

Committee: Youth Leadership & Conservation Education
Author: CLC: Emily Samuel, Samantha Halley

Missouri Department of Conservation Bird App

WHEREAS, today it is evident that technology is more vigorously used by the general public compared to traditional methods when it comes to the identification of specific bird species; and

WHEREAS, there are currently apps available that are bird specific; however, these apps do not include easily available, regionally specific information; and

WHEREAS, the public does not know what apps will most fit their needs in identifying Missouri's native bird species; and

WHEREAS, Missouri Department of Conservation (MDC) already has apps for hunting, fishing, and fall foliage; and

WHEREAS, this app would reach an untapped audience of year-round nature observes; and

WHEREAS, this app would potentially encourage more young people to become involved in birding and other outdoor activities; and

WHEREAS, apps such as *ibird pro* and others have a user-friendly interface that could be suitable inspiration for a Missouri specific bird app; and

WHEREAS, according to the 2013 Conservation Opinion Survey, 74% of Missourians spend their time watching birds and or wildlife; and

WHEREAS, over 50% of Missourians are actually spending the time and money to feed these native birds; now, therefore, be it

RESOLVED that the Conservation Federation of Missouri assembled at the Capitol Plaza Hotel, Jefferson City, MO, this 20th day of March, 2016, recommends that MDC create an app to encourage Missouri citizens to use technology to enhance birdwatching enjoyment.