

BUILDING PARTNERSHIP CAPACITY



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US Army Corps
of Engineers®



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How Do I Start a New Partnership?

- There are no easy solutions or simple SOPs for starting a new partnership.
- Finding partners and managing partners takes WORK!
- You will face challenges, roadblocks, and hang-ups; you may start 10 conversations with potential partners before you find a good fit.
- Be persistent and don't give up because the reward is worth the struggle.





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Why I Love Working on Partnerships

- I like the challenge; I feel a bigger sense of accomplishment out of completing something difficult than if it was an easy lift.
- Meeting new people and developing new relationships, often times the people that you meet that are involved in building partnerships can be very interesting characters.
- The legacy it leaves and the connectedness it creates in our communities; people can develop a personal connection with our projects and resources and become advocates for public lands.
- Personal example- Working with Clean Jordan Lake. Efforts started as a small volunteer clean-up event, once we connected with the right community leader the partnership kept growing and growing. It has been awesome to see all the work that this organization has accomplished.



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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
 3. Does your supervisor/OPM embrace 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. Share and replicate ideas from other projects, districts, and divisions.

- Training
 1. NRM Gateway as an up-to-date resource
 2. Partnership webinars, Public Lands Alliance, Partners Outdoors, PROSPECT 328
 3. Best practice sharing



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General 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. Where can you be flexible with your needs to meet a potential partner in the middle?
6. What happens if you can't work it out?
7. What questions does your potential partner have for you?





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Community Engagement

- Local chamber of commerce or visitor bureau
- Local trade unions (carpenters, plumbers, steel workers, electricians, concrete, welders, etc.)
- Volunteers and people who use the parks
- Community civic organizations
- Current national partners – list on NRM Gateway
- Tradeshows, conventions...where people with similar interests gather
- Cooperative extension agencies
- Non-profits or for-profits in the area
- Businesses within 50-100 miles of your project
- Who I know or someone I know who might know someone (network). Invite 10 people to invite 10 friends/partners each





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Community Engagement Success Story

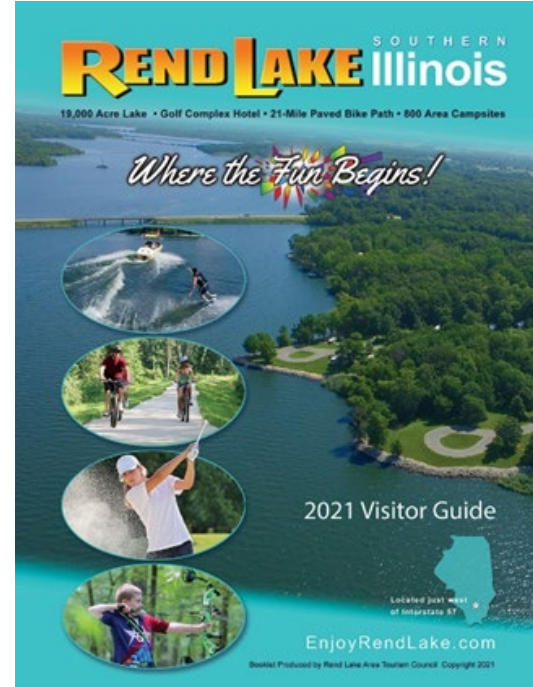


Rend Lake Area Tourism Council

- Formed in 2013 to promote the Rend Lake area
- Provides a benefit of over \$90K annually
- Create and manage the following advertising avenues
 - EnjoyRendLake.com & RendLake.com
 - Annual Rend Lake Visitor Guide & RLAs
 - Television commercials & billboards
 - Set up booths at local sport shows

Partnering With RLATC

- Contract for the National S3DA Tournament 2022-2025
- Brought 1200-1500 Participants to Rend Lake
- Participants came from over 30 states/countries
- Benefiting the local economy \$3-4m annually



2019 Rend Lake Area *Visitor Guide*

Reach potential visitors to the Rend Lake area. This 48-page booklet will be packed with information about Rend Lake area and the Franklin County area.

Distribution

- Illinois Tourist Information Centers
- The St. Louis Boat & Sports Show
- The St. Louis Golf Expo
- Corps of Engineers Visitor Center
- Southern Illinois Made Expo
- Hunting & Fishing Days
- The Chicago Boat & Sport Show
- Additional Midwest Shows
- The Visitor Guide will also be available for download on EnjoyRendLake.com.

Let visitors know about your business!

Be a part of this full color publication promoting area attractions and events!

Full Page	Half Page	Quarter Page	Eighth Page
\$875	\$495	\$295	\$145

NOTE: All Ads in Full Color / Deadline for ad reservations November 5, 2017
Ad copy deadline is November 12, 2017

for information contact the Brittany Gresham at (618) 924-1972

This publication is a promotional project of Rend Lake Area Tourism Council.





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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



Developing and Sustaining

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





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When Partnerships Don't Work Out

- ❖ Watch out for red flags
 - ❖ Relationships become strained
 - ❖ Partners lose or shift interest
- ❖ Some roadblocks cannot be overcome
- ❖ The Office of NO- leadership may decide the partnership isn't in the project's best interest, or OC may determine its not legal

Strategies

- ❖ Change of personnel if relationships are breaking down
- ❖ Change the scope- scale back
- ❖ Is there another way to go about accomplishing your goals?
- ❖ Reach out to your PAC to troubleshoot
- ❖ Stay positive and stick with it, or move onto another partnership avenue.





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Capacity Building Exercise

- Break into **12 teams** of 2 students per team
- 6 teams will be USACE projects and 6 teams will be partner organizations
- Read over your scenario card and become familiar with your organization
- To begin, each USACE project will match up with a partner organization, spread out in a large circle around the room.
- Teams will have **5 minutes** to develop a partnership that meets their respective needs. Avoid reading your scenario card out loud, instead use your card and your imagination to inform your conversation.
- Make some notes during each round on what type of partnership ideas you discussed, bonus points if you identify which partnership agreement type would work best.
- After 5 minutes, USACE projects will stay put and the partner organizations will rotate to begin the next round.
- The 5 minute rotation will come quickly, so be prepared to think on your feet and keep things moving
- After every USACE project has matched with every partner org we will recap with the whole class. Please share any unique or outstanding partnership ideas you came up with.