

# Creating an Action Plan for 2016: Reflection and Table Discussion

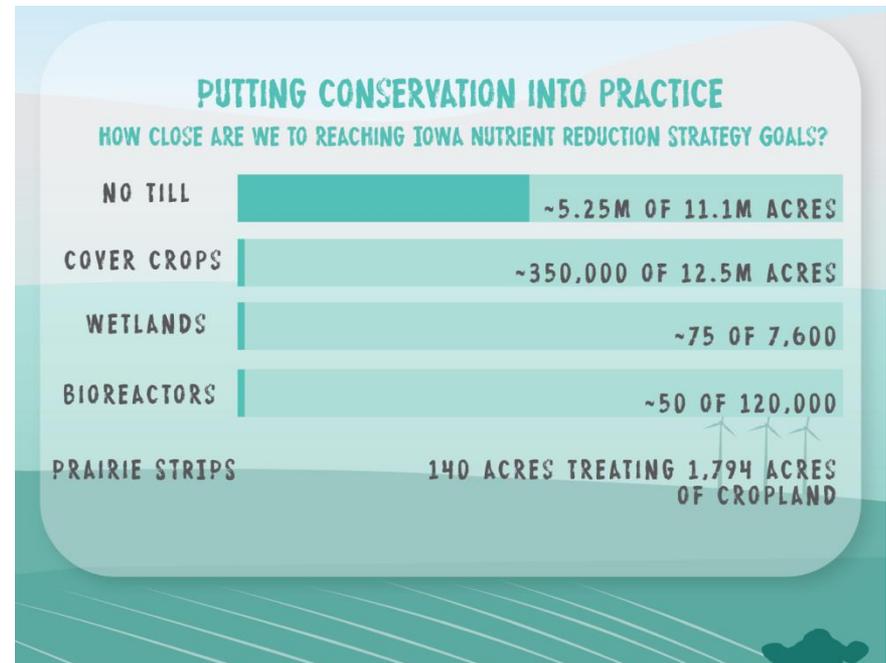


Measuring  
Success?

# Measuring Success?

- Nutrient Reduction Strategy
- Goals:
  - Reduction goals:
    - Reduce 41% of the statewide total nitrogen and 29% of the total phosphorus from non point sources.

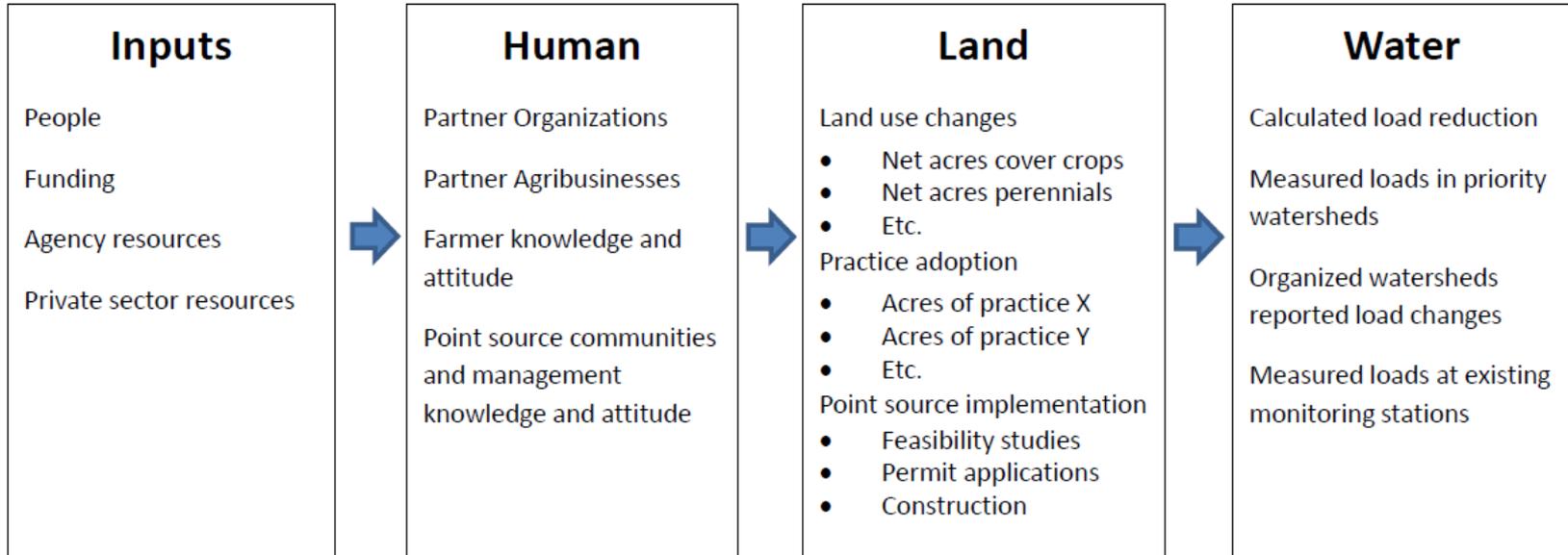
– Practice goals:



# Measuring Success?

## Measurable indicators of desirable change

Specific indicators in attached text



### REPORTED SUCCESSES

- Public investments
- Non public investments
- Field days, presentations, conferences, workshops/meetings, print or media, radio or television, newsletters, awards and recognition activities & surveys

- Behavior changes
- Conservation adoption
- Survey for effectiveness

- Land use changes
- Edge-of-field practices
- In-field management

- Load reduction estimates from practices
- Water quality monitoring

Setting  
yourself up  
for success?

A vertical rectangular image with a blue gradient background. The top half is a solid blue sky, and the bottom half shows a thin horizon line over a blue ocean. Centered in the sky is a quote in white, handwritten-style cursive text.

“ a goal  
without a  
plan is just  
a wish ”

# WQI Project – Extension Application Development Guidance Categories

-  1. Targeted Practice Implementation Strategy
-  2. Refocused Information, Education and Outreach Objectives
-  3. Development of Enhanced Advisory Council and Partnership Utilization
-  4. Development of Assessment, Monitoring and Evaluation Plan
-  5. Incorporation of Innovation and Future Project Evolution Elements
-  6. Discussion of Autonomy and Local Project Leadership

# Targeted Practice Implementation Strategy

- Incorporation of **watershed based planning approach** or **targeted assessment strategy** for practice implementation into revised work plan.
- Transition of management intensive practices to practices such as **edge-of-field** and **long term cover crop practice adoption**.



# Refocused Information, Education and Outreach Objectives

- **Revise** information and education plan based on revised project objectives and **experience's gained** from 2-3 years.
- Focus on **revised messaging** and **reaching individuals not informed through traditional outreach activities.**
- Increased emphasis on **targeted** and **long term practice adoption** in alignment with project and NRS goals.
- Incorporation of revised communication strategy focusing on **measurable and permanent changes** that can be assessed and measurable/measured moving forward.



# Development of Enhanced Advisory Council and Partnership Utilization

- Building **local leadership capacity** and **buy-in among partners**.
- **Local investment** and **delivery capacity** (emphasis on area Ag Retailers and Contractors)
- Identification of, and addressing **partner gaps** as a part of the implementation plan.



# Development of Assessment, Monitoring and Evaluation Plan

- Assessment plan should focus on measuring impacts of **practice delivery** in association with implementation plan.
- Increased emphasis on **ability to assess project success** in alignment with implementation strategy and targeted schedule for reassessing/revised goals if objectives are not beneficial or not being met.



# Incorporation of Innovation and Future Project Evolution Elements

- Demonstrating **added value of getting practice on the ground** into the future and beyond the current project.
- Demonstration of **value of investment** in the project area.



# Discussion of Autonomy and Local Project Leadership

- Ability to operate in **self –sufficient capacity** while **maintaining effective communications with IDALS.**
- Emphasis on **local partnerships** and **locally led efforts and leadership.**



# Goals vs Objectives

- A **goal** is an overarching principle that guides decision making.
- **Objectives** are specific, measurable steps that can be taken to meet the goal.

- Goals are broad
- Goals are general intentions
- Goals are intangible
- Goals are abstract
- Goals are generally difficult to measure

- Objectives are narrow
- Objectives are precise
- Objectives are tangible
- Objectives are concrete
- Objectives are measurable

- **SMART**: **S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-bound

# Example:

- Goal: Reduce 41% of the statewide total nitrogen and 29% of the total phosphorus from non point sources.
- **Objectives ?**

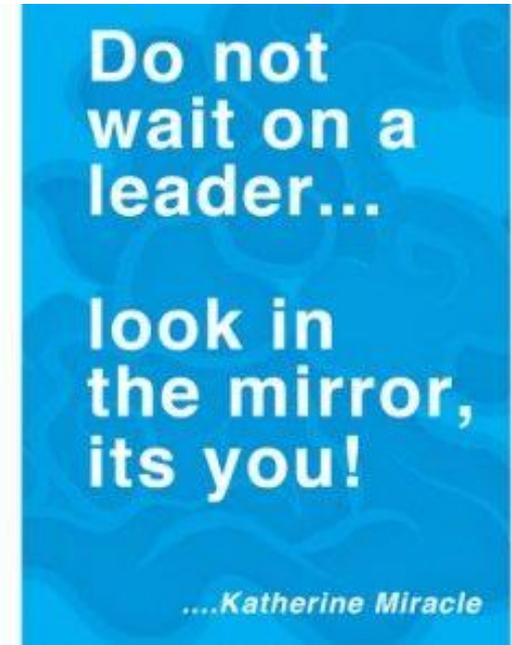
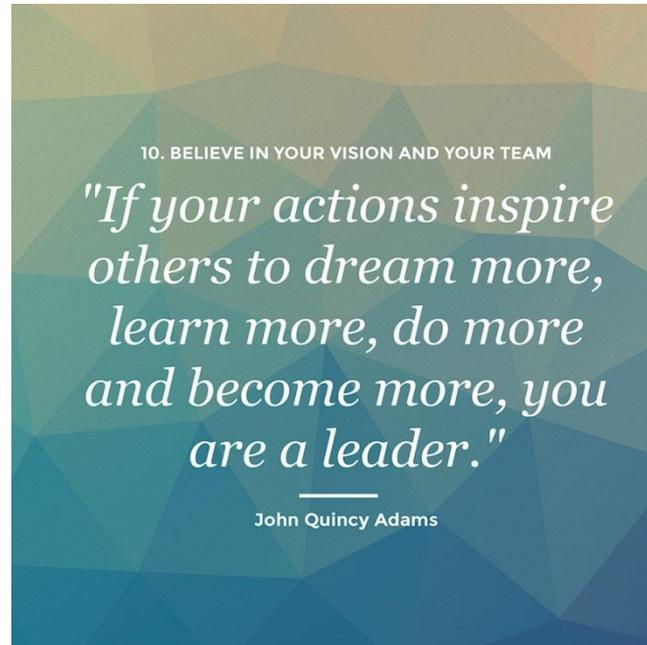
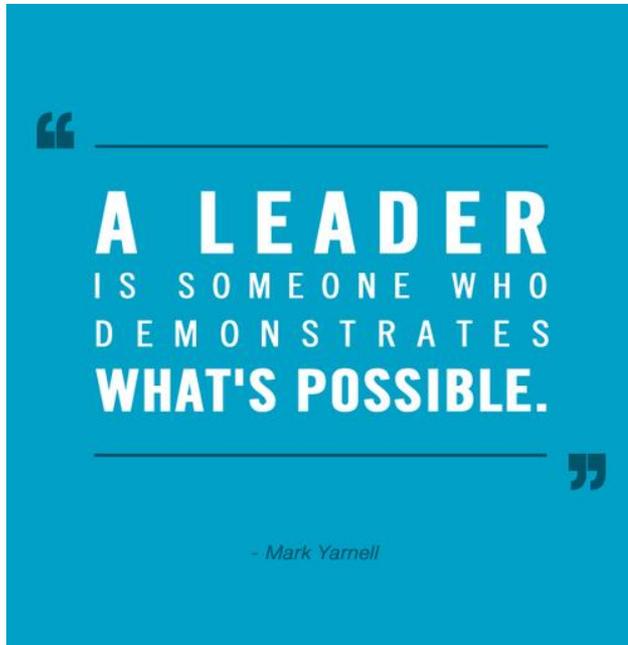
# You are a leader!

So are the farmers in your watershed trying new things.

- Leaders are often considered “outcasts”
- Hugh Hammond Bennett
- Artists and authors recognized posthumously
- Often hear farmers using conservation practices say their neighbors think they are crazy!
- The most impactful development comes when you are able to build the emotional stamina to withstand people telling you that your new idea is naïve or reckless or just plain stupid.



# Thank you for your leadership!



Be inspired because your work is inspiring change in Iowa!