

Grey Towers

National Historic Site

*Perpetuating the Pinchot Family
Conservation Legacy*



A Network Initiative
NAME: Lori McKean
Title: Visitor Services
Site/Office: Grey Towers, Milford, PA
Agency: USDA Forest Service
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Why Did We Need A Partner?



- ❧ Community support was weak and/or non-existent;
- ❧ Federal funding uncertain;
- ❧ Creativity somewhat stifled;
- ❧ Desire to increase visitation and grow the intern/volunteer programs.



Grey Towers Heritage Association

Managing by Network



Goal / Vision

To develop a collaborative relationship with a community-based organization that can assist the US Forest Service with programs, promotion and improvements at Grey Towers National Historic Site.

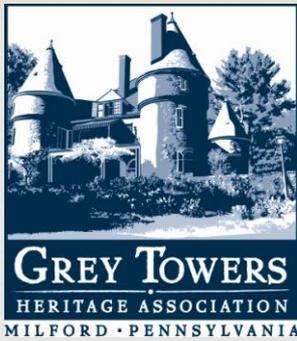
Objectives

- ❧ Public programs will improve in scope, diversity and availability;
- ❧ School programs will be curriculum based;
- ❧ More people will visit the site and learn about the Pinchot conservation legacy;
- ❧ Non traditional audiences will be reached;
- ❧ Federal funding will be leveraged;
- ❧ Volunteer and college interns will be better utilized to support FS staff.

Initial Challenges and Solutions....



- Existing organizations could not devote resources to the areas of support we identified;
 - Some staff not on board;
 - Inexperience with Partnerships and Agreements.
-
- “Beat the Bushes” to find community members who could help;
 - Assisted in formation of a new, non-profit organization;
 - Brought key staff/colleagues along;
 - Networked, networked, networked to learn about Partnership and Agreements tools, resources and helpful hints.



Five Years Later....

➤ Partners with Volunteers Agreements

- Local school environmental club
- Regional Audubon Society

➤ Partners With Assistance Agreements

- Regional Arts Council



Intra/Inter Agency Partners

- National Park Service

➤ Informal Partnerships

- Local historical society
- Local Plein Air painting program
- Regional music program



➤ Potential Partners

- Universities and colleges

Stage of Network Development



What's the status of your network development:?

- ✓ Visioning: DONE
- ✓ Conceptual: DONE
- ✓ Research and Development: DONE
- ✓ Implementation Planning: DONE
- ✓ Active: DONE
- ✓ Evaluating: TO BE DONE



Next Steps:

- ∞ Encourage diversifying funding sources and wean off of FS \$\$;
- ∞ Assist the current board to identify areas where they can grow their organization to better assist the FS;
- ∞ Cultivate relationships with other groups that can “join forces” with the organization;
- ∞ Continue to educate staff about the value of the partnership(s).

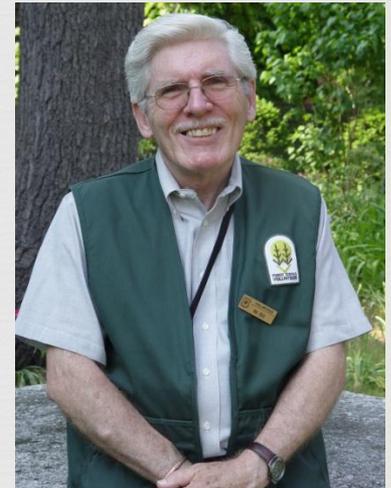
Network Geography

Communities of Place, Identify and Interest



Where does your network operate? **Very regionally**

Who benefits from the development of your network? **Agency and public**



Benefits of the Network



Present

1. List the current benefits of your network initiative:
 - ❧ Funds leveraged;
 - ❧ Outreach/promotion/marketing improved;
 - ❧ Variety/diversity of programming increased;
 - ❧ Community support strengthened.



Future

1. List the future benefits of your network initiative:
 - ❧ Volunteer cadre will grow;
 - ❧ Connections to other community groups;
 - ❧ About to launch capital improvement project with strong community and partner support;
 - ❧ Longevity and consistency



Evaluating Network Potential and Performance

| | Evaluation Criteria | Comments |
|---|--|--|
| 1 | Advance strategic priorities of the agency | Advances the conservation legacy of Gifford Pinchot. |
| 2 | Leverages funding | Agreement requires matching \$\$ |
| 3 | Demonstrates big-picture thinking | Not yet |
| 4 | Demonstrates entrepreneurship | Arts program; gift shop; |
| 5 | Management of formal agreements and contracts | Steep learning curve; not user-friendly |
| 6 | Demonstrates effective external and internal communication | Always room for improvement |
| 7 | Demonstrates accountability | Work plans, agreements |
| 8 | Potential as a network management model | For some |

Lessons Learned About Network Management



- List two to three lessons learned about network management that you wish to share with colleagues within your agency:
- Creativity is not dead (despite agency bureaucracy)
- Money *does* grow on trees (or at least multiplies when a partner is engaged!)

- List one to two lessons learned about network management that changed the way you interact with partners and community representatives:
- Once I “loosened my grip” I was pleasantly surprised at some of the group’s abilities!
- Expecting accountability earns respect.

