

“Who We Are and What We Do”

Colorado State Conservation Board Staff Long Range Planning and Marketing

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The CSCB Staff Takes a Hit

- n Staff reductions in '03 due to state budget cutbacks
 - ü Limited field support for 77 cons. districts
 - ü Difficult to develop district org. & leadership capacity

Getting the Staff on Track

- n **3 Field Conservation Specialists hired in Aug. 2007**
- n **Developing working relationships with districts**
- n **Strengthen partnerships**
- n **Understanding natural resource & org. issues affecting conservation planning**

Two-part Planning for Success

- n Developing a 3-year Long Range Plan
- n Model the new 3-yr. LRP process being implemented for local districts
- n Opportunity to focus on Critical Issues
 - ü Dist. Bd. & Staff Recruit./Retention/Diversity
 - ü Accountability Requirements
 - ü Professional Board Supervisor Development
 - ü Disconnect between CSCB and constituents

Part 2 – Marketing Ourselves

- n Dev. & distribute CSCB Business Plan
 - ü Who we are
 - ü What we do
 - ü Where have we been
 - ü Where are we going
 - ü Focus the Colorado State Conservation Board on establishing their Mission, Vision, and Values

“Providing organizational development for conservation districts to lead grassroots environmental stewardship.”

The Bottom Line

- n A focused and consistent approach to assisting local districts
- n A cohesive field staff working to accomplish measurable objectives
- n Local districts, CSCB, NRCS, & numerous partners working together to address the conservation issues affecting Colorado