



Cell Name: Bringing it Home

Session Length: 45 Minutes

Through this session, you will:

Explain: Practical Aspects of conducting Large to Small Scale Conservation Projects

Demonstrate: Lessons Learned from field experience

Guide: The Development of a simple Project timeline

Enable: Participants to take on conservation projects in their home unit/chapter/lodge in a practical way

Learning Outcomes:

- Understand the Role of the Partner
- Understand the Role of the Staff
- Understand the Role of the Participant

Theme Connection:

The theme of NOAC 2018 is “Decide Your Destiny,” emphasizing the message that today’s decisions shape tomorrow’s reality. This session will relay this theme in the following ways:

- The choice to provide service to others is inherently selfless
- The choice to help others in being successful in service to others through conservation and sustainability activities in the environment has an added degree of selflessness
- Youth and adults, partnering and modeling these pro-active choices does have a decided effect on the destiny of those participants in that experience.

This session will help the Lodge with the Journey to Excellence Requirement(s):

- Req 5) Lodge Event Participation:
Improve lodge membership participation at full lodge events.
- Req 7) Service Projects:
Complete Scout Executive approved service project(s) on council property and in the community.
- Req 11) Contribution to Council:
Contribute cash, materials, or both to council

Required Materials: [tailor specifically for this session after the syllabus is done, e.g. handouts, flipcharts, projector, screen]

- Projector
- Screen
- Whiteboard & Markers



TRAINER PREPARATION

This presentation is based on a “Lessons Learned” approach from large scale conservation projects that have been conducted in 2011, 2014, 2016, as well as planning that has gone into the upcoming 2019 event. The trainer, having the experience and tribal knowledge from these activities is disseminating the information to a larger audience to encourage similar undertakings, small and large (if so inclined), in their home units/lodges/councils/sections.

Trainer Instructions: If at any time the trainer should perform an action (play a video clip, ask prompting questions, etc) type the directions into boxes like this. Simply copy this box and paste wherever needed throughout the lesson plan, replacing this text with your own material.

Introduction **2 minutes**
blah, blah, blah, about instructor

ICS - Everything you Need to Know about Incident Command **5 minutes**

The truth is... it might be helpful to understand key concepts. ICS is structured to facilitate activities in major functional areas, including Command, Operations, Planning, Logistics, Intelligence & Investigations, Finance and Administration. It was developed for Large Scale incidents – IE: Natural & Unnatural Disasters, incidents where the event scale & scope mean personnel exchanges are necessary and continuity of service and management is essential. The organizational chart shown in the presentation is a 100 Level chart covering only the upper most structure. As a model this might be helpful when structuring a large-scale conservation project. Keep in mind it is scalable management system, you can adjust the depth and breadth of the organization to suit your needs. As with most government-based systems it has significant reporting requirements – you should ask yourself if it is a necessary activity prior to engaging in that activity. ICS is not a requirement to have in place when working with the USFS, BLM, or other government entities. For more information refer to Resources at the end of this document.

Size Matters! **10 minutes**
Large / Medium / Small → Something for Everyone: The scale of project that is undertaken has a direct effect on the resources and time that will be needed to successfully conduct that event.



Start small, build on your successes, learn from your mistakes. To give a sense of the differences between these considerations, the typical event has been broken down into small, medium and large-scale projects. Most notably the medium and large-scale projects have longer time horizons and a budget. Unless there is a benefactor willing to cover the expenses of an event, you will have to identify a budget, and fee structure. This activity has added value as there is opportunity to involve additional youth (and advisors) in supporting roles. From my experience, a week long, large-scale event will have a budget on the order of \$15k – \$25k. That carries a fiduciary responsibility to the Lodge and Council. Small scale projects will have a modest budget, could even be done as part of an annual Lodge Service Project (foreshadowing topic of Partners). Included with each size of event is a partner that may be involved in the activity. In bringing this home in terms of conservation and sustainability type projects, the BSA is an organization teaching youth life and leadership skills to be contributing members of the community. There are many organizations that have developed knowledge, information, and activities focused on sustainability and conservation – why not leverage their experience?

Size matters

Large / Medium / Small → Considerations:

In considering doing a conservation project, building loyalty to your ability to conduct an event (your brand) is important. The participants at this year’s event will be your staff and advocates for the following years. If it is going to be a one-shot deal – like a habitat restoration, or site recovery, where the scope of the work is finite, then building that loyalty can take a backseat to heavy promotion to ensure a solid good single event. Key elements for all of these sizes are appropriate planning for the size and scope of the event, covering your expenses, either by donation, a fee basis, subsidized by the lodge/council, or all of the above. Remember, for the large-scale events, it is likely that you will have a Council Staff person involved, so in a sense the Council / Lodge is subsidizing the event. Done properly there is nothing that youth can not take charge of – with proper advisory, and while it may not be a full chairperson position, the youth can be the point of contact, and in charge of the event.

Who’s Your Friend?

7 minutes

Partnering Organizations

Large to Medium; USFS, BLM, NPS

These entities are willing to work with you, however getting in contact with the right person can be challenging. Time needs to be allocated to identify and develop the contact. Like in Scouting, many times the person you need to work with wears many hats, so taking on an un-known quantity (outside group wanting to do conservation work) may not be the top of their list of “to do” things. If you are thinking long term, a repeating event, if you do the first event well, the next one will be better received, and word will spread (slowly) and you will be able to build on your success. I would rather under promise and over deliver, than over promise. Scouts are amazing volunteers, but still treated with a touch of hesitation. When talking to this “person”, commitment in terms of # of persons attending, and # of working days (total man hours) is what will best communicate your



intentions. This makes that first event a little dicey, you have to convince them of your ability to deliver at a time where you are trying to promote and develop attendance to convince your partner of your commitment.

Medium to Small; Local/ Regional Agencies

Finding the right contact here may not be as challenging, as local level administration can be a little easier to wade through. In Oregon we have a clearing house for conservation and sustainability projects, that organization is known as SOLV. They sponsor events in conjunction with city, county and state entities. There have projects looking for sponsors, as well as sponsored projects in need of volunteers. This level of information and involvement didn't happen overnight, they have been working at this since 1969, and annually align 30,000 volunteers with over 900 projects.

Partnering Organizations – How do they fit in?

Reading through the mission statements of the listed organizations, aside from the fact that the BLM plagiarized the USFS or at least had the same brainstorming session, the basics are there. To provide, to preserve, to sustain, to conserve, etc. In many cases the group you have partnered with has been doing it for a while, why not use that partnership, that knowledge base to enrich the experience for the volunteers looking to expand their repertoire of conservation / sustainability skills?

Staff – Why you Need Them

7 minutes

As with many things that are leadership based, the goal is about helping others be successful. This can be equally satisfying (or more) than actually providing the labor in a conservation project. If all goes well then, as a leader, you might have the opportunity to work alongside with the volunteers and take a small portion of the burden from them. It's when things aren't going well that leadership shines, and in a well-planned project, the volunteers are none-the-wiser to the behind the scenes drama. For a large-scale project you need to delegate roles and responsibilities to a staff. There are too many elements not to have significant staff resources. In a medium size project, though smaller, a staff can turn a service project into a memorable event. Even in the context of a small project there are teachable moments for the youth service in that capacity. Ultimately the goal is the same, to provide conservation (or sustainability) based service, however it is an opportunity for leadership, and leadership skills are built through many varied experiences.

Staff – What will they Take Away

If this is a re-occurring event, perhaps that participant from the event 2 or 3 years ago is looking to do it again and wants to do more. Staff positions offer the opportunity for an elevated experience. In our events we try to elevate their experience, giving them skills to be successful, but also opportunities that they might not take advantage of otherwise. Incorporating Wilderness First Aid



training, LNT training, using our partner as a subject matter expert [SME] to provide the staff with site specific, or tool/equipment specific training – example: USFS 2-way radios and radio protocol. Swag - having staff swag, cool apparel works in two ways; first it's always cool to get something nice. Secondly, your staff is no identifiable to the participants – it's a badge of honor, and they tend to gel into a team. The trainings provide opportunity to add program elements in addition to needed skills.

Participants – It's why we do what we do

5 minutes

Value the Participants time, they are giving you a precious commodity -their time and depending on the size and scale of the project, they are paying for the privilege of doing so. This changes the dynamic from them being a pure volunteer to being a customer of your program. From the start engage your volunteers, welcome them to your event, if not personally, then through your staff. From the point they show up, that first 5-minutes on site at your event will make an impression, or not. You are balancing the best, highest use of their time, with the needs of your project (or partner) and provide a valued experience to the volunteer without being a slave driver – easy peasy. Some notes on what to keep in mind, activities to include, and touch points along the way.

Participants – It's what we may never see

What the participants (and even staff) internalize and emulate in their lives from the experience may not be immediate obvious. On rare occasion you might catch word that a participant has chosen a career based on the experience, a deeply humbling compliment. But there are other manifestations, inside and outside of the Lodge / Council that you may (or may not) see, and those can be equally gratifying. A gift is given without condition, the project that you have enabled others to be successful at is a gift to a larger community – do it with the intention of providing conservation service as a gift, and you will never be disappointed.

Other Benefits

Aside from the JTE objectives that can be addressed, one thing to consider is that the USFS will credit volunteer service hours against leased lands. If your Council has USFS Leased Land, with prior agreement, they will credit man hours against the lease in the year service is provided. Having Scouts out in the outdoors, working in a public setting, alongside professional or just the regular public, is positive feedback to a public that doesn't always hear about the BSA in the most positive light. In addition the opportunity to work alongside Rangers, city personnel, and other professionals is cool. These are people that typically passionate about their jobs, their knowledgeable and enjoy what they do – how can that not be cool?

Q & A

5 minutes



Takeaway Challenge

3 minutes

[Each session should end with a challenge for every participant to write down key points to take with them. The wording of the takeaway challenge will depend upon the session. For example:]

For the final three minutes, take out your notebooks and think of 2 or 3 partners to your area where you could support their efforts, and possibly partner with at the unit/chapter/lodge level in a sustainability and/or conservation project.

Appendix: Resources and Source Material

- Incident Command Resources available online at <https://www.fema.gov/incident-command-system-resources>
- US Bureau of Land Management <https://www.blm.gov>
- SOLV Oregon <https://www.solveoregon.org/>
- Chapter Journey to Excellence Workbook, available online at <http://www.oa-bsa.org/pages/content/printable-forms>
- Wauna LaMonTay ArrowCorps 2019 <https://www.cpcbsa.org/Arrowcorps>