

STRATEGIC ENGAGEMENT: TOOLS AND TECHNIQUES TO PLAN AND TRACK ENGAGEMENT EFFORTS

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12 DEC 2017

"The views, opinions and findings contained in this report are those of the authors(s) and should not be construed as an official Department of the Army position, policy or decision, unless so designated by other official documentation."



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TODAY'S AGENDA

- Brief Review of Strategic Engagement
 - Definition
 - Why it is important
 - The process: How we got to where we are at...
- Example of Tools and Techniques for Planning and Tracking Engagements
 - District examples
 - Division example
- Open Forum/Q&A



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WHAT IS STRATEGIC ENGAGEMENT?

An event or activity scheduled to advance a specific goal or set of goals with a specific partner or target audience.



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WHY IS IT IMPORTANT?

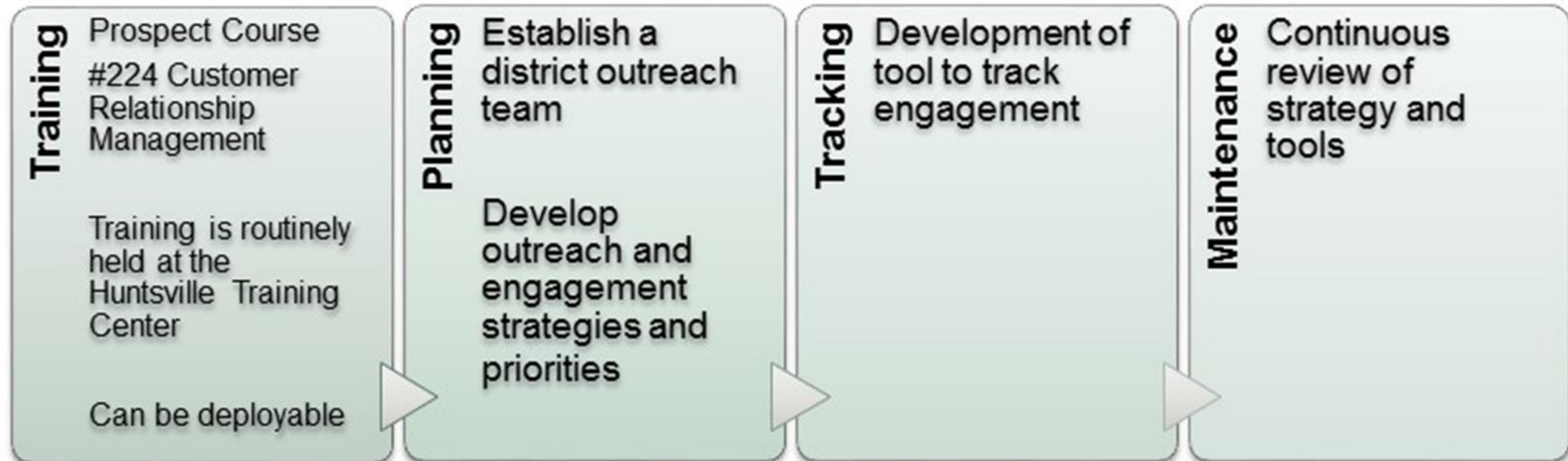
- ✓ USACE Regulations and Mandates
- ✓ Making a friend before you need a friend
- ✓ Vertical and Horizontal Alignment (internally)
- ✓ Prioritize efforts and save resources



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THE PROCESS: HOW WE GOT HERE...



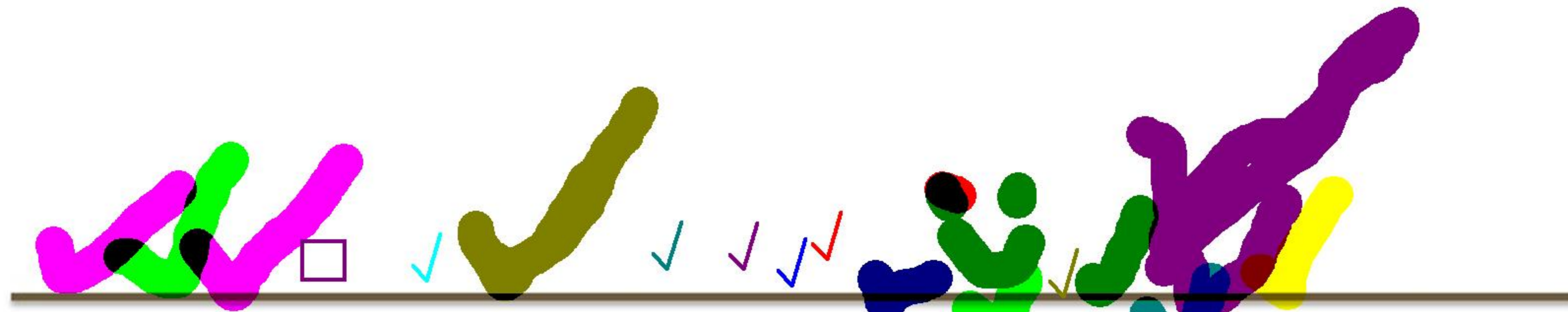
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POLL



How's strategic engagement in your neck of the woods?



No strategic engagement strategies

Have an engagement plan but still working through challenges

We are experts!



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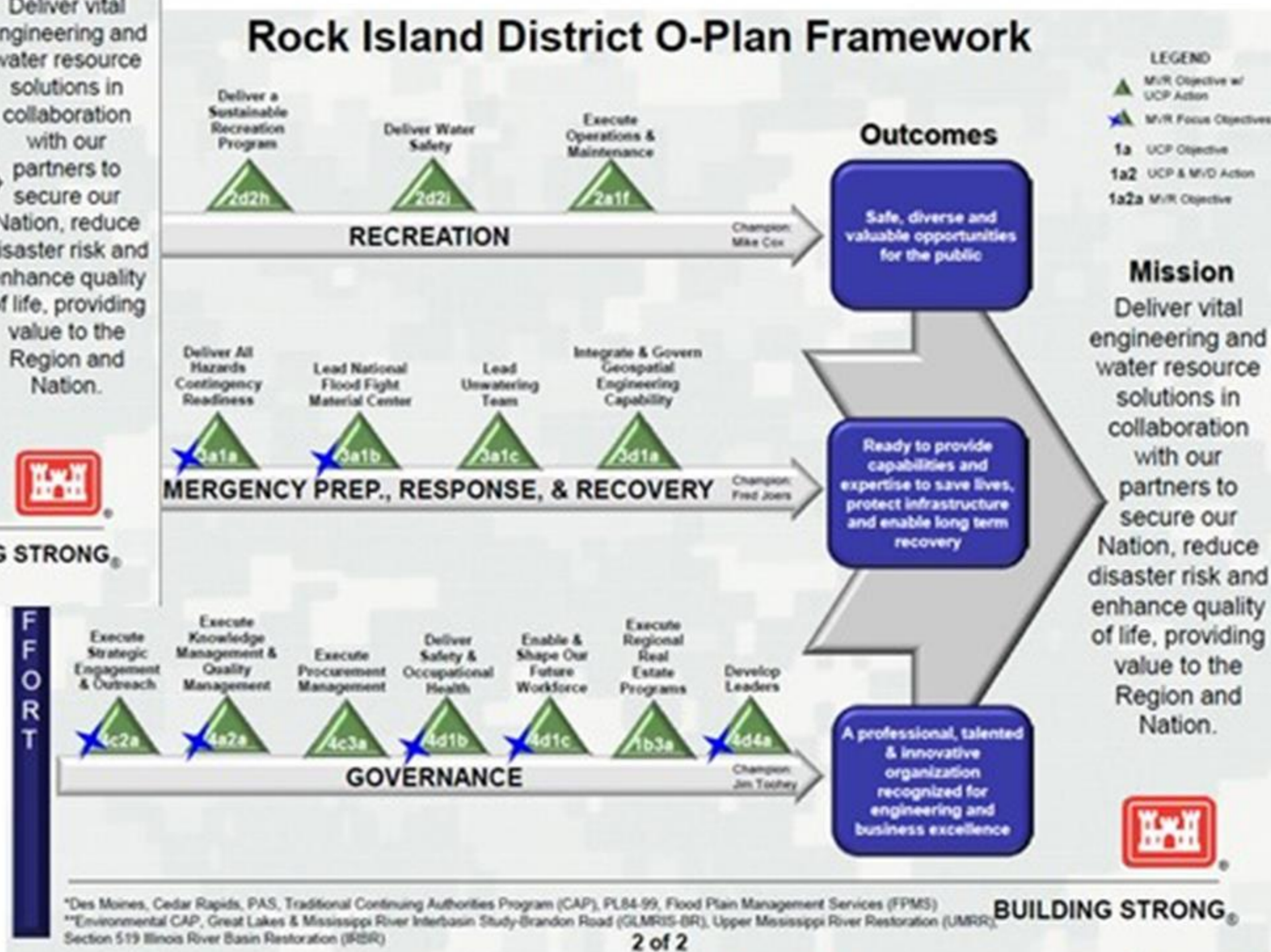
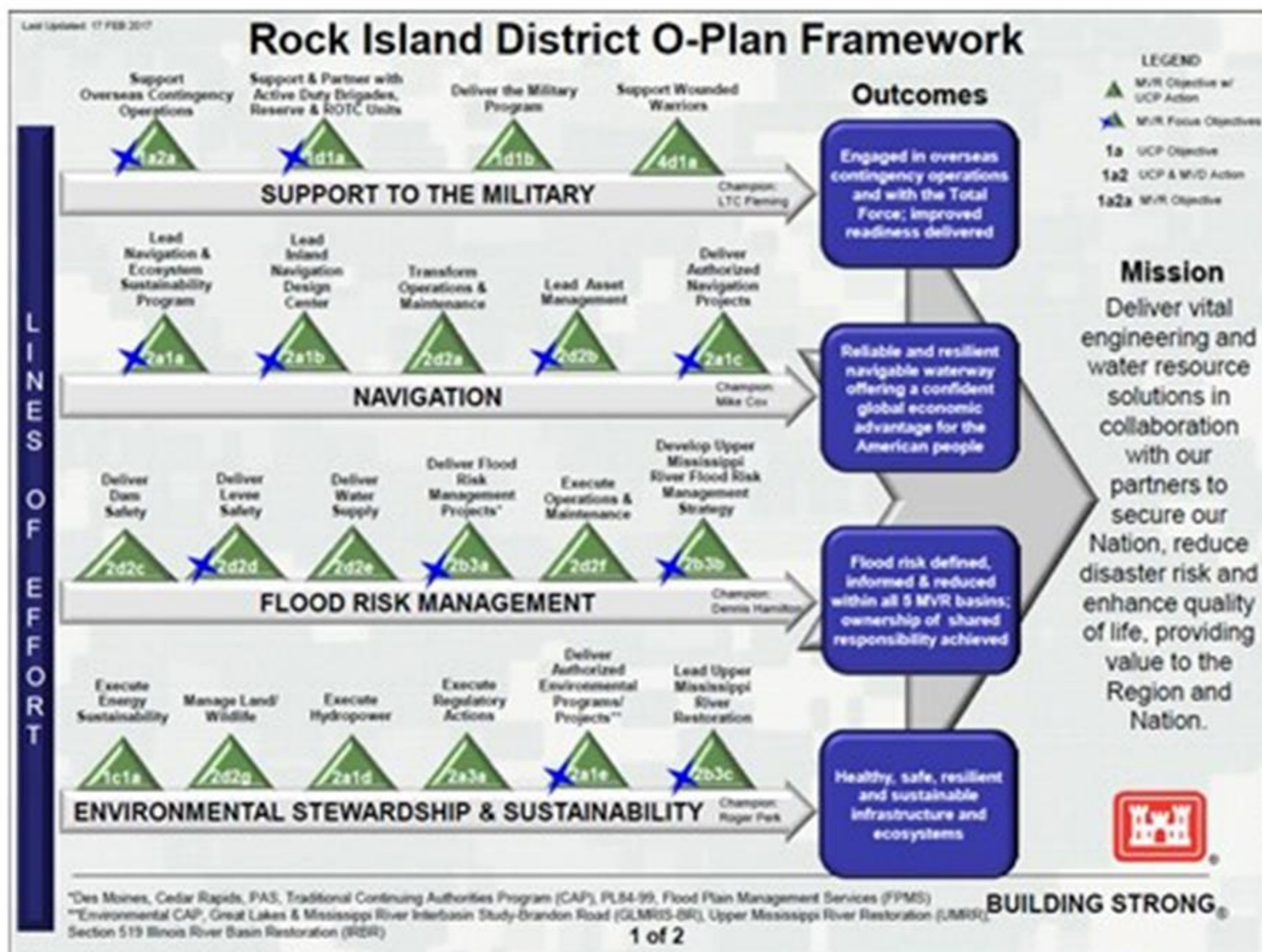
ROCK ISLAND DISTRICT EXAMPLE



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ROCK ISLAND DISTRICT O-PLAN



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Outreach/Strategic Engagement Dashboard

Mission Area Engagement Pulse:

Navigation

Key Engagements:

(-90 days)
 IL River Carriers Meeting (Sept)
 Annual NWC Conference (Sept)
 Wisconsin Freight Advisory Meeting
 Inland Waterway User Board (Nov)

Future Key Engagements:

(+90 days)
 Illinois Waterway System Mgt (Feb)

Key Partners Engaged:

Potential Outreach Need:
 Potential Increase with Educating and Informing Key Partners on NESP capabilities.

FRM / EM

Key Engagements:

(-90 days)
 IL EM Annual Summit (Sept)
 City of Clinton SJ Pilot launch
 Mississippi Valley Flood Control Mgt (Dec)
 City of Des Moines, IA (Dec)

Future Key Engagements:

(+90 days)
 UMIMRA Annual Meeting (Feb)
 IL/IA FRM Outreach Workshops (Feb)

Key Partners Engaged:

South River LDD, Green Bay LDD, Neighbors of the Mississippi, UMIMRA, UMRBA, City of Des Moines, IA

Potential Outreach Need:

Future Levee Deviation and Levee Safety Comm/Outreach

Ecosystem Restoration

Key Engagements:

(-90 days)
 ACRCC Meeting (Sept)
 Brandon Road Public Meetings (Sept) (Dec)
 Rice Lake Ribbon Cutting (Oct)
 UMRBA/UMRR-C Qtrly Mgt (Nov)
 GLMRIS ESC (Nov)

Future Key Engagements:

(+90 days)
 UMRBA / UMRR Qtrly Meeting (Feb)

Key Partners Engaged:

UMRBA, USGS, UMRCC members, CAWS, ARCC, UMRBA

Potential Outreach Need:

Increase in outreach efforts for environmental CAP.

Other / General

Key Engagements:

(-90 days)
 MRCTI (Sept)
 Congressional Visits (Sept)
 Upper Miss River Conf (Oct)
 IL DNR (Oct)

Future Key Engagements:

(+90 days)
 MRCTI (March)
 Congressional Visits (March)

Key Partners Engaged:

City of Davenport, MRCTI, Congresswoman Bustos

Potential Outreach Need:

Need to plan engagements 5-6 months out for calendar syncing.
 CAP/PAS and IIS outreach efforts

Specific Outreach Tasks

O-Plan Metrics:

- Develop and maintain Outreach priority list; sync list with MVR's operating budget requests annually.
- Update and Maintain District's Key Customer List; Ensure senior leadership/key staff members are developing customer touch points per Line of Effort
- Ensure outreach and STRATCOMs are aligned across Upper three Districts and MVD for the following regional programs that MVR leads
- Establish a battle rhythm for developing and maintaining customer account plans for the District's key customers/partners.
- Ensure District is listening to customer needs and delivering quality solutions and services. (NOTE: metric connected CW Survey ratings)

TOOLS AND TECHNIQUES

- Strategic Relationship Engagement Database
 - Rock Island District
 - <https://team.usace.army.mil/sites/MVR/PDT/bio/default.aspx>

Pros:

- One stop shop
- Synchronizes Internal Team
- Broadens Information Access

Cons:

- Culture Change to document conversations and key take-aways.
- Maintenance Commitment



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LOUISVILLE DISTRICT EXAMPLE



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SharePoint

BROWSE ITEMS LIST

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New Item New Folder View Item Edit Item Delete Item

New Manage Actions Share & Track Tags and Notes Workflows

Lists

- Stakeholders
- Engagements
- Calendar
- Documents
- SIG Intranet Site
- SIG SharePoint Site
- Site Contents

Name of Stakeholder
19th Engineering Battalion @ Ft Knox
21st Century Parks
21st Century Parks
63rd RSC
AECOM
AECOM
AF - Air National Guard, NGB
AF - Air National Guard, NGB
AFCEC
AFCEC WPAFB, Scott AFB
AFMC WPAFB, BS CEG
America's Watershed Initiative
American Commercial Barge Lines
ARMD
Bath County, KY
Boone County
Brigadier Construction, Inc.
Bureau of Prisons
Bureau of Prisons
Campton, KY
Casey County
Champaign County Forest Preserve District
Cincinnati Federal Executive Board
Cincinnati MSD
Cincinnati VA Medical Center
Cincinnati VA Medical Center
City Engineer, City of Anderson, Indiana
City Engineer, City of Paducah, KY

Stakeholders - New Item

EDIT

Save Cancel Paste Copy Attach File Spelling

Name of Stakeholder *

Priority

Contact Type

State

Congressional

Congressional District

POC

Location

Mailing Address

POC Email

POC Phone

POC Mobile

URL

Comments

Save Cancel

Newsfeed OneDrive Sites Brummett, Brandon R CIV USARMY CELRL (US... ?

POC Email	POC Phone	POC Mobile
david.a.gleason6.mil@mail.mil	402-314-8152	
dj@21cparks.org	(502) 371-3614	
smartin@21cparks.org	5028150266	5022638874
ronald.hughes.mil@mail.mil		
kristen.dunaway@aecom.com		
michael.donahue@aecom.com		
brooke.l.shaffer.civ@mail.mil	240-612-9623	
kern.p.wildgruber.civ@mail.mil		
charles.ondrej@us.af.mil		
thomas.hodges@us.af.mil		
ronald.lee.2@us.af.mil		
hjordahl@TNC.ORG		
martin.hettel@adlines.com		
eric.c.loughner.civ@mail.mil		
bcrogenbcje@gmail.com	606746346	6063360575
JudgeMoore@BooneCountyKy.org		
IGaston@bop.gov		
denarice70@yahoo.com	2025149582	
mdaab@ccfpd.org	606 787-8311	
tina.toca@va.gov	2175864389	
Katie.Bolmer@ch2m.com	513-684-2102	
Paul.Mishurda@va.gov	(513) 487-6648	(513) 233-1228
Mspyers@cityofanderson.com		
murphy@ci.paducah.ky.us		



https://team.usace.army.mil/sites/LRL/SIG/Out/Lists/Engagements/AllItems.aspx?mid... Welcome Engagements - All Engage...

SharePoint Newsfeed OneDrive Sites Brummett, Brandon R CIV USARMY CELRL (US... ?

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Engagements - New Item

Engagement Description * Site visit to Mammoth Cave National Park

Engagement Type L3

Stakeholder National Parks Service (Mammoth Cave National Park) Steve Kovar

Engagement Date * 11/3/2017

Engagement Made By Brummett, Brandon R CIV USARMY CELRL (US) x

Engagement Details

Purpose of the visit was to discuss potential future work with National Parks Service staff. 3 trail projects were discussed, and LRL staff will have an estimate for those projects to Mammoth Cave staff by 30 November |

Save Cancel

Engagement Description	Engagement Date	Engagement Type	Engagement Made By	Stakeholder	Stakeholder POC	Stakeholder CType	Stakeholder POC Email	Stakeholder POC Phone	Stakeholder POC Mobile
Indiana Silver Jackets Meeting	10/26/2017	L3	Brummett, Brandon R CIV USARMY CELRL (US)	Indiana Silver Jackets,					
Ohio River Basin Inspection Tour	10/18/2017	L3							
Mammoth Cave National Park Discussion	10/13/2017	L3							
Nashville SAME Meeting	10/12/2017	L3							
KY TAG Visit	10/4/2017	L3							
IDHS Silver Jackets Discussion	10/2/2017	L3							
America's Watershed Initiative Discussion	9/29/2017	L3							
ORBA Conference	9/28/2017	L3							
USACE/Ohio Programs Workshop	9/25/2017	L3							
Indiana Ports Request for Speaker	9/20/2017	L3							
USACE FRM/Silver Jackets Workshop Planning Session	9/19/2017	L3							
Mammoth Cave Discussion	9/15/2017	L3							
ORBA Presentation	9/14/2017	L3	Brummett, Brandon R CIV USARMY CELRL (US)	Kentucky Division of Water, Carey Johnson	Carey Johnson	0	carey.johnson@ky.gov	(502) 564-3410	(502) 352-0030
Nolin - Weikel Boat Dock Inquiry	9/12/2017	L3	Ryan, Rhiannon L CIV USARMY CELRL (US)	Senator Mitch McConnell (Majority Leader), Andrew Condia	Andrew Condia	0	Andrew.Condia@mccconnell.senate.gov	502-582-6304	202-213-4383
Mammoth Cave Site Visit/Discussion	9/11/2017	L2	Newbauer, Robert J LTC USARMY CELRL (US)	National Parks Service (Mammoth Cave National Park), Barclay Trimble	Barclay Trimble	Stakeholder			

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Louisville District

2017 Outreach Plan

Key:
 Engagement 1 (E1) - 3 contacts/annually
 Engagement 2 (E2) - 2 contacts/annually
 Engagement 3 (E3) - 1 contact/annually
 Leadership 1 (L1) - Commander
 Leadership 2 (L2) - DCO or DPM
 Leadership 3 (L3) - Staff

Quarterly Project Updates to State Staff

Annual Strategic & Operational Updates to Members/DC Staff

Monthly Mega/High Profile Project Updates to State Staff

Congressional

Synergy

E1
(New Opps)

E3
(Education)

E2
(Existing Customers)

- Cities with > 50K populations
 - > Lexington, KY
 - > Carmel, IN
 - > Fishers, IN
 - > Noblesville, IN
 - > Muncie, IN
 - > Greenwood, IN
 - > Bloomington, IN
 - > Dayton, OH
 - > Springfield, OH
 - > Hamilton, OH
 - > Kettering, OH
 - > Urbana, IL
- Army National Guard (TAGs)
 - > Indiana
 - > Kentucky
 - > Illinois
 - > Ohio
- U.S. Forest Service
 - > Real Estate, Timber
- National Park Service (NPS)
 - > Facilities, Environmental
- Occupational Safety & Health Administration (OSHA)
 - > Facility Inspections
- Department of Energy (DOE)
 - > Facilities, Environmental
- Bureau of Prisons (BOP)
 - > Facilities, CMI Infrastructure, Furniture
- Housing & Urban Development (HUD)
 - > Contract Auditing, Facility Inspections
- U.S. Fish & Wildlife
- U.S. Department of Treasury/Mint
- U.S. Department of Agriculture
- EPA Superfund
- 21st Century Parks
- Indiana Department of Transportation

- Louisville MSD
- Cincinnati MSD
- Paducah, KY
- Covington, KY
- Morehead, KY
- Southbank Partners
- Miami Conservancy District
- Nature Conservancy
- Ports of Indiana
- Ohio River Basin Alliance

- Cities with > 50K populations
 - > Louisville, KY
 - > Bowling Green, KY
 - > Owensboro, KY
 - > Indianapolis, IN
 - > Lafayette, IN
 - > Terre Haute, IN
 - > Anderson, IN
 - > Cincinnati, OH
 - > Evansville, IN

- Air Force - Scott AFB
- Air Force - Wright Patterson
- Army - Rock Island
- Army - Ft. Knox
- Army - Ft. Campbell
- Army - Detroit Arsenal
- Army - Jefferson Proving Ground
- Army - Bluegrass Depot
- Army - Joliet
- Army - Lima JSMC
- Army - Reserves
- DFAS Columbus
- Navy - Housing HQs
- Naval Support Activity Crane
- Marine Recruiting HQs
- Defense Logistics Agency

- VA - Indy
- VA - Cincy
- VA - CFM
- EPA (Regions IV & V)

- KY Association of Mitigation Managers (Aug?)
- Indiana Association of State Floodplain Managers (Sep?)
- Association of Indiana Counties (Sep 25-28)
- Indiana Association of Cities & Towns (Oct 4, 2016)
- KY County Judge Executive Association (Feb 8-10, 2017)
- KY Magistrates & Commissioners Association (Mar 30-Apr 1, Jun? 2017)
- KY Stormwater Association (Jul?)
- Indiana Association of Regional Councils (Nov 10, 2016)
- Ohio Floodplain Management Association (Aug? 2017)
- Illinois Association for Floodplain & Stormwater Management (March 8-9, 2017) MVR
- KY Rural Water Association (Aug 28-30, 2017)
- KY Governor's Local Issues Conference (Aug 2017)
- Indiana OCRA Conferences (Spring 2017)
- LRL Off-site 101s (training)
- AFCAC (COL Beck)
- DODEA Regions (Linda)
- KY Coal Association
- CORE Committee
- Corn & Soybean Associations
- Kentucky Association of Mayors (Nov? 2017)
- Kentuckians for Better Transportation (Nov? 2017)
- Ohio Stormwater Conference (May 10-12, 2017) LRB
- County Commissioners Association of Ohio - (Dec? 2017)
- KY League of Cities (Jan? 2018)
- Area Development Districts (Dec? 2017)
- Illinois AFSM Spring 2018



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SOUTHWESTERN DIVISION EXAMPLE



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TOOLS AND TECHNIQUES

- Strategic Engagement Tracking System
 - Southwestern Division
 - https://redicorps.usace.army.mil/SitePages/REDi_Corps.aspx

Pros:

- 30/60/90 day look at engagements
- Builds history file that can be shared
- Synchronizes regional engagement efforts
- Will eventually link to associated projects
- Portal access

Cons:

- Cultural shift from email/conversations



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POLL

Are you tracking your engagements?

If we are it's
news it me!

Here and there
but nothing
formal.

Everyone
is tracking
engagements
and all is dandy!



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