

2020 Director Workshops

“Elements of a Successful Conservation District”

Workshop Description:

Your journey to becoming a high-performing Conservation District board member begins here. The New Director Workshop, presented by the Michigan Association of Conservation Districts (MACD) is appropriate for board members new to their District, or those wanting a refresher on the basics. District managers are welcome, noting that the information is targeted to directors.

The Workshop will provide a comprehensive overview of Michigan Conservation Districts, critical and interdependent partner relationships, roles and duties of both board and staff, and how to plan and fund your District. This workshop will offer the opportunity to explore each of the topic areas in depth, while interacting with the presenters and with your peers. It is important to note that each of the sections is also covered in detail through the MACD Training Modules, available online through the MACD website.

Recommended Pre-Requisites: To get the most from this workshop, it is helpful to have viewed the MACD Training Modules 1 and 2. These resources will be provided with your workshop registration information.

- Module 1: The Basics of Michigan Conservation Districts
- Module 2: The History and Future of Conservation Districts

Workshop Agenda – Full Day (Six hours, 9am-3pm)

9:00 – Noon

Welcome & Introductions	Lori Phalen	20 minutes
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Director’s Roles & Responsibilities	Patrice Martin	45 minutes
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Being elected as a Conservation District Director is the first step to contributing to the success of your District. Understanding the job of a Director is the next, important step. This session will cover the key roles and responsibilities of your new “job” and how to access resources for continued learning and development.

Board Members -From Recruitment to Retirement	Patrice Martin	60 minutes
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The success of the District is dependent on the performance of its Directors. Understanding your board culture, recruiting, onboarding new directors and planning for succession are critical elements that create and support the high performing board culture to which every District aspires. This section will explore the board member lifecycle and how to ensure a successful experience for everyone.

Building Capacity through Partnerships – Part 1	John Switzer	50 minutes
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Conservation Districts partner with many local and statewide groups and organizations. But the two main agencies that assist Districts are the Michigan Department of Agriculture & Rural Development and the USDA Natural Resources Conservation Service. This section will cover how each entity operates independently, and interdependently for maximum performance. Benefits and challenges of Districts being co-located and non-co-located will also be covered.

Lunch Break	30 minutes
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12:30 – 3:00pm

Conservation Districts and Their Partners – Part 2	John Switzer	45 minutes
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Continuation of morning session.

Planning for Success – Local Partners	Steve Law	60 minutes
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How a District goes about preparing a long-range plan of work is as important as the plan itself. This section will explore how to use your community assessment data to drive your strategic plans, produce effective outcomes and continually generate community support. Learn how to broaden your perspective of how to fund your District, while building and sustaining critical, local relationships.

Show Me the Money! Funding your District	Patrice Martin	45 minutes
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A sustainable District depends in part, on a balance of revenue sources. Learn the basics and how to acquire sufficient revenue to ensure the sustainability and high performance of your District.

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Evening Training Agenda

The abbreviated evening session is designed to accommodate those Directors who are unable to attend day time sessions and for those District staff who are unable to attend day time sessions due to workload in the District office.

Workshop Agenda – Evening (Three hours, 5pm-8pm)

Welcome & Introductions	Lori Phalen	15 minutes
Director’s Roles and Responsibilities	Patrice Martin	15 minutes
Board Members – From Recruitment to Retirement	Patrice Martin	40 minutes
BREAK		10 MINUTES
Building Capacity through Partnerships	John Switzer	40 minutes
Planning for Success – Local Partners	Steve Law	25 minutes
Show Me the Money! Funding your District	Patrice Martin	25 minutes
Open Q & A		10 minutes
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