

Giant Sequoia National Monument Association

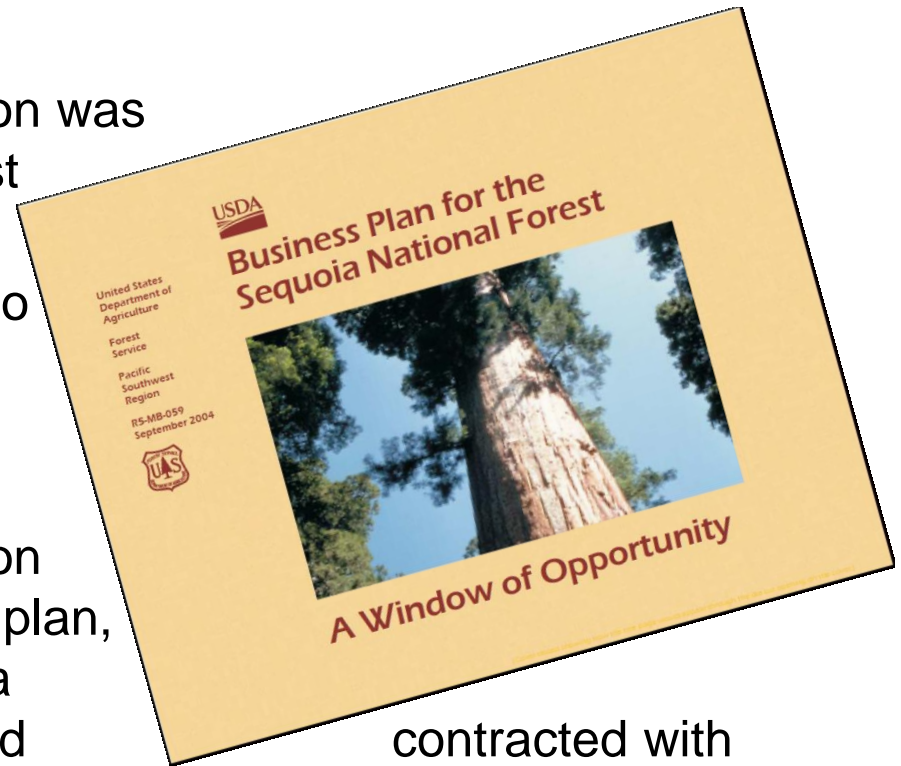


**A Network Initiative
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USDA Forest Service
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Giant Sequoia National Monument Association

Background

- The establishment of an association was identified as a strategy in the forest business plan (2004).
- Despite an effort to find people who would be willing to form an association, we were unable to do so at that time.
- A lawsuit ruling required preparation of a new monument management plan, which we decided to approach in a different way—collaboratively—and the U.S. Institute for Environmental Conflict Resolution for a mediator.
- Through this effort—collaboration on the recreation aspects of a new monument plan—members of the collaborative group (Sequoia Monument Recreation Council or SMRC) decided to continue their involvement beyond the plan and form a nonprofit association.



Giant Sequoia National Monument Association

Network Goal/Vision

To assist/support the Giant Sequoia National Monument and Sequoia National Forest by coordinating volunteer activities and fund raising.

The Association (GSNMA)

GSNMA is a nonprofit, public benefit organization promoting conservation, education, and recreational enjoyment of the Giant Sequoia National Monument.

GSNMA engages in activities which promote public caring for forest lands, establishing and maintaining a variety of partnerships working to enhance the Monument's natural and human ecosystems and objects of interest.

Network Objectives (short-term)

- Provide docent tours at Trail of 100 Giants.
- Assist with planning MyForest Summit, with the goal of taking the lead in future planning for this annual event.
- Create a GSNMA brochure.
- Establish a speaker's bureau.
- Create an ethics handout.
- Create GSNMA website. (www.gsnma.org)



Formal and Informal Network Partnerships

➤ Partners with Volunteer Agreements

- GSNMA has a sponsored volunteer agreement for their Trail of 100 Giants docent tours.
- The GSNMA board members themselves are volunteering their time.

➤ Partners With Assistance Agreements

- GSNMA has entered into a Challenge Cost Share (CCS) agreement with the Sequoia National Forest/Giant Sequoia National Monument.

➤ Informal Partnerships

- In order to be a member of the collaborative group (SMRC), each person had to represent an organization/group (about 30 organizations participated). The GSNMA board members are still affiliated with those groups (9 organizations).

➤ Potential Partners (under the umbrella of GSNMA)

- SMRC members (representing about 20 organizations) and other SMRC meeting attendees (about 185 people) not yet members of GSNMA.
- Volunteers and groups they are affiliated with.
- Donors.
- Visitors.

Stage of Network Development

What's the status of your network development?

All within the past year:

- ✓ *Visioning*—accomplished.
- ✓ *Conceptual*—accomplished.
- ✓ *Research and Development*—accomplished.
- ✓ ***Implementation Planning***—accomplished and continuing, as GSNMA grows and matures.
- ✓ ***Active***—the partnership is in the active stage; all short-term objectives are being implemented.
- ✓ ***Evaluating***—ongoing (example: the Trail of 100 Giants docent tours are being evaluated, in order to strengthen the program in the future; in addition, some evaluation occurred during the season to improve the program.)

What are you doing at this stage to manage the network and move to the next stage?

As the liaison with GSNMA, communicating with the Board of Directors on a continuing basis, attending quarterly meetings, participating on board and/or executive committee conference calls, per their desire; coordinating communication between board and agency staff.

Network Geography

Communities of Place, Identity, and Interest

Where does your network operate?

Place: Currently, within and adjacent to the Giant Sequoia National Monument. The potential exists in the future to expand activities to the remainder of the Sequoia National Forest and elsewhere in the southern Sierra Nevada.

Identity: The identity of this diverse group—in connection with this partnership—is tied to their interest. Each member of the board originally represented a group, which they are still affiliated with, when they became members of the collaborative group for the monument plan.

Interest: The group came together because of a common interest in recreation (diverse kinds of recreation). The group is also interested in forest management, as that influences recreation (where/how they play) and also sometimes where they work and live.

Who benefits from the development of your network?

Ultimately, the public benefits; the capacity to provide improved services, facilities, and opportunities to develop the citizen steward are increased through this partnership.

Benefits of the Network

Present

1. Enhanced recreation experiences for visitors to the Trail of 100 Giants.
2. Volunteer opportunities, which benefit both the volunteer and the public.
3. Increased knowledge and understanding of the monument.

Future

1. Additional funding to support the monument/forest for recreation facility development and maintenance, programs, and other management activities.
2. A more coordinated volunteer program, providing additional volunteer opportunities to accomplish forest work, provide interpretation/education, and thereby develop the citizen steward.
3. Enhanced recreation opportunities.
4. A greater understanding by the public of the interdependence of humans and the natural world.
5. Public appreciation and enjoyment of life beyond technology.
6. Development of a sense of stewardship by the public; nurturing, enhancing and protecting the health of the forest to provide for our own human health.
7. Increased public support of the Giant Sequoia National Monument and Sequoia National Forest.

Evaluating Network Potential and Performance

	Evaluation Criteria	Comments
1	Advance strategic priorities of the agency	Increases capacity to achieve priorities.
2	Leverages funding	Increases buying power of appropriated funding through funds raised by group and additional, coordinated use of volunteers.
3	Demonstrates big-picture thinking	Recognizes that desired recreation opportunities and management activities far exceed what could be accomplished through appropriated funding alone. Builds support for agency programs.
4	Demonstrates entrepreneurship	Changes the way the forest does business with Association providing visitor services.
5	Management of formal agreements and contracts	Formal agreement recently signed.
6	Demonstrates effective external and internal communication	Liaison conducts day-to-day communication with board; coordinates communication between board and agency staff.
7	Demonstrates accountability	Challenge cost share agreement is in place which defines what each party is to do.
8	Potential as a network management model	Does not create a new model; applies existing successful models to this location.

Lessons Learned About Network Management

- List two to three lessons learned about network management that you wish to share with colleagues within your agency:
 - Partnerships take time to develop. You need to develop relationships first. Partnerships emerge from relationships.
 - Partnerships take resources (time, effort, money) to nurture in order to become successful. You need to spend some money to make some money.
- List one to two lessons learned about network management that changed the way you interact with partners:
 - Let go of control. Your partners do not work for you. They may not do what you want, when you want it, or how you want it.
 - The key is good communication. What you want and what your partners want are not always going to be the same thing. As long as you communicate enough to work through those differences and work toward a common goal, your partnership will be successful.

Trail of 100 Giants Tour Group

