



# Conservation Coaches Network e-newsletter

New Year 2011

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## Network News

### Coaches Building Skills, Shaping Methods, and Celebrating Community

We came from Mongolia, Mexico and Malaysia... from Austria and Australia... Italy and Indonesia... China and Colombia...and many other places in between to learn from each other, expand awareness of evolving tools and celebrate our dynamic global community. All told, some 140 coaches and friends of the Network from six continents, 22 countries and 24 organizations met recently for the 2010 Conservation Coaches Network Rally.



Rally 2010 Coaches Network workshop participants.  
© Ron Geatz/ TNC

Some of the things coaches explored in their 39 workshops and roundtables, included: ways to improve our teams' strategies; how much is enough when it comes to measuring impacts and ways to work better virtually. Coaches conferred and compared their favorite tricks to bring out a group's creative juices; ways to work well in partnership; how to give feedback as a "loving junkyard dog" and ideas and experiences for how to integrate the needs of the natural and human systems in ways that honor both.

An organizing highlight of the Santa Cruz rally was a series of plenary case studies from CCNet's partner organizations: The Nature Conservancy, WWF, Greening Australia and Foundations of Success (FOS). Each case study demonstrated innovations in how CAP/Open Standards principles are being applied in diverse and challenging conservation scenarios. In addition to the case studies and workshops, the coaches and colleagues were addressed by Bill Ginn, Chief Conservation Officer for the Conservancy and P.J. Stephenson, Director of Conservation Strategy and Performance for WWF International.



P.J. Stephenson, Director of Conservation Strategy and Performance, WWF. © Ron Geatz/TNC

Both spoke about the future of conservation, the challenges conservation faces and the role of the coaches in helping to meet these challenges.

A highlight of the event was The Conservation Apps Fair and Taste of California where the coaches filled their "i-phones" with evidence that they explored the featured technologies

that support conservation practice while they filled their stomachs with

local California treats. And no Rally would be a "Rally" without our traditional party where in addition to coaches sharing songs, raps and movies about what our work means to us, we started a new tradition to honor coaches who give selflessly to the community. We also recognized (and roasted) the founder of the Network, Greg Low, who while retiring from The Nature Conservancy, will continue to be an active part of the Network.



Greg Low, leading a session on peer review. © Ron Geatz/TNC

Check out the presentations, photos and materials from the workshops on the web at [Conservation Coaches Network Rally 2010](#) space on ConserveOnline.

### **It's Official! European Franchise Established**

A brand new franchise has emerged in Europe! The European Coaches Network franchise unites 25 coaches from Scandinavia, the Mediterranean, North, East and Central Europe in

a shared mission to strengthen coaching skills, enhance the network and roll-out of the MP Open Standards. This is quite a challenge given the current political and economic climate in Europe, but arguably needed more than ever. Our coaches are from government agencies, NGOs and private organizations and many are responsible for site management. Worth mentioning is also a subdivision called the Student Coaches Network, which unites trained and talented students and facilitates thesis work and internships to be "in service of adaptive management." It also promotes delivery of university courses in the CMP Open Standards. We are thrilled to be part of the global CCNET and hope to work with coaches from all around the network in the near future! For more information, contact Franchise co-leader [Ilke Tilders](#).

### **Coaches making a difference! Evidence from ConPro...**



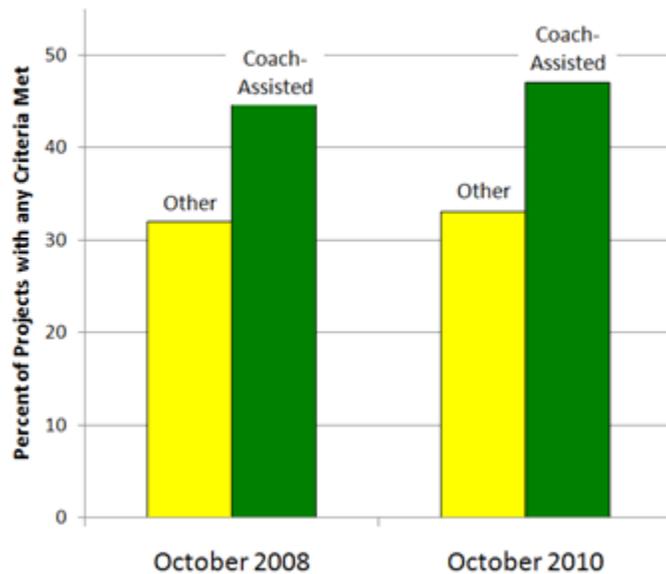
European Coaches © ECnet

We decided to explore ConPro data to see if we could detect the influence of the Coaches since the last Coaches Rally. We stratified all ConPro records into 2 groups, Coach-involved vs. Non-coach involved, by searching ConPro for coach names and reviewing coach submitted activity reports. We focused on the matched set of projects that were in ConPro at the last Rally and are still in ConPro (421 projects with coaches, 514 projects without coaches). We used the CAP Tracking Tool — which evaluates ConPro records against a set of objective criteria for each of the 10 steps of the CAP

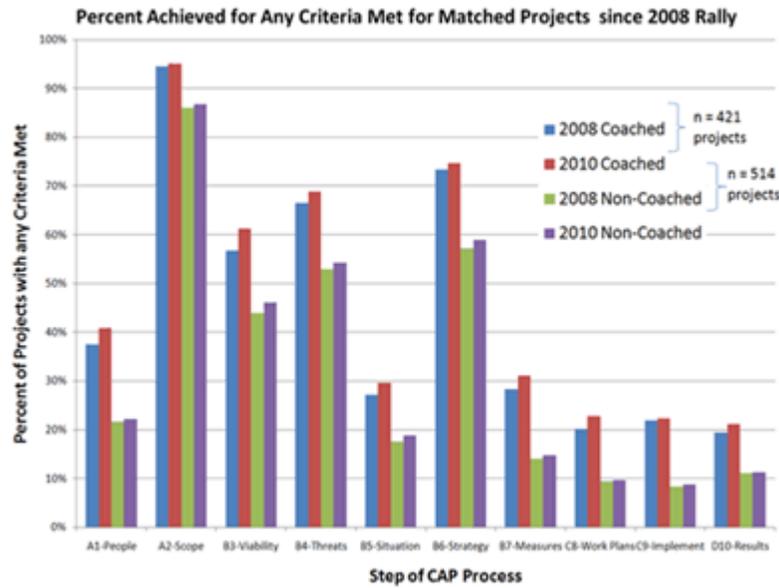
process. For all 10 steps, there is a substantial distinction between the projects where coaches were engaged and those where they were not engaged in both 2008 and 2010 (see Figure, above right).

This analysis is very rough because the records are not all updated and we don't know to what degree the coaches were participants rather than actively coaching the process. Help us improve our ability to use ConPro to track your work and to enhance cross-project learning benefits by working with your project teams to get their latest information uploaded to ConPro.

**Comparison of ConPro Records since 2008 Rally**



For additional information on the progress we are all making on the Network's Strategic Plan check out this [presentation given at the Rally](#).



## Coaches Around the World

### Four Case Studies Debut at Rally 2010

CCNet founding members shared “fresh stories from the field” — about their experience and how the application of the Open Standards is making a difference in managing for results in real projects. We invite you to check out these presentations by clicking on the case study images or titles, below.



[WWF Australia's story on their Sustainable Palm Oil Campaign](#)

Photo © Martin Harvey WWF-Canon



[Greening Australia, story on the Fitz-Stirling Functional Landscape Plan](#)

Photo © Amy Vitale

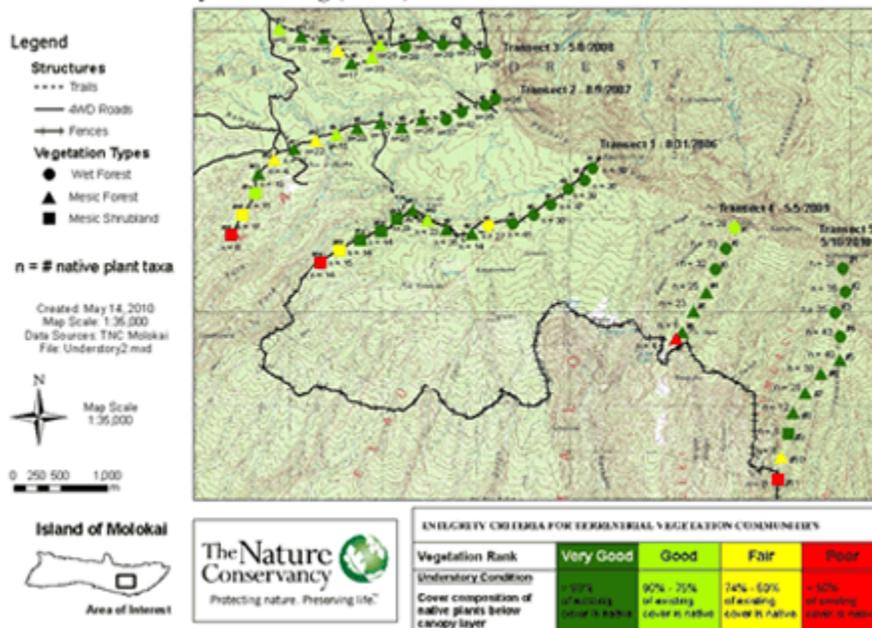


coaches Rob Sutter and David Braun) has been working to adapt CAP for use in the development of the MRERP. This last year, the MRERP underwent one of the Corps' independent external peer review processes. The process required that a three-person scientific panel selected by an independent firm review the draft MRERP focal natural resources ("targets" in Open Standards/CAP lingo) and the proposed baseline assessment methods ("viability assessment" in Open Standards/CAP terms). The review consisted of two parts: comments related to two documents describing the focal natural resources and baseline methods and a public meeting in which the expert panel questioned a three-person MRERP panel regarding the focal natural resources selection process, proposed baseline methods and draft products. Overall, the expert panel found the proposed focal natural resources solid and the baseline assessment methodology (all based on CAP methods) sound. There was strong panel support for the approach and the draft products. This is a milestone for CAP/Open Standards as it has now been vetted through a federal, independent external peer review process and received support as an appropriate approach for accomplishing elements of the NEPA process and the Corps 6-step planning process. Contact Paula for more information about this and future elements of the Missouri River Ecosystem Restoration Planning process at [Gagnon.paula@gmail.com](mailto:Gagnon.paula@gmail.com).

### Hawaii, U.S.A. Making Measures Useful

These colors and concepts look familiar? That isn't an accident.

**Molokai Understory Monitoring (MUM) Transects and Condition**



The Moloka'i Monitoring (MUM) system uses the attribute and measures system of the target viability assessment method used in CAP to provide managers with a "coarse indication" of forest health. It has been designed at the simplest level to be implemented and analyzed by the local Moloka'i TNC staff. "So far,

works great," reports coach Ed Misaki.

[Contact Ed](#) for more information on how they are making measures real in Moloka'i using the information they developed in their CAP process.

### U.S.A. New York. The Return of the Scallops — A Cap Success Story

Once upon a time (in 2002) TNC staff working in the Long Island, NY Peconic Estuary participated in a Marine Ecosystem Fellowship workshop led by Greg Low. At that workshop the team identified bay scallops as an important conservation target for the Estuary. Prior

to 1984, bay scallops were quite abundant. With the onset of a harmful algal bloom in 1984, the populations declined to 1% of their historical levels.

Before participating in the workshop, the team had already raised and released some scallops in the Bay, but as a result of digging deeper into the ecology of the system through analyzing viability and tough love peer review in the workshop, the team evolved their strategies to include:

**1. Prohibit the harvest of the crab eating oyster toad fish** (oyster toadfish were over-harvested in the estuary and crab populations increased to the level where the predation level of crabs on scallops was extremely high); and **2. Allow all bay scallops to spawn at least once in their lives** (they only live two years) to accomplish this the scallop season start date needed to be put back until November 1st and the size limit of harvestable scallops needed to be increased.

Both new strategies required changes to state law and the support of harvesters would be essential in passing a new law. In 2005, after one failed attempt at changing the shellfish laws (no support from stakeholders), commercial harvesters and TNC staff met to discuss the condition of the shellfish populations and talk about ways to enhance the populations. Conservancy staff used the CAP process to explain to the harvesters the ecological needs of bay scallops and how the proposed actions designed to ensure that the ecological needs are met, should result in increases to the bay scallop populations. Seven months and three somewhat heated meetings later, consensus was reached among the harvesters and they asked TNC to set up a meeting with New York State Director of Marine Resources. The meeting took place and late in 2005 a new law was enacted. According to Wayne Grothe, project leader, "By using the CAP process to persuade stakeholders that certain actions needed to be taken to increase scallop populations, we were successful in getting support for the strategies we developed and refined at the Marine Efrogmson."

TNC monitors bay scallop population size by using harvest level as an indicator with the baseline being pre-1985 harvest levels. In 2005, prior to the enactment of the new state laws, landings were approximately 2,000 lbs. By 2009, landings have increased to 20,000 lbs. and early indications are that the 2010 landings may exceed 40,000 lbs. Wayne is optimistic, as he points out, "Although we are still far from the 250,000 lbs. per year harvest average of 1970-1985, we are headed in the right direction!"

### Coach Fellow Spotlight

TNC Coach Jenny Brown recently served as a [Coda Global Fellow](#)\* working with colleagues, partners and local community members in Australia and Papua New Guinea on understanding and documenting the adaptations that have been made to the Conservation Action Planning process for use with indigenous communities. (Note: As much as 22% of the world's land surface and some its most pristine areas are the domain of traditional peoples.) We caught up with Jenny at the end of the year to reflect on her experience.



Long Island Bayman © TNC



Coach Jenny Brown with Aboriginal leader and artist, Margaret Mungulu.  
© Natalie Holland

### **What was the most memorable thing that happened?**

We drove for hours across land filled with baobab trees and 4' high termite mounds to arrive at the [Mowanjum Arts and Cultural Centre](#). At a new, state of the art gallery we found two of the women we wanted to chat with, working on paintings that would later be sold in the gallery. Shortly after we arrived, several more women joined the group and we pulled up some chairs for a discussion about how it was to be a participant in the CAP process. When we finished and returned to the show room again – having watched these women painting totally changed my viewing of the art.

### **What lessons did you learn that would be useful to your colleagues?**

I have the words of people I met ringing in my ears as I do my work. One man told me it's best to do capacity building around a concrete activity, such as being a ranger, so it's real and not just training for something that may or may not ever happen. Several programs reminded me that building relationships with communities must be a long-term conservation

strategy in its own right and something in which we fully invest to succeed. Lastly, if we want indigenous communities to embrace CAP, we have got to focus on the process and not the 'tools' such as the work book or Miradi, or anything else with a computer. We have to develop other more participatory approaches for involving people.

Stuart Cowell from Bush Heritage in Australia and I ran a session at the CAP Rally that focused on developing recommendations for adapting the CAP process for use with indigenous communities. As a follow up to this meeting, we're working to create a space on the Conservation Gateway for posting information and tools related to using CAP with indigenous communities, and we have created a listserve of people interested in sharing ideas and thinking on this topic. If anyone is interested in being on the listserve, they can contact me at [jfbrown@tnc.org](mailto:jfbrown@tnc.org).

Coaches can read the entire interview [here](#). TNC coaches interested in a Coda Global Fellowship can visit the [intranet site](#)\* or contact program director Jolie Sibert at [jsibert@tnc.org](mailto:jsibert@tnc.org).

(\*indicates that some links are restricted to TNC staff only)

**Bulletin Board**

## Missed the Rally? Wished you could have cloned yourself to be in two sessions at once?

Check out this space on [ConserveOnline](#), where you can find Rally-related materials such as the agenda, presentations and handouts, and final session products. We expect to have all Rally session products posted by the end of February of 2011. We also invite you to explore different sections of the brand new [Conservation Gateway](#), where we are posting session resources that can be useful to the wider conservation community.

## Networking in the Network

Wouldn't it be wonderful if you could call on the accumulated wisdom, knowledge, and experience of your fellow coaches when you had a question or problem to solve? Now you can! We've created the Coach's Listserve, an email discussion group that enables you to send a message to the whole coach's group, and receive answers just to you, or to the group as a whole. A group of "early adopters" signed up at the Rally in Santa Cruz. The rest of you should look for an invitation in your email box soon. To help the discussion group get off to a good start, a group of Guest Experts (all of whom are coaches) have agreed to take turns monitoring the listserve every week to ensure that your questions get good answers. Coaches, your invitation will be in your e-mail in-box soon, but to sign up right now, or if you have any questions about the listserve, email [mbennett@tnc.org](mailto:mbennett@tnc.org).

## Find a Coach Map: <http://maps.tnc.org/ccnet/>



This new resource will allow teams to find coaches in their areas and it will allow coaches to find each other. This simple, searchable map allows you to see the location of all of the coaches in CCNet, and by clicking on one of the dots, you can get more information (address, email, phone, etc.)

You can also search for coaches by name: in the "find" box click the

binoculars with text behind them and you will be able to type in the person's name. If you have updates to your information (or any other questions or comments), please send them to Jon Fisher at: [jon\\_fisher@tnc.org](mailto:jon_fisher@tnc.org). By spring 2011 you will be able to update your own information directly in the map.

## ConPro Opens Up New Partner Features

ConPro has just gotten much more partner friendly in two important ways.

**First.** Individual partners who are working with TNC staff on a ConPro project can now [create an account](#) on ConPro. Your TNC partner can share the project with you, and you can edit and update your project. To set that process in motion, click on the register link in the upper right of the home page.

**Second.** Partner conservation organizations who use Miradi and want to be able to add their own Miradi projects to ConPro can now have their own "space" in ConPro. You can upload public projects, which can be viewed by anyone who uses ConPro, and you can have private projects, which can only be seen by users affiliated with your organization. To learn more about how to add your organization to ConPro, contact the ConPro Team at: [http://conpro.tnc.org/feedback\\_form](http://conpro.tnc.org/feedback_form).



### **Conservation Action Planning Materials Get New Online Home**

The [Conservation Gateway](#), TNC's new public internet resource designed for the conservation practitioner, scientist and decision-maker has just been launched. The Conservation Gateway is the next incarnation of a resource most of you have been using to find CAP related materials – the Conservation by Design Gateway. This version has expanded in scope to cover both conservation planning AND conservation science topics more broadly. Additionally, the site has a new design and more functionality.

The Conservation Action Planning (CAP) files (handbooks, power points, tutorials, case studies) will all be migrated to the [Action Planning](#) section of this new site. Under the watchful eye of coach Cristina Lasch, every document is being reviewed and updated and new materials will be added such as sample workshop presentations in Portuguese and content from the recent CCNet Rally. In the long run, this will mean better access to materials you need. But in the short-term, bear with us, as we get the new site fully populated, and functioning optimally. We are aiming for full migration by February. Until then, don't despair as all the materials will still be found on the old site which will continue to be available at <http://conserveonline.org/workspaces/cbdgateway>.

Phase two enhancements are underway which will allow you to customize your experience on the site, find others with your interests, and enable bookmarking and content notification. These will be released throughout the winter and spring months so check back often to learn about new features. To orient yourself to the new site, visit [About the Gateway](#) page and watch the short demonstration video.

Please contact coach and Gateway manager, [Rebecca Esselman](#) with any questions, concerns or ideas. The more feedback she receives from you, the better the site will be for you.



### **Hey Coaches — Wondering about the work of TNC's "Planning Evolution Team?"**

Read a [recent post by team member, Robin Cox](#) to learn more and share your ideas.

The link is <http://www.conservationgateway.org/news/evolving-our-conservation-planning>.



### **One Final Note.**

Got an old undergraduate English degree you don't know what to do with? [We have a](#)

volunteer opportunity for you. This Conservation Coaches Network Newsletter needs a new copy editor. Please let [Jora Young](#) if you would like to try your hand at the task.

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CCNet Newsletter Team - Jora Young, Cristina Lasch

For more information about the Conservation Coaches Network (CCNet) contact:  
Jora Young at [jyoung@tnc.org](mailto:jyoung@tnc.org).

