

# Bear TAG Education Strat Plan

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# Mission

**Mission: To create focused and impactful educational strategies and resources that support the mission and goals of the AZA's Bear Taxon Advisory Group.**



# Timeline

- **2021-2016**
- **Broken into 3 year benchmarks to allow for short term goals**
- **Flexibility when objective work begins**



# Goals

**1. Provide educational tools and resources to empower all zoo stakeholders (guests, partners and bear holding institutions) to take conservation action for bears all over the world.**



# Goals cont.

**2. Provide educational resources that position Bear TAG as the foremost experts in bear welfare and husbandry.**



# Goals cont.

**3. Strengthen the connection between Bear TAG and AZA bear holding institutions' ex situ and in situ work.**

# Objectives

**Within each objective:**

- **Types of deliverables**
- **The relevant goal it supports**
- **Tactics**
- **Key performance indicators including yearly benchmarks (up to 3 years)**





# Objectives

**Amplify the need for human-bear coexistence both in the US and around the globe.**





# Objectives

**Encourage  
professional  
engagement in  
husbandry  
knowledge and  
population status**



# Objectives

**Create educational materials that highlight AZA bear welfare**





# Objectives

**Create educational materials and messaging that highlight research and conservation projects in zoos that seek to benefit wild bears.**



# Thank you!

- Questions?

