

# OCEAN Strategic Planning Mtng Notes

Feb. 19-20, 2020

Redmond Service Center

## Mission:

OCEAN provides a statewide network for education, resources, partnerships, and professional development making better employees and stronger districts.

## Vision:

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 providing the best and most comprehensive conservation assistance.

## Assigned Tasks:

**Cathy (with Clint helping):** A fact sheet describing the vision, to be used as insert at CONNECT, **deadline is Feb. 28, finalize at March 19 Board mtg**

**Cathy:** after CONNECT, put a survey together

**Clint:** Analyze Survey data once it is in

**Clint:** will write bullet points for the CONNECT speakers to cover each time

**Jason (with Scott helping)** revisit membership, amount, what you get, along with credits for CONNECT and how that might work

**Jeremy:** navigating soliciting bids for Website polishing

**Jeremy:** will email the Board when Partnership meetings come up to see if someone can call in or go

**Jeremy (with help from Kelly):** will add to the CONNECT evaluation to ask about training and website content

**Kelly:** will write up Admin description for March Board meeting

## Deadlines:

### March meeting:

- i. Decision on CONNECT fact sheet insert (Cathy)
- ii. Bullet points for speakers to cover at CONNECT (Clint)
- iii. Completion of adding questions about website to CONNECT evaluation (Jeremy)
- iv. Admin position Description (Kelly)

### May (or June): Discuss potential partnerships, assignments below

- **Clint**- ODF
- **Kyle**-CTUIR
- **Janet**-DEQ

- Jason-ODFW
- Herb-local tribe
- Jeremy-NRCS

July mtg: CONNECT planning

December Mtg: Decision on in or out of the OrCP, the grant, and the partnership

## Day 1:

### 1. Highlight of Successes

- EC position is complete and reviewed
- Grant app is in to NRCS, and went faster than anticipated
- Connect planning is successful
- Rapid responses from OCEAN members is much appreciated
- Made time to see other SWCDs, and they are reaching out
- Change officer positions successful with support from current officers
- More comfortable asking for help
- 10AM meetings are a better time
- Bringing in new people
- More present with our partners
- Continuing to provide services (even small)

### 2. Barriers

- Very limited success with other SWCDs to attend Board meetings
- Wanted to do regional OCEAN, but didn't
- More participation with ORcP-didn't work
- Wished for more participation on training grant (people may not have time to do these)
- Carrying out of membership (\$10) is not working (this was assigned as a task to Jason) dues paying members can vote, and perhaps there should be a card?
- Bylaws clarification and voting needs to happen
- The website needs updating, the directory works, but doesn't work with the website, can they still be linked?

### 3. Participation on OCEAN Board from SWCD Staff

- Has survey happened, No, but need to start with what kind of info we would want
- OCEAN provides CONNECT, help with NRCS certification

*Affinity mapping for ideas to increase participation:*

#### Perceptions

- What is the time commitment
- People of color low representation
- Don't feel like they have enough experience
- "We can't afford you to be doing OCEAN"
- What does OCEAN mean?

#### Member Barriers (Value)

- We haven't moved forward on idea
- Recognize OCEAN in work plans
- Turnover in SWCD
- Benefits for the immediate need
- Member benefit
- They don't know the benefit

- Are we insular?
- Perception of a lot of travel
- Too smart, too much work
- They don't know how to be involved
- We don't provide enough essential services

#### Lack of Info to Participate

- Get OCEAN plugged into work plans
- Travel actually a plus
- How do we keep in front of them
- Survey?
- What is the time commitment?
- How can I help (they don't know)
- Tagline
- Branding
- Lack of Identity

#### Monetary Solutions

- Compensation for coming to meetings
- Earn credits towards CONNECT conference
- Membership= less for conference
- Stipend, or mileage
- Is \$10 membership too low? Perceived value
- If we increase membership we increase Board interest

#### Expectations

- Why are OCEAN Board paying to attend CONNECT?
- Are people being treated poorly? A lot is expected

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#### 4. Promoting image

- On the cusp of doing something big, laying foundation
- Igniting OCEAN to move forward
- EC position- appealing to new hire
- Credits to CONNECT
- Branding
- Feel connected to it
- Show what it is, such as EC, and training grant
- Who we are, what we stand for
- To brand-create additional services? What are we selling? Deliverables.
- Create a fact sheet (Cathy has volunteered to create this, with help from Clint)
- Maybe facilitation services? Engineering?
- Sell on the vision, what is it (see Vision top of notes)
- What is the why?

#### 5. Discuss Partnerships

##### a. Participation in OrCP

- i. outline costs and benefits of future participation (outside of 2021)
  - Before we decide we need to know CONNECT totals
  - The politics of leaving might impact CONNECT and other partners
  - There will be a facilitated partnership meeting this year sometime, and OCEAN Board needs talking points

##### Cons:

- "Political Fallout" (we should remain part of the partnerships)
- Losing \$15,000

- More meetings, so more travel
- No recognition/respect from partners (JB add)

Pros:

- \$15,000 each year for 2 years
- All 4 are together

6. CONNECT Ideas

- Share a space, share expenses, and dual training, could also reduce cost
- Parks and Rec, hot to meet TMDLs-figure out who they are
- Look into Continuing Education credits, which adds money (but adds significant complexity)
- Pesticide certification-could charge more
- We could do this by calendar year

7. Developing Potential partnerships with other agencies, questions to ask them:

- i. What training do you already have?
- ii. What training do you wish you had?
- iii. When is your training?
- iv. Would you be interested in doing a training with us?
- v. Would you be interested in a partnership?

Commitment to ask these questions and with whom: **Will be discussed at May or June Board Meeting**

- **Clint**- ODF
- **Kyle**-CTUIR
- **Janet**-DEQ
- **Jason**-ODFW
- **Herb**-local tribe
- **Jeremy**-NRCS
- OSU? Not partnership, but possibly speakers
- JAA training?

8. Decisions on who can attend CONNECT:

- Not open to general public
- Open to agencies from other States
- Contractors/consultants? Perhaps, but at a different price
- Municipalities? Yes.
- Invitation to Highschool/College students: depends on where (offer to students from within the location of the conference), they could perhaps earn a spot. Offer college at a reduced rate.
- Tribe attendance just like agencies
- **Jeremy** will continue discussions with tribes and NRCS

## Day 2: – Thursday Feb. 20<sup>th</sup>

1. In-House assistance (EC, or Admin. Agreement w/district)
  - For Admin /EC look in districts first and see who may be interested, or contract?
  - An employee will know OCEAN
  - The Admin wont need much SWCD experience
  - Maybe ask district managers first

### Admin Duties

- Need to pay them, and offer the \$ to the district
  - Doesn't attend meetings (they can if they want)
  - 10Hrs a week \$25 an hour, so \$10-12,000
  - Website oversight
  - Schedule travel and logistics
  - Taskmaster
    - Project support
    - Help with CONNECT
    - Process paperwork
    - Manage the google drive
    - Manage State directory
    - NOT communications, that's EC
    - Manage emails, logins
    - Organizational Duties, that things are up to date
    - Keep the calendar updated
    - Kelly will write up this description for March Board meeting
2. Board Members Responsibilities and Duties
    - Executive committee (Board members) will give oversight of contractors and professional services, as well as delegating authority
    - Instead of task oriented committees, assign tasks to who can do it
    - Standing committees will be re-established when membership is higher
    - Website redo will add educational info a "clearinghouse" site, which could be grant worthy (this would need to be different from what exists, so Districtwide needs)
    - Jeremy (with help from Kelly) will add to the CONNECT evaluation to ask about training and website content
    - OCEAN Board members will have a certain color on their nametags (this was discussed with Daphne on phone call)
    - Everytime OCEAN speaks, talk about the Vision, and ask for feedback
    - The Board will help determine when this can happen, and what they will say
    - Clint will write bullet points for the speakers to cover each time

3. Establish a detailed 3 year plan (listed in order of priority)

## OCEAN 3 Year Plan

2020	2021	2022
Day to Day operations i. Website	Day to Day operations i. Website	Day to Day operations i. Website
CONNECT	CONNECT i. Contractor ii. Partnerships iii. CEC (staging)	CONNECT i. Contractor ii. Partnerships (implementation) iii. CEC (implementation)
Vision i. Membership ii. Perceptions	Regional Trainings Grant (staging)	Regional Trainings Grant (implementation)
Admin (staging/implementation)	Admin (Implementation)	Admin (Implementation)
Length of Service	COS	COS
NRCS Grant (staging) i. EC hiring	NRCS Grant i. EC hiring	NRCS Grant i. EC hiring
Website Refresh – end of year (JB add)	Website Revamping i. Educational (staging)	Poster Contest revamp
		Website Revamping Educational (implementation)