

TAB 10

MARKETING ~ OUTREACH ~ EDUCATION

- Marketing
 - Website Development
 - ND ECO-ED
 - ND Envirothon
 - TREES Program
 - Office Sponsored Tours
- Keep ND Clean Poster Contest
 - Scholarship Program
- Soil Stewardship Material
 - Women's Ag Night
 - Newsletter
- Soil Conservation District Assistance Program
 - Reference Material for Activities



OUTREACH

MARKETING, OUTREACH, EDUCATION

MARKETING - *involves asking customers what they need and providing products or services which meet those needs.*

Marketing will help us:

- Meet customer needs
- Strengthen the capacity of the conservation district and SCD partnership at a local level
- Expand our conservation partnerships to be more effective in forming our alliances
- Anticipate and address conservation issues at the local, state, and national level
- Deliver the right service to the right customer
- Increase public support

Marketing is a team effort.....

This section will help you understand and use the marketing process, develop or improve marketing skills and techniques, and develop marketing plans for promoting our conservation programs.

STEP 1 – Determining your critical issues is the first step in effective MARKETING

A conservation issue is any topic related to the conservation of natural resources that can affect land users or other customers of the partnership. Examples could include water quality, soil health, or wildlife.

Possible Responses could include: Educating interest groups concerned about water quality issues, bringing together various partnerships to demonstrate the success of voluntary conservation programs, and to focus public attention on developing a management plan through managing natural resources rather than eliminating the use of natural resources.

Select the most important issue first and develop a marketing plan focused on it. **PRIORITIZE**

STEP 2- Develop alliances and determine YOUR ROLE

Identify other organizations that might also be involved with your critical issues and willing to contribute resources. This will help you define your role.

Get input from as many groups. The more ideas generated the better the chance for success, so include as many groups as reasonable and productive in an alliance. Talk with the community option leaders, special interest groups, and a media outlet that shares your same goal. ***Share the critical issue and watch what their reaction will be.***

Build relationships – in order to work effectively with the groups in your alliance, you must be able to see the issue from their vantage point and to describe benefits from their perspective. When possible work with groups on their issues and support their projects.

It's important to know how the critical issues affect a potential alliance member in order to determine if they should be involved with you on an issue. Every member should have a stake in the outcome.

Share Resources- New partners can promote your common goals and also allow you to pool resources, which benefits everyone involved. Resources can range from meeting space, helping with media contribution, and financial funding.

Determining your ROLE in the alliance –After identifying your alliance members it is important to determine your role in the effort to deal with your issues. Maybe consider writing a role statement on what you are willing to contribute. This will help determine each ones purpose, defines who you are and what you will bring to the table. A role statement should be realistic, specific, short and to the point, use everyday language, portray a positive character of your organization and use lots of action words. Keep the role statement visible and consistently refer to the message you are promoting.

STEP 3- Define your CUSTOMERS

After identifying the critical issues, finding partners and determining your role in the expanded partnership, now is the time you focus on the customers who will use the services you will provide. A customer is any individual or group that can benefit from the services your partnership has to offer. Sometimes you may have to lump customers into categories—farmers, ranchers, environmental groups, urban, and contractors. Each customer has different needs. Talking with each is important. Remember that marketing encourages us to talk with others outside the partnership.

STEP 4- Identify customer NEEDS

This step will allow customers to tell you about their needs concerning their issues. Customers will provide information that will allow you to test your response to the issue, if you have the right members in the alliance, if your role statement is on target, and what service you need to provide.

Good service means meeting customer needs. For each issue you wish to address you need to ask customers:

- What do they need to deal with the issue?
- Do we have a service that addresses their need?
- If we do have this service, why aren't they using it as we want them to?
- How can we make this service more accessible and convenient to them?
- How can we make them more aware of this service?

INFORMATION GATHERING NEEDS

Personal Interviews – One on one interviews needs to be conducted. A loose series of questions are asked and listening skills are used.

Focus Groups- Assemble seven to nine people in small groups. Preset lists of questions are asked.

Survey - Question a sample of people in order to generalize responses to a larger population.

Personal Observations – You can continually make observations. If you attempt to be unbiased during these observations, they can be a valid method of gathering information.

Direct Mail – A customer data base to pinpoint a targeted group. Enables you to ask for a particular actions from the person, establish a dialogue by asking for responses, and offer satisfaction of previously stated need.

Printed Materials – Publications, library documents, census data, journals, magazines, and newspapers can provide valuable information about your local area

Advisory Committee – Composed of three to six individuals who are knowledgeable members of the community. These committee members are likely to have a sense of community needs, attitudes, resources, and desired services.

Key Informants – Interview community members individually who have exceptional knowledge of community needs, attitudes, and resources. These interviews are not conducted with a formal list of questions.

STEP 5 – Set a strategy and action GOALS

After gathering and analyzing information about customer needs for your issue your next step is to identify a marketing strategy and set GOALS.

- Develop a marketing strategy – this approach you will use to satisfy customer needs.
- Set action GOALS – these goals are what you want to achieve and how you will define success in your marketing program. The goal is expressed in explicit, detailed terms, not general ones. The goal must be measured to determine your success of your marketing efforts.

Physical – measures refers to acres of land improved. Something you can prove.

Psychological – can be measured in customer satisfaction

Awareness – is measured by the increased awareness among people in the targeted group

Participation – is measured by the participation in a partnership project

Adoption – is a measured by how many people adapt a practice or concept

Setting action **GOALS** –

1. Setting your districts goals high – think about the best possible results or the ideal success to your issues. This is your initial goal.
2. Consider outside factors – when setting goals you have to consider outside factors that can be both good and bad – these factors can affect your ability to reach your goals and these factors will decide how you will adjust. Examples could be economy, employee turnover, trends, or environmental.
3. Consider your own resources – take a look at your budget, staff, and partner resources. Do any of these resources limit the best possible goal your district has identified?
4. Formulate a realistic goal – after your district has considered the outside factors and your limitations that might affect your ability to reach the initial goal, adjust for these and come up with a realistic goal. Remember to include time frame for when your district wants to accomplish their goals.

STEP 6 – Develop and activate the MARKETING plan

In this step you will develop your action oriented marketing plan taking into all account of the information you have gathered from partners and customers. A marketing plan is known as a blueprint. This will identify appropriate marketing actions you and your partners will take based on the needs of your customers, partnership resources, your broad marketing strategy and action goals.

STEP 7 – Evaluate your MARKETING effort

After your district has begun using their marketing plan to accomplish their goals you will need to step back and evaluate what changes might be needed to make your marketing plan more successful. As with any new activity, you will learn from experience but yearly evaluations of your marketing efforts should be reviewed and a few simple questions should be asked.

- Did you meet your action goals?
- What worked well?
- What didn't work?
- What would you do differently next time?
- What would you repeat?
- Were your customers satisfied and their needs met effectively?

You should evaluate your marketing efforts during this process which will allow you to adjust anything immediately and after this will measure how well you have achieved your goal after the marketing effort. With working with these set steps your district should be able to clearly define their marketing potential.

WEBSITE DEVELOPMENT

A website for your District will be a great tool for getting your message out to your producers of who you are and who you serve. It is another avenue of getting your conservation resources out to the public. Below is a brief description on how to get your website started and up and running.

1. You will need a web hosting service, domain name, and software to design your web.
 - a. Khimaira Web Solutions provides hosting service and support for NACD clients. Their website is <http://GreenEarthHost.com>. Your domain name is something similar to this: (your district)countyscd.org. You will have a onetime setup fee and also an annual fee.
 - b. The NACD will receive 8% of proceeds when new customers sign up with the Green Earth Host
 - c. Some software that can be used to design and publish your website are: (**Note:** *these are just some examples so don't limited yourself to them, do some research which ones will work best for you! Most software products have prebuilt templates for you to insert your information in.*)
 - i. Microsoft Publisher
 - ii. FrontPage
 - iii. Dreamweaver
2. Write an abstract to define your website
 - a. Gather information such as:
 - i. Who is your audience
 - ii. Will your site need to be changed regularly, if so who will do it?
 - iii. Review information which may be used on your site's directories such as newsletters, reports, contractors lists, district equipment and services, and special projects
3. Write simple state of function.
 - a. What will your site provide?
 - i. Ex: Provide clientele with basis information about our district, what we do and the services we can provide
4. Create a Home Page
 - a. Create a list of things that must be conveyed on the home page. Include the following criteria:
 - i. Exactly identify the name of your District
 - ii. Describe the function of the site in a short passage so viewers don't waste time looking for things that are not available

- iii. Clearly display the contents of the site
 - iv. Establish the relationship between level-one topics and subordinate subjects including navigation. Avoid the temptation to put everything in your site on this page. Keep the organization simple and clear.
 - v. Provide contact information
- b. List graphic elements that are available such as logos and photographs of your county but don't overdo the graphics
 - c. Create several quick sketches of how the home page should look and keep it simple. In these sketches, you should fill in your navigation toolbar from your subordinate subjects. *(Subordinate Subjects will be the pages that you will put your more detailed information on such as a page of district services, Office staff & District Supervisors, etc.)*
5. Create your additional pages from your sketches and from your level-one topics and subordinate subjects. Some examples are:
- Home
 - About Us
 - Employee & Supervisor List
 - Contact us
 - Service List
 - Product List
 - Order Form
 - Newsletter
 - Producer Resources
 - Photo Gallery
 - NRCS Programs
 - Education/Grants
 - Related Links
6. Your next step would be publishing your website to the World Wide Web! You will be given a username and password when you sign up for your domain and web services. You will need this information to publish your website. Each software program has different instructions for doing this.

NORTH DAKOTA ECO-ED (Ecology-Education) CAMPS

This project was originally written by a group of ND educators and environmental professionals to establish a uniform, outdoor, youth education program addressing NPS pollution and water quality issues.

When the program was written, it was intended that NDSSCC would be the lead sponsor – with Barnes Co. Eco-Ed Camps being the pilot project. In the mid '90s, however, there was a major change in the NDSSCC funding structure that made it impossible for NDSSCC to act as a lead sponsor for Eco-Ed. Barnes Co. SCD then agreed to take over lead sponsorship.

The program is geared for 6th-8th grade students, teachers, and chaperones/parents from all schools in North Dakota. It is funded by an EPA Section 319 Information and Education Grant which is managed by the ND Health Department. Barnes County SCD, as lead sponsor is responsible for all reports and funds distributions.

All North Dakota SCDs are eligible to use the Eco-Ed project to fund their “conservation tours”. The only requirement is that their facilitators cover all information in the Eco-Ed handbook. Smaller districts have tours every other year and involve 2 grades at once. Other districts partner with neighboring districts to involve more students.

- The 5 subjects that are required are: Water quality, wetlands, woodlands, prairies/grasslands, and soils. Facilitators should be reminded to involve students with hands-on activities.
- The sessions must be at least 30 minutes long. Students are divided into small groups and rotated through the 5 sessions.
- Any other subject can be added at the discretion of the sponsoring district. Two-day camps (overnights) are recommended but not mandatory.
- All expenses connected with the Eco-Ed program are covered by the grant. (Site fees, facilitators, mileage, meals, special programs, SCD staff time, etc.)
- Classroom teachers and parent/chaperones are asked to attend the sessions along with students. This generates in-kind dollars to match expenses.
- Facilitators are provided by NRCS, ND Forest Service, US Fish and Wildlife, ND Health Dept., local water boards, local wildlife clubs, etc. (No in-kind dollars are generated by Federal employees.)
- Forms for reimbursement are supplied and should be sent to Barnes Co. SCD where they are reviewed and submitted to the ND Health Dept. for reimbursement. (**Tab 10 Templates**)
- For further information, call Karen Olstad, Barnes Co. SCD, at 701-845-3114, Ext. 101, or visit website at www.barnes.nd.nacdnet.org

NORTH DAKOTA Envirothon (Ecosystem-Education) **Water, Soil, Wildlife, Forestry, Current Environmental Issue**

The Envirothon originated in 1979 by three counties in Pennsylvania. (then called Envirolympic). In 1988 the program became known as the National Envirothon. Today it is called the Canon Envirothon.

In 1998, Barnes County Soil Conservation District set out to offer the Envirothon program to students from public and private schools, as well as home schooled students in North Dakota. In 2000, North Dakota held its first State Envirothon Competition with four teams participating. In 2010 the program has Eighty nine teams vying for the opportunity to represent North Dakota at the Canon Envirothon.

The Envirothon is funded by an EPA Section 319 Information and Education Grant which is managed by the ND Health Department with additional financial and in-kind donations from local, state, and federal agencies, as well as private and corporate businesses. The lead sponsor is Sheyenne James Resource Conservation and Development Council, with the Coalition for Conservation and Environmental Education (C²E²) acting as coordinating sponsor.

The Envirothon is a two and one half day, (second weekend in May) competitive problem-solving natural resource competition for high school students. The program helps students understand and appreciate their role as stewards of North Dakota's natural resources and environment.

- Schools/ Advisor/Teachers are provided five Science Based Educational Binders(water, soil, wildlife, forestry and current environmental issue) to assist them in preparing teams for the State Envirothon Competition.
- Teams consist of five students, one or two alternates, advisor or team leader. Alternates are grouped together to make up teams allowing them to experience the testing trails and orals.
- Teams visit stops along four testing trails facing challenges through hand-on experience. An oral presentation is prepared by each team on Friday afternoon.
- All expenses connected with the State Envirothon Competition are covered by the grant and financial donations, except for the \$50.00 team registration fee and travel and food to get to the competition.
- Sponsorship of an Envirothon Team begins with a local Soil Conservation District or an agency affiliated with conservation.
- Volunteers are provided by NRCS, ND Forest Service, US Fish and Wildlife, ND Health Dept., local water boards, local wildlife clubs, etc. (No in-kind dollars are generated by Federal employees.)
- A State Envirothon Committee (SEC) consisting of natural resource professional manages the State Envirothon Program.
- For further information, call Diane Olson, Envirothon Coordinator at 701-845-1674, or email dianeolson@hughes.net



THE REGIONAL ENVIRONMENTAL EDUCATION SERIES (TREES)

The "TREES" program consists of six separate programs designed to emphasize the need to protect and conserve our natural resources. They are presented lyceum style or in classroom setting.

The presentations are provided at no or minimal cost to schools. They are sponsored by a local Soil Conservation District and grants from the Environmental Protection Agency, the North Dakota Natural Resource Trust, and North Dakota NPS Pollution Task Force.

The programs fill up fast each year, so call early.

Booking Information

Contact: www.samtingonline.com

Jill Vigesaa, Coordinator
Foster County TREES Program

Phone: 701.799.5488

Email: jill.vigesaa@ideaone.net

Tom Gibson, Presenter

Phone: 701.228.5271

Cell: 701.228.4806

Email: tgibson@utma.com

OFFICE SPONSORED TOURS

It is suggested that the Conservation District in conjunction with the USDA-Natural Resources Conservation Service host conservation tours each year. Usually during the winter months, office staff should sit down together and think of tour needs for your county. Some ideas are to sponsor tours that address resource concerns that are mentioned in your Long Range Plan and also you may want to tour some project sites within your conservation district. The purpose of these tours is to educate the public about agriculture and conservation within your county.

When advertising your tour you should use your media contacts such as newspaper, fliers, radio, and newsletter. You also can send an invite to all your producers in the county using your bulk mail permit.

When sponsoring a tour, these are things that you should consider:

- Transportation to the different sites (ex. Bus or self driving)
- Meal (opt. depending on the time of day tour is held)
- Adequate Bathrooms
- Packet material such as maps, list of sponsors, program information, district brochure listing services provided, office directory
- Schedule speakers within and outside of your agency and also your producers
- Have a sign in sheet for your tour for follow-up contacts

KEEP ND CLEAN POSTER CONTEST

In 1968 Keep North Dakota Clean (KNDC) Inc. was formed to ensure a continuous statewide program of education for beautification of the state and the proper disposal of litter.

KNDC believes education is the key to any successful program. When people are informed, they are more apt to think before they throw. And to be truly effective, the education process needs to begin early. That is why KNDC holds an annual statewide poster contest.

The contest is for students in grades 1–8 and special needs. Participants create artwork that reflects his or her knowledge about the responsibility we all have to keep our state and water clean, reduce waste, recycle, plant trees, prevent wildfires, create wildlife habitat, and use all our natural resources wisely. First place artwork will be turned into billboards! The KNDC contest is sponsored by a variety of partnering agencies and organizations who believe, collectively, we can make a positive impact through every day choices and actions.

All state winners, their immediate family, and teacher will be invited to an awards ceremony during Earth Day week, at the Memorial Hall in Washburn, North Dakota. After the ceremony, a luncheon will be served and everyone will get free admission to the North Dakota Lewis and Clark Interpretive Center and Fort Mandan.

First Place Winners receive a cash award of \$100, a certificate, gold medallion, and have their artwork made into a billboard by Newman Outdoor Advertising, and placed along a major transportation route near their hometown. Second and Third Place Winners: Receive a cash award of \$50, a certificate, and a silver or bronze medallion.

Your local Soil Conservation District will receive your county's winning posters in the spring. Go through the packet you receive and make a list of the 1st, 2nd, and 3rd place winners for your office reference. You may want to use the posters on a display board in your office for a short time to

display your winners. When you are ready to return the posters to the winning students, below is a list of some things you can give to the students to show our appreciation for their winning work! The Lincoln Oakes Nursery will deduct a small dollar amount from your tree bill to compensate for the seedlings that are handed out to the students.

Items that can be given to the winners:

- Certificate with their name on it and have your Chairman sign it
- A seedling tree that is properly labeled. Make sure you wrap the wet roots in shingle tow and double bag them so it will not leak on its way home from school!
- A brochure from your district on how to plant a tree.

SCHOLARSHIP PROGRAM

Some districts have a student scholarship program established in their District. The District will provide a scholarship(s) for students living in their county. When determining how many scholarships that you want to offer, review your budget with your Supervisors and determine what your district can afford. Some examples are 2 or 4 \$500 scholarships. The contest is usually in essay form and will be written based on the given criteria that is determined by the district. Some examples are water quality or soil health topics. You can have a list of several different topic titles for your scholarship and rotate them. An example would be to have six topics and then rotate them for six years and then start over. During your planning stages, determine a deadline and try to keep it the same time period every year because then your school will expect it. Also you will want to develop judging criteria for when it comes time to judging the scholarships.

In January you can send each school in your district a packet with your scholarship information. In this packet include a letter to your school or guidance counselor briefly explaining your program, fliers to advertise your scholarship program, entry forms, rules with topic listed on the top and deadline, and who to contact for further questions. Also advertise your program in your local papers, website, newsletter, and through fliers.

As you receive your scholarship entries, date stamp them and number them. When you have reached your deadline, review all of your entries and make a copy of each entry and white out their names but not the number you assigned them. Then give them to your judges and have them judge them based on the criteria you have set up.

Once you have determined your winner, contact them in a letter. In this letter ask them for a picture to use for the paper and newsletter and any other information that you may need from them such as an acceptance letter from the college they are attending. You will need to keep this information with your winning scholarships. You will need to provide a certificate for your winner to be presented to them at their awards or graduation ceremony. It is suggested that you pay the scholarship in the fall right before they start college. The check should be written out to the **college and the scholarship winner**. You should also advertise the winner in your local papers and your newsletter.

SOIL STEWARDSHIP MATERIAL

In 1955, the National Association of Conservation Districts began a national program to encourage Americans to focus on stewardship. Stewardship Week is officially celebrated from the last Sunday in April to the first Sunday in May. It is one of the world's largest conservation-related observances.

The program relies on locally-led conservation districts sharing and promoting stewardship and conservation activities. Districts provide conservation and stewardship field days, programs, workshops and additional outreach efforts throughout their community to educate citizens about the need to care for our resources. Many district activities extend beyond the one week observance to include an entire year of outreach.

The Stewardship concept involves personal and social responsibility, including a duty to learn about and improve natural resources as we use them wisely, leaving a rich legacy for future generations.

One definition of Stewardship is "the individual's responsibility to manage his life and property with proper regard to the rights of others." E. William Anderson suggests stewardship "is essentially a synonym for conservation."

Stewardship Week helps reminds all citizens of the power of each person to conserve natural resources and improve the world. When people work together with their local conservation district, that power grows and grows. As these good deeds multiply across the nation's network of conservation districts, the results are spectacular!

Preparing for Soil Stewardship Week

- Develop a mailing list for the clergy in your County and keep it updated when clergy leave or come into the community
- Order a sample packet so you have a sample of each item that is available to show the clergy
- Decide whether you want to have a Soil Stewardship luncheon or invite them to your soil achievement awards banquet
 - For a Luncheon – send out an invite to your clergy along with a brief review of the soil stewardship material. At the luncheon, have the sample material laid out on a table and provide them with order forms. It is suggested to show a short movie or PowerPoint Presentation on Soil Stewardship.
 - For the Awards Banquet – you would just send them an invite to your banquet. In February or March you can send them a letter explaining the program and an order form along with a few pictures of the material that is available. Set a deadline for orders.
- When the material comes in, prepare each Churches packet with a Thank Letter and a reminder of when Soil Stewardship week is.
- There are many useful resources along with PowerPoint presentations available on the NACD website (nacdnet.org). You can order your sample packet along with your soil stewardship material at the NACD Web Store.

WOMENS AGRICULTURE NIGHT

Hosting a Women in Agriculture night is a great way to show our appreciation to all of the farm wives that help support and promote agriculture. When planning an ag night, first go through your bulk mailing list to get all of your farm wives and female operators and owners. Keep this list current and updated on a yearly basis.

Your next step would be to set a date and start planning your entertainment. If you check with other SCD's you can get some great speaker and entertainment ideas. It is suggested but not necessary to have some of the entertainment focus around agriculture. You may want to check with the Bismarck Chamber of Commerce or Bismarck State College for possible entertainment options. Some districts may choose to charge a small admission fee or seek out county contributions to cover the cost of this event.

NEWSLETTER

Starting a newsletter can be a great way to communicate to your producers. Since the layout of a newsletter is a pretty simple format, they are easy to make and do not necessarily require very advanced software. Starting a newsletter **DOES** require approval and input from your Board of Supervisors.

Getting Started

1. Find the purpose for creating this newsletter by deciding the subject matter.
2. Decide who you want this newsletter to be for and who you want to inform.
3. Decide how often you will print. You may want to start small at first, planning to print quarterly or twice a year. Once you become familiar with the process, you may want to print your newsletter monthly or even weekly.
4. Decide what features you will include. You need to plan what information will be in your newsletter. There can be sections like event calendars, general features, advice column—anything that is of interest to your readers. Breaking your newsletter into sections will help you organize your content in a timely manner.
5. Become familiar with necessary software. Depending on how nice you want your newsletter to look, you may need to do a little homework to get familiar with a layout program. Some possible programs to consider are Microsoft Word or Microsoft Publisher.
6. Write content. Take the category features that you decided in Step 4 and start writing content for them. You will want to write your content as far in advance of printing as you can so that you can leave yourself plenty of time to tweak the layout and edit as needed. Newsletters are typically time-dependent, so plan accordingly.
7. Find sources for your pictures. A good newsletter will need some graphics.
8. Determine your print method. You can try printing at your local copy shop (though that will take you time and effort). For a cost, you can bring your newsletter to a printing company. Often, they can even lay out your newsletter for you at an extra cost.
9. Distribute your finished product. You can use your bulk mailing permit and your address list from FSA.

SOIL CONSERVATION DISTRICT ASSISTANCE PROGRAM

The Program is intended to provide Districts a source of state funds to be devoted to the acquisition of technical service, specifically conservation administrative assistance, planning and the design, installation, and checkout of conservation practices. The Program allows the local District to determine how it will use a District Technician to address their conservation workload needs. The Committee feels the flexibility of this Program should challenge each District to determine what needs to be done and what methods should be used to accomplish their conservation goals.

Districts are encouraged to analyze their present conservation operations, financial positions and mill levy authority and apply for only the additional funds needed to maintain a temporary, part time or full time district technician. The Committee is requesting Districts to review their Long Range Plan, Annual Plan, and Locally Led efforts to identify the most important conservation workload needs to be addressed with the funding request.

The State Soil Conservation Committee will send out an application form for your District to fill out on the years that they are accepting applications. The program is two years long starting July 1 and ends two years later on June 30.

REFERENCE MATERIALS FOR ACTIVITIES

NACD has an enormous amount of reference materials for just about any occasion. If you would like to see a complete list of materials available to rent or purchase, check out the NACD web site. USDA – NRCS and other organizations such as the Arbor Day Foundation, SWCS (Soil & Water Conservation Society), Project Learning Tree, etc., have materials suitable for classroom presentations.