Bear TAG Education Strat Plan

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AZA Mid Year Conference 2021



Mission

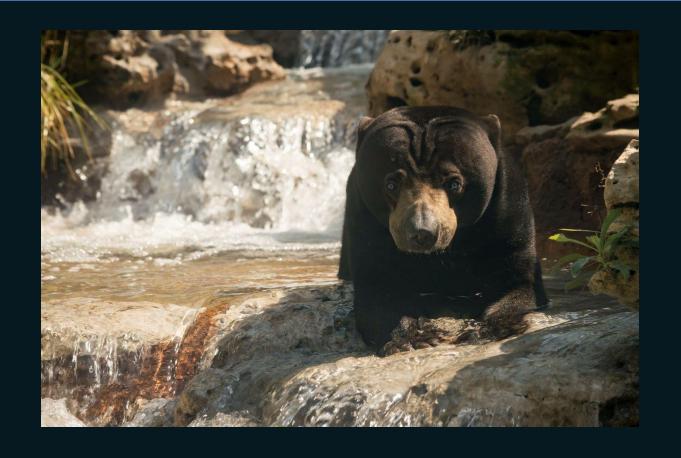
Mission: To create focused and impactful educational strategies and resources that support the mission and goals of the AZA's Bear Taxon Advisory Group.





Timeline

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





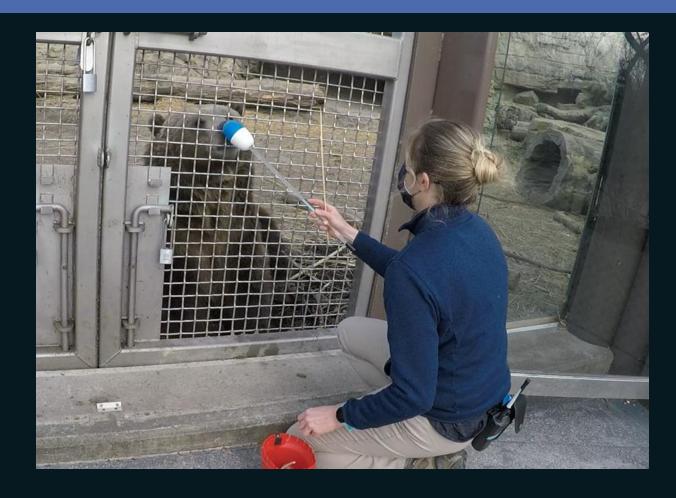
Goals

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.





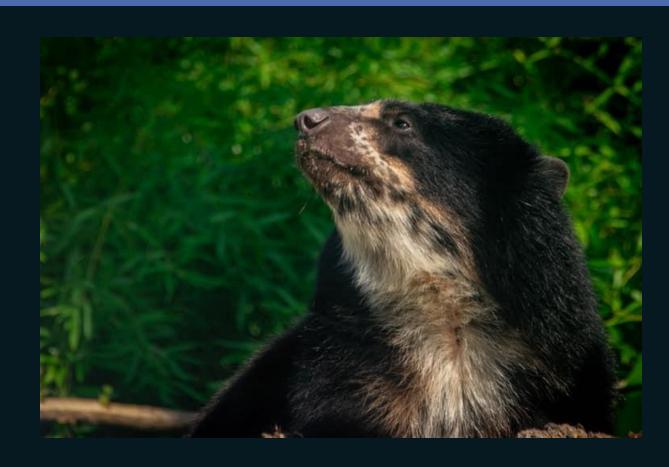
Goals cont.

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



Within each objective:

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





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

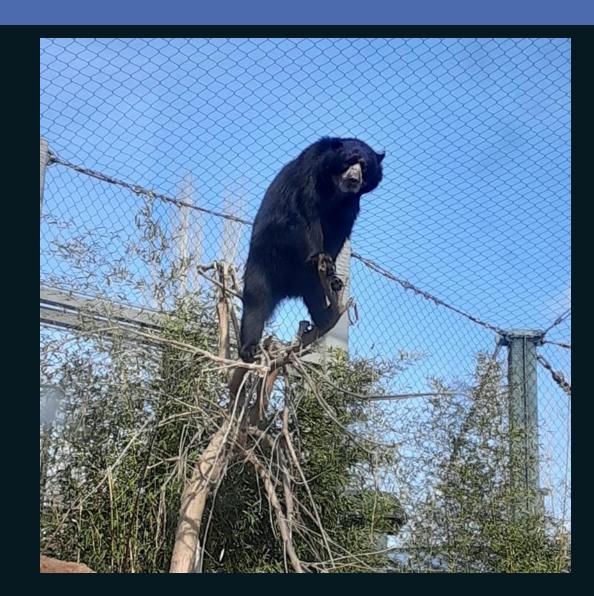


Encourage professional engagement in husbandry knowledge and population status





Create educational materials that highlight AZA bear welfare



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





Thank you!

Questions?



