



Conservation Coaches Network

e-newsletter

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Network News

From the CCNet Chair:

Happy New Year and best wishes to all of you, Coaches and friends of the Network. I want to take this opportunity to express my thanks for the great work you have done in 2011 to support conservation teams worldwide.

As we begin the New Year, our Conservation Coaches Network Board is engaged in updating our strategic plan. This will be the Network's third time around the adaptive management cycle (plan, do, measure, adapt) since its inception in 2004. I am upbeat about the future of the Network and our growing capacity for improving the practice of conservation.

With an expanded cadre of 300 coaches from 59 countries and 39 organizations, as part of our planning process we are looking at measures of how we are doing toward the strategic objectives of our last strategic plan. These include activity measures – the number of coaches, the number of projects coaches support, and countries and organizations where coaches are active. We have surveyed key stakeholders on the value of the coaches, the Network members' interactions with each other and partners, and the reach of the learning exchange in the Network. And we looked at coaches impact on project teams' application of the Open Standards/CAP compared to teams that didn't have a coach. All of these analyses are yielding very positive indications that the Network is growing; the contribution of the coaches is valued; you are reaching out across the globe in many different ways and, most importantly, you are making a difference worldwide!

Over the next three to four months we will be looking at our strategic purpose and "product line." We are also looking at our structure for coordination of the Network and our existing partnerships and the potential for new partners and franchises. One of the big elements of this iteration is to design a more sustainable model for funding coordination of the Network which has been largely underwritten by TNC Central Office funding since 2008. To grow and be truly sustainable we recognize the need to create a more diverse funding formula.

So far launching this process has been an incredibly positive affirmation of the value of the Network. I am confident that the result will be a stronger CCNet with increased capacity to accomplish our mission "to catalyze effective conservation across lands and waters worldwide through action planning, coaching, knowledge sharing and innovation."

All the Best,

Brad Northrup
Chair, Conservation Coaches Network.

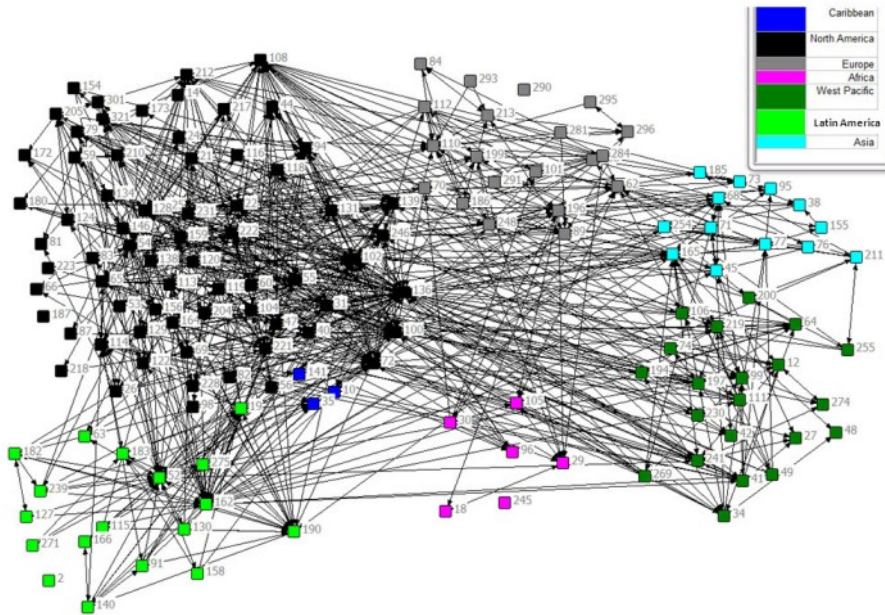


Brad Northrup,
CCNet Board Chair © TNC

Network News continued

Social Network Analysis of CCNet Underway!

THANKS to all of you who responded to the CCNet Survey this fall. Over 150 Coaches from around the world participated.



Snapshot of the CCNet connectivity map © TNC/Sara Gottlieb

(indicated by color in the legend) where they work. The lines between coaches represent the ways they are connected to each other. The regions are laid out more or less the way a world map would be, with North America in the northwest quadrant and Australia in the southeast.

We are “walking the measures walk” and will use the information to adaptively manage the CCNet’s strategic plan.

The information we collected in the survey will help us get a picture of the Network, not only the attributes of its members but also the different types of interactions between members, and the scope and reach of Coaches work with conservation teams and organizations worldwide. Sara Gottlieb, Conservation Planner with the Georgia chapter of The Nature Conservancy, is using NetDraw to generate visual analyses to help assess past and current Network activity as well as guide ways the Network can increase its impact in the future. The image on the left shows the amount of connectedness between coaches within and across their geographic placement. Each colored square represents a coach in the Network and the region

Coaches Around the World

Europe. Conservation Teams come together in Fellowship & European Coaches Rally

Over 60 conservation practitioners from six different conservation projects came together for a week in the rice-fields of the Ebro Delta in Spain to be introduced to the Open Standards. The fellowship workshop was organized by CCNet Europe and included opportunities for coaches-in-training to work with teams. After the workshop, 22 coaches (including representatives from CCNet coordinating team, TNC and WWF) joined in the first European Rally. Together, we learned about the global network and the work in Europe and made plans for better collaboration. We improved our skills to better incorporate climate change & human welfare targets and beef up our virtual coaching techniques. Last but not least – we mapped out our understanding of our existing skills and those that we need to continue to hone by testing a coach self-assessment tool that is being developed by CCNet. It was a great week, with an amazing amount of creative energy! For more information contact [Ilke Tilders](#).



European Franchise coaches come together © Felix Cybulla

Coaches Around the World continued

USA. Developing Biodiversity Conservation Strategies for Great Lakes Erie and Michigan

There are some technical challenges with applying the CAP/Open Standards process and tools to large, complex, only partly understood ecological systems like the Great Lakes. But these are almost dwarfed by the challenges inherent in trying to engage over 500 widely distributed people from different countries and organizations in the planning process as members of steering committees, experts and decision makers and all on a very tight budget.

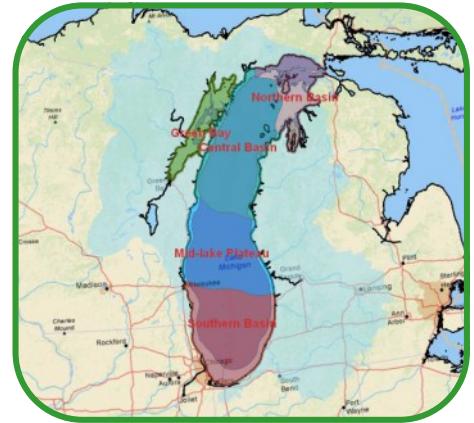
But this is reality for the partnership of The Nature Conservancy, Michigan Natural Features Inventory, and Nature Conservancy Canada as they work with a broad network of scientists, natural resource professionals, agency and non-profit staff in the US EPA and Environment Canada funded process to develop strategies for the restoration and conservation of the native biodiversity and ecosystem function of Great Lakes Erie and Michigan.

The goal of these planning efforts will be a set of biodiversity conservation strategies that will complement and be incorporated into the Lakewide Area Management Plans (LaMPS) for each lake. LaMPS are the primary authority for coordinating the work of all government, tribal, and non-government partners working to improve the health of each of the Great Lakes.

To meet these challenges the coaches have adapted in a number of ways, including:

- Stratifying the lake into sub-lake scales (picture)
- Making use of webinars for steering committee meetings and viability assessment
- Using web survey techniques for Threat assessment
- Using face-to-face workshop time for strategy development

So far, the team has identified targets, scope, and key project people (roughly 250 per lake); completed first iterations of viability and threat assessments; and developed draft strategies for both lakes. Over the next nine months, the coaches will work with the steering committees, other experts and stakeholders to refine each component of the plan, and make technical reports, data and information available in a web-based information management and delivery system. For more information about this project, contact coaches [Doug Pearsall](#) or [John Paskus](#).



Sub-scales for analyses for Lake Michigan
© TNC/Doug Pearsall

Pacific Islands. Franchise holds Mini Rally and Training



Pacific Islands mini-Rally participants
© Lorraine Rdiall

Coaches and prospective coaches gathered in Saipan in the Northern Mariana Islands for a four-day training and sharing event November 14-17. The 30 participants came from many different organizations representing conservation interests in American Samoa, Marshall Islands, Kosrae, Pohnpei, Chuuk, Saipan, Guam, Yap, and Palau. The group engaged in sessions devoted to facilitation skills, community engagement, how to do stakeholder analysis, identification of conservation targets and threats, using Miradi to rank and prioritize threats, how to do results chain, create objectives, and adaptively manage their projects. Following CCNet tradition, the event included a field trip to Lualau Bay, to learn about watershed restoration, ways to design and retrofit road infrastructure to minimize impacts, and comprehensive marine monitoring programs.

The participants were enthusiastic about what they learned together and they agreed to continue to work with each other to identify the types of assistance needed on each island to adequately support project teams and continue to build coaching capacity. The participants are also very eager to connect with coaches from across CCNet to enhance their facilitation/coaching skills. Interested in helping or learning more? Contact [Trina Leberer](#) or [Jason Sumiye](#), Pacific Islands Franchise leaders.

Coaches Around the World continued

China. Helping to Support Conservation Action Planning in the Yunnan, Coach Dequn Zhou's Labor of Love

Introducing CAP/Open Standards to resource managers and agency leadership with the Yunnan Province Forestry Department, the Ministry of Agriculture and Kunming University of Science and Technology students is a contribution that Dequn Zhou, CCNet coach and professor at Kunming University of Science and Technology, readily makes to conservation of China's beautiful natural areas.

In this last year alone, Dr. Zhou has participated as a trainer/coach in four key training workshops co-sponsored by TNC and public agency partners. These workshops coached conservationists from scores of nature reserves, including the Upstream Yangtze River National Nature Reserve. To help with these trainings, Prof. Zhou compiled a new CAP/Open Standards handbook which features case study examples from China. The book is now being used for training in the Yunnan Forestry Department and as an undergraduate text book for future conservation professionals studying at Kunming University of Science and Technology. Prof. Zhou is also working with fellow coach, Dr. Liu Dachang to help supervise a graduate student research project looking at how CAP/open standards is being used as a tool for nature reserve management planning in China.

Anyone who has worked in the field of conservation anywhere in the world will tell you that it is one thing to establish a protected area but a whole other thing to ensure it is managed in ways that will maintain the health and viability of its native systems and species over time. Applying CAP/Open Standards as a tool to help protected area managers address this need is something that CCNet coaches have done and can do to address this need. To learn more about [Coach Zhou](#)'s efforts, why not send him an e-mail? You will likely get an enthusiastic response!



Coach/Professor Dequn Zhou hard at work
© TNC/Liu Dachang

Indonesia. Welcome New Indonesian Coaches

Eighteen promising new coaches participated in an Open Standards coach training workshop in October. The workshop was led by coach George Schuler and Asia Franchise leader Matt Durnin in Jakarta for TNC's Indonesia Program.

The training covered skills important in coaching teams and projects through traditional CAP/Open Standards processes with additional emphasis on how to coach stakeholder analysis and strategy evaluation and enhance partnerships.



Open Standards Coach Training Workshop Participants, Indonesia, 2011 © TNC/George Schuler



Coaches-in-training engage in hands-on learning exercise © TNC/George Schuler

The Indonesian coaches dove right in and eagerly tried new skills, tested tools and shared their own amazing experiences. This quote by coach-in-training Herlina Hartanto, "The worst part of all of this is that once you get started you don't want to stop!" speaks volumes about the success of the workshop!

Contact [Matt Durnin](#) for more information on this event or to see the agenda or other materials used.

Coaches Around the World continued

Australia

Lots happening in the Land Down Under as the Australian coaches continue their innovative work and outreach using the Opens Standards/CAP across the continent. Here is just a small sample of the many projects either recently or soon to be underway. Contact Franchise Leader, [Todd Berkinshaw](#) for more information or to lend a hand. And if you're looking for inspiration on how to apply the Open Standards to establish conservation partnerships, check out the [10-step guide](#) shared by Australian coaches.



Rainbow Bee-eaters
© Greening Australia / Keith Basley

-  **Northern Australia Indigenous Coaches Training and Protected Area Planning** (Nov 2011, Northern Australia)
-  **Australian Miradi Users Workshop** (Dec 2011, Melbourne)
-  **Application of GIS Spatial Prioritisation Tools (Marxan) to map CAP objectives in South Australia** (Dec 2011 – Jan 2012)
-  **Local Government (Melbourne) use of CAP/OS for coastal foreshore management planning** (Jan-March - 2012)
-  **New Coach Training Workshop** (March 2012, Cairns)
-  **Development of CAP project manager training course** (early 2012)
-  **Bush Heritage Reserve Planning & Programming Innovations with Miradi reporting** (on-going)
-  **Tasmanian Land Conservancy Properties & Focal Landscapes Planning** (on-going)
-  **South-West Western Australia/Gondwana-Link CAPs** (ongoing)

Bulletin Board

Got stuck, need help or found something cool? Tap into our CCNet List serve!

We invite you to join our community's virtual discussion forum where coaches have been actively exchanging ideas, tips, announcements and examples about loads of cool things like training events, coach support needs, climate change adaptation, incorporating expert opinion, facilitating interactive exercises, how to better incorporate human welfare aspects into our conservation work, community exchanges, or how to turn our monitoring data into interesting visual materials. Click [here](#) to learn more about the Listserve, or join by sending an e-mail to [Marjorie Bennett](#), asking her to sign you up. Please tell coaches in your part of the world about this tool!

Join a Webex workshop on survey techniques

Have you ever estimated something and been wrong about it? Don't feel bad, even those we consider 'experts' get it wrong – more often than you would expect. But whether we like it or not, given the pace at which we must work and lack of hard data, we have to rely on a lot on expert judgement in our work to estimate things like population size, viability, level of threat, strategy effectiveness, you name it! But don't despair. There are a few simple methods we can use to greatly improve reliability of the information we get from experts. Interested? Join Eddie Game, TNC scientist and conservation planning specialist, **February 2, 4:30 pm Eastern US** time on a WebEx where he will provide an introduction to some straight-forward elicitation techniques and tools that we can easily use in our work to generate more reliable "guesses" from the experts. Contact [Eddie](#) for more information.

WEBEX:

To join: [click here](#)
Meeting Password:
EEFeb3

AUDIO:

From the US:
8663859623
[Global call-in numbers](#)
Code: 364 251 9083

CCNet Volunteer Needed

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.

New Challenges for Coach Barbara Vickery

What do the endless forests of northern New England and the Caribbean islands have in common? It turns out, according to Barbara Vickery, Director of Conservation Programs for TNC's Maine Program; it is more than you might think. First of all both The Nature Conservancy's Northern Appalachians/Acadian (NAP) and Caribbean program teams are working on strategic plans. In both cases they are dealing with the challenges posed by planning for very large ecological systems that cross multiple jurisdictions. In the case of NAP this equals four states, four Canadian provinces and multiple organizations. In the case of the Caribbean program, 29 political jurisdictions and more than 60 staff working in seven offices.

Another thing they have in common is Barbara is supporting both of these processes, as a coach with the Eastern US CCNet Franchise and spending 40% of her time as a fellow in the Conservancy's Coda Global Fellowship program overseeing the Caribbean Islands strategic plan. One of the things that is stretching Barbara's coaching skills in the Caribbean planning project is the need to focus so much on questions of organizational design - the right staffing, structure, systems and office locations in order to support Caribbean-wide strategy deployment. These topics are often given relatively short shrift in traditional CAP/Open Standards planning processes, yet they can be key to effective implementation of strategies. "I felt I was flying a bit blind in providing them with good planning approaches for these questions, but fortunately, CAP/Open Standards principles such as clarity about desired outcomes and strategy evaluation criteria can help even when addressing organization structure questions." Barbara would love to hear from other coaches who are supporting program level strategic plans and explore some ways of approaching these types of challenges. Why not contact [Barbara](#) and compare notes.



Caribbean Reef © Jeff Yonover

CCNet Newsletter Team - Jora Young, Cristina Lasch

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