Title: Corporate Engagement Strategy Update

Desired outcome(s):

- **Board action** to approve the corporate engagement strategy**.**
- **Board action** to approve draft NFHP core values.
- Provide overview of crowdsourcing mechanism to raise funds for NFHP and FHPs.

1) Provide an update on 2014 communications priorities of the Board.

Background:
The Board was presented with NFHP core values at their January 2014 Board conference call. Since that call a subset of the Board and staff and representatives from the FWS and private industry have revised the NFHP core values document (Tab 4) and created a corporate engagement strategy (Tab 4).

Core Values presented to the Board are as follows:

- *Water is essential for all life*
- *Fish reflect the health of aquatic systems that support many plant and animal species*
- *People are part of Nature, not apart from it*
- *Conservation is an enduring yet dynamic American value*
- *Today's conservation requires a combination of people, passion and partnerships*
- *Fish and fishing are integral to the American story and the American Family*
- *Recreational, subsistence, and commercial fishing are social and economic drivers for conservation*

Staff Recommendation/Proposal:
- Establishment of core values is important to help tell the story of NFHP.
- Seek Board action for approving core values and corporate engagement strategy documents.

Reference material:
Core Values document, Corporate Engagement strategy, the art of storytelling (Tab 4)