

# Building Partnership Capacity

## Partnerships in NRM PROSPECT Course



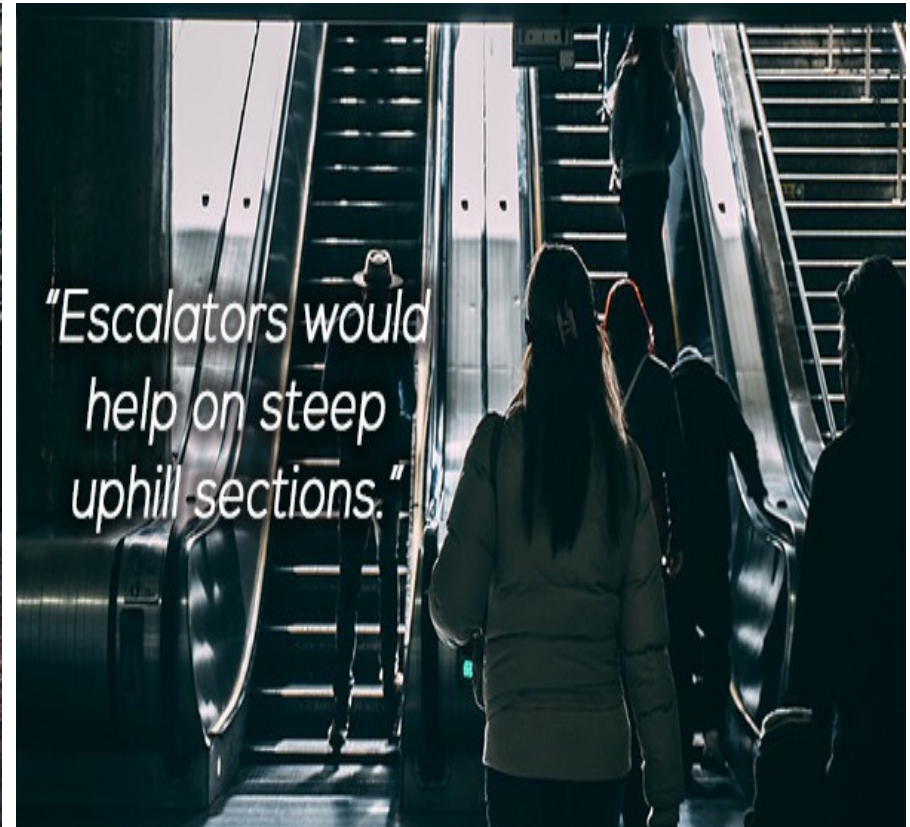
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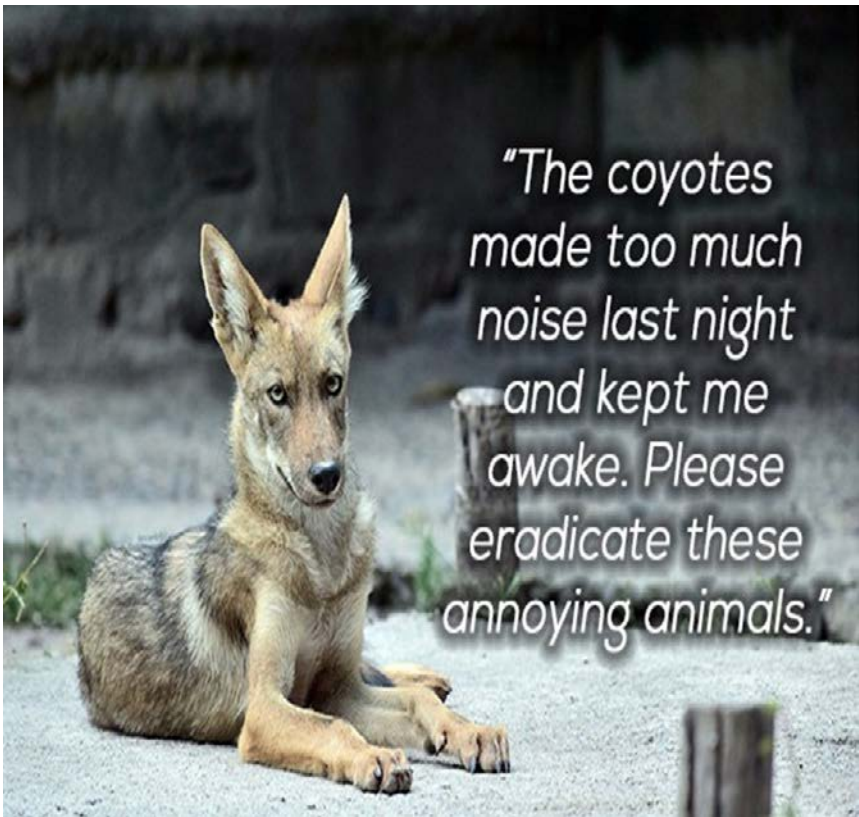
## LISTENING TO OUR PUBLIC...



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*"The coyotes made too much noise last night and kept me awake. Please eradicate these annoying animals."*



*"A small deer came into my camp and stole my bag of pickles. Is there a way I can get reimbursed? Please call."*



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*"Trails need to be wider so people can walk while holding hands."*



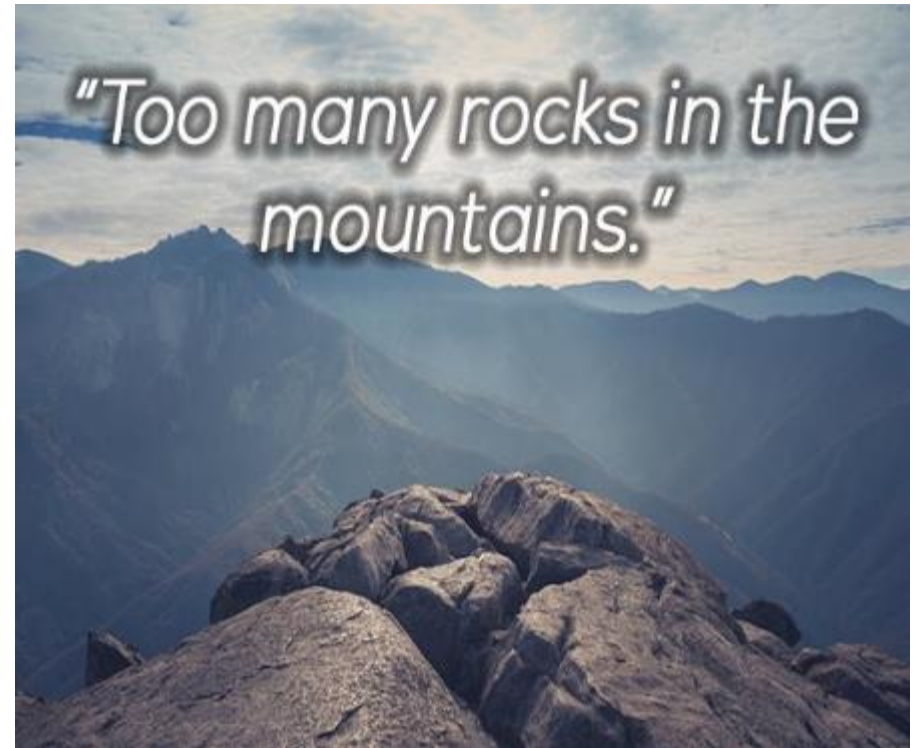
*"A McDonald's would be nice at the trail head."*



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*"Too many bugs and leeches and spiders and spider webs. Please spray the wilderness to rid the area of these pests."*



**Should we take these comments seriously?**

**It's important to know what our visitors and communities want.**



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# KEY THINGS TO KNOW TO BUILD PARTNERSHIP CAPACITY

## Audience

- The changing demographic makeup will also change the makeup of the outdoor participant. Partnerships will help the Corps make that transition.

## Generation

- Partnerships are a service business. The reason we partner is to provide a better service to our visitors or a better service to the natural resources.

## Population

- The community dynamic surrounding USACE projects is changing, Partnerships will be crucial to help stabilizing impacts of this change.



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# Internal Capacity Building

- ❖ The Corps' Culture
  1. By nature, we try to control everything... we need to loosen up!
  2. Embrace private/public partnerships
  
- ❖ Integrate into NRM Business Lines
  1. Build relationships internally with Office of Counsel, Real Estate, Resource Management, Planning, and Operations early in the process
  2. Strengthen interagency relationships
  3. Consistency between districts (sharing)
  
- ❖ Training
  1. NRM Gateway as an up-to-date resource
  2. Partnership webinars, Public Lands Alliance, PROSPECT 328
  3. Best practice sharing





# External Capacity Building

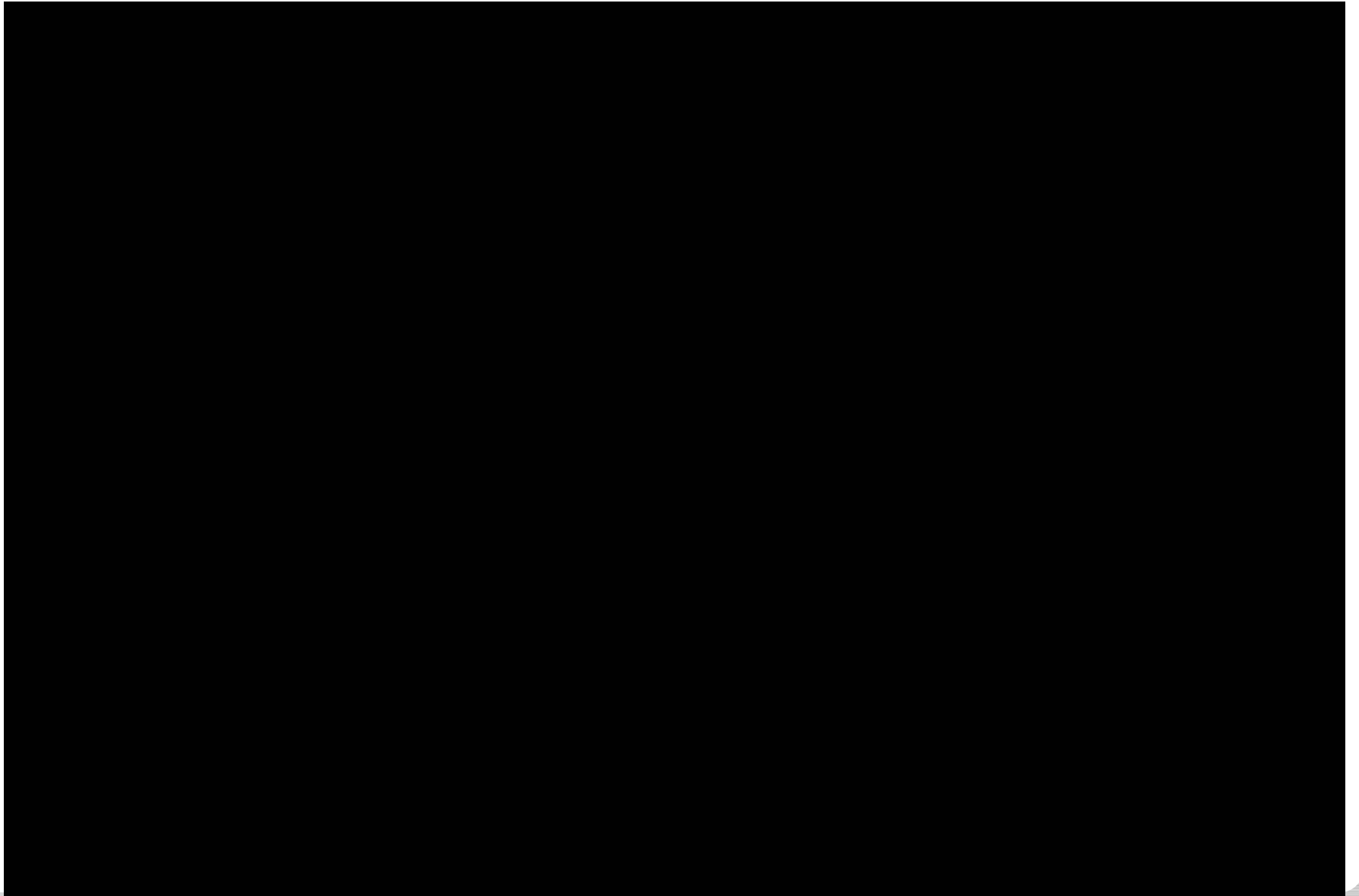
Finding partners and managing partners takes WORK!



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# External Capacity Building



# External Capacity Building – Why do Organizations and Individuals Give?

1. Because they are asked!
2. They are thanked.
3. They share values, goals, and mission.
4. They see the need and benefits working together.
5. They are involved.
6. Others are giving (time, \$, expertise, goods/services)
7. They trust the organization and the representative.
8. The project will be a model.
9. There is an urgency.



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# External Capacity Building

Where do I start??

Get Blank Piece of Paper –  
Let's Brainstorm!



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# Finding the Right Partner

Start by identifying gaps and managing expectations:

1. List 3 things that you (the Corps) bring to the table and 3 things your partners bring.
2. List 3 qualities that you are looking for in a partner.

	USACE	Partner # 1	Partner #2
Got It			
Qualities to look for			



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# Community Engagement

Who can be my partners?

Where do I look?



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# Community Engagement

- ❖ Local chamber of commerce or visitor bureau
- ❖ Volunteers
- ❖ People who use the parks
- ❖ Community civic organizations
- ❖ Current national partners – list on NRM Gateway
- ❖ Tradeshows, conventions...where people with similar interests gather
- ❖ Community leaders
- ❖ Non-profits or for-profits in the area
- ❖ Who I know or someone I know who might know someone (network). Invite 10 people to invite 10 friends/partners each



# Community Engagement Success Story

<https://www.facebook.com/SloanImplement/videos/10155230644959613/>

## Okaw Valley School District (2016 EIP Award winners)

- Partners/Sponsors:
  - FFA
  - Sloan/John Deere
  - Shelby County State Bank
  - Rural King, Inc
  - Farmweeknow.com
  - National Wild Turkey Fed.
  - Monsanto
  - Pheasants Forever
  - Van Horn, Inc.
  - Agri-Fab, Inc.
  - Barker Implement
  - Illinois DNR
  - Dupont Pioneer
  - International Paper
  - Lakeland College Engineering
  - Millikin University



## Donations

- Chrome books (computers)
- Trail cameras
- Farm equipment, tractors, sprayers
- Seed and herbicide
- Chain saws, trimmers
- Food
- Weather station



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# Exploring New Partners

- ❖ In the next 2 minutes, write down 4 partner relationships you would like to build.
- ❖ Take another 2 minutes to list at least one interest that the Corps shares with the potential partner.
- ❖ Compare with you neighbor and share your ideas.

Potential partner	Shared interest



# Making The Pitch

- ❖ What motivates the potential partner?
  - ❖ What is your main motivation for reaching out?
  - ❖ Why is this beneficial?
  - ❖ Are you speaking their language?
  - ❖ Are you fostering trust?
1. Identify one of the potential partners.
  2. Spend 5 minutes developing a pitch
  3. Share your pitch with the person next to you (1 minute)
  4. Get feedback (2 minutes)
  5. Then switch.



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# Questions to Ask

1. What do you need from your partner/what do they need from you?
2. What is your potential partner's sustainability?
3. What is their reputation or standing in the community?
4. What are your respective expectations about time commitment?
5. What happens if you can't work it out?
6. What questions does your potential partner have for you?



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# Developing and Sustaining

- ❖ Formal agreements
- ❖ Make it work attitude to get over hurdles
- ❖ Honor commitments – long term trust always wins in building partnerships
- ❖ Find wins – even if small and celebrate them
- ❖ Invite other partners if possible – it can help both parties
- ❖ Don't just talk when you need something
- ❖ Have fun!



# Final Word...

**“If you’re not at the table, you’re on the menu.”**

- Sally Jewel, Former U.S. Secretary of the Interior



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# Questions?



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