

United States Department of Agriculture



**Science
and
Technology
Consortium**

Tools
to assist
The Conservation
Partnership
with the
“people aspects”
of
conservation
work

Social Sciences Institute

Product Catalog

June 2003



<http://www.ssi.nrcs.usda.gov/>

The Social Sciences Institute

Establishment

The Natural Resources Conservation Service established the Social Sciences Institute (SSI) in October 1995 in order to more fully integrate the social sciences into Agency programs and activities. The goal is to more effectively serve our rural and urban customers and to increase adoption of conservation.

Mission

The Social Sciences Institute integrates customer opinion and field work with science based analysis to discover how social and economic aspects of human behavior can be applied to natural resource conservation programs, policies, and activities.

Vision

The Social Sciences Institute will be a recognized world-class leader in developing and transferring practical social sciences technology to assist in the productive, equitable, and environmentally sound use of our global natural resources.

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Technical Reports

•T001* - Voluntary and Regulatory Approaches: What is Necessary in Conservation Today?

This report addresses the major issues surrounding the value of voluntary and regulatory approaches to natural resources conservation. It compares some of the environmental, social, and economic costs of the two approaches.

•T002* - Environmental Justice: Perceptions of Issues, Awareness, and Assistance - Technical Report Release 1.1

This report discloses information received from nearly 750 randomly selected people in the southeast and south central regions who consented to be interviewed on their knowledge of environmental justice issues, regulations, and services. The data suggests that minority populations can identify environmental issues and that low-income populations tend to be unaware of NRCS services. They are more likely to rate the quality of service lower than higher income populations.

•T002a* - Environmental Justice: Executive Summary Report

This is an executive summary of "Environmental Justice: Perceptions of Issues, Awareness, and Assistance"

•T003* - An Assessment of Sociocultural Factors Influenced by the Implementation of the Moloka`i Agricultural Community (MAC) Project, Moloka`i, Maui County, Hawai`i - Technical Report, October 1997

Successes and challenges to implementing the MAC project, a locally run program that dispenses Federal funds to low income farmers on Moloka`i, Hawai`i, are examined. Success factors are highlighted and continuing challenges to implement this popular program are discussed. This project is an example of a locally led conservation effort that provides an excellent "real-world" model, combining factors of customer needs with Federal natural resource conservation efforts.

•T003a* - Executive Summary of Moloka'i Report

This is an executive summary of "An Assessment of Sociocultural Factors Influenced by the Implementation of the Moloka`i Agricultural Community (MAC) Project, Moloka`i, Maui County, Hawai`i."

•T004* - Conservation Partnerships: Indicators of Success - Technical Report Release 7.1

A summary of recent research that investigated indicators of success in watershed partnerships.

•T005* - Definitions of Key Outreach Concepts

Available on the SSI Web site, this electronic publication defines outreach, underserved customers, outreach strategy, limited resource farmers and ranchers, socially disadvantaged persons, and disadvantaged communities and groups.

•T006* - Empowerment in NRCS: What Works!

- Technical Report Release 3.1
A profile of the characteristics of empowerment for employees and organizations that provides a better understanding of how the NRCS managers might empower their employees to more fully serve Agency customers.

•T007* - EQIP Funding for Historically Underserved Individuals and Groups

A briefing paper on why, in addition to increasing financial assistance to underserved populations through EQIP funds, issues of education, training, and technical assistance must also be addressed. Examples of successful initiatives are highlighted.

•T008* - Grass Roots Planning - Local Solutions for Global Issues: The Otter Lake Story

A success story of a locally led conservation initiative in Illinois.

•T010* - Industrialization of Agriculture: Trends, Spatial Patterns, and Implications for Field Level Application

- Technical Report Release 5.2

One of two reports.

This first report is a description and set of maps that spatially illustrate the concentration of poultry, hogs, beef, and forestry operations by county. These factors are associated with county minority and poverty composition. *(This document is available only on the SSI Web site.)*

•T010a - Industrialization of Agriculture: Case Study Lessons for the NRCS - Technical Report Release 6.0.4

This second report looks at industrialization through the eyes of NRCS field staff, Extension educators, producers, and others in the livestock and poultry industries in four counties in two southeastern states. Implications for NRCS and recommendations for field staff on working more effectively with producers on the issue of waste management in light of industrialization appear in this executive summary and accompanying full report.

•T010b - Industrialization of Agriculture: Case Study Lessons for the NRCS, Executive Summary - Technical Report Release 6.1

The executive summary presents the main findings, implications for NRCS, and recommendations from the fieldwork report (Technical Report Release 6.0.4).

•T009* - Grass Roots Planning - Local Solutions for Global Issues: Hard Rain, Hard Choices

Shows how the use of the rapid resource appraisal technique can help a community assess its natural resources conservation issues.

•T011* - Process for Identifying Limited Resource Farmers and Ranchers - Technical Note Release 2.1

An explanation of five characteristics of limited resource farmers and ranchers and the process used to identify them. Publication is based on a definition of limited resource farmers in the early 1990's.

•T012* - Scientific and Technical Cooperation Program - International Travel Report

This report discusses a cooperative program of the Social Sciences Institute and partners in South Africa.

•T013* - Conservation and the 1996 Farm Bill - Social Factors Influencing Implementation of Programs - booklet and poster

This booklet and poster identify social obstacles and strategies to overcome the obstacles for CRP, EQIP, WRP, WIP, FPP, and Grazing Lands. The materials were developed to include strategies designed to increase Farm Bill participation in each district by part-time farmers, absentee owners, and others.

•T014* - Sociological Aspects of the Adoption of Conservation Practices

Although economic factors are certainly significant in the decision to adopt conservation practices, they fail to account for all adoption behavior. This report addresses the sociological aspects of the adoption of conservation practices

•T015* - Stewardship, Spirituality, and Natural Resources Conservation: A Short History - Technical Report Release 2.2

A history of stewardship and how it changed throughout the 20th century, and a view of the conflicting forces that will impact stewardship in the 21st century.

•T016* - Talking Conservation: What We Say! What the Public Hears!

A qualitative report and executive summary based on focus group research. The purpose is to identify words and phrases that we, as conservationists, should use to maximize the public's understanding and support of conservation issues. This report was produced in conjunction with the public affairs office of the National Association of Conservation Districts (NACD).

•T016a* - Talking Conservation: Executive Summary

This summary highlights the results of a study that determines whether messages developed by The Conservation Partnership are understood by the general public.

•T017* - Women in Agriculture: Changing Roles & Current Outreach Techniques

- Technical Note Release 3.2

Targeted to field staff, this technical note provides tips on identifying women landowners and operators and on reaching out to potential women customers. Contact information, including Web site addresses, is provided for women's organizations.

•T017a- The Changing Roles of Women in Agriculture - article

While farms and the numbers of farmers are decreasing, women farmers and operators are growing in numbers. This article identifies characteristics, trends, and roles of women in agriculture. Authored by Social Sciences Institute staff, this article was published in *Women in Natural Resources*, volume 20, number 3, spring 1999.

•T018* - Working with Asian and Hispanic Limited Resource Farmers and Ranchers - Technical Report Release 4.1

This guide provides a checklist to determine needs when working with limited resource farmers, as well as a bibliography of useful publications for serving limited resource farmers.

•T019* - Core Conservation Practices: Adoption Barriers Perceived by Small and Limited Resource Farmers

This report addresses the adoption of the "Core 4" conservation

practices by small and limited resource farmers. Findings from a survey of 834 small and limited resource farmers in Alabama, Georgia, and Mississippi are summarized. The report examines such sociological variables as education, income, knowledge, and farm size relative to adoption patterns among African American and Caucasian small and limited resource farmers. Barriers to the adoption of the "Core 4" are also identified. *(Available at the SSI Web site as a link from Product #019a Executive Summary.)*

•T019a* - Core Conservation Practices: Adoption Barriers Perceived by Small and Limited Resource Farmers

Executive Summary

The executive summary presents the main findings of the fieldwork report and lists key NRCS actions that can be undertaken to overcome cited barriers.

•T020* - Adding Up Social Capital: An Investment in Communities

This publication defines social capital as bonds of trust that arise between people in every day community situations. A one-page procedure is provided for readers to measure the level of social capital in their community. The results can be used to raise awareness of whether social capital may be an obstacle to conservation. An example of a community that implements a successful locally led conservation plan is also provided. References for measuring and improving social capital are included. *This product is also available as an online interactive tool as well.*

•T021* - Earth Team Volunteer Survey

Results of a survey of over 500 Earth Team Volunteers from across the country. Includes tips for recruiting volunteers.

•T022* - Adoption of Conservation Buffers: Barriers and Strategies

This report examines attitudes and behaviors of four producer groups - all producers, livestock, low-income and minority, and American Indians - relative to the adoption and diffusion of conservation buffers. Barriers to the adoption of buffers and strategies/recommendations that address these barriers are listed for each group. The report includes a technology transfer model that illustrates methods for gathering information about the needs and preferences of producers for establishing and maintaining buffers.

•T023* - National Social Sciences Manual

This manual, published and distributed in 1984, contains guidelines and procedures for conducting social evaluations. It has stood the test of time since the methodology and processes described are still relevant today.

•**T024*** - **The Leadership Assessment Instrument**
Technical Report Release 5.1

This instrument suggests that there are multiple dimensions of leadership including focused drive, emotional intelligence, building trust/enabling others, conceptual thinking, and systems thinking. It evaluates the user in each of these dimensions. *This product is available as an online interactive tool as well.*

•**T025*** - **Barriers and Strategies Influencing the Adoption of Nutrient Management Practices**
Technical Report Release 13.1

This report focuses on how social barriers impact nutrient management and suggests strategies useful in overcoming these barriers.

Marketing Workbooks and Guidebooks

This workbook and these six guidebooks were developed in 1994 by the National Association of Conservation Districts, National Association of State Conservation Agencies, and the Natural Resources Conservation Service.

- M 001* Marketing for Conservation Success
- M 002* Reaching Out to Minority Farmers
- M 003* Information Gathering Techniques
- M 004* Media Relations
- M 005* Conflict Management
- M 006* Leadership Identification and Group Dynamics
- M 007* Building Alliances

Product and Program Brochures

•**PB001*** - **Social Sciences Institute Product Catalog**

The product you now hold is also available for request if you'd like additional copies. Unlike the Web site, this catalog details all the products available from the Social Sciences Institute in both electronic and hard copies.

•**PB002*** - *The Leader in You* Training Tapes - brochure

Everyone can be a leader! This brochure lists the available *The Leader In You* training tapes. It also provides a description of each two-hour tape in the self-paced leadership development program. These tapes are for people at all levels of The Conservation Partnership who are interested in enhancing their leadership skills. Nationally known authors and experts provide training.

(Each tape is available for a two-week viewing period to employees and district supervisors of the sponsors).

• **PB003*** - **Developing Your Skills to INVOLVE COMMUNITIES in Implementing Locally Led Conservation - brochure**

The Social Sciences Institute, Michigan State University, and Michigan State University Extension have developed a training course to help you and your organization acquire or improve skills to implement locally led conservation programs. This training includes nine modules that can be tailored to fit your needs and budget. The brochure lists and describes the modules. *(See training section in this Catalog for further details about the modules).*

Resource Books

•**RB001 - Conducting Small Group & Focus Group Meetings - Resource Book Release 1.1**

A tool to identify community leaders and their leadership styles that suggests ways to involve key people in the conservation process. Readers will learn how to identify features of group meetings and how to facilitate effective meetings.

(This product is not available in electronic format.)

•**RB002 - Guidance for Soil and Water Conservation Districts in Setting Locally Led Natural Resource Priorities (Draft)**

Provides soil and water conservation districts with guidance on involving farmers and ranchers, community residents, interest groups, community leaders, partners, and customers in identifying natural resource priorities in communities.

(This product is not available in electronic format.)

Other Publications

•**OP001 - Interested in Better Wetlands?**

The Iowa Association of Conservation Districts, in cooperation with the NRCS Social Sciences Institute and NRCS Iowa, surveyed Iowa farmers to determine their likelihood of adopting practices to enhance their wetlands. Results are reported in color graphs in a concise brochure. Included is a copy of the one-page survey which can easily be adapted by other conservation partnerships.

•**OP002 - Influence of Social Trends on Agricultural Natural Resources**

As part of the third RCA, the Social Sciences Institute and RCA staff co-sponsored a symposium called *Influence of Social Trends on Agricultural Natural Resources*. The symposium produced a series of seven “working papers,” each containing two or more separately authored papers, along with a summary of the symposium. Overall, there are 19 papers. The authors, experts in their fields, not only summarize the current state of their topics, but also make forecasts 10 and 50 years into the future. Provided as a complete packet, working paper subjects include the following:

- Public Attitudes
and Farmers’ Perceptions
- Community, Social Capital,
and Conservation
- Megatrends: Banking and
Finance, and
Biotechnology
- Property Rights, Conservation,
and Ecosystem-Based
Assistance
- National and State Perspectives
- Politics and the Environment
- Water Quality, Social Trends,
and Future Policy

People, Partnerships, & Communities Fact Sheet Series

The purpose of this series is to assist The Conservation Partnership with the “people aspects” of conservation work. The format allows a quick overview of a topic or procedure, and there is enough information provided so that you may begin working with that topic at a basic level. Most issues are two to four pages in length. This series is also available on the SSI Web site at: <http://www.ssi.nrcs.usda.gov/> (Click on Fact Sheets).

COLLABORATIONS AND COMMUNITY BUILDING

PPC

Number

- 9* How to Improve Diversity on Your Team
- 15 Community Action Planning: A New Leadership Paradigm XX
- 16* Managing Change and Transition
- 17* Requesting and Preparing for a Meeting with a Community Leader
- 18* Understanding Non-Profit Organizations
- 20* Developing and Maintaining a Network
- 21* Understanding Community Power Structures
- 22* Defining Communities: An Issue Based Approach
- 30 Sustaining Momentum in Your Locally Led Conservation Team XX
- 43* Working with Community Leaders
- 44* Social Profile

NEGOTIATION SKILLS

PPC

Number

- 4* Alternative Dispute Resolution
- 6* Listening Skills
- 12* Conflict Management
- 13* Dealing With Difficult People
- 28* Stress Management
- 35 Identifying and Working with “Bad Actors” XX
- 40* Social and Professional Skills to be Effective with Small Farmers
- 42* Gaining Trust with Small Farmers

ECONOMICS

PPC

Number

- 8* Economics Service Networks: Making Economics Easier to Use
- 36* Using Budgets in Conservation
- 37* Using Cost Estimates in Conservation
- 38* Cost Effectiveness Analysis

CONSERVATION PLANNING

PPC

Number

- 2* Reading the Land: How to include historical information about farms in conservation plans
- 7* The Adoption and Diffusion of Conservation Technologies
- 11* Prioritizing Issues or Concerns: Using the Paired Comparison Technique
- 14* Designing Surveys for Conservation Activities
- 23* Human Aspects of the Conservation Planning Environment
- 24* Conducting Rapid Resource Appraisals of Watersheds
- 41* Barriers and Strategies for Small Scale Producers

COMMUNICATIONS

PPC

Number

- 1* Focus Groups
- 3* Looking Good on Television
- 5* Running Effective Meetings
- 10* Running Public Meetings
- 19* Creating Effective Relationships with the Media
- 25 Using Demographics to Understand Communications XX
- 26* Working with People of Different Cultures
- 27* Delivering Effective Presentations
- 29* Social and Physical Aspects of Meetings and Conferences
- 31* Exhibiting: A Tool To Reach Technology Transfer Goals

Web-Based Products

Social and Economic Data Access Web Site

<http://www.ssi.nrcs.usda.gov/>
(select Social and Economic Data link)

This site provides conservation professionals with: 1) direct access to standard social and economic data sets from multiple sources; 2) basic training materials on using social and economic data to more effectively provide conservation to landowners; and 3) a combination of over 200 county level variables from the U.S. 2000 General Population Census and the 1997 U.S. Agricultural Census. All data sets are geo-referenced using Federal Information Processing Standards (FIPS) codes so that the conservation professional may use them in a wide variety of mapping software. The site contains several sets of social/economic data, including county level data, limited resource farmer data and beginning farmer data, county level historical data, and special data sets. For further information, contact Jeff Kenyon at jkenyon@ar.usda.gov.

ProCosts (Profits and Costs)

<http://www.ssi.nrcs.usda.gov/>
(select the Economics link)

This application allows Internet-based economics services, such as profit and cost estimations, to be delivered. Version 1.0 was released in May 2000. Version 1.1, which includes online rotational crop budget and investment analysis, was released in April 2001. A new Web site, backed by this application was released for beta testing in the second quarter of 2002. For further information, contact Kevin Boyle at: kevin.boyle@usda.gov.

Cost Effective Analysis (IWR-Plan)

<http://www.iwr.usace.army.mil/iwr/software/software.htm>

This decision support software application has been designed to assist conservation planners and analysts carry out cost effectiveness analysis for area-wide conservation planning. The software uses Windows 95/98/NT. This application can be downloaded at the Web site and includes extensive instructions for use of the IWR-Plan.

Ecosystem Valuation

<http://www.ecosystemvaluation.org/>

This site introduces the background economics of ecosystem valuation. There is coverage of valuation methods, discussion of the limitations to dollar-based valuations, and explanations of how ecosystem functions generate the services that people value. In addition, the site suggests paths to follow for developing benefit "indicators" to better understand natural resource values. The Web site is a collaborative project of the Resource Economics and Social Sciences Division, Social Sciences Institute, National Oceanic and Atmospheric Administration, and the University of Maryland.

Social Sciences Institute Web Site

<http://www.ssi.nrcs.usda.gov/>

In addition to the products in this section, a wide variety of the Social Sciences Institute's print products are available at the SSI Web site. Look for products in this catalog with an asterisk (*) by the product number.

Applied Environmental Psychology

<<http://www.ssi.nrcs.usda.gov>>
(select the Environmental Psychology link)

Environmental psychology is the study of how people perceive and interact with their environment, as well as the examination of ways people can develop more compatible relationships with the environment. Sometimes these relationships have strong biological roots and other times they are a product of experience and culture.

Applications of environmental psychology for the NRCS include:

- Evaluating and measuring attitudes toward the environment
- Exploring the link between an individual's attitudes toward the environment and their actual behavior
- Exploring the cultural significance of specific species, such as eastern black walnut in rural Missouri communities
- Designing tools to help individuals prioritize issues and concerns
- Developing techniques to help a conservationist learn more about the nature of their community members.

Applied tools and projects included in the Web site are:

- Paired Comparison Tool - to help prioritize issues and concerns
- Research and information about using the paired comparison technique
- SEQUOIA scale - four-factor scale designed to measure environmental attitudes
- Ongoing Environmental Psychology Research - Attitude and Behavior Research highlights include Pacific Northwest sustainable agriculture eco-label survey work and American Black Walnut research.

Interactive Tools

These tools are on-line, interactive frameworks for making social evaluations. They serve as a feedback loop to agency staff and customers who are trying to learn and apply social science concepts (i.e. leadership, social capital). All are available on the SSI Web site at <<http://www.ssi.nrcs.usda.gov>> by selecting the Interactive Tools link.

Adding Up Social Capital

This instrument measures the level of social capital in a community. The results can be used to raise awareness of whether social capital may be an obstacle to conservation. This product is also available in hard copy, technical report T020.

The Leadership Assessment Instrument

This instrument suggests that there are multiple dimensions of leadership including focused drive, emotional intelligence, building trust/ enabling others, conceptual thinking, and systems thinking. It evaluates the user in each of these dimensions. This product is also available in hard copy, technical report T024.

Locally Led Conservation

Self-scoring Evaluation Procedure

This self-scoring evaluation procedure, also available on CD (*see Training #T02SS*), asks respondents how they are implementing or plan to implement a locally led conservation plan. Questions explore the areas of community attributes, stakeholders, community issues, community profiles, consensus building, conflict, and diversity. Responses to these questions help identify the strength of the respondent's skills relative to those needed to implement successful locally led plans. An overall score is provided along with scores for each of the nine training areas (modules). A weak score in a module identifies an area for further training. Future training can then be customized for one or more modules to meet the respondent's needs or the combined needs of the planning group. The instrument on the Web site suggests requesting training through your state's social sciences coordinator. *This is also available by selecting the Evaluating Your Locally Led Project Link.*

Training Courses

Locally Led Conservation

T02 - Developing Your Skills to INVOLVE COMMUNITIES in Implementing Locally Led Conservation

The NRCS Social Sciences Institute, Michigan State University, and Michigan State University Extension have developed a nine-module customized training program to help you and your organization acquire or improve skills to implement locally led conservation programs. Module workshops can be shortened or lengthened to meet customer needs and to allow for extensive interaction. Modules are designed to be presented separately or in any combination.

Product Description

Formerly provided as a three binder set, the complete nine-module curriculum has been consolidated into one 3-ring binder that contains introductory information, a CD, and 3.5 inch floppy disks. A video overview (T02V) and self-scoring evaluation (T02SS), which are available separately, are included as part of this curriculum package. The curriculum notebook provides a teaching guide with leader information, a program overview, module content descriptions, learning objectives, pre/post tests, equipment list, timeline, speaker's notes, activities, handouts, references, and Power Point presentations.

The following products were developed to optimize the usefulness of the modules. The video illustrates the modules in a broad context while the self-scoring evaluation procedure helps an individual or team select specific modules based on individual needs.

T02V - Video Overview of the Locally Led Conservation Planning Process

This 20-minute video outlines the locally led conservation process in relation to the roles played by The Conservation Partnership. It also shows where the sociologically oriented modules fit into the broader view of the locally led process. Successful training efforts for locally led conservation planning are highlighted.

The video contains interviews with officials from NRCS and the National Association of Conservation Districts. Planning sessions in urban and rural settings and the art of community involvement are observed. The video provides the *big picture*, while the modules teach participants the details of how to profile communities, identify and prioritize issues, share community power, develop networks, work in multicultural environments, facilitate groups, and manage conflict.

T02SS - Self-scoring Evaluation Procedure

This self-scoring evaluation procedure is on a CD and is also available at the SSI Web site. Respondents are asked how they are implementing or plan to implement a locally led conservation plan. The system includes questions about community attributes, stakeholders, community issues, community profiles, consensus building, conflict, and diversity. Responses to these questions help identify the strength of the respondent's social skills relative to those needed to implement successful locally led plans.

After completing the evaluation, respondents receive feedback on how well they are planning and implementing their conservation plan. The score is apportioned into the same categories as the training modules. If a score in a module area indicates that significant improvements are needed in an area of planning, then the respondents might consider scheduling a training session in the appropriate module(s) with the State social sciences coordinator or State training officer.

The 9 Modules of Locally Led Training - T02

Module - T02A The Nature of Community

How to build interest in conservation by defining and understanding the nature of community. Tools are provided for determining the potential and actual impacts of environmental policies and progress.

Workshop length: 4 hrs. 15 min.

Module - T02D Addressing Community Issues

Learn to develop strategies for tackling community issues. Explore new ways of working effectively with community groups.

Workshop length: 1 hr. 55 min.

Module - T02G Networks and Collaborations

Focus on understanding community collaborations, looking for partners, and developing teams.

Workshop length: 2 hrs. 40 min.

Module - T02B Community Issues Identification

Participants learn to identify communities of interest, their constituents, and constituent issues in order to more successfully involve communities in conservation planning.

Workshop length: 4 hrs.

Module - T02E Power in Communities

Enhance your understanding of forms of power and participation. Learn to identify and access community power structures.

Workshop length: 2 hrs.

Module - T02H Effective Community Facilitation

Learn facilitation skills that help build a sense of community and solve problems.

Workshop length: 2 hrs.

Module - T02C Community Profiling

This module helps you use demographics to profile your communities, document community needs, and support funding requests. "Paint a picture" of where the communities have been, where they are now, and where they are headed.

Workshop length: 3 hrs. 20 min.

Module - T02F Preparing to Work with Underserved Audiences

Participants will learn strategies to create a multicultural environment where differences are recognized, understood, and appreciated, ensuring the participation of all groups as a requisite for successful locally led conservation initiatives.

Workshop length: 6 hrs. 20min.

Module - T02I Conflict Management

Learn to identify positive and negative aspects of conflict. The goal of the module is to help you to help others achieve consensus.

Workshop length: 1 hr. 50 min.

T01 - Social Aspects of Outreach Training Course *(Pilot)*

The Social Aspects of Outreach is a two-day training course that highlights social science based strategies on how to work with underserved groups. It is designed for field staff or others who work directly with underserved groups. This course also provides pre and post tests, census data, case studies, and exercises.

Eight modules are offered:

- Introduction and Overview
- Barriers to Participation in Conservation Activities
- Adoption and Diffusion of Conservation Technologies
- Community Overview and Identifying Customers:
The Big Picture
- Community Information Gathering and Profiling:
The Local Picture
- Leadership Skills
- Strategies to Overcome Obstacles
- Bringing It All Together

T03 - The Adoption and Diffusion of Conservation Technology

The Adoption-Diffusion (A-D) model can be used to describe, explain, and predict human behavior relative to “getting conservation on the ground.” This training course outlines and discusses the key elements of the A-D model. The course examines the stages of adoption; the role of information, information sources, personal, farm structure and practice; and community characteristics. The obstacles to adoption are discussed along with key points to remember when applying the model.

The training aids for the course include a narrative script, class activities and instructor notes, a 22-slide PowerPoint presentation, and a student workbook containing handouts and a case study.

Social science coordinators, field staff, and members of The Conservation Partnership who want to use social sciences information to increase participation in program and locally led activities will benefit from this training course. The course materials have been designed for “stand-alone” use by field staff.

Workshop length: 8 hrs.

T04 - Consultation with American Indian Governments

This training course, offered through the National Employee Development Center, emphasizes effective and appropriate government-to-government relations with sovereign Indian nations. The cultural, social, legal, and historical background of the government-to-government-relations is discussed and used as a context for establishing sound consultation between the NRCS and Indian nations.

The Leader In You

Training for The Conservation Partnership

A Self-Paced Leadership Development Opportunity

The Leader in You training program is designed to enhance the skills of individuals at all levels of The Conservation Partnership. If you were unable to attend a *The Leader In You* satellite seminar, here is your opportunity to do so!

This leadership development training from nationally known authors and experts is available to you at no cost. The video tapes listed are available for loan only by staff and directors of the sponsors listed at the bottom of this page. Contact your NRCS training coordinator or social sciences coordinator to borrow a tape and to obtain handouts and certificates of completion for *The Leader in You* series. Videotapes are also available from the National Association of Conservation Districts and the Social Sciences Institute (SSI). (See Box) SSI loans tapes for a two week period, including shipping time. Most training videotapes are two hours in length.

Videotapes by top-notch presenters providing cutting-edge information are listed in the following categories:

- **Communications, Collaborations, and Community Building**
- **Leadership Development**
- **Negotiation Skills**
- **Managing Change**
- **Marketing**

Obtain training tapes from:

•NRCS State and Regional Training Officers

•Social Sciences Institute

4500 Cascade
Suite 204
Grand Rapids, MI 49546
Phone: (616) 942-1503
Fax: (616) 942-0586
ssinter2@po.nrcs.usda.gov

•NACD Pacific Region Office

1615 NE Eastgate Boulevard
Suite B
Pullman, WA 99163
Phone: (509) 334-1823
Fax: (509) 334-3453
capacity@nacdnet.org

Communications, Collaborations, and Community Building

#10 Putting Power, Punch, and Pizzazz into Your Presentations

Trainer: Robert Pike, author of the best selling *Creative Training Techniques*.

Robert Pike has taught over 100,000 people worldwide how to improve their presentation techniques to generate more energy, create greater involvement, and reinforce key concepts more quickly. This is not a seminar of theory, but of solid, practical, and immediate how-tos. From the minute the program begins, you will learn effective techniques you can use immediately.

#14 The One to One Future: Building Relationships One Customer at a Time

Trainers: Martha Rogers and Don Peppers, authors of *Enterprise One to One: Tools for Competing in the Interactive Age*.

This seminar's information is based on the premise that successful marketers will build customer share, not market share. Identify and get to know your most valued customers and interest them in supporting conservation initiatives through "mass customization."

The Leader In You training initiative is sponsored by the NRCS Social Sciences Institute in cooperation with the National Association of Conservation Districts, the National Conservation District Employees Association, the National Association of State Conservation Agencies, and the NRCS National Employee Development Center.

**Collaborations and
Community Bulding
continued...**

**#15 Networking for
Success**

Trainers: Beverly McIntosh and Harvey Mackay, author of *Swim with the Sharks: How to Outsell, Outmanage, and Outnegotiate your Competition*.

Participants will learn how to network effectively in a competitive environment. In addition, this seminar describes salesmanship, customer service, and negotiation.

**#28 Tribal Warfare
in Organizations**

Presenters: Peg Neuhauser, President PCN Associates and author of *Tribal Warfare in Organizations*, and Ray Bender, Vice President and Research Director for the Gartner Group's North American Executive Program.

This seminar, based on the book *Tribal Warfare in Organizations* by Peg Neuhauser, takes an entertaining look at the turf battles between professional groups. Using an anthropological approach, trainers Neuhauser and Bender guide participants through a process of developing profiles for various groups in their work

Negotiation Skills

**#1 Negotiation Skills:
The Key to Managing
Your Career**

Trainer: Scott Brown, co-author of *Getting Together: Building Relationships While You Negotiate*.

Brown teaches practical skills to increase your confidence in the negotiations you conduct every day. Learn to negotiate effectively through difficult situations, from angry customers to personal issues.

**#13 Since Strangling
Isn't an Option....
(New Version of "Resolving
Conflicts With Ease")**

Trainer: Sandra Crowe, author of *Since Strangling Isn't an Option*.

The elements of successfully dealing with difficult people and conflict in all types of situations are outlined in this seminar. You will learn to move through difficult situations with ease, power, and the strength to feel confident.

**#19 Negotiating with
Confidence**

Trainer: Ed Brodow, leading expert on negotiation. Clients include McDonald's, Microsoft, and AT&T.

This seminar focuses on the key elements needed for successful negotiations. Learn personality traits of successful negotiators and discover how to turn negotiation into collaboration where the needs of both parties can be met.

**#29 Since Strangling
STILL Isn't An Option:
Managing Difficult
People**

Presenter: Sandra Crowe, program director for the National Capital Speaker's Association.

Trainer Sandra Crowe has updated the popular program "Since Strangling Isn't an Option," to reflect a changing world. Participants will learn to move through difficult situations with improved ease, power, and strength so they feel confident in the process.

**#20 Shall We Dance?
Creating Alliances and
Mergers That Work**

Trainer: Lorraine Segal, author of *Intelligent Business Alliances* and founder/partner of The Lared Group, a Los Angeles based alliance management consulting firm.

Segal addresses the high failure rate of alliances and identifies ways alliance members can avoid failure. Participants will learn how to create and define success in alliances and how to manage and mediate within alliances.

Leadership Development

#4 Just in Time Leadership: How to Lead an Organization Through a Period of Transition

Trainer: Stuart R. Levine, CEO of Dale Carnegie Training and co-author of the international best-seller *The Leader in You*.

Levine coaches you on how to lead your watershed or other organization through transition, build strategies based on research, and enhance creativity through cross-functional teams.

#11 The Rise of the Phoenix Organization

Trainer: Dr. James Belasco, author of *Flight of the Buffalo*.

Becoming a phoenix organization requires knowing how to locate present and future opportunities, build real teamwork, and develop solid organizational, personal, and management principles. Belasco teaches a new formula to deliver superior customer service to create an environment of security and success.

#12 Connective Leadership: Managing Diversity and Interdependence

Trainer: Dr. Tean Lipman-Blume, author of *The Connective Edge: Leading in an Interdependent World*.

Learn how to maximize the benefits of interdependence and diversity in the workplace with a new approach to leadership.

#17 Leadership Techniques for Project Managers

Trainer: Nancy Mercurio, owner and president of Leadership Training Systems.

Mercurio examines effective techniques for leading a project, teaching and guiding others, building teams, learning to listen productively, minimizing conflict, and meeting deadlines without stress.

#21 Women in Leadership: A Business Imperative in Today's World

Presenter: Rebecca Shambaugh, President and CEO of Shambaugh Leadership Group and founding principal of Women in Leadership and Learning.

Shambaugh will stimulate your thinking about new and effective ways women can develop and build their leadership skills and those of the organizations and communities they serve.

#22 The Rookie Manager

Trainer: Panel format, produced in cooperation with the American Management Association.

The panel provides real world information for inexperienced managers. Issues discussed include delegating for higher production, gaining acceptance as the boss, and achieving high performance.

#23 Beyond Management to Dynamic Leadership

Presenter: Scott Sherman, President and CEO of EnVision Inc., Chairman of the Executive Committee in Southeast Florida, and co-founder of The Professional & Business Forum, Inc.

Sherman addresses how leadership truly differs from management. He challenges the typical view of management and provides participants with new concepts of leadership, enabling managers to empower, challenge, and motivate those around them.

#24 Supercharger 2001: Motivating the Motivators

Presenter: Frank Ingo, president of Ingo Productions, Inc., a Tampa, Florida based firm producing educational and entertainment products and programs.

In a dynamic presentation, Ingo, an award-winning educator and entertainer, discusses how to motivate yourself and others toward success. He challenges participants to realize their self-worth and what they can offer to their organization through concepts like the "Four Ps: Purpose, Passion, Pride, and Principle." Participants will also learn how to "charge, recharge, supercharge, and stay charged" for success.

Leadership Development, continued...

#25 Leadership

Presenter: Warren Bennis, professor and founding chairman of the Leadership Institute at the University of Southern California.

Organizations are rapidly moving away from a hierarchical top-down structure and evolving into flat organizations with networks, federations, clusters, and cross-functional teams. Within these new structures, there must be a collaboration between leaders and associates. Bennis discusses a new style of leadership and the success factors associated with it.

#27 Change and Leadership

Presenter: Tom Peters, author of *In Search of Excellence*, and the more recent Series50 books on reinventing work.

As the business world keeps evolving, leadership becomes increasingly important. Tom Peters, described as business' "best friend and worst nightmare" by Business Week, offers a new approach to the changing times in which "you must put yourself in harm's way a dozen times a year or go helplessly stale." Learn how to be an effective leader through specific competencies like strategic thinking, business instinct, and constant innovation which in turn will lead you beyond survival to success.

#30 Strategy in the New Competitive Landscape

Presenter: C. K. Prahalad, the Harvey C. Fruehauf Professor of Corporate Strategy and International Business at the University of Michigan Business School.

A new view of strategy focuses on value creation and the influence of a changing competitive landscape. The forces of deregulation, technological and industry convergence, emerging markets, "outsourcing," and the Internet are creating a new competitive dynamic. This is "a new game with new rules." Natural resources managers need to rapidly learn to understand and compete in this new environment.

#31 Leaders Teaching Leaders: Accelerating the Pipeline

Presenter: Andrea Zintz has 25 years of experience in organizational development and holds an M.A. and Ph. D. in Human and Organization Development.

Training programs do not develop leaders. Leaders develop leaders. Leaders develop leaders by sharing their knowledge and experiences with others in a way that inspires learning, growth, contribution to the organization, and an acceleration of the leadership pipeline. A leader's ability to teach is critical to satisfying an organization's future leadership needs in today's fast-paced environment.

#34 Leading Through Influence

Presenter: Laree Kiely, Ph.D., President of L. Kiely, Inc., an organizational effectiveness consulting group

Leading through influence is more useful than having power. Kiely teaches viewers how to change other people's behaviors through persuasion even when they have no formal leverage. Learn techniques to develop skills in listening, creating a persuasive message, getting others to share your ideas, and enhancing your credibility.

**Available for loan after June 15, 2003

From time to time, the Social Sciences Institute sponsors *The Leader in You* seminars live via satellite. Check out our Web site for more details about the seminars and a document titled "How to Locate a Satellite Site in Your Community."

<http://www.ssi.nrcs.usda.gov>
(Click Training and The Leader in You)

Managing Change

#2 The Secret of “Real Change”: Not What You Think

Trainer: John R. Katzenbach, co-author of *The Wisdom of Teams: Creating the High Performance Organization* and *Real Change Leaders: Lessons From a New Breed*.

As changes occur at the corporate, State, or Federal level, managers must respond. In this seminar, Katzenbach defines four essential principles of corporate change management and how “Real Change Leaders” are influential in managing this change.

#5 The Coming Age Wave: Implications for the Future of Work, Marketing, and Sales

Trainers: Dr. Ken Dychwald, psychologist and best-selling author of *Age Wave*. Maddy Kent-Dychwald is one of the nation’s most insightful and engaging spokespersons on consumer preferences.

This program discusses the current and future lifestyles and consumer preferences of baby boomers and maturing adults. It offers insights into how baby boomers’ generational experiences and values set them apart from older and younger cohorts; how the workplace will be affected by an aging workforce and how new products and services will arise to meet needs.

#6 Sacred Cows Make the Best Burgers

Trainer: Dr. Robert J. Kriegel, author of *If It Ain’t Broke... BREAK IT* and *Sacred Cows Make the Best Burgers*.

This seminar is for people who deal with customers or are in management positions in an organization experiencing rapid change. Learn “Break-It” thinking and where to look in your organization for areas in need of a change. Also learn how to be a leader, not a manager; a coach, not a cop.

#9 Building Nimble Organizations for Turbulent Times

Trainer: Daryl R. Conner, author of *Managing at the Speed of Change*.

An indispensable guide for people looking for a proven process to help meet today’s challenges of turbulence and change with confidence. *Building Nimble Organizations for Turbulent Times* will fundamentally shift the way you view change in your organization and increase your capacity to manage projects involving transitions of any type.

#26 Stress Mastery

Presenter: Todd Nelson, president/owner of the Tree of Life Wellness Center, the largest naturopathic clinic in Colorado.

Our level of stress in the workplace directly affects our productivity, as well as our mental and physical health. Nelson will increase your awareness of common sources of stress and what you can do in response. Learn how to reduce pain and tension due to work stress, as well as develop relaxation techniques.

#32 Leading Change

Presenter: John Kotter, Konosuke Matsushita Professor of Leadership at Harvard Business School, and author of *The Heart of Change*, *Masushita Leadership* and *Leading Change*.

John Kotter is widely acknowledged as the world’s foremost authority on leadership and change. Kotter has devoted his remarkable career to studying organizations, those who run them, and the practices to change them. You will learn to: recognize leadership and differentiate it from management, develop techniques for leading change, and how to identify critical elements of leadership.

**#33 FISH! Sticks:
Keeping the Vision
Alive**

Presenter: Stephen Lundin,
Ph.D., author of the best selling
books *FISH!*, *FISH! Tales*, and
FISH! Sticks

In March of 2000, the book
FISH! was released. Since then,
its message that work can be fun
and that an improved quality of
work life is only a few choices
away, has inspired tens of thou-
sands to give the *FISH!* Philoso-
phy a try. Effecting change in an
organization can be easier than
getting change to stick. This
seminar introduces the three
commitments necessary to get
FISH!, or anything worthwhile
that requires commitment, to
stick.

Marketing

**#3 Swim with the
Sharks: How to Outsell,
Outmanage,
Outmotivate, and
Outnegotiate Your
Competition**

Trainer: Harvey Mackay, author of
*Swim with the Sharks Without
Being Eaten Alive*, a New York
Times best-seller for 54 weeks.

Mackay shares the secrets of how
to develop more productive
relationships and survive the ever
changing job market. He offers
tips that will further your under-
standing of customer service,
management, and negotiation

**#7 Be Direct!: Make
Your Direct Marketing
Pay**

Trainer: Lester Wunderman,
Wunderman, Cato, Johnson.

Whether you want to increase
district tree sales, enhance atten-
dance at your field day or seminar,
or attract partners to your locally
led conservation initiative, this
seminar is for you. Learn the 19
secrets for successful direct
marketing from the man who
coined the phrase "direct market-
ing."

**#8 It's About Sales:
Develop Selling Skills -
Even If You're Not In
Sales!**

Trainer: Molly Breazeale and Daniel
M. Handley, *Dale Carnegie
Training*.

Success in today's competitive

(con't)

market requires a whole new set of
skills - concrete, practical tech-
niques to establish rapport and
create solutions. This seminar will
teach you how to better understand
customer needs, and to develop
strategies that build critical relation-
ships in your community, State, or
region.

**#16 Capitalizing on
Electronic Commerce:
Utilizing the Internet to
Meet Customers' Needs
(Dec. 1998)**

Trainer: Garrison Krause and
guests discuss how to deploy the
power of the Internet to improve
your bottom line.

Participants will learn which
Internet business segments are
profitable and why, as well as how
to build a framework for an
Internet site while keeping in mind
the extent of opportunities and
threats the Internet poses.

**#18 Achieving
Excellence Through
Customer Service**

Trainer: John Tschohl, labeled the
"quality service guru" by *Time* and
Entrepreneur.

Improve the performance of your
staff by developing a culture that
delivers superior customer service.
Learn how to become a true
service leader, the practical ways
to change attitudes and perfor-
mance of your entire staff, and
how service recovery can be a
powerful tool for your staff and
your customers.

Traditional community problem-solving methods are not sufficient to meet the needs of The Conservation Partnership. As our population has become more diverse and the issues facing the Nation more complex, we have had to explore new ways of doing business. Implementing locally led conservation initiatives is one example.

To effectively work today with a wide variety of organizations, agencies, and communities requires a shift in how we perceive change. In addition, it requires a significant change in how we perceive leadership.

The Social Sciences Institute strives to help its customers develop the knowledge, skills, and ability to bring together diverse people in their communities to work together in efforts that help people conserve, maintain, and improve our natural resources and environment.

How to order SSI products

Technical Reports; People, Partnerships, and Communities Fact Sheets; Training Courses; and Other Products

1. Call 1-888-526-3227 and select extension # 2.
2. Leave your name, contact information, and the name(s) of the publication(s) you are requesting.

or

Visit us on the Web at: <http://www.ssi.nrcs.usda.gov>

“The Leader in You” tapes and locally led conservation products associated with “Developing Your Skills to INVOLVE COMMUNITIES in Implementing Locally Led Conservation”

Call Barbara Wallace @ 616-942-1503

or

Email: ssinter2@po.nrcs.usda.gov

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