**2018 PARTNERSHIP EVENT: May 8th & 9th**

The Route Ahead: Leveraging Partnerships to Maximize Impacts

**C4C (NARRATIVE OVERVIEW)**

Building on the first Connecting for Conservation workshop in 2014, this two-day partnership event was a workshop turned inside out. Agencies, non-profits, local businesses, landowners and decision makers came together to improve existing partnerships and launch new ones for the future of conservation in the Four Corners.

**WORKSHOP RECAP**:

The 2018 Connecting for Conservation Partnership Workshop drew nearly 50 participants from federal and state agencies, local and national nonprofits, local business owners, concerned citizens and local government. The workshop offered opportunities to network, hear from experts on conservation partnerships, and breakout into small groups to brainstorm solutions and projects for common conservation themes.

**MORE INFORMATION:**

Speaker presentations and more are available at [www.mountainstudies.org/C4C](http://www.mountainstudies.org/C4C)

**ACTION ITEMS FROM BREAKOUTS:**

* Forestry:
  + look for a place/scale to start developing shared language and share experiences within collaborative groups
  + Develop process for sharing/creating common language
  + Cross-boundary work by ecosystem
* Storytelling:
  + Identify & share stories w/in the work (step outside of the work to see our impact)
  + Share story-telling lessons learned, hold meetup
* Conservation Finance:
  + Host a challenge meet up to digest special funding challenges
  + Host tool box training on funding: share resources and opportunities
  + Systems mapping exercise to understand funding and conserve space and needs
* Recreation and Conservation
  + Broaden, deepen and continue discussion

**C4C IDEAS MOVING FORWARD:**

* Continue to hold quarterly C4C luncheons
* Host another full workshop in 1-3 years
* Host series of skill-based, short evening workshops.
  + Conservation Finance
  + Storytelling
  + Recreation and Conservation
* Make C4C available to open other chapters around the Four Corners
* Diversify/deepen representation: tribal, young farmers, CPW, private landowners, TNC

**WHAT CAN C4C DO?**

* Make connections
* Share info (FB page): regional clearinghouse
* Identify and share resources; facilitate trainings
* Facilitate select discussions
* Continue the discussion: local lunches, regional network?

**FEEDBACK FOR NEXT WORKSHOP:**

* Condense to one day
* Add a tour to a local partnership site, in afternoon
* Add a 30-minute break to facilitate more networking
* Rethink/nix the evening session- replace with tour?
* Resource fair of local businesses (communications help etc.)
* Shift to more specific, skill based breakouts
* Pull people from further/across the region
* Ask attendees to submit challenges they’d like to see addressed at the big meeting
* Add time to ask speakers general questions, problem solving session
* Focus on 1+ projects to move forward next time
  + Shark Tank! Rapid feedback on projects within group
* 1.5 hour breakouts: happy medium (2 too long, 1 too short)
* Target new executive directors, leaders in town to attend next conference

**COMMON BREAKOUT THEMES**

* Proactive vs. reactive conservation efforts
* How to prepare and adapt to future realities (Climate change)
* Storytelling to engage people!
* Measuring impacts/communicating success
* Who manages the money? Where is the money?
* Partnership scale: identifying geographies/boundaries and knowing/filling gaps in region
* Understanding public perception (what do we really know about what the public thinks)
* MISinformation, wrong information/ lack of information (of public)
* Need: recreation and conservation collaboration
* Autonomy vs collaboration- when to cede control, knowing what you bring, what you need
* Redundancy /overlap/congestion

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**EVENT SNAPSHOT:**

**DAY 1:**

**Heather Knight, Center for Collaborations, Laramie Foothills**

Highlights:

* More in common than realized initially (in working with partners across boundaries)
  + Fence with no wire
  + Focus on commonalities vs. differences
  + Focus on a common vision
* If the people don’t care about the place, we’re not going to be effective in the long run
* Take time to build people’s trust
* Take a calculated risk
* Start small, be successful, then go forward

**Marcus Selig, National Forest Foundation, the stages of a partnership**

* Emphasis on implementing collaboratively
* Partnership Life Cycle
  + Visioning, Conceptualizing, Learning & Thinking, Planning and Preparation, Implementation
* “Random acts of Conservation”
* Trust and understanding
* Everyone needs to own an idea/own the partnership
* Energy & shared skills
  + Harnessing the energy – focus on goals
  + Frequent meetings to tackle the hard issues
* Collaborative volunteer events & training programs

**Jonathan Bruno, Coalitions & Collaboratives, Inc., Determine your strengths, weaknesses, opportunities and Threats (SWOT)**

* Leadership types: referent power, expert power, legitimate power, reward power, coercive power
* Use SWOT to explore possibilities to problems, make decisions, determine change, adjust and refine plans
* Strengths and weaknesses (internal): human and physical resources (staff, location, equipment etc.), financial, activities and processes, past experiences
* Opportunities and threats (external): trends in culture, economy, funding sources, demographics, the physical environment, local/national events

**(Un)likely Connections for the Next Generation of Conservation**

This community-driven evening event highlighted some of the most obvious, but often forgotten, partnerships working for (or needed for) conservation: recreation + conservation; food systems + ecosystems; youth health + the outdoors.

Speakers & Topics:

* Kristin Carpenter Ogden and Garret Hanks: Recreation and Conservation
* Jim Dyer: San Juan Mountain Watch/ Healthy Community Food Systems
* Kevin Heiner, Ami McAlpin, Jay Loschert: Montezuma Inspire Coalition

**BREAKOUTS, DAY I:**

**Overarching themes/issues/questions from first breakouts:**

* Proactive vs. reactive conservation efforts
* Storytelling
* Measuring impacts/communicating success
* Who manages the money, where is the money
* Partnership scale: identifying geographies/boundaries and knowing/filling gaps in region
* Understanding public perception (what do we really know about what the public thinks)
* MISinformation, wrong information/ lack of information
* Need: recreation and conservation collaboration
* Autonomy vs collaboration- when to cede control, knowing what you bring, what you need
* Redundancy /overlap/congestion – how do we address the “I’m overwhelmed” issue

**GROUP REPORT-OUTS:**

**Recreation and Socioeconomic:** Cha’ska Huayhuaca, Cam Hooley, Tom Rice, Shawnee Hinman, Adrian Uzunian, Brent Schoradt, Joe Manning, Jimbo Buickerood, Christy Curd

**Ideal Outcomes:**

* Local funding for local impacts
* A better recreation experience for all
* Experience addressing trade-offs in expectations between user groups and different economic sectors
* Reducing the barriers to access to locals
* Getting local entities more engaged in challenges faced by towns, communities, served nearby public lands

**Challenges/ gaps:**

* Unknowns , confusion, different goals, scope and scale
* Threats, feds being proactive is difficult when they are so strapped
* Problem clarity
* Crossing boundaries, essential to solving problems
* Demonstrable success, brainstorming, development plan, trail proposals, implementation

**Greatest opportunities:**

* Partner w/ volunteer orgs, internship programs, corporate partnerships
* State funding
* Resource advisory committee model
* Better coordinated mgmt. across land

**Wildlife & Fisheries:** Paul Morey, Cole Rankin, Clay Kampf, Garret Hanks

**Challenges/gaps/threats:**

* TU & FS are siloed – limits proactive opportunities
* TU lacks staff to be involved in all issues
* Not enough communication across the board- between managers etc.

**Opportunities**:

* Sole source contracts
* Increase proactive, less reactive projects
* Yearly discussions w/ TU, FS, CPW on:
  + Fiscal year projects
  + Brainstorm proactive projects
  + Identify data gaps
  + Partnership opportunities
  + Discuss FS 5-year plan
* Recruit and motivate volunteers
* Joint positions: interns: FLIP (MSI) and TU

**Ideal Outcomes:**

* Achieving common goals
* Being productive/involved partners, supportive
* Outcomes determined by public and stakeholders
* Open, more frequent communication

**Water:** Marcie Bidwell, Marcus Selig,

**Ideal Outcomes:**

* Maximize, protects and share abundant, clean, cool water
* Prepare, and adapt to future realities
* Learn, educate, and innovate

**Challenges/gaps:**

* Diverse viewpoints
* Conflict over quantity
* Climate uncertainty
* Funding shortage/competition
* Regulation limits
* Competing priorities
* Redundancy in mission/ efforts
* Educate public and users
* Water inequality (have’s/nots)

**Greatest Opportunities:**

* Find common goals w/ multiple partnerships
* Diversify funding ops
* Increase funding sources
* Asses needs, strategies and efforts
* Communicate efforts
* Listen and learn
* Improve NEPA: support USFS 360 Review, educate public to effectively comment

**Education/ Next Generation of Conservations:** Pauline Ellis, Heather Knight, Kevin Heiner, Ami McAlpin, Nell Jordan, Danny Margoles, Lea Novak,

**Ideal outcomes:**

* Create transformative experiences to engage the next generation of land stewards with the outdoors
* Diverse opportunitites
* Continual engagement
* Inclusive, culturally relevant
* Ignite passion, inspire, create

**Challenges/gaps:**

* Stereotypes- market driven
* Underserved communities
* Technology- addition and barrier
* Nature deficit disorder
* Funding- for capacity, new business models
* Remoteness/dispersed
* How do we reach next gen. if you don’t have role models/ mentors
* Recreation does not equal conservation

**Greatest opportunities**

* New funding partnerships: increase collective impact
* Effective partnerships- increase # of opportunities- leverage resources and capacity
* Bring compelling causes together- new partnerships
* Growing recognition of need across diverse sectors
* Create a new economy
* Storytelling to engage people
* Mentoring/ role modeling: internships across agencies and nonprofits

**Forest Health:** Aaron Kimple, Alan Barton, Gray Thrash, Ashley Downing, Tim Reader, Melissa Simmons, Becca Samulski, Emily Hohman

**Ideal Outcomes:/headlines**

* Why are we not burning?
* Healthy Forests, Community, Economy
* Four Corners relies on local wood

**Challenges/ Gaps**

* Perception of public perception
* Limited capacity & funding in a cumbersome process
* Challenges of working across multiple boundaries
* Funding: coordination, sustain successful efforts
* Need for common language

**Greatest Opportunities**

* Inform public, leaders, youth, economic development
* Connect forest to other resources (air/ H2O)
* Incorporate recreation community – funds and outreach/ policy/ influence
* Start locally and move to bigger plans/operations
* Professional training

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**DAY 2**

**Heather Knight**, A Needs Assessment of Collaborative Skills & Tools for Conservation Practitioners in the American West (full presentation online)

* **Top people & process skills desired:** listening and communicating, interpersonal relationships, facilitation and decision-making, understanding others interests, leadership
* **Technical skills**: Finance and fundraising, legal, regulation and policy information, nonprofit and executive directors
* **Top methods for delivering skills**: peer-to-peer learning, in place learning with peers, mentoring/internships

**Kristin Carpenter Ogden and Mary Monroe Brown**: The intersection of Recreation and Conservation

* $673 billion GDP for recreation
  + includes everything: HOVs, mountain bikes, hiking, boating, fishing etc.
  + $11 billion backlog of maintenance on public lands
* Kristin’s podcasts: Take Me Outdoors and Channel Mastery
* People increasingly reject environmentalist title, embrace recreationist title
* Recreation is a unique tool for conservation
* Growing industry/opportunity with increasing government attention
* Groups leading charge: Conservation Alliance, Outdoor Recreation Roundtable, Natives Outdoors, Navajo Yes

**BREAKOUTS, DAY II**

**Integrating Forest Health w/ other resources (air, water, wildlife etc.):** Aaron Kimple, Derek Padilla, Alan Barton, Jim Dyer, Ashley Downing, Cole Rankin

**Gaps and Challenges:**

* Different languages
* Historical relationships
* Balance scale/geography
* Communication w/ public

**Strengths and opportunities:**

* Start locally
* Share experience/ develop cross discipline thinking
* Identify commonalities/overlap

**Tools and Actions:**

* Explore tool options: right-size options
* Match cause to mechanism
* Identify options and value proposition at different scales: local, regional, national
* System map training and exercise- who’s who and what
* Conserve funding workshop w/ work sessions
* Meet ups to share resources
* Working group by cause/need
* C4C topic lunch

**Conservation Finance:** Marcie Bidwell, Becca Samulski, Marcus Selig, (others unknown)

**Tools:**

* Voluntary surcharge programs
* Understand develop and capture carbon credits for projects
* Payments for ecosystem services
* We could pull off a water fund from San Juan Headwaters, Animas, La Plata through Farmington/Navajo Nation
* Limit pay to play to smaller/specific resources
* Mini grants for small parcels with CWCB, NRCS, Conservation districts
* Forest resilience bonds
* Wetland mitigation programs

**Making the Case:**

* Message lack of agency capacity while looking for efficiency through partnerships
* CSFS has avoided cost data
* CFRI has quality- avoided cost data

**Collaborative Strategies:**

* Head organization to reduce duplication of services
* Consolidate/ combine mission driven work
* Effective grant writing
* Pool local funding resources

**Recreation and Conservation: Visioning Session:** Cha’ska Huayhuaca, Shawnee Hinman, Tom Rice, Jeremy Dalton, Christy Curd:

**Gaps and Challenges:**

* Frame issues
* Identify planning tools
* How do we measure success?
* Differed maintenance
* Funding to national forest for recreation program
  + Awareness>policy>support>funding
* Different users- different expectations
* Agency targets- budget
* Connecting recreation mgmt. actions to conservation outcomes
* Education of recreation uses on their impacts on the resource

**Strengths and Opportunities:**

* Interns for hands-on projects
* Recreation market/customers
* Other businesses that could spread information
* Volunteers and support for outreach
* Recreation businesses and nonprofits- influence users on expectations, behavior, support
* Provide education to increase support on/by: meet your nonprofit events, “frequent buyer program”, public agency policy and process, stewardship of resource, behavior, safety, funding, LNT

**Successes/tools:**

* People want a quality recreation experience
* Large companies mobilizing support. Ex: Patagonia and Bears Ears

**Storytelling:** Page Buono, Laurel Sebastian, Nell Jordan, Ben Martinez, Kara Armano, Joseph Manning, Elain Chick, Kerrianne Zdimal,

**Gaps and Challenges:**

* Lacking info/Misinformation
* Telling the “wrong” story
* Understanding our audience
* Wide range of audience
* Capacity/knowing the right tools
* Funding
* Introverts/ challenge of vocalizing
* Resource limited
* Capacity
* Clarity and ease of access/ jargon

**Strengths and Opportunities**

* Informal routes of gathering/sharing stories
* Listen/ inquiry to start
* Consider “Interest Span” rather than attention span
* Be authentic and humble
* Establish metrics/ self-expectations for engagement
* Discover a common ground
* Touching human emotion (understand challenge to identify “action”)- story arc
* Inspire action/create change
* Levels of engagement
* Shake up the mental map

**Successes/tools:**

* Inviting a group into a room, in person, eye contact
* Making story personal, emotional, friction/climax
* Survey monkey for audience feedback
* Define outcome first
* 5 Whys: why aren’t you engaged? Why? Why? Etc.