



CONFLUENCE OF STATES EDUCATION SERIES SUMMARY

STATE OFFICES OF OUTDOOR RECREATION: INTRODUCING THE GUIDEBOOK ON BEST PRACTICES

MARCH 9, 2023

Hosted by:



CONFLUENCE OF STATES

Overview

Katherine Andrews of Arkansas, Conor Hall of Colorado, Carolann Ouellette of Maine, and Jon Snyder of Washington joined Maribel Castañeda, Manager of the Confluence of States, to walk through the new [Guidebook on Best Practices for State Offices of Outdoor Recreation](#) and panel conversation on how they have led their offices. This guidebook provides best practices and strategies sourced from existing state directors to ensure that new staff members who are in leadership of an office of outdoor recreation have an overview of proven ideas to help their office succeed.

Take-Home Advice

"This guidebook was **created to share collective knowledge with others**. There has been an unprecedented interest in outdoor recreation with ORECs leading the way." - Maribel Castañeda

"Collaboration is key. **Find partners and know who they are. Be open to partnerships.** It may not seem obvious at first but I think about the outreach. I spend most of my time having discussions with people about what [outdoor recreation] is, how they can connect, and how we can help. Really being available is incredibly helpful." - Carolann Ouellette

"Understanding the important relationship between **outdoor recreation and economic development is key to how these offices run, how we get things done, and how we make an impact.** Get familiar with your industry partners and community partners." - Katherine Andrews

"**One thing that is really important to do is understand how different agencies perceive their piece of outdoor recreation.** Folks can be really defensive and very territorial about what they work on and sometimes it can be a barrier to collaborating. If you can find out where people are coming from, what they perceive they're very proprietary about their role and outdoor recreation, you can pick that apart a little bit and form relationships." - Jon Snyder

"It was important to get around the state and show up in communities to talk about what we are doing in ways that we can help the industry help these communities. We also wanted to genuinely listen and figure out what is going on to help inform our decisions and policy, agency's policy, Governor's policy. **There is no shortcut to actually physically showing up in a community, especially our rural communities that had not seen a high ranking public official in a longtime so there's a real need there.**" - Conor Hall

Panel Speakers



Katherine Andrews
Director of the Arkansas Office of Outdoor Recreation



Conor Hall
Director of the Colorado Outdoor Recreation Industry Office



Carolann Ouellette
Director of the Maine Office of Outdoor Recreation



Jon Snyder
Senior Policy Analyst for Washington Outdoor Recreation and Economic Development



Moderator



Maribel Castañeda
Manager of the Confluence of States



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