



Outreach for Success

National Association of
Conservation Districts



Objectives

- 
- Develop a district official recruitment and retention plan.
 - Identify needed customer outreach strategies.

Agenda

- Effective Boards
- Your Community's Demographics
- Social Capital
- Skills Assessment
- Recruitment Plan
- Retention Plan
- Plan Implementation
- Evaluation

Effective Boards

- List the attributes of effective boards.

Each group of district officials/employees lists the attributes of an effective board (5 minutes)

Facilitator leads short discussion on the attributes of an effective board (3 minutes)

Facilitator Reference: How Effective is Your Board?

Effective Boards

- Analyze the makeup of the NAEYC Board of Directors.
- What likely contributions does each member make to the organization's mission?

Each group analyzes the makeup of the NAEYC Board of Directors and lists the likely contributions each member makes to the mission (8 minutes)

Facilitator: "How would you describe this board's members?"

Do you think this board is representative of the people it serves?"

In what ways does this board need to improve its membership?" (5 minutes)

Demographics

Description of populations with reference to:

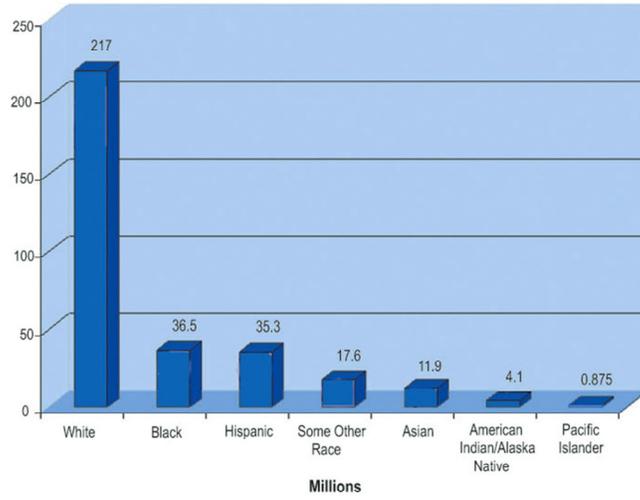
- migration,
- distribution,
- birth,
- deaths,
- age,
- sex,
- race,
- ethnicity,
- income, etc.

The U.S. Census bureau, through a collection of the population census, is probably the richest and most accurate measure of populations in the nation, region, state, and county.

Definition of Demographics: powerpoint slide

Your District's Demographics

The American Population - 2000



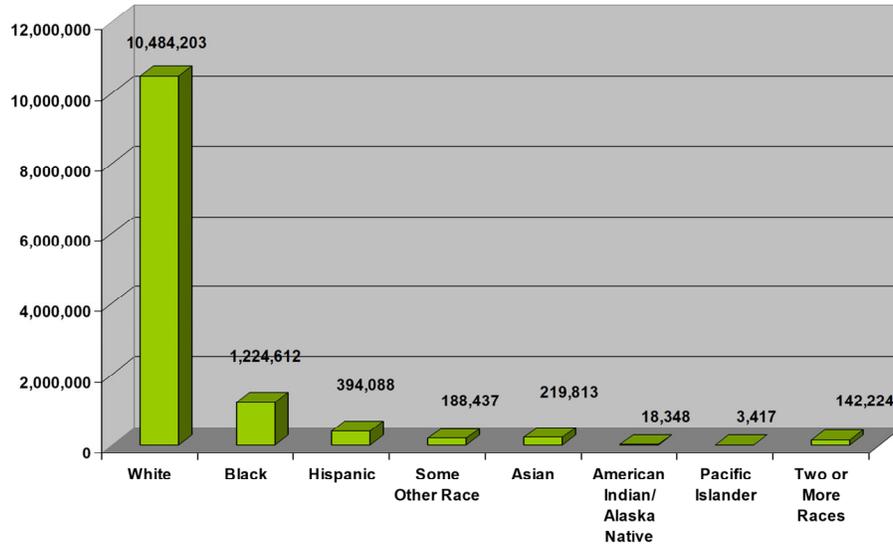
Your District's Demographics

Racial and ethnic minorities in the U.S. dramatically increasing.

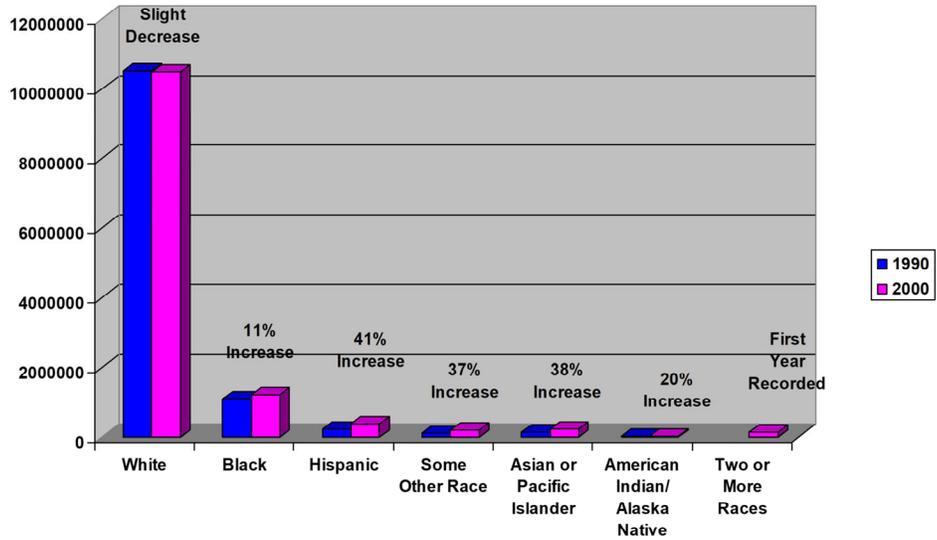
- percentage whites increased by 8.6% between 1990 and 2000
- percentage African Americans increased by 21.5%
- Asian Americans by 72.2%
- Hispanic or Latinos by 57.9%
- By 2050 whites are expected to make up a slim majority with 53%

(U.S. Census Bureau 2001). (Newsweek, September 18, 2000).

Pennsylvania's Population - 2000

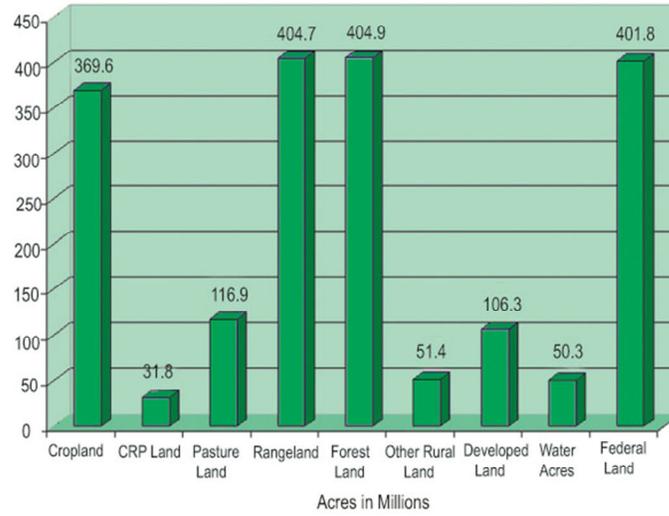


Population Increase from 1990 – 2000 in Pennsylvania

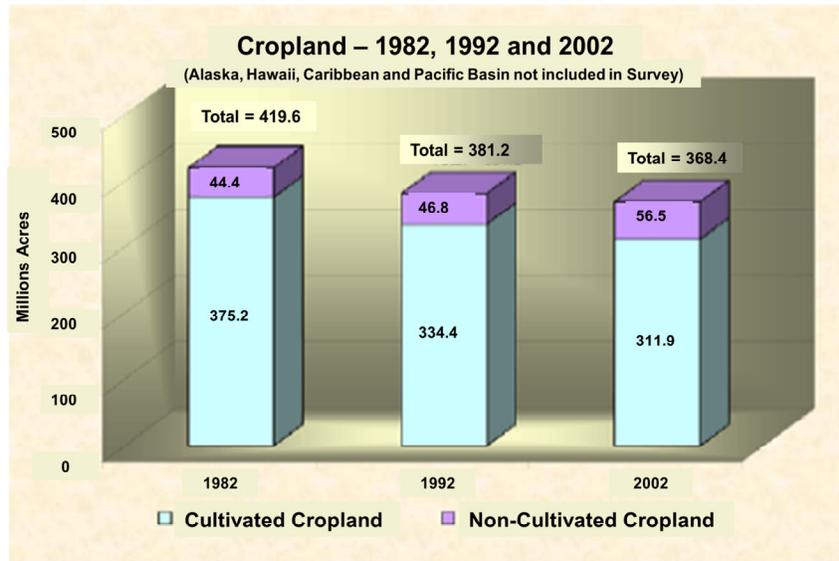


Your District's Demographics

Major Land Uses - 2001



Cropland Trend

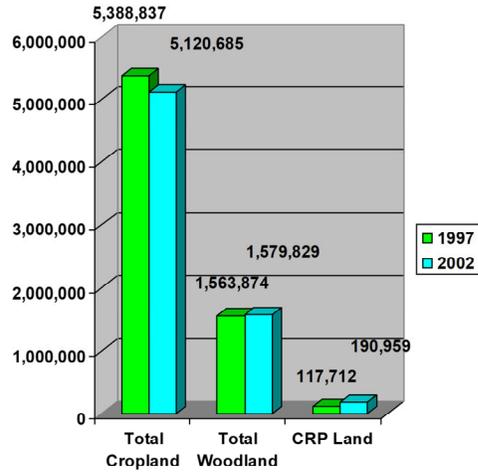
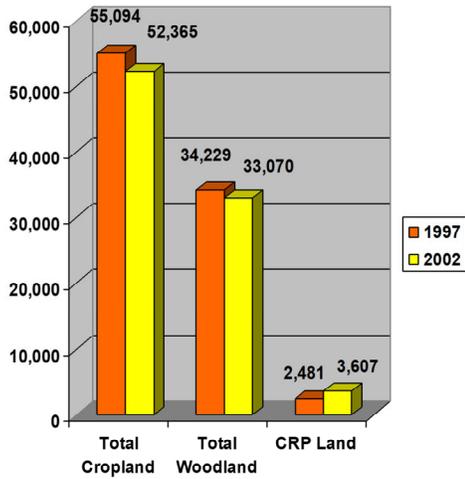


USDA NRI

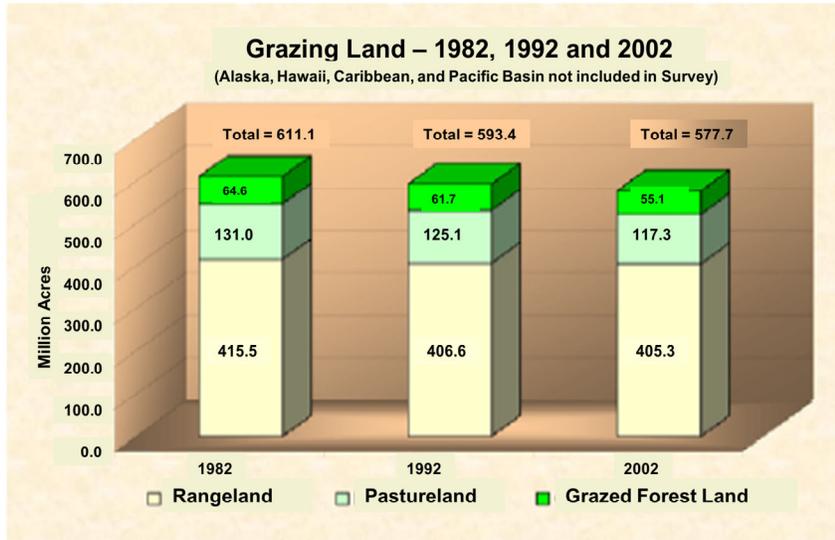
Major Land Uses in Pennsylvania from 1997 - 2002

Farms

Acres



Grazing Land Trend



USDA NRI

Spanish, Hispanic, or Latino Origin Principal Operators

	1997	2002
Number of Farms	33,450	50,592
Land in Farms	16,782,337 acres	20,770,712 acres

2002 Census of Agriculture-United States Data

Spanish, Hispanic, or Latino Origin Principal Operators in Pennsylvania

	1997	2002
Number of Farms	275	349
Land in Farms	31,790 acres	39,582 acres

2002 Census of Agriculture-United States Data

Women Principal Operators

	1997	2002
Number of Farms	209,784	237,819
Land in Farms	50,975,936 acres	59,383,557 acres

2002 Census of Agriculture-United States Data

Women Principal Operators in Pennsylvania

	1997	2002
Number of Farms	5,009	6,079
Land in Farms	384,561 acres	436,764 acres

2002 Census of Agriculture-United States Data

Your District's Demographics

- Analyze your district's demographics information.
- Is your board representative of your district's residents?
- How can you effect a change in diversity on your board?

Groups assess their own board makeup in comparison to district demographics (10 minutes)

Facilitator: "What did you find? Is your board representative of your districts' residents?"

Individuals assess their own attitudes/prejudices that may prevent true board diversity (10 minutes) (How Much of a Diversity Change Agent are You?)

Facilitator: "Anyone want to share thoughts on this exercise?"



What can diversity do for us?

- *In nature or ecology exists a principle relationship between diversity and stability*
- *more diverse the ecosystem, more stability*
- *Monoculture vulnerable to pests and pathogens, extreme weather*
- *Mature ecosystem, whether prairie, forest, wetland, has structure and species richness, protects against ecological failure if environment changes*
- *Diversity equals strength and stability*

Source: Joe Lomax

Social Capital

- What is social capital?
- Bonds of trust that arise between people interacting in everyday life.
- Assess your community's social capital as a group.
- How to improve social capital?
- What does this have to do with recruitment?

Definition of Social Capital: ***Social capital*** is defined as bonds of trust that arise between people interacting in everyday life.

Discuss questions on powerpoint slide. (3 minutes)

Groups assess their community's social capital. (10 minutes)

Facilitator: "What was your score?"

Reference: For ideas to increase community social capital, see "Developing and Maintaining a Network" in packet.

What does this have to do with recruitment?

Bonds of trust in the community increase networking, recognition, and involvement. Districts can benefit from these community attributes by recruiting through known networks, expanding district recognition through partner organizations, and engaging non-traditional groups in supporting district activities.

Skills Assessment

- Focus on your district's goals.
- Complete "Analyzing the Needs of Your District" worksheet as a group.

Groups assess the current skills of the board, and skills, knowledge, and backgrounds needed to successfully achieve district goals

Client Outreach

- Diverse boards can improve client outreach. How?
- What did this district do right?
- Consider underserved client groups in your district.

Ask: "Diverse boards can not only improve policy and decision making, but can improve client outreach. How?" (2 minutes)

Facilitator asks groups to read outreach success story.

Ask: "What did this district do right?"

Short discussion. (5 minutes)

Groups list their underserved clientele and demographic groups in districts. Groups identify at least one

new outreach strategy for each group. (8 minutes)

Introduction to Recruitment Plan

- Identifies potential district officials and strategies to recruit them.
- Based on your district's needed skills and clientele representation.

NACD Recruitment Manual:

www.nacdnet.org/resources/RGuide/

Facilitator reviews sections of plan to complete, and answers any questions



Recruitment Plan

- As a group, complete the 2004-2005 recruitment plan worksheet.

District Official Retention

- Recognition
- Decision-making
- Planning
- Responsibility
- Policy vs. Management
- Committees and task forces
- Match assignments with personal interests
- Integral leader of district and conservation movement
- Opinions, input, feedback
- Information

Participant References: Maintaining Prospective Board Members (in packets).
Performance Management in the Board Room (in packets).

How do you keep good board members?

- Make sure they are involved in making important decisions and planning the district's future.
- Responsibilities of a district official (and their role, especially if they were brought on because of a specific skill they possess) should be clear.
- Board members should be making policy decisions, and should not be managing the day-to-day operations of the district.
- Board members should have an opportunity to serve on committees and task forces that need their skills.
- Board members should understand the conservation district movement and history, and their important role in it.
- Board members should be asked (by chair and staff) for their opinions and feedback on important issues.
- Board members need a lot of information to make informed decisions. Too much is never enough!
- Board members perform self-evaluations and board evaluations.

Groups draft retention plan



Plan Implementation

- Assign a staff member or board member as a “steward” of the plan. Hold this person accountable for its implementation.
- Each time you meet, **plan review should be on your agenda:**

Take 5 minutes to make sure you’re on track.

If you’re not, take 5 or 10 minutes to make necessary adjustments or assignments.

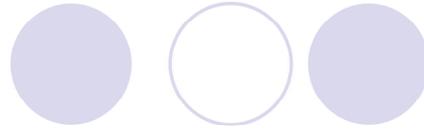
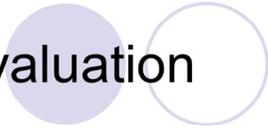
How can you make sure these plans don’t collect dust?



Summary

- Recruit to add needed skills to your board.
- Recruit within under-represented constituent groups.
- Board diversity can improve organizational effectiveness and outreach.
- Recruitment and retention strategies are vital to success.

Evaluation



Survey

