

**WRAPS Capacity Building  
Forum  
May 3, 2007  
Engaging and Recruiting Stakeholders  
Panel Discussion Themes & Café Conversation Notes**

**Stakeholder Themes**

- Consistent messages to all groups
- Filling boards and replacing board members/management team members
- Management team representation
- Innovative ideas/connecting them to WRAPS
- Partnerships are key
- Barriers can create innovative approaches
- What makes a great stakeholder or mix stakeholders?
- Stakeholder recruitment is ongoing
- Information is good when combined with personal interaction
- Listen Listen Listen
- Ask your stakeholders what they think
- Stakeholder burnout

**Panel Discussion Themes**

- Use what you know about human nature and respect the perceptions of others
- When a controversial issue arises talk (listen) face to face with both sides of the issue
- Don't get behind on filing quarterly reports!
- Keep the big in mind throughout the entire process
- Empowering stakeholders when they're not used to it can present interesting challenges
- When in Rome.....
- Having a clear and simple goal helps keep you focused
- Generally most of the work is done by only a few people
- Be willing to learn from other. No reason to reinvent the wheel
- Learn to recognize when the group is struggling with lack of information and take steps to educate stakeholders on the issue
- We have the technology; we need the people skills to deliver it. You gotta wanta!
- Value everyone's opinion, even people in disagreement.
- Treat everyone fairly and most will treat you back the same!
- Don't assume that people know
- Use local organizations to promote your plan

- Allow for everyone to speak and participate – many will not be able to engage themselves in the project until they feel they've been heard
- Patience and letting citizens engage at their pace, not yours

### Café Conversation Notes

#### **Rural Stakeholder Issues**

Howard Miller

1. Get out of the office and make yourself visible in the watershed
  - Magnetic vehicle signs
2. Target particular landowners/producers in your target area adjacent to stream
3. Verbage is a determining factor in participation, e.g. "Target vs. Priotize"
4. Focus on perceived problems
5. Don't take contractors for granted
6. How to change apathy? \$\$!!!!!!

#### **Marketing WRAPS**

Stacie Minson

Tools:

- News Releases
  - Open Meetings
- Driving tours to identify good and bad issues
- Slides
  - Concerns
  - BMPs?
  - Made a list    asked to rank top 3  
top concerns targeted  
another town hall meeting to address needs
  - Tour and Field Days  
grazing meetings
  - Evaluations – Ask most useful topics
  - Ask innovative producers to share their stories
  - Use existing newsletters already in place. Letters from associations they are in; they are more willing to listen.
  - Radio – Negotiate rates – If they hear it or see it. Make collaborators as sponsors so they get a little credit.

- Look at season, target meetings when it will work best with stakeholder schedules. Farm work? Chores? School Schedules?
- Meetings – Be timely. Stay on schedule...Have morning, afternoon and night meeting. Good use of time at meetings
- Don't be afraid to try something, if it doesn't work you have learned something.
- Waterfests and educational activities at malls, etc.

## **One-on-One Contacts**

Ryan Neises

1. Break up into smaller groups
2. Phone call – “on the ground” recruitment
3. Slow process is a problem to keep stakeholders engaged
4. Stakeholders should have power
5. Give them the “big picture” to counter the slow process
6. Communicate well and regularly
7. Keep recruiting
8. “Demonstration” project?
9. Funding for demonstration project

### *Personal Invitation*

1. Tap the interest
2. Create the interest
3. Spread the interest

Watch for opportunity to make a good connection. With producer – make the connection to farmer; get their buy in....

- ✦ Understand “Listen” to people. Try to get exclusive info
- ✦ Tours/Field Days/Meals
- ✦ Separate themes fitting particular communities letter invitations and food

## **Defining Stakeholder Roles**

Rick Porter

1. Be specific as possible
2. Case studies
3. Tour of the area – field meeting
4. Surveys of opinion
5. Contact landowners along river

6. Stay in touch – re-recruit
7. Talk to them about their interest

## **Gaining Initial Buy-in**

Marlene Bosworth

### “Initial Buy-In”

- Who are you????
- What is WRAPS?
- It's a sales job
- Don't be in a hurry to get a management team
- Figure out personalities and what people care about
- Trust!
- Buy in happens all throughout WRAPS, at just at start

- Tap the interest
- Create the interest
- Spread the interest

## **Communities & Local Governments**

Robert Wilson

- Defined issues
- Getting local communities to work together
- You can't ignore the political framework within communities while ignoring political boundaries
- Making connections between recreation (i.e., fishing) and WRAPS  
“Run for the Watershed”
- Addressing Rural-Urban Conflicts
- Present codes in a format that people can understand
- Ignore political boundaries

## **Engaging Stakeholders in All Phases**

Lisa French

- Hand out maps, let stakeholders figure out the connection they have to the watershed
- Let them know WRAPS is a voluntary program. They have an opportunity to make a difference. People not sure how to proceed.

- Help them see if they do something that will benefit them, perhaps cost share, or at least not cost them. Economic Benefits.
- Need someone paid to carry the ball. Volunteers can't be expected to do it all
- Locally driven perception will help with stakeholder partnership.
- Knowing the area is a benefit in targeting stakeholders
- Helping them make the connection....How do they fit in the picture
- Everybody lives downstream from somebody
- Riverfest is a golden ticket...Tap into people's passion – Convince people to do their part
- User fees can drive change...by paying the ones able to do the good things that make a difference.
- Incentive goes a long way. It helps more action that goes along with passion.
- Mid-America Regional Council – partner with people; help teach what to do.
- Educate. Help people learn why they need to make the changes.