Power Up Your Conservation District
Purpose

- Participants receive new ideas and share ideas for use in “Powering Up” their conservation district
Power Cards

- Two cards
  - One to jot a question for the speaker (working w CDs since 1979)
  - One to jot down ideas to bring to your CD
Powering Up

Using District Powers & Authorities

Oklahoma Association of Conservation Districts
Annual Meeting – February 2019
Function

- To take available technical, financial, educational resources, whatever their source, and focus or coordinate them, so they meet the needs of the local land user, for conservation of soil, water and related resources.
§27A-3-1-102. Legislative determination - Declaration of policy

In recognition of the ever-increasing demands on the renewable natural resources of the state and of the need to preserve, protect and develop such resources at such a rate and at such levels of quality as will meet the needs of the people of the state, it is hereby declared to be the policy of the State of Oklahoma to provide for the conservation of the renewable natural resources of this state...
A district perpetuated by the provisions of the Conservation District Act shall constitute a governmental subdivision of this state, and a public body corporate and politic, exercising public powers.
Director Authorities

- may employ a secretary, technical experts and other employees as necessary
- district attorney – legal advisor
- may delegate
- shall furnish to the commission copies
### District Authorities

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>making surveys and investigations</td>
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<td>2.</td>
<td>conduct operations for the conservation</td>
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<td>3.</td>
<td>carry out preventive and control measures</td>
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<td>4.</td>
<td>cooperate or enter into agreements… furnish financial or other aid to any…</td>
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<td>5.</td>
<td>obtain options upon and to acquire…property</td>
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District Authorities

6. make available…machinery, seeds...
7. construct, improve, repair, operate and maintain such structures
8. develop resource conservation programs and annual work plans
9. administer any project or program...accept donations, gifts and contributions
10. sue and be sued...seal
Director Authorities

11. carry workers' compensation insurance
   A. directors may require contributions...
   B. no provisions...operation or disposition of property by other public bodies shall be applicable
   C. district directors have the authority to accept appointment to serve as members of...
...and even more powers

- §27A-3-3-106. Authority to obtain loan or grant.
- §27A-3-3-107. District as local agency.
- §27A-3-3-108. Long-range program and annual work plan - Annual report - Dissemination of works and activities information.
- §27A-3-3-111. Cooperation with districts.
- §27A-3-3-112. Cooperation between districts.
- PART 1A. CONSERVATION COST-SHARE PROGRAM
Examples & Questions
Powering Up

People Resources

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Directors

- Recruit talent constantly
  - Land managers using CD programs
  - Passion for conservation
  - Fill gaps in knowledge – experiences
  - Succession is important

- Right People on the Bus
- Wrong People off the Bus
- Orientation and training
An important question
  - “What would you want to accomplish as a conservation district board member?”
People are motivated in different ways
Once known – recruitment is matching the personal motivation with opportunities to accomplish
Motivating Factors

- Political
- Pride
- Prestige
- Purpose
- Profit / Economic
- Partners
- Purpose
- Business
- Social
- Community Service
- Accomplishments
- Heritage
Three Things all Board Members Need:

- To know role and responsibilities
- To be kept informed
- To have a meaningful contribution
Employees

- Recruit talent constantly
- Passion over book learning
- Right People on the Bus
- Wrong People off the Bus
- Orientation and training
- Manager position & board relations
- Share talent
Examples & Questions
Powering UP
Planning & Reporting for Success

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Key decision makers and partners know conservation districts well, and know that we are the best converters of time, money, and energy into conservation work completed, because....

The report of accomplishments for conservation in the state was the combination of the incredible annual reports by conservation districts (built one district at a time), and.....
Your district’s 5-year plan along with the other CDs 5-year plans....

Was the basis for our state funding decision packets, budgets, staffing plans, programs, multi-year agreements and....

Our data collected and shared is what local and state decision makers depended upon for natural resources decisions....
Imagine When ......

- Annually the state conservation plan for private land conservation services was the combined annual plans of conservation districts, and...
- Key decision makers and partners know us so well because of 85 stories of accomplishment that.....
- Because we have the best planning and reporting system in America!!!
Effective Planning & Reporting

5-Year Planning & Natural Resource Inventory

Budgets, Personnel, Decision Packets

Annual Reporting of Accomplishments

Annual Planning
November 2018 Memorandum from Conservation Commission
Examples & Questions
Powering Up
Partners & Alliances
Oklahoma Association of Conservation Districts
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Creating notoriety, position and worth with ...  
“The” conservation organization!!
Base on the 5 year and annual plans – most importantly the goals!!
Identify potential partners - building relationships
Look at what they want to accomplish
Sharing people, money, information
Sharing credit
Associations
Base on Goals

- Build your best partnerships based on measurable, natural resource goals
- Inform many potential partners of your plans – 5-year strategic, and annual plans
- Ask the question
- “What will you do to help us achieve our goals?”
- Make a list
- Check it twice!
- Going to find out who is naughty and nice!
R before I and T

- **R before I & T**
- Establish **Relationships before Issues and Tasks**

*Dale Darling – DuPont Corporation*
Building Relationships

YOUR Conservation District

Governor
Legislature
State Conservation Agencies
State Programs
County Needs and Programs
Private Organizations
Watershed Groups
Congress
USDA Agencies
Federal Programs
NACD
Interior Agencies
Oklahoma Association of Conservation Districts

Federal Programs
State Programs
County Needs and Programs
Private Organizations
Watershed Groups
Governor
Legislature
Congress
USDA Agencies
NACD
Interior Agencies
Oklahoma Association of Conservation Districts
Examples & Questions
Powering Up
Public Relations & Outreach
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“90 percent of good public relations is doing the job right; the other 10 percent is telling people about it.”
The process by which an organization and its publics adapt mutually to each other.
People support messages that affect them personally. Make it relevant.

People buy ideas that improve their situation. Ask them to do something.

People respond to practical, clear ideas. Focus on one idea.

People form opinions more on events than by words. Hold an event.
Outreach Steps

- Audience
- Behavior Change
- Messages
- Media
Powering UP
Programs & Projects
Oklahoma Association of Conservation Districts
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Consider more than just soil
Priorities - important for the effective use of time, money and energy!
“If we only had time, money and energy to work on one natural resource issue – what would you select?”
Then the one issue and one other.....
Data – consider a graduate student
Land Manager Needs

- Go to where land managers are
- Ask what they need to be successful in conservation
  - Conservation work done
  - Next project
  - How can the CD help
- Ask “the” question – if the district only had time, money, and energy to work on one natural resource issue – what is it?
- Look at results with regard to plans
Go to the people, to organizations
Host events
The highest priority natural resource issues are – “the” question
If we only had time, money and energy to work on one natural resource issue – what would you select?
What programs and/or projects should the CD consider
Record results and compare to your priorities
Powering Up
Building Your District “Business”

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Funding

- Funders pay for accomplishments
- Clear measurable goals for each natural resource issue
- Listing of potential funders
- Sending 5 year plan and one question (below)
- “What will you do to help us achieve the accomplishments (goals)
Value
+ Results
+ Accountability
+ Publicity
= $$$$$$$
Building Your District “Business”

Funding Opportunities

- County Funding
- State Funding
- Farm Bill Programs
- Contribution Agreements
- Grants
- Local Funds
- Fees
- Donations
- Penalty Funds
- Mitigation Funds
- Taxes
Building Your District “Business”

Operations

- Accounting procedures
- Business operating procedures
- Personnel policies
- Spokespersons
- Board operations & decision making
- Conflict resolution – ombudsman
- Open & active communications – staff and directors
Leadership

A Leadership Formula

$$(V + P) \times H = HQL$$

(Vision + Partners) * Heart = High Quality Leadership
Leadership

- Organizational evolution – vision, strategic planning, thinking, and management
- Vision what is needed – hold people accountable to vision
Examples & Questions
Powering Up Politics

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Politics

- Importance of Association involvement
- Conservation not just one party or another
- Fact sheets
- Testimonials
- Active discussions with elected officials
Ideas to Implement in Our District

- Small group discussion, sharing and listing ideas to be implemented by each district.
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