

Oklahoma Association of Conservation Districts
Annual Meeting – February 2019


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

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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.

Oklahoma Conservation District Act


§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...


Governmental Subdivision

- 
- 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

- 
1. making surveys and investigations
 2. conduct operations for the conservation
 3. carry out preventive and control measures
 4. cooperate or enter into agreements...
furnish financial or other aid to any...
 5. obtain options upon and to
acquire...property

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

Directors

The Cause

- 
- 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

The Reward and Cause

Motivating Factors

- Political
- Pride
- Prestige
- Purpose
- Profit / Economic
- Partners
- Purpose
- Business
- Social
- Community Service
- Accomplishments
- Heritage

Directors


The Reward



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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Imagine When

- 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.....

Imagine When

- 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

Long Range Plans

November 2018 Memorandum from
Conservation Commission

Examples & Questions




Powering Up Partners & Alliances

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Elements of Effective Partnering

- 
- 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!

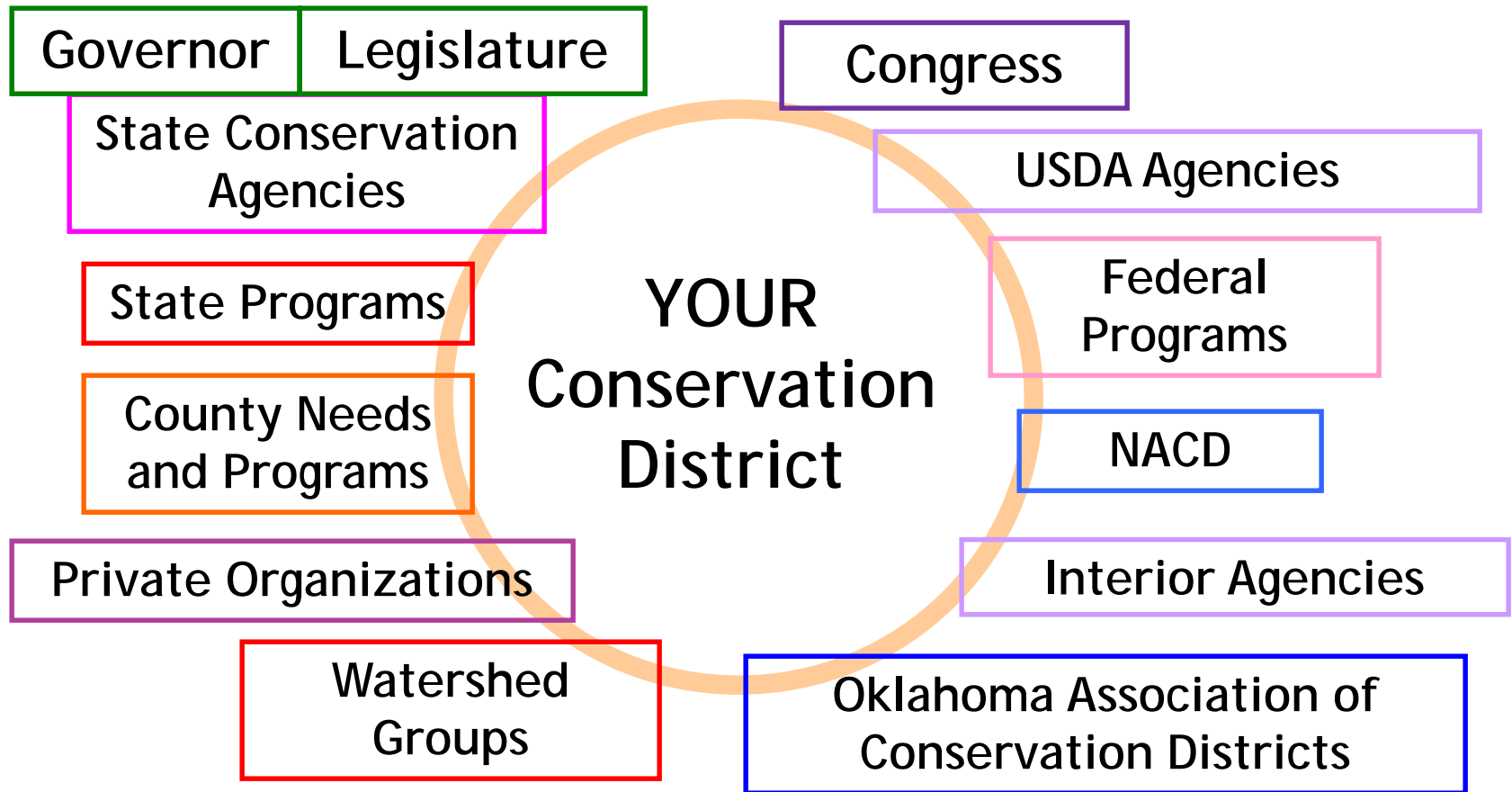
R before I and T

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

*Dale Darling – DuPont Corporation



Building Relationships



Examples & Questions




Powering Up Public Relations & Outreach

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Public Relations & Outreach




“90 percent of good public relations is doing the job right; the other 10 percent is telling people about it.”


Definition of Public Relations

- 
- The process by which an organization and its publics adapt mutually to each other.

Guiding Principles for PR

- 
- 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

Examples & Questions




Powering UP Programs & Projects

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Programs & Projects

Natural Resource Priorities & Data

- 
- 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


Programs & Projects

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

Programs & Projects

Community & Stakeholder Input

- 
- 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

Examples & Questions




Powering Up Building Your District “Business”


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Building Your District “Business” 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)”

Building Your District “Business” Funding Formula



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

$$(V + P) * H = HQL$$

*(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

Examples & Questions



Ideas to Implement in Our District

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



Power Up Your Conservation District Board Works by Ledgerwood

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