



Tools, Technology and Techniques
for a Successful Extension Natural Resources Career

Negotiating External Partnerships



Leslie Boby
Southern Regional
Extension Forestry

Partnerships

1. Why partnerships, and how do they matter?
2. Types of partnerships
3. Networks & getting started
4. Trust
5. Extension's role in partnerships
6. Best practices
7. Navigating challenges
8. Getting credit
9. Relating it to promotion and tenure



A partnership discussion

<https://www.youtube.com/watch?v=ZobvciKLTee>

Dr. Robert Bardon,

North Carolina State University

Dr. William Hubbard,

Southern Regional Extension Forestry



Why partnerships? How do they matter?

**Capacity and
Resources**



Time



Expertise



Why should you pursue partnerships?

Tap into other networks

Diversity in tackling an issue

Working together is more than the sum of its parts



Why St

REQUIRED



Networks and Getting Started in Partnerships

<https://youtu.be/wMJWuA3M0aY>

Dr. Robert Bardon

North Carolina State University

Dr. William Hubbard

Southern Regional Extension Forestry

Dr. James Henderson

Mississippi State University

Dr. Shaun Tanger

Louisiana State University

Dr. Tamara Walkingstick

University of Arkansas



Types of Partnerships

Traditional

Focused on specific goal until the goal is achieved


Strategic

Work towards achieving a shared vision and continuing if new goals are identified



Types of Partnerships

- ❑ Programmatic
- ❑ One-day event
- ❑ Researcher-Extension
- ❑ Funding
- ❑ Advisory Committee
- ❑ Specialist-Agent



Throughfall exclusion structures under construction at PINEMAP Tier III site in Buckingham County, Virginia. Photo courtesy of Andy Lavinier.

RESEARCH EXTENSION EDUCATION

Learn and Burn Live- Fire Event

Increasing Prescribed Fire Capacity Through Mentoring

Increase your exposure and gain confidence in conducting prescribed fire operations in woodlands in this no-cost educational program.

TRAINING DETAILS:
Ten simultaneous prescribed burns will be conducted on the first available burn window between Feb. 12-16, 2018. Participants will attend the full day training. This training is organized by the Alabama Prescribed Fire Council in collaboration with other public and private organizations listed below. There are no costs for this program.

WHAT YOU WILL LEARN:
Attendees will experience this day-long, "start-to-finish" prescribed burn. Each participant will be assigned to a 10-person crew that will be managed by an experienced Alabama Certified prescribed burn manager. Participants will have access all day to observe, ask questions and EXPERIENCE igniting and holding a burn between 200-560 acres in a variety of fuel types, forest types and stand conditions.

LODGING:
Lodging can be found in Opelika, Eufala, Phenix City or Union Springs, AL.

REQUIREMENTS/WHO SHOULD APPLY:
Participants will be required to participate for the entire day and to sign a hold-harmless liability disclosure/waiver on the day of the event. Participants must expect to be active all day walking, wearing proper attire and using/carrying tools. Preference to those applicants who have completed a certified prescribed burner course.


DATE:
ONE DAY OF BURNING*
between
Feb. 12- 16, 2018

*Depending on weather conditions, participants will be given 2 days advance notice before the program is held.
7:30 am-3:30 pm (CST)
Lunch Provided

LOCATION:
Sehoy and Easter Plantations
Bullock County, Hurtsboro, AL

APPLY
BY JAN. 28, 2018
online application:
<http://www.alaforestry.org/>
Participants notified by
January 30, 2018

QUESTIONS?
email: rxburning@aol.com



There are different types of partners!

<https://youtu.be/isqwO1snl6g>

Billy Thomas

Extension Forester, University of Kentucky

Jennifer Fawcett

Extension Associate, North Carolina State University

Sharon Gamble Fox

Interim County Extension Director, University of Florida



Typical Partners in forestry and natural resources

- ✓ **State agencies**

- ✓ Forestry, or natural resource departments

- ✓ **Federal agencies**

- ✓ USFS, NIFA, NRCS, Department of Defense

- ✓ **NGO's**

- ✓ Land trusts, the Nature Conservancy, conservation organizations

- ✓ **Forestry associations**

- ✓ State forestry landowner associations, tree farmers, forestry landowner associations & more

- ✓ **Natural resource associations**

- ✓ Pheasants forever, quality deer management, water resources, hyperlocal associations



Trust and follow through are important in Partnerships

<https://youtu.be/IQ2Pc9UM2Cc>

Billy Thomas,

Extension Forester, University of Kentucky



Trust



What does Extension bring to a partnership?

Outreach and education Skills

Facilitation skills

Expertise

Flexibility

Credibility

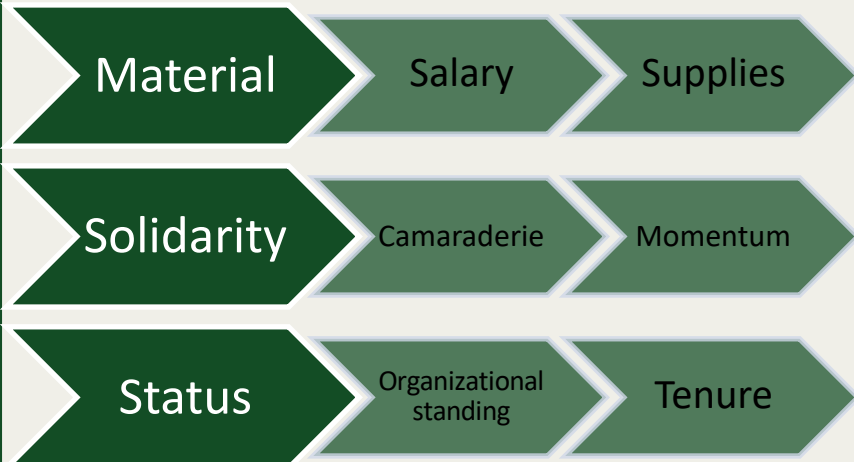
Networks



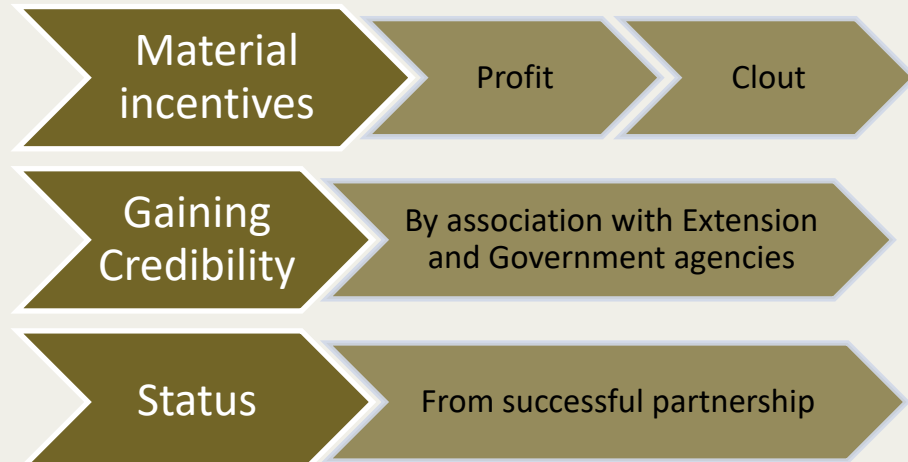
Incentives to Create and Maintain Partnerships

“Partnerships work best when areas of concern, goals and objectives overlap. Yet overlapping goals do not guarantee successful outcomes; rather, aligning incentives is necessary to invest” - Pritchett, et al. 2012

For Extension



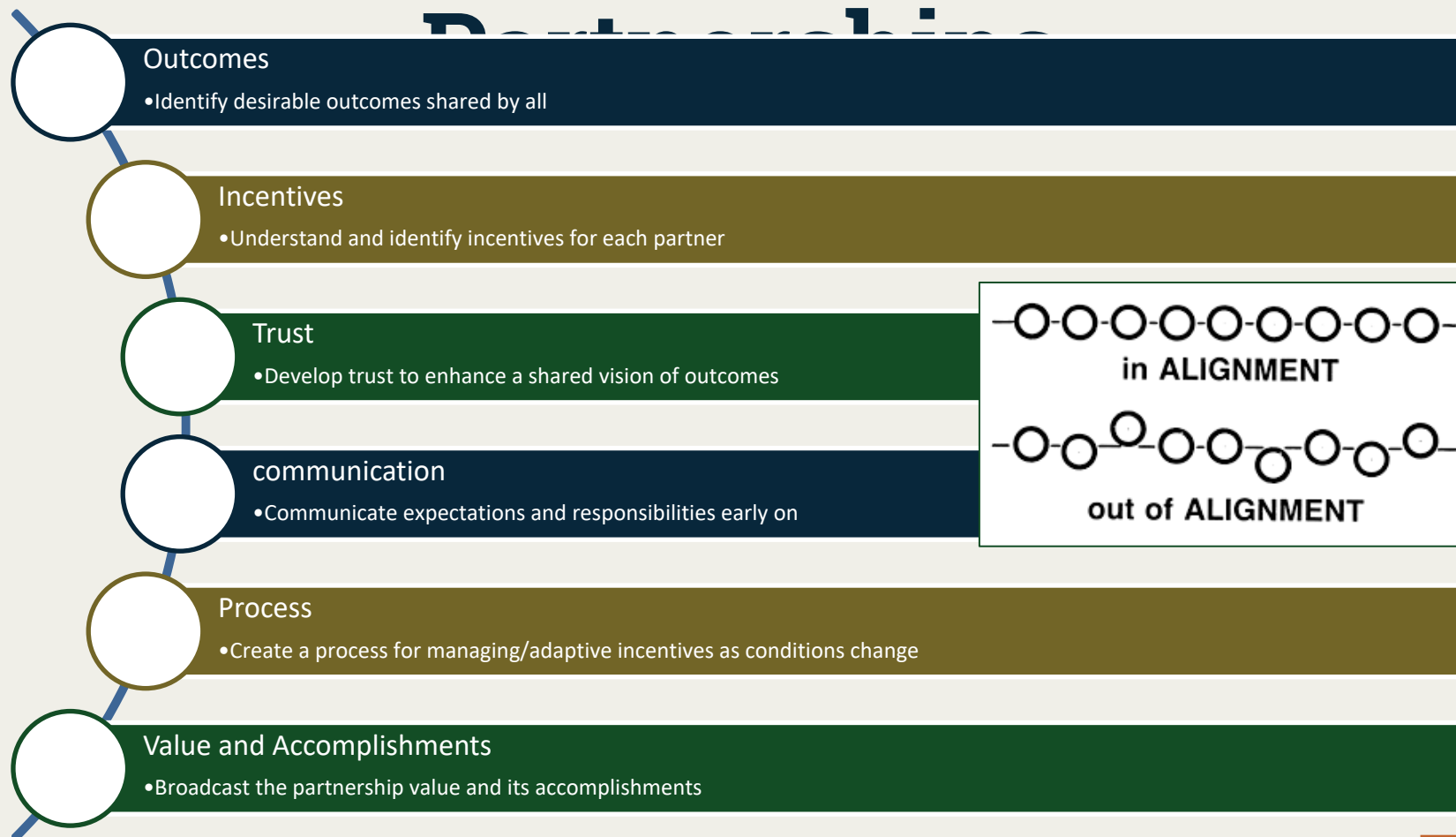
For Private entities



Keys to successful Programming: Incentives for multi-institutional partnerships
Pritchett, et. al 2012, Journal of Extension



Aligning Incentives for Multi-institutional



Keys to successful Programming: Incentives for multi-institutional partnerships
Pritchett, et. al 2012, Journal of Extension



Defining your roles in a partnership

<https://youtu.be/uBZP9v3yYLY>

Terry Gibb

Extension Educator, Michigan State University



Good partnerships



A framework for integrating and managing expectations of multiple stakeholder groups in a collaborative partnership, Diaz, et. al 2014, Journal of Extension



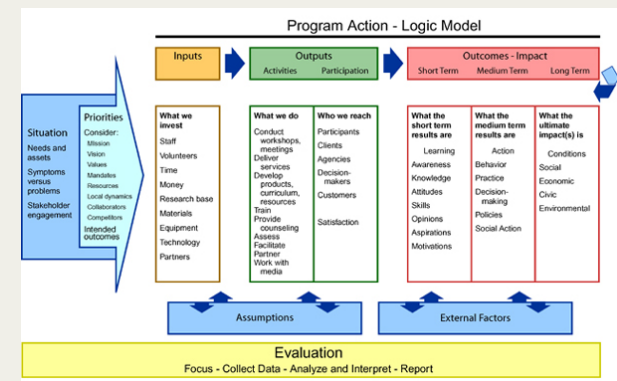
Partnership framework

- What are the elements of your program or partnership?
- Who are the stakeholder groups who need to be involved?
- Who are all of your stakeholders?
- What are the expectations of your stakeholders?
- What are the components of your overall logic model?

Periodic Table of Elements

For elements with no stable isotopes, the mass number of the isotope with the longest half-life is in parentheses.

Download the periodic table: <http://www.ck12.org/periodic-table/periodic-table-1>



A framework for integrating and managing expectations of multiple stakeholder groups in a collaborative partnership, Diaz, et. al 2014, Journal of Extension

Define your partnership

How will you work together?

Who owns the products?

Who does the project
coordination/reporting?

How will partners contribute?

- Funding, resources and personnel

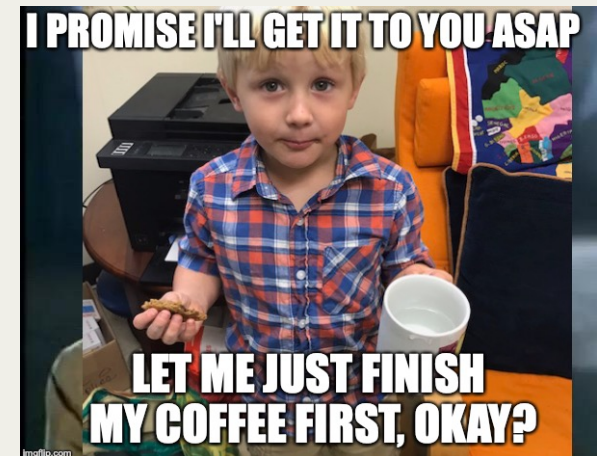
How are decisions made?

- Responsibilities
- Opportunities
- Strategies



Working Together

1. Use of buildings and equipment
2. Project Planning
3. Publications and websites
4. Hiring staff
5. Quality control and assurance
6. Resolving problems
7. Work/Organization culture



Ground Rules in a Partnership

<https://youtu.be/5oq1gXZwQMY>

Dr. Randy Rousseau,
Extension/Research Professor,
Mississippi State University



Partnerships Evolve and End

- Not everybody is a good partner
- Sometimes interests change over time



Partnerships Evolve Over Time
Bender and Bull, 2007, Journal of Extension



Partnerships can have a Lifespan of their own and Institutional Knowledge is Important

<https://youtu.be/jqthqMoU0Hg>

Susie Kocher,

Forestry/Natural Resources Advisor
University of California Extension



Challenges for partnerships

- Expect delays!
- Maintaining key stakeholder engagement
 - High workloads
 - Time limitations
- Schedule compatibility for meeting
- Bring the program to existing social networks where stakeholders will already be
- Competition within the partnership
- Mission creep



Monday	Tuesday	Wednesday	Thursday	Friday
2 Busy	3 Busy	4 Busy	5 Busy	6 Busy
9 Busy	10 Busy	11 Busy	12 Busy	13 Busy
16 Busy	17 Busy	18 Busy	19 Busy	20 Busy
23 Busy	24 Busy	25 Busy	26 Busy	27 Busy
30 Busy	31 Busy			

A framework for integrating and managing expectations of multiple stakeholder groups in a collaborative partnership, Diaz, et. al 2014, Journal of Extension



Partnering with Private Industry

CHALLENGES

- Need to protect Extension's reputation of objectivity
- Watch for perceived bias
- Potential for conflicts of interest

Figure 1.

Principles of the Ground Rules for Working Together Agreement



SOLUTIONS

- Consistent policies
- Good communication
- Supervision of the partnership



Extension leadership

<https://youtu.be/r2AvMqigh4g>

Dr. Tamara Walkingstick

Associate Director, Forest Resources
University of Arkansas



Getting Credit

- For Extension
- For yourself

Nicholson: Extension is county's 'best kept secret'

Randy Moomaw, rmoomaw@mtcngroup.com Published 1:57 p.m. CT Feb. 26, 2015

NEWS > SPOKANE

WSU's 'best-kept secret'

University Extension program, now celebrating its first 100 years, offers classes on urban goats, forestry, gardening and much more

Tue., May 6, 2014



Bobbie Curd/bobbie.curd@amnews.com Alethea Price stands at the entrance to her office inside the Boyle County Extension Service's building.

RECENT POSTS

Lawmaker's bad joke ignores potential of medical marijuana

Register so you can vote in 2019 primary

Kentucky needs stronger funding for roads

Burgin students get books from sponsors

Danville choir will show off their skills at Christmas concert

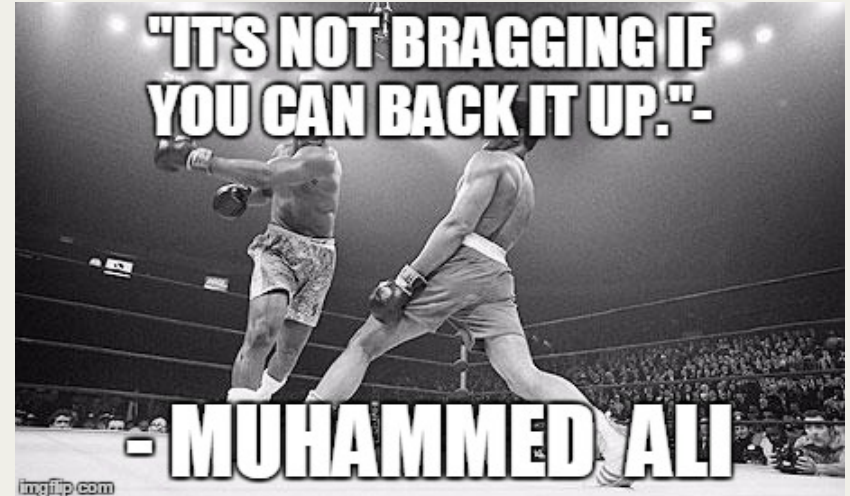
'The best kept secret' Extension agent spreads word about free programs community should take advantage of



By Bobbie Curd
Email the author

Published 6:08 am Wednesday, September 12, 2018

I'VE GOT A HUNCH
PIZZA'S



Partnerships and Promotion and Tenure

- ☐ Will this partnership benefit your work?
- ☐ Does this partnership align with your personal work goals?
- ☐ Have you conferred with your advisory board or your mentor?
- ☐ Is there some scholarship that you do within this partnership?



Picture found at this site:
<https://academiccoachingandwriting.org/academic-coaching/tenure-trek>



Sucessful Partnerships

- Have partners committed to the bigger picture
- Strong communication
- Promotion of partnership outcomes
- Stakeholder involvement
- Integration of the partnership work into the overall organization
- Have strong learning involved:
- Challenges exist- but educating themselves and being persistent will overcome these challenges



Questions

Last session- please fill out a *final course* evaluation which will be sent later this week!

