

Defining the Attributes of the Perfect District Board



District Supervisor Break-out Session
Canaan Valley Resort State Park
July 7, 2014



Teamwork

- a) Open to change
- b) Integrity
- c) Willing to compromise
- d) No Rubber Stamp
- e) Cooperative
- f) High Moral Standards
- g) Diversity
- h) Various Capabilities
- i) Commitment to serve



Teamwork

- No Rubber Stamping
 - Lack of Diversity
 - Lack of Responsibility
 - Willingness to compromise
 - Use different capabilities to compromise
- Focus on Mission – Conservation
 - Stewardship
- Employees as part of team
 - Feedback both ways



Communication

1. Report back

- a) Written report/newsletter
- b) Radio
- c) TV (if available)
- d) Social Media
- e) Banquets
- f) Field Days
- g) Newspaper
- h) Sponsoring with partners
 - a) WVU Extension
 - b) NRCS
- i) Conservation Education
 - a) Schools
 - b) Envirothon
 - c) Poster/Photo Contest
 - d) Land Judging
 - e) Farm of the Year Contest



Communication

- Following up with newspapers/webpages/social media with accomplishments.
- Conservation Communication Committee
 - District Managers and District Supervisors
- Quarterly Reports – Circulation
- Who is the audience?



Constituent Interest

- Who are they?
 - Taxpayers
- What are their needs?
- Use employees to help define
- Define and market to them
 - a) Advertisement (AgEP)
 - b) Public Meeting
 - c) Progressive Farmer
 - d) Adult Farm Programs
 - e) County Fairs
 - f) Personal Contact
 - g) Local Clubs & Organizations
 - a) Use to promote programs
 - h) Education

