

Meeting Summary and Notes
OCEAN: Charting a Vision for the Future
The Dalles, Oregon
September 29-30, 2011

The objective of this gathering is to kick-off the process of the OCEAN board developing the scope and vision of its operation over the next five years.

Participants

OCEAN Board

Jeremy Baker, President, Lower Willamette Representative
 Jason Faucera, Vice President, At-Large Representative
 Lisa Mahon, Secretary, Snake River Representative
 Janet Greenup, Treasurer, John Day-Umatilla Representative
 Stacy Polkowske, Upper Willamette Representative
 Walt Barton, Southwest Oregon Representative
 Shilah Olson, Deschutes-Hood River Representative
 T.J. Woodley, At-Large Representative
 Joshua Uriarte, At-Large Representative

Guests

Ron Graves, Wasco SWCD District Manager
 Tom Salzer, Clackamas SWCD District Manager

Facilitator

Cory Owens, NRCS

Agenda

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| Dinner 9/29 | |
| Location and Meal TBD | |
| OCEAN Opening Remarks and Introduction of Facilitator | Jason Faucera |
| Opening Remarks | Cory Owens |
| Best Team Exercise: Setting the stage for success | Group led by Cory Owens |

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| Meeting 9/30 | |
| The Dalles USDA Service Center Conference Room 8:30 a.m. to 3:30 p.m. | |
| Welcome/Introductions/Review of the Agenda | Cory Owens and Jeremy Baker |
| Review Best Team Exercise | Cory Owens |
| Visioning Exercise: Charting a course for the future | Group led by Cory Owens |
| BREAK/ LUNCH | |
| Gap Analysis: Recognizing the present to reach toward the future | Group led by Cory Owens |
| Closing and Next Steps | Group led by Cory Owens |

Meeting Notes

| Best Team | |
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| Objective | Develop an agreed upon list of the qualities of the best team each participant has been on |
| Exercise | Team imagined the best team they'd ever been on or worked with. They noted the words or phrases that best describe how that team functioned. |
| Result | <ul style="list-style-type: none"> • Communication • Respect –Equal Time + Equal Voice • Cooperation/Compromise/Commitment and Acceptance • Passion • Accountability and Follow Through • Direction + Clear Objectives • Trust • Leadership + Support for Leadership • Efficient + Time Management • Back-Up |

| Visioning | |
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| Objective | Develop an agreed upon list of priorities for OCEAN |
| Exercise | <p>Team developed their collective vision of OCEAN using self reflective and small group interaction. They answered the following questions: Visioning Questions for OCEAN in Five Years</p> <ul style="list-style-type: none"> ▪ What do people say about OCEAN now? ▪ Describe how OCEAN has grown or changed. ▪ What problems has OCEAN solved? ▪ Describe OCEAN'S target audience. ▪ What functions does OCEAN perform? ▪ Who does OCEAN partner with? <p>Team collected the results as a group and prioritized them.</p> |
| Result In ranked order. Votes are in (x) | <p>Team developed a guiding vision statement under which specific actions were ranked.</p> <p>Vision statement for this exercise:</p> <p style="text-align: center;"><i>OCEAN inspires and develops the highest level of professionalism of soil and water conservation district employees in the country by providing key resources that make districts effective in order for them provide the best and most comprehensive conservation assistance.</i></p> <p>Ranked priorities:</p> <ol style="list-style-type: none"> 1. Being self supported or knowing how to get there (8) 2. All district employees are active members because of OCEAN's mission, which inspires and enriches (8) 3. Being the go-to authority on providing training and conservation technology (6) 4. Building bridges between districts and others to improve conservation effectiveness (6) 5. Capturing regional needs (6) 6. Being recognized as a representative of conservation at all levels (3) 7. Providing networking opportunities between district employees (2) 8. Having an effective board and staff (1) |

| Gap Analysis | | | |
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| Objective | Develop a comprehensive list of gaps between OCEAN's current condition and their desired condition. | | |
| Exercise | Team developed a comprehensive list of desired future conditions (from the visioning exercise). Team matched those with the current conditions and then identified the gaps, barriers, challenges, or obstacles to achieving those desired conditions. Team worked individually and in small groups. | | |
| Result | Current Condition | Gaps | Desired Condition |
| 1 | OCEAN is not the authority on training and conservation technology. | <ul style="list-style-type: none"> Financially and technologically reliant on others Internal resources not identified "Don't know what they are missing" Training needs unrecognized Lack of visibility Logistical experience | OCEAN is the go-to authority on providing training and conservation technology. |
| 2 | OCEAN has limited visibility and is currently "surveying bridges" not building them. | <ul style="list-style-type: none"> Personnel/Capacity District board buy-in Unidentified value we provide Effective internal and external communication Lack of body of work to validate the program/OCEAN Low visibility Unidentified target audience | OCEAN builds bridges between districts and others to improve conservation effectiveness. |
| 3 | OCEAN is not self supported. OCEAN does not know how to get there. | <ul style="list-style-type: none"> Unidentified budget Unidentified sources Lack/Unreliable income stream Capacity Unidentified business plan Participation Business structure | OCEAN is self supported and knows how we got there. |
| 4 | Only 20% of SCWD employees are members of OCEAN of those 20% only 5% are active. | <ul style="list-style-type: none"> Low visibility Value perception Negative perception of the past Time and funds available to be active Lack of innovation Poor/Lack of communication Hard to participate | All district employees are active members because of OCEAN's mission, which inspires and enriches. |

| Action Planning | |
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| Objective | Team develops action items to address the gaps to achieving their desired future conditions. |
| Exercise | Team identified the "how" and "who" to address the identified gaps in the four desired conditions. Team initially worked in small groups. Action plans were presented to the larger group for edits and additions. |
| <i>Note: Groups organized their action plans differently so some rearranging was necessary to capture all the work.</i> | |

| Action Plan 1: OCEAN is the go-to authority on providing training and conservation technology. | | |
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| Gap(s) | How | Who |
| Financially and technologically reliant on others | Budget and fundraising plan | OCEAN subcommittee |
| Internal resources not identified | Survey of internal group | OCEAN subcommittee |
| Training needs unrecognized | Follow-up on CONNECT feedback and additional survey | OCEAN subcommittee |
| Lack of visibility | Better tie between OCEAN and CONNECT through marketing and outreach plan. Sign's should say, "CONNECT 2012 by OCEAN" | OCEAN subcommittee |
| Logistical experience | Survey of the internal logistical experience, CONNECT planner survey, Past coordinators, special districts, NRCS, ODA | OCEAN subcommittee |

| Action Plan 2: OCEAN builds bridges between districts and others to improve conservation effectiveness. | | |
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| Gap(s) | How | Who |
| <ul style="list-style-type: none"> • Personnel/Capacity • Unidentified value we provide • Effective internal and external communication • Lack of body of work to validate the program/OCEAN • Low visibility | <ul style="list-style-type: none"> • How-Identify "must-attend" meetings of partners and districts • Shared calendar • Rotate responsibilities between basin representatives, superstar volunteers (members) • Basin Leads attend other district events e.g. annual meetings, board meetings, tours, etc • Host tours/Create gatherings • Report on meetings attended • Communicate with the group/blog • Create a resume (postcard?) • Ask partners and members for assistance | <p>OCEAN Board/Members (This was not completely identified)</p> |
| District board buy-in | <ul style="list-style-type: none"> • Promote the fact that we are building district capacity • Have a district "OCEAN Partner" in each office • Identify which boards don't have buy-in • Representatives give presentations to boards | <p>Basin Representatives</p> |
| Unidentified target audience | <ul style="list-style-type: none"> • Strategically identify local, regional, state, and federal partners • Invite partners to trainings, meetings, etc. • Include commodities groups, students, large agricultural vendors • Open OCEAN up to different memberships | <p>OCEAN Board/Members (This was not completely identified)</p> |

| Action Plan 3: OCEAN is self supported and knows how we got there. | | |
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| Gap(s) | How | Who |
| <ul style="list-style-type: none"> • Unidentified budget • Unidentified sources • Lack/Unreliable income stream • Capacity • Unidentified business plan • Participation • Business structure | Develop a business plan | Board |
| | Create a budget committee to find needs and develop the budget | Board members, membership, partners |
| | Identify income sources such as dues, grants, corporate, workshops, trainings | Members\fundraising committee |
| | Identify potential partnerships to trade services and reduce costs | Members and board |
| | Integrate fundraising with OCEAN growth efforts | (Not Identified) |

| Action Plan 4: All district employees are active members because of OCEAN's mission, which inspires and enriches. | | |
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| Gap(s) | How | Who |
| <ul style="list-style-type: none"> • Low visibility • Value perception • Poor/Lack of communication | Marketing and outreach plan | OCEAN subcommittee |
| Negative perception of the past | Identify and interview individuals | Whoever encounters the comment |
| Time and funds available to be active | Allow different level of partners, marketing and outreach plan, business plan | OCEAN subcommittee |
| Lack of innovation | Develop as we go | Everyone |
| Hard to participate | Make participation easier. Actively approach individuals and districts. Make it easier to be a volunteer. Send thank-you's and set realistic expectations | Regional area representatives |

| Next Steps | | |
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| Objective | Identify the next steps for OCEAN to keep this process moving. | |
| Exercise | Team brainstormed next steps with time frames. | |
| Result | Step | Assigned To |
| | Subcommittees form/current subcommittees roles identified and work tasks assigned | Committee leads |
| | Facilitator writes up meeting notes | Cory Owens |
| | Doodle Poll for the next meeting looking at either the week of January 23rd or 30th | Jason Faucera |
| | At OACD meeting provide an update of where OCEAN is in their process | Attending OCEAN Board Members |
| | In April, at CONNECT, debut new vision and business/ marketing/ outreach plans | OCEAN Board |
| | Establish bi-monthly board meetings: 10:00 a.m. to 11:00 a.m. the 2 nd Thursday of even months | OCEAN Board |