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**A Glossary of Terms**

***The Conservation Coaches Network (CCNet).***CCNet consists of hundreds of conservation practitioners trained in the latest applications of the Open Standards for the Practice of Conservation, the “Open Standards” [in The Nature Conservancy this is Conservation Action Planning (CAP) methodology]. The network also serves as a conduit through which information about the use of the Open Standards/CAP and emerging new strategies can be easily transmitted and disseminated throughout the a broader community of conservation practitioners.

***Network Coach****.* A network coach is an active conservation professional with a strong background in applied conservation. He/She has completed a Train the Trainer workshop and is facile with the Open Standards/CAP methodology and skilled in facilitation of the process. Each coach is actively involved in supporting the application of the methodology through either guiding individual conservation teams through the conservation planning process and/or facilitating Efroymson Fellowship style workshops. They are committed to staying abreast of innovations in this methodology, in the emergence of promising new conservation strategies and in sharing their observations and experiences with other practitioners through their participation in the Coaches network.

***Network Partner.*** Organizations who have agreed to provide on-going leadership to the Conservation Coaches Network. Partners participate in implementing and overseeing the implementation of the network’s Strategic Plan, provide representatives to sit on the network Board, communicate CCNet priorities to their respective organizations and the needs of their organizations to CCNet, commit resources to network approved activities, help raise funds and promote learning across organizations.

***Franchise Units.*** The trained Coaches are organized into cadres of individuals who work together within a defined geographic and/or organizational unit. Each unit identifies the conservation planning needs within their “territories” and works cooperatively to address these on-going needs using the Open Standards/CAP framework and an “Efroymson approach" that, whether involving multiple teams or single teams, engages practitioners experienced in multiple disciplines and is structured in such a manner as to encourage maximum peer review and “tough love”. Each Franchise unit develops their own work plan identifying the timeframe and program that is responsive to their needs and capacity and will result in maximum exchange.

***Franchise Leader****.* The Franchise Leader is a veteran conservation professional who serves as the organizer of the Franchise Unit. She/He works with the network Coordinator to define the geographic territory. He/She identifies and recruits the coaches into the Franchise and identifies and communicates the on-going training needs of the coaches to the Network Coordinator. He/She works with the coaches in their unit to define the planning needs of the network and develop the work plan for addressing the needs. The Franchise Leader participates as a co-leader in at least one Franchise unit sponsored Efroymson Fellowship style workshop (or the equivalent) per year and works with the Franchise coaches to ensure that the lessons learned at the Workshop and throughout the Franchise are documented and shared with the larger network. The Franchise leader participates in the governance of the Network by serving as a member of the CCNet Board. The Franchise leader works to secure funds, as appropriate, to support implementation of Network activities in the territory.

***Network Director.***The Conservation Coaches Network Coordinator is responsible for serving the Network Partners, Franchise Leaders and coaches in the implementation of the Partnership’s Strategic Plan. The Coordinator helps to establish new Franchise Units, trains new network coaches, disseminates information among the Partners and Franchise Units, and coordinates a bi-annual Coaches Network training and exchange event. The Coordinator is responsible for securing funds for the network to help establish new franchise units, further the work of the existing Franchise units and encourage innovative applications of the Open Standards/CAP methodology. The Coordinator also works in cooperation with professional staff from the partner organizations to ensure that new tools are responsive to the practitioner’s real world conditions and to continually look for mechanisms to improve the skills of the network coaches and enhance communication among the network members and between the network partners.

***Efroymson Fellowship Workshop****.* 4-6 multi-disciplinary landscape conservation teams working through the CAP process in a structured set of workshops (usually 3, typically 2-4 months apart). The workshops are facilitated by at least one seasoned, trained practitioner. The teams work on the same step of the CAP process and provide on-going feedback to each other in a positive, frank and open forum which allows opportunity for exchange and continual modification. The Efroymson approach, whether applied to a process involving multiple teams or a single team, contains the following elements:

* An explicit biodiversity conservation goal. (There may be other goals for the process but furthering biodiversity conservation must be an explicit desired outcome.)
* A multi-disciplinary team with strong conservation experience and good scientific knowledge.
* A designated team leader with the ability to ensure some continuity of implementation of the plan.
* The use of the Open Standards/CAP methodology as the basic framework for planning.
* A trained facilitator/coach facile with the Open Standards/CAP methodology.
* A commitment to active feedback and positive “tough love” exchange.
* A commitment to an adaptive and iterative approach vs. a “completed plan.”
* A commitment to capturing and sharing lessons learned and innovations from the process with other network coaches.
* The presence of at least one experienced conservation professional from outside the project area. (The facilitator may also provide this element.)