

**Fish Habitat Partnership “Excellence” Project
January 28-February 1, 2013 - Portland, Oregon
Workshop Abbreviated Summary – SEAKFHP Notes**

Meeting Purpose: Help coordinators and volunteer leaders of Fish Habitat Partnerships meet their goals, expand their role within the national dialog about fish habitat conservation and develop wider, public support for protecting and enhancing fish habitat.

Meeting Goals: Identify barriers to success, develop strategies for success, explore financial opportunities, improve operations, clarify roles and responsibilities among FHPs/NFHP, and establish a peer learning network

SEAKFHP Attendees: Debbie Hart, SEAKFHP Coordinator; Neil Stichert, SEAKFHP Chair/USFWS Region 7 representative; Cindy Hartmann Moore, SEAKFHP Steering Committee member/NOAA representative

Introductory FHP Overview Comments:

- 18 recognized FHPs with a variety of missions, structure and funding capacity (all doing it a little differently)
- Median budgets ~\$100,000.00 (95% government grants, average of 3 private or NGO donors)
- Median # of Steering Committee members = 14
- Median number of adults reached = 110

Key Presentations:

- Coastal Zone Management Act and formation of Estuarine Research Reserves
- Pacific Coast Joint Venture Case Study
- Collaborative Funding Strategies
- Attracting Private Sector Resources – tips and traps
- Outreach and Messaging – how to target partners, allies and other key audiences
- NFHP Partnership Committee – Strategic Planning Considerations

Take Home Messages:

- Barriers to success:
 - Lack of dedicated coordination of FHPs
 - Lack of sustainable operational funding for FHPs
 - Lack of infrastructure to allow for new funding opportunities
 - Lack of skills needed for successful outreach
- Elements to success:
 - There is tremendous value in expanding collaborative relationships (value in working with all AK FHPs and adjacent and other FHPs)
 - Organizational Improvements
 - Consider developing a business plan as part of the strategic planning process
 - Include a marketing plan and communications strategy
 - Consider a corporate outreach plan
 - Engage Steering Committee members with specific roles/tasks
 - Funding opportunities
 - NFHP may be key in providing organizational funding security to all FHPs
 - FHPs should explore opportunities with other FHPs
 - Explore unique connections to foundations and other corporate funders
 - Use targeted outreach
 - Define partners, allies and other audiences
 - Develop key messages, develop/utilize branding, use both inreach and outreach
 - Make key liaison assignments (AFWA, WAFWA, NFHP, etc...)

- Roles for NFHP
 - Provide funding support to all FHPs for organizational persistence
 - Pursue opportunities to be the fiscal agent for large initiatives (501 c3)
 - Consider a position within NFHP to provide broad outreach/marketing support to all FHPs
 - Continue to provide guidance documents/resources to FHPs
- Roles for FHPs
 - Advocate for the National Fish Habitat
 - Collaborate with other FHPs
 - Improve operational base, pursue local funding sources, use peer group learning to advance priorities
- Peer Learning Network Needs and Opportunities
 - Training (Fundraising, Social Media, Board, Marketing/Outreach, Business Plan Development)
 - Continued Peer Group Support (Online base camp support/formation of peer FHPs)
 - Annual FHPs meeting

Documents and Resources:

- Organizational Planning Resources and FHP Homework
 - IMPACT Maps – helping FHPs define what success looks like (attached below)
 - Organization Development Plan – Matrix and Questions (attached below)
 - Communication Plan – Questions for SEAKFHP to consider
 - Funding Plan – Questions for SEAKFHP to consider
 - Engaging Leadership Plan – Questions for SEAKFHP to consider
- Funding Resources (archived at River Network’s online basecamp):
 - NFHP Funding Opportunities for FHPs
 - Collaborative Fundraising handout
 - Attracting Private Sector Resources handout

Other Attendees:

Southeast Aquatic Resources Partnership	Lindsay Gardner	Scott Robinson
Eastern Brook Trout Joint Venture	Doug Besler	Steve Perry*
Mat-Su Basin Salmon Habitat Partnership	Frankie Barker	Jessica Speed
Driftless Area Restoration Effort	Jeff Hastings	
Western Native Trout Initiative	Robin Knox	Erica Stock
Southwest Alaska Salmon Habitat Partnership	Tim Troll	Susan Flensburg
Desert Fish Habitat Partnership	Heidi Blasius	Dan Dauwalter
Midwest Glacial Lakes Partnership	Katie Haws	Mike Duval
Hawaii Fish Habitat Partnership	Gordon Smith	
Atlantic Coastal Fish Habitat Partnership	Emily Greene	Kent Smith
Ohio River Basin Fish Habitat Partnership	Donovan Henry	Rob Simmonds
Reservoir Fisheries Habitat Partnership	Jeff Boxrucker	
Great Lakes Basin Fish Habitat Partnership	Mark Brouder	Michele Wheeler
Kenai Peninsula Fish Habitat Partnership	Sue Mauger	Lisa Beranek
Fishers and Farmers Partnership for the Upper Mississippi River Basin	Heidi Keuler	Chris Jones
California Fish Passage Forum / Pacific Marine & Estuarine Partnership	Lisa DeBruyckere	Stan Allen*
Other attendees		
National Fish and Wildlife Foundation	Krystyna Wolniakowski*	
FWS Region 3 coordinator	Maureen Gallagher	
National FHP coordinator	Tom Busiahn	
AFWA Director of Operations	Matt Menashes	
NFHP Science Team chair	Gary Whelan*	
River Network	Wendy Wilson	Facilitation staff
River Network	Diana Toledo	Facilitation staff
BLM training coordinator	Diane Nelson	
NFHP Board Members*		

IMPACT MAP for SE AK Fish Habitat Partnership (SEAKFHP)

WHAT IS SUCCESS FOR US?

Allies	Community of Interest	Necessary Conditions	Vision
<p>Others working to create the conditions necessary for change</p>	<p>Target audiences who share our vision</p>	<p>If these conditions are created, we will achieve the desired impact</p>	<p>The long- and short- term desired impact</p>
<ul style="list-style-type: none"> • Resource agency staff (federal , state, tribal and municipal) • Soil & Water Conservation Districts • Environmental advocacy organizations • Land trusts • Sportsmen ‘s Associations • Nature Centers • Academic Research Centers • Commercial Fishermen/Associations 	<ul style="list-style-type: none"> • Commercial/Recreational/and Subsistence use fishers and related associations • Landowners (USFS/State of AK/Tribes/Municipalities) • Watershed councils • Tribes/Tribal corporations • Other biologists (academia, agencies, etc.) • Nature enthusiasts and educators • Tourism dependent businesses • Professional guides and outfitters 	<p>Adequate instream/riparian /estuarine and marine habitat, water quality and quantity are available</p> <p>The public is well-educated on the value robust fisheries provide to the region and issue experts are available to address habitat issues</p> <p>Conservation plans being implemented that address habitat needs of imperiled or degraded watersheds</p> <p>Current habitat restoration practices are maintained or improved.</p> <p>Current habitat protection and permitting requirements are maintained.</p>	<div style="border: 2px solid black; padding: 5px;"> <p>LONG-TERM Robust populations of resident, anadromous, estuarine, and marine dependent fish species available throughout Southeast Alaska.</p> <p><i>Unique to SE AK – long term vision to support “pristine” level fish habitat across a majority of the landscape within Southeast Alaska.</i></p> </div> <div style="border: 2px solid black; padding: 5px; margin-top: 10px;"> <p>SHORT-TERM</p> <ol style="list-style-type: none"> 1. The public values fish and their habitat and makes conservation a regional priority. 2. Fish habitats have appropriate ecological integrity to support healthy and thriving communities. 3. The public enjoys increased economic, social, and cultural opportunities through sustainable uses of fishery resources </div>

Organizational Development Plan – Matrix for the Southeast Alaska Fish Habitat Partnership

Vision & Outreach – Over the next 4-6 months, our FHP will address the area of communicating our vision/impact externally and broaden outreach as follows:

- Our Goal is to: Introduce the SEAKFHP to Southeast Alaska communities in general and specifically to potential new partners, allies and targeted audiences
- We will work towards this goal by taking the following actions:
 - Help our Partners share who/what we are
 - Launch our website
 - Developing story telling materials and specific “key messages” targeting current partners
 - Complete our Strategic Plan which includes focus areas on “growing the partnership”
 - In the Strategic Plan we will consider adding a business plan component with a communications plan and marketing plan
 - Expand our outreach to potential partners, allies and targeted audiences in Southeast Alaska by adding curb appeal to our “Hobbit House” through messaging on our web site, developing outreach materials and specific “key messages”
 - Continue to communicate with NFH Board to seek recognition
 - Work with AK FHPs and PMEP to identify common focus areas
 - Assign SEAKFHP Steering Committee members as liaisons to WAFWA, AFWA, LCC, NFHP S&D

Fundraising – Over the next 4-6 months, our FHP will address the area of fundraising as follows:

- Our Goal is to: create a business plan for the SEAKFHP that lays out a fundraising and marketing plan that builds long-term persistence for the partnership
- We will work towards this goal by taking the following actions:
 - Work with JEDC on possibilities for assistance with business plan development
 - Inreach to current NGO partners and discuss funding infrastructure needs and opportunities
 - Work with AK FHPs on a corporate outreach idea
 - Seek training support from the Foralker Group/Rivernetwork/JEDC

Leadership Development and Recruitment – Over the next 4-6 months, our FHP will address the area of leadership development and recruitment as follows:

- Our Goal is to: develop strong capacity on the SEAKFHP Steering Committee, S&D Committee, and in other areas (or new committees) that will support strengthening the partnership
- We will work towards this goal by taking the following actions:
 - Address leadership development and recruitment in the developing strategic plan
 - Consider revolving the chair role of the Steering Committee among all members
 - Encourage liaison roles for specific Steering Committee members
 - Seek leadership development training/resources
 - Develop a practitioner’s directory for Southeast Alaska

Organizational Development Planning Questions:

Communicating our impact:

- What challenges or barriers do you anticipate in engaging allies and target audiences?
- Do we have a key message?
 - Values people support
 - Language they understand
 - The right images that share this message
 - Facts that reinforce the message
- Who are our effective messengers?
- Who are our allies?
- What are our allies' goals and values?
- What messages will resonate with them?
- How do we reach them?
- What do we want them to do?
- What are our first steps?

Getting the money we need:

- What money do we receive now?
- What are our assets?
- Do we have a fundraising plan/strategy? (Sources: New Government, Business/Corporations, NGOs and clubs, Individuals, Others)

Engaging Leaders:

- Why do we need leaders?
- What would they do?
- How and when will we recruit new participants?
- What are our long-standing leadership roles?
- What activities need to be organized by more engaged leaders?
- What "gateway" roles could new participants play in our FHP?