

September 2018 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 and other resources available at: <http://macd.org/district-resources/training.html>

- 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	MACD	5 minutes
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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.

Best Meetings Ever	Patrice Martin	45 minutes
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As a governmental entity, Conservation Districts are subject to the Open Meetings Act, among others. Learn how to plan, structure and conduct your meetings for the best possible outcomes, while ensuring transparency and accountability.

Conservation Districts and Their Partners – Part 1	John Switzer and Steve Law	60 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 and Steve Law	45 minutes
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Continuation of morning session.

Planning for Success	Steve Law	90 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.

Legislative Advocacy	Steve Law	15 minutes
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While District's cannot lobby there is no controlling legal authority which precludes Districts from regularly communicating, informing, educating and otherwise making elected and appointed officials at all levels of Government aware of the needs, accomplishments, abilities and potentials of the District. It is the responsibility of Directors, with Staff support, to lead this effort. An excellent legislative advocacy program by all Districts is even more important as MACD works at the State level to seek operational funding for each and every District. New Directors and those getting a little "long in the tooth" you will benefit from this exploration of how to carry out a successful program of communicating and making the case for local and statewide support for your District.

Adjourn

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	MACD	5 minutes
Board Members -From Recruitment to Retirement	Patrice Martin	40 minutes
Best Meetings Ever	Patrice Martin	20 minutes
BREAK		10 MINUTES
Conservation Districts and Their Partners	John Switzer and Steve Law	50 minutes
Planning for Success	Steve Law	45 minutes
Open Q & A		10 minutes
Adjourn		