

# Training Organization & Components

PA LEADERSHIP DEVELOPMENT PROGRAM 2017 STAFF CONFERENCE Mike Lovegreen



- Identified Community/Audience Need (District Strategic Plan)
  - Strong interest / community support
    - (Lake Pond Mgt., Flooding, Local need)





- District / Partner Identified Resource Need
  - Partner buy-in & support
  - Good perception & definition of need
  - Community support

(Dirt & Gravel / Low Volume Rds., Envirothon, Soil

Health)





- Available Funding
  - Purpose driven by available resources / opportunity
  - Not necessarily District / Community identified need





- Regulatory / Programmatic Driven
  - Deliverables driven
  - Necessary for Compliance
    - (102/105, Nutrient Mgt., CBP)





#### **ESTABLISH TASK TIMELINE**





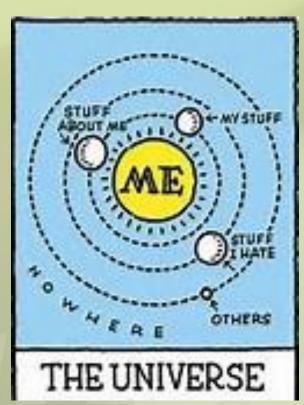
# Getting The Audience

"What's in it for Me?" – essential to address

this question

Economic returns?

- Regulatory?
- Funding opportunity?
- Resource impacts?
- Environmental liabilities?
- Maintenance / management?





# Getting The Audience

- Take advantage of resource opportunities
  - Flood / storm events
  - Change in regulations
  - Resource crisis drought, invasive species
  - Community identified needs inquiries, desire for information

"Life is filled with fantastic opportunities brilliantly disguised as impossible situations"





# Getting The Audience

- Publicity appropriate to audience??
  - Store front fliers
  - Newspapers / Radio / TV (cable)
  - WEB sites
  - Social Media
  - Going to "where they live"



Publicity needs to start early and be repetitive



# Assemble Team & Identify Roles

- Purpose of Training
- Who & What Publicity
- Who and Where Registration
- Coordinating with Venues
- Trainers & Topics
- Materials Available & Need to Develop
- Materials Copying & Assembly
- Field Components and Landowner Coordination





- Make material understandable to target audience
- Limit talking heads
- Work to engage audience
- Document feedback (flipcharts, etc.) –
  confirms that you heard them
- Real life situational application by real life presenters



- Field component valuable if possible
  - Show and Tell
  - Real life application
  - Time to exchange thoughts in less formal setting
  - Have sufficient staff to cover audience
  - Audio enhancement may be needed
  - Know the site
  - Prepare overview documents of site as handouts



- Good Presenters
  - Know their stuff
  - Enthusiastic
- Power Points
  - Avoid busy slides
  - Don't just read them they are visual emphasis
  - Copies & handouts ???



- Food?
  - Drinks at minimum
- Comfortable Venue
- Set up appropriate to topic & participation expectations
  - Discussion in the round/square or "U"
  - Classroom instruction



- Size of training important consider limits
  - Too big and people get lost in fringe
  - May need to hold multiple trainings

- Evaluations
  - Use them
  - Documents what worked and what didn't
  - Review with Team