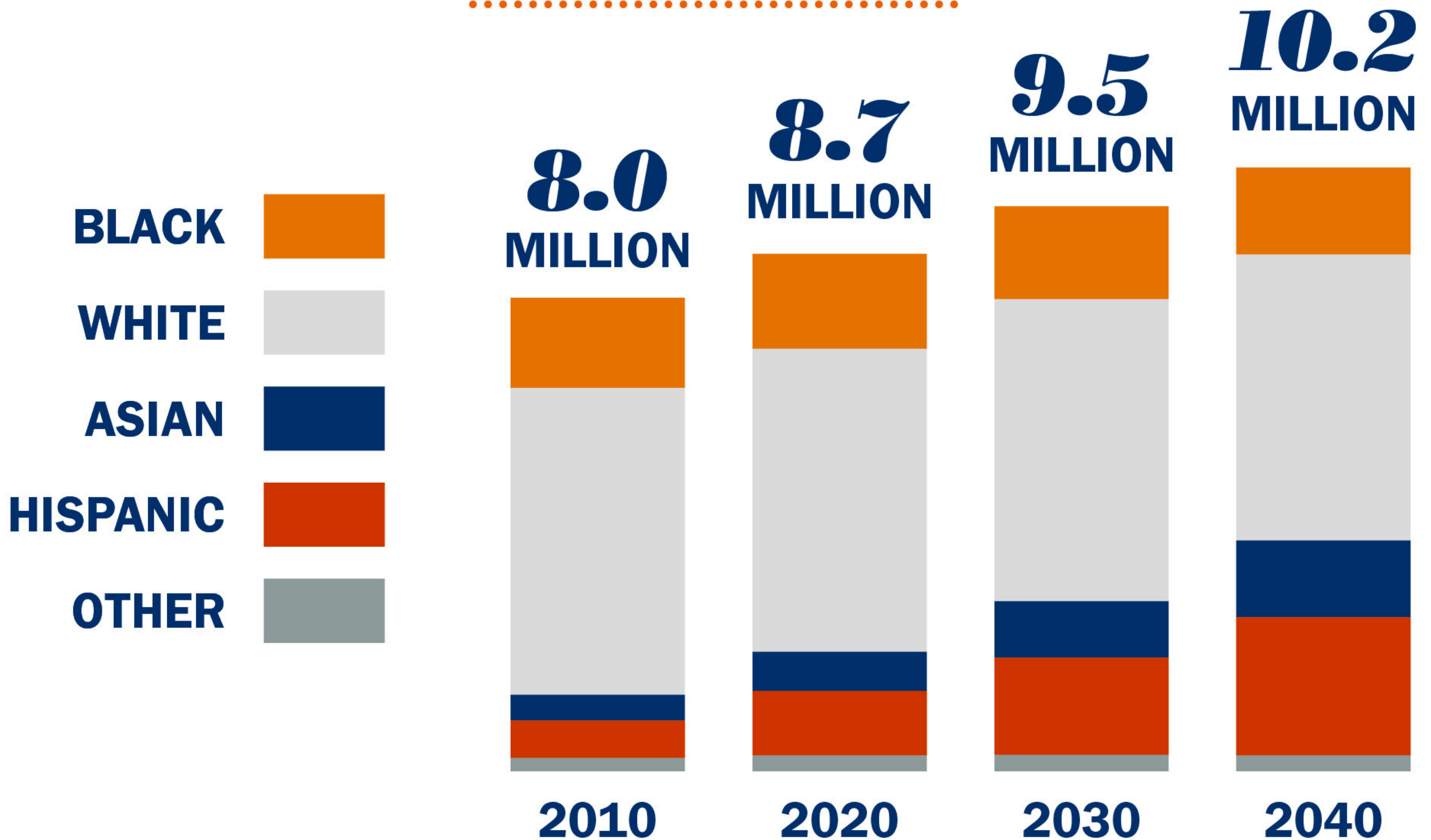
Key Audiences

- Members
 - Scholars
 - Enthusiasts
- Prospective Members
- General Public
- Currently, population of Virginia is about 69% Caucasian, 19% African American, 7% Asian with the remaining 5% being Native Americans and people of more than one race.



Ruby-throated Hummingbird on Coral Honeysuckle

TOTAL POPULATION OF VIRGINIA



What We Do

- Support research, land conservation and educational tools
- Sponsor field trips and presentations
- Protect native plants and habitats; propagate and sell native plants
- Promote the importance and use of native plants in gardens and public spaces
- Publish newsletters and other documents in print and on-line
- Network with others through social media and in person
- Collaborate with like-minded organizations



Monarch on Common Milkweed

Opportunities and Challenges



Wild Columbine

As we break into small discussion groups, please keep these messages from Jessica and Kevin in mind.

- “Inclusion leads to success.”
- “Finding and networking with minorities will help our collective inheritance.”
- Partnerships may not increase membership, but will improve the quality of our results.