

Meeting Notes
OCEAN: Keeping the Current Strong
The Dalles, Oregon
February 24, 2015

The objective of this gathering is to look ahead to OCEAN's next three years and explore ways to build capacity in our board, in our mission, and our partnerships.

Participants

OCEAN Board

Jason Faucera, President, At Large Representative A
Shilah Olson, Vice President, Deschutes-Hood River Representative
Lisa Mahon, Secretary, Snake River Basin Representative
Janet Greenup, Treasurer, John Day-Umatilla Representative
Jeremy Baker, Lower Willamette Representative
Tyler Joki, North Coast Representative
Teresa Matteson, Upper Willamette Representative
Liz Habley-Graham, At-Large Representative C

Facilitator

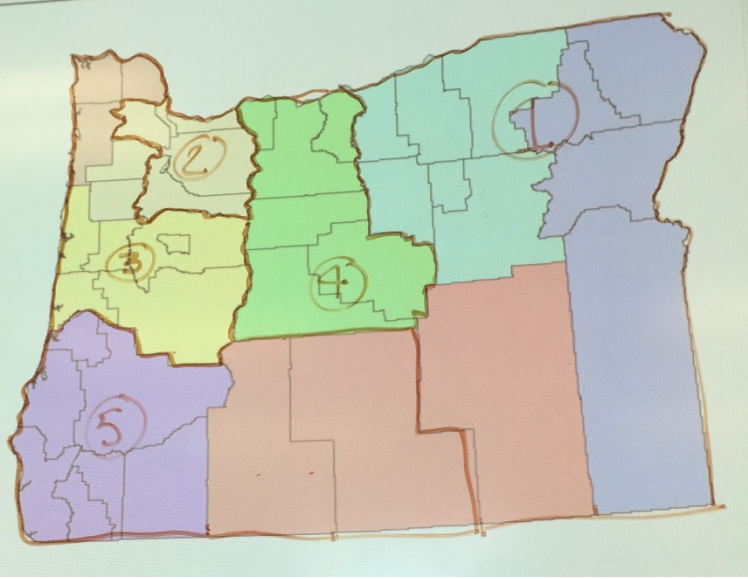
Cory Owens, NRCS

Agenda

Meeting 2/24 The Dalles USDA Service Center Conference Room 7:00 a.m. to 2:00 p.m.
Welcome/Introductions/Review of the Agenda
Review of Accomplishments
Building Capacity – Structure and Alignment
Building Capacity – Recruiting Board Members
Building Capacity – Recruiting Volunteers
Building Capacity – Expanding the Mission
Building Capacity - Partners

Meeting Notes

Building Capacity – Structure and Alignment

Objective	The board will decide if it wants to realign its basin representation and if so how in order to take that recommendation to the membership.
Set-Up	It has been an ongoing topic of the OCEAN board on how to structure its regional representation. Based on the feedback from the survey most board members agree and strongly agree that geographic representation is important to board success, but most folks were neutral or disagreed that the current eight basin structure was critical to that success.
Activity	The ten roles of basin representative that the board submitted during the pre-meeting survey were ranked with sticker dots by participants to indicate which were the most important. The most important were colored orange, next green, third grey. Participants then reviewed each of the three purposed scenarios individually and scored the level of their agreement with the roles based on the layout of the map. These scores were recorded and the average score for each role calculated and the sum of all the roles combined reported (Attachment 1). The board discussed the scenarios and decided to realign the basin representative roles. The two scenarios presented were discussed. It was purposed that the east side reps divide the east side and the west side reps divide the west side.
Result	<p>OCEAN is realigning their basin representation into five areas as shown on the map below. PLEASE NOTE – After the meeting concluded OCEAN had further discussion on how to designate the now six At-Large positions. It was decided there should be three east and three west with the caveat that if they can't fill each the positions that way there was flexibility.</p> 

Building Capacity – Recruiting Board Members

Objective	The board will evaluate their current board recruitment process to identify the top barriers and way to address them.		
Set-Up	The survey results indicate that seven out of nine participants disagreed or strongly disagreed that the board recruitment process will sustain its current activity levels. One respondent was neutral, one agreed. Four people felt neutral that the board had the capacity to continue its current activity level, three disagreed, two agreed.		
Activity	Survey results were used to create a rapid GAP Analysis chart. In two small groups participants matched similar gaps, swapped re-matched, and finally came together to decide on the final big groups of barriers. Participants then spent time exploring the barriers and developing first cut action items/strategies to address the barriers.		
Result	Summary of GAP Analysis		
	Current State	GAPS	Desired Future
	Currently OCEAN only recruits during Connect or when a member shows interest in the organization. There is no systematic plan for recruiting future board participation.	<ul style="list-style-type: none"> • Busy at their own jobs - handling admin and technical duties • Value of board participation is unknown • Geographic constraint on participation limits who can be involved • Time to be able to commit to OCEAN • Lack of knowledge about OCEAN • Distance • Not understanding what a board member does • Too much other workload to give staff time to OCEAN • Time commitment and obligations of board participation • Small SWCDs have minimal staff limiting them from participating • Lack of understanding about what OCEAN does • People are too busy • Responsibilities of board members is unclear • Apathy • Time - difficult to convince someone to do more work • District boards not supportive of unfunded work • Unclear message of what OCEAN does • Perceived time requirement is too much for people to commit • Except for Connect, people are unclear what OCEAN does • Only thing we do is Connect, so why join a board that is really Connect • Lack of interest • Lack of time and availability to commit • Not sure what the clear mission is • Time to serve on boards on work hours is limited • Members lack clear understanding of board members responsibilities/benefits • Lack of support from District boards and managers to serve for OCEAN 	OCEAN has a full-fledged recruitment plan that ensures the ongoing success of the organization. Elections are held with multiple people running for positions.
<p>Final Categories of Barriers to Board Recruitment:</p> <ol style="list-style-type: none"> 1) Lack of understanding of what board members do 2) Lack of understanding of what OCEAN does 3) Distance 4) No support from SWCD boards and district managers 5) Time 6) Apathy 			

<p>Group 1 Strategies for Barriers</p> <ul style="list-style-type: none"> ▪ Lack of understanding what board members do ▪ Distance ▪ Time 	<p>Group 2 Strategies for Barriers</p> <ul style="list-style-type: none"> ▪ Lack of understanding of what OCEAN does ▪ No support from SWCD boards and district managers ▪ Apathy
<ul style="list-style-type: none"> • Define board member duties and time (1&3) • Estimate time commitment • Teleconferences • Define benefits of board participation <ul style="list-style-type: none"> ○ Professional development ○ Sense of purpose and accomplishment ○ Time invested is not time lost ○ State-wide/regional awareness of issues and resources • Reps attend SWCD board meetings (1&3) • Encourage webpage traffic • Help SWCDs find money (2&3) • Mileage reimbursement (2&3) 	<p>Lack of understanding what OCEAN does</p> <ul style="list-style-type: none"> • Develop consistent message of what we do now and in the future • Solicit what members would like to see us do • Work session to develop message and leading questions to solicit input • Basin Reps deliver and solicit input through district communication • Board and Partners deliver the messages at events and meetings <hr/> <p>No support from SWCD boards and district managers</p> <ul style="list-style-type: none"> • Develop list of value to district of OCEAN Board membership • Work session to develop value list • Peer to peer marketing (face to face) manager to manager, SWCD board to SWCD board, OCEAN to members, Partner to partner • Small bulleted handouts after contact in person • Present at events
<p>Products Fact Sheets</p> <ol style="list-style-type: none"> 1) Accomplishments blog online and printable 2) What OCEAN reps does online and printable 1/3 sheet – blog 3) OCEAN Board responsibilities online printable – blog <p>Script/Talking Points (needs development)</p> <ul style="list-style-type: none"> - For district meetings - For board recruitment 	<p>Apathy (Group did not attempt to strategize against apathy)</p>

Building Capacity – Recruiting Volunteers			
Objective	The board will evaluate their current volunteer recruitment process to identify the top barriers and way to address them.		
Activity	Survey results were used to create a rapid GAP Analysis chart. In two small groups participants matched similar gaps, swapped re-matched, and finally came together to decide on the final big groups of barriers. Participants then spent time exploring the barriers and developing first cut action items/strategies to address the barriers.		
Result	Summary of GAP Analysis		
	Current State	GAPS	Desired Future
	OCEAN currently does not consistently recruit volunteers for non-board positions. Volunteers only come on board during Connect	<ul style="list-style-type: none"> • Little time for board members to recruit volunteers • Not enough buy-in by members or district boards to make OCEAN participation normal • No functioning and efficient communication structure to keep members informed and request assistance • Lack of time to commit to a volunteer position • Lack of willingness to commit to a volunteer position • Lack of board asking for volunteers • Lack of outreach by the board • Lack of understanding on the difference between volunteering and being on the board • Lack of defined volunteer opportunities • Lack of understanding what OCEAN does • Need for very clear volunteer task descriptions • The time commitment required • Busy schedules • Unaware of opportunities • Apathy • Lack of time. Everyone is busy. • Unsure of specific ways to help • Unclear message of what OCEAN does • Perceived time requirements to participation • Board doesn't do a good job asking for specific assistance • Clarity regarding what we are doing and need help with and when we need assistance (apart from Connect) • Lack of variation in what we do • Knowledge and understanding • Limited pool to recruit members from • Time commitment • Time to "volunteer" with work hours is limited • Volunteer jobs and needs are not disseminated to members 	OCEAN has a vast and vibrant volunteer work forces with engaged and committed individuals working toward the mission
	Final Categories of Barriers to Volunteer Recruitment: <ol style="list-style-type: none"> 1) Time 2) "Slacker" board 3) Lack of understanding 4) Clear needs defined 5) Limited pool 6) Apathy 		

Group 1 Strategies for Barriers <ul style="list-style-type: none"> ▪ Lack of understanding ▪ Clear needs defined ▪ Limited pool 	Group 2 Strategies for Barriers <ul style="list-style-type: none"> ▪ Time ▪ "Slacker" board OR Developing a volunteer recruitment strategy ▪ Apathy
Lack of Understanding <ul style="list-style-type: none"> • See Fact Sheet, website, talking points of Board Recruitment discussion 	Time to Volunteer <ul style="list-style-type: none"> • Define time requirements and tasks • Time invested is not time wasted (explain benefits of volunteering) • Address SWCD Board/Manager Issues <ul style="list-style-type: none"> ◦ Emphasize range of commitment • Use "Slacker Board" products
Clear Needs Defined Board/Committee meeting level <ul style="list-style-type: none"> • Assess tasks and time commitment once decide the action • Draft job description • Solicit assistance for specified task • List general volunteer opportunities • Identify how to solicit (in work session) 	"Slacker" board OR Developing a volunteer recruitment strategy <ul style="list-style-type: none"> • Create reliable communication structure and plan (peer to peer, Connect, email, phone, Skype) • Define needs, tasks, and time commitment for volunteer roles • Script – Fact Sheet – Blog (Basin Reps and Events) • Board must read and understand our own documents
Limited Pool <ul style="list-style-type: none"> • Expand partnerships involvement <ul style="list-style-type: none"> ◦ traditional and non-traditional ◦ Students, retirees, 4H, FFA, Master Gardeners, Sierra Club, Audubon • Realignment of basins (more reps in an area) 	Apathy (Group did not attempt to strategize against apathy)

Building Capacity – Expanding the Mission

Objective	The OCEAN board needs to begin to determine what is next for the organization over the next three years (2016-2018) and prioritize what it wants to do.	
Set-Up	Remembering the Mission and Vision statements of the organization and all the conversations with partners, members, and each other over the last few years let's think about what OCEAN should be doing in the next three years.	
Activity	Participant's brain stormed individually for five minutes recording their thoughts on sticky notes. Group reviewed the sticky notes and placed them in a decision matrix. The Major/Easy and Major/Difficult items were then prioritized in small groups to set up the discussion for future work.	
Result	Major/Easy (In order of draft priority)	Major/Difficult (In order of draft priority)
	<ol style="list-style-type: none"> 1) Identify ways to get engineering assistance to Districts 2) More frequent face-to-face work sessions 3) Publish handbook and or orientation materials and trainings 4) Collaborate on regional education activities already in motion 5) Professional accreditation existing 6) CEU's for CONNECT 7) Join forces with WC's to bring in more non-traditional support 8) Contract CONNECT within SWCD or Private 9) All SWCDs brought in to OCEAN Membership (all employees) 10) OCEAN, OACD, NOWC, Partnership to coordinate and maximize programs 11) Host or facilitate campaign to tell SWCD/OCEAN stories 	<ol style="list-style-type: none"> 1) System to share resources (equipment, computers) 2) Provide staff assistance for districts (engineers, bookkeepers, contracting, etc.) 3) OCEAN website is visited religiously (valuable content) 4) Host a statewide multi-agency conference in addition to CONNECT 5) Provide regional training 6) Offer scholarships (to events, training, college, etc.) 7) Become a major player in statewide issues and priorities 8) OCEAN takes lead role for training with partners 9) Provide funding to districts and partners for staff and projects 10) CONNECT-Book 11) OCEAN has Executive Director 12) Create new professional accreditation 13) OCEAN gets and office 14) Facilitate/mediate between SWCDs and Partner organizations
	Minor/Easy (Not prioritized)	Minor/Difficult (Not prioritized)
	<ul style="list-style-type: none"> • Create web series to educate employees 	<ul style="list-style-type: none"> • Committees have ½ non-board members – board members aren't the only ones • Throw a party to celebrate our successes • OCEAN becomes employee development rep for OACD • Revive basin meetings

Building Capacity – Partners (Watershed Councils)		
Objective	The OCEAN Board will explore the current relationship between Conservation Districts and Watershed Councils.	
Set-Up	Watershed Councils have historically been partners for with Conservation Districts, but culturally and administratively at times the relationship can be difficult. We are going to explore how OCEAN might help Watershed Councils and Districts build stronger partnerships.	
Activity	<p>Half of the participants took the perspective of OCEAN half took the perspective of Watershed Councils. They brainstormed NEEDS and OFFERS from each other and for each other. These conversations aimed at helping the board understand their relationship with councils and how they might talk in the future about building that relationship.</p> <p>NOTE: During the set-up of this activity the group became aware that this conversation would go very differently depending on the level we chosen including OCEAN to the Watershed Network vs. Districts to Councils vs. OCEAN to Councils. If the group continues this dialogue with their partners they will need to consider this.</p>	
Result	What OCEAN NEEDS from Councils	What Councils NEED from OCEAN
	<ul style="list-style-type: none"> • Volunteers • Dues • Information <ul style="list-style-type: none"> ○ Needs –Training? Other ways we can help ○ Where do we intersect ○ What is the common ground • Attendance at events <ul style="list-style-type: none"> ○ Does it make sense to share training • Support of OCEAN and OCEANs mission 	<ul style="list-style-type: none"> • Money <ul style="list-style-type: none"> ○ Staff (capacity) ○ Training (capacity) ○ Grant writing • Facilitate partnerships with districts <ul style="list-style-type: none"> ○ Project partners ○ District reps serve on WC boards • Respect • (We should have actual WC reps add to this list – Joint work session?)
	What OCEAN OFFERS Councils	What Councils OFFER OCEAN
	<ul style="list-style-type: none"> • Training – joint, regional, online • Network for resource sharing • Communication assistance – SWCDs • Shared sponsors • Champion of the work they do/tell the story • Encourage partnership at state and local levels 	<ul style="list-style-type: none"> • Statewide legitimacy • Increased participation <ul style="list-style-type: none"> ○ Broader membership ○ Increased collaboration ○ decreased competition ○ Benefit of experience • Identify funding sources • Increased networking • Vigor for conservation • Respect

Closing and Next Steps	
Closing	At the close of the meeting participants were satisfied with the information they developed during the day.
Next Steps	The board will continue with their regularly scheduled teleconferences and any other meetings required to implement their changes and projects.

Attachments

Attachment 1 – Realignment Ranking Tables by Scenario

Scenario 1	All Rep positions could consistently be filled.	Regional communication and feedback to OCEAN would be successful	OCEAN Rep communication to the region would be successful	Rep could encourage local participation	Rep could participate in regular OCEAN board activities	Reps could organize regional trainings and meetings	Reps could attend regional meetings related to topics OCEAN is interested in	Reps could recruit volunteers and board members	Reps can utilize their local experience to help OCEAN achieve its mission.	Reps could successfully be the Face-of-OCEAN in the region
Participant	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score
1	1	4	4	5	4	2	4	5	5	4
2	1	5	5	5	1	5	5	5	5	5
3	1	4	3	4	4	4	4	4	4	4
4	1	5	5	4	5	4	3	4	3	4
5	2	4	4	5	3	5	4	4	5	5
6	5	5	5	5	5	3	2.5	5	4	3
7	1	2	2	2	5	1	4	2	5	5
8	1	2	4	3	2	2	3	3	3	5
TOTAL	13	31	32	33	29	26	29.5	32	34	35
AVERAGE	1.625	3.444444444	3.555555556	3.666666667	3.222222222	2.888888889	3.277777778	3.555555556	3.777777778	3.888888889
									FINAL SUM	32.90277778

Scenario 2	All Rep positions could consistently be filled.	Regional communication and feedback to OCEAN would be successful	OCEAN Rep communication to the region would be successful	Rep could encourage local participation	Rep could participate in regular OCEAN board activities	Reps could organize regional trainings and meetings	Reps could attend regional meetings related to topics OCEAN is interested in	Reps could recruit volunteers and board members	Reps can utilize their local experience to help OCEAN achieve its mission.	Reps could successfully be the Face-of-OCEAN in the region
Participant	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score
1	3	2	1	2	4	3	3	3	3	3
2	4	4	3	3	5	3	3	4	4	3
3	2.5	3	4	2.5	5	2.5	2	4	3	2
4	4	4	2	3	4	2	3	3	2	2
5	5	3	3	3.5	5	4	3	4	5	5
6	5	5	4	4	4	4	4	4	4	4
7	5	4	4	3	5	4	2	5	4	4
8	5	3	3	3	4	4	4	5	4	3
TOTAL	33.5	28	24	24	36	26.5	24	32	29	26
AVERAGE	4.1875	3.5	3	3	4.5	3.3125	3	4	3.625	3.25
									FINAL SUM	35.375

Scenario 4	All Rep positions could consistently be filled.	Regional communication and feedback to OCEAN would be successful	OCEAN Rep communication to the region would be successful	Rep could encourage local participation	Rep could participate in regular OCEAN board activities	Reps could organize regional trainings and meetings	Reps could attend regional meetings related to topics OCEAN is interested in	Reps could recruit volunteers and board members	Reps can utilize their local experience to help OCEAN achieve its mission.	Reps could successfully be the Face-of-OCEAN in the region
Participant	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score
1	3	2	1	2	4	3	3	3	3	3
2	2	3	3	4	4	2	1	3	4	3
3	3	3	4	4	4	4	4	3	2	4
4	5	5	5	5	5	5	5	5	5	5
5	5	5	4	4	5	4	3	4	4	3
6	4	4	3	4	4	4	4	4	4	4
7	5	4	4	4	4	3	4	5	3.5	3
8	5	4	4	3	5	3	2	5	3	4
TOTAL	32	30	28	30	35	28	26	32	28.5	29
AVERAGE	4	3.75	3.5	3.75	4.375	3.5	3.25	4	3.5625	3.625
									FINAL SUM	37.3125