

# Managing by Network

## Course Summary

fiscal year 2010

**Course Length:** 12 months

November-April, course participants meet twice a month for one-hour conference call sessions supported by WebEx.

May-October, course participants meet once a month for conference call sessions, supported by WebEx as needed, including Managing by Network presentations to State Management Teams and Programs

**Goal:**

Provide managers with the partnership and collaboration training needed to effectively and efficiently support community collaboration and citizen stewardship.

**Objectives:**

Participants will be able to:

1. Demonstrate their understanding of at least six best management practices of *Managing by Network*
2. Define 22 partnership and collaboration competencies relative to their management responsibilities
3. Broaden and strengthen the management skills of participants to work with complex-interlocked networks of partners, contractors, volunteers, and alliances to accomplish mission-related work
4. Create or strengthen a network of internal and external stakeholders to advance the mission of BLM, NPS, Forest Service and the NLCS strategic plan in at least one of the following areas: scientific research and monitoring, education and interpretation, recreation, natural and cultural resource management, and outreach.

**Methods of Instruction:**

facilitated discussion, management coaching, peer-learning, self assessments, case studies

**Course Reference:**

*Governing by Network: The New Shape of the Public Sector* by Stephen Goldsmith and William D. Eggers (a copy of this book is mailed to participants registered for the course)

**Course Coordinators:** Diane Nelson (BLM-NTC) and Liz Madison (Consultant)

**WebEx Session One  
November 4 & 5**

- Participants: Introduction of participants and discussion of their external network responsibilities  
Learning Lab(s): Peer-learning  
Homework: Know your network goals and objectives

(Homework assignments are “food for thought” assignments and provide participants with transitions to the following session’s discussion and learning lab topics - thus how much time is invested in the homework is up to the individual course participants)

**WebEx Session Two  
November 10 & 12**

- Participants: Participant discussion of their network development  
Learning Lab(s): Stages of network development and strategic thinking  
Homework: Know your communities of place, identify, and interest

**WebEx Session Three  
December 2 & 3**

- Participants: Participant discussion of their network development  
Learning Lab(s): Political savvy, accountability  
Homework: Know your External Partners

**WebEx Session Four  
December 9 & 10**

- Participants: Participant discussion of their network development  
Learning Lab(s): Collaborative leadership, partner cultural awareness  
Homework: Know your risk and how to assess it

**WebEx Session Five  
January 13 & 14**

- Participants: Participant discussion of their network development  
Learning Lab(s): Entrepreneurship, external awareness  
Homework: Know your management tools to facilitate external partnerships

**WebEx Session Six**  
**January 27 & 28**

Participants: Participant discussion of their network development  
Learning Lab(s): Leveraging partnerships and financial management  
Homework: Know your capacity and how to increase it

**WebEx Session Seven**  
**February 10 & 11**

Participants: Participant discussion of their network development  
Learning Lab(s): Evaluation  
Homework: Know your measures of success and when to apply them

**WebEx Session Eight**  
**February 24 & 25**

Participants: Participant discussion of their network development  
Learning Lab(s): Developing and managing agency agreements for partnerships, with  
Guest Speaker: Barbara Keleher, NLCS Coordinator, Nevada State Office  
Homework: Know your budget and the budget process

**WebEx Session Nine**  
**March 10 & 11**

Participants: Participant discussion of their network development  
Learning Lab(s): Partnership Ethics, with  
Guest Speaker: Markci Metcalf, Deputy Ethics Counselor, BLM

**WebEx Session Ten**  
**March 24 & 25**

Participants: Participant discussion of their network development  
Learning Lab(s): Managing donation and fundraising activities in partnership, with  
Guest Speaker: Helene Aarons, BLM Washington Office

### **WebEx Session Eleven**

**April 7 & 8**

Participants: Re-cap brief overview regarding agreements, ethics and donation guidelines and most important take-aways from perspective of course participants

Participants: Discussion of progress, next steps, obstacles or opportunities, related to their network management

### **WebEx Session Twelve**

**April 21 & 22**

Participants: Participant discussion of their network development

Learning Lab(s): What is a Social Network Analysis and how is it used as a management tool

### **WebEx Session Thirteen**

**May 12 & 13**

Participants: Participant discussion of their network development

Learning Lab(s): How to use Social Media - presentation by Heidi Bailey and Q & A with participants

### **WebEx Session Fourteen**

**June 9 & 10**

Participants: Participants discussion of their network development and lessons learned

Learning Lab(s): Network initiative presentation template

### **WebEx Session Fifteen**

**July 7 & 8**

Participants: Participant discussion of their network development and lessons learned

Learning Lab(s): Seven Faces of Philanthropy and how they relate to community collaboration and partnership management

### **WebEx Session Sixteen**

**August 11 &12**

Participants: Participant discussion of their network development and lesson learned

Learning Lab(s): Revisit peer learning network and partnership and community collaboration toolbox

### **WebEx Session Seventeen**

**September 15 & 16**

Participants: Participant presentation of their network development

Learning Lab(s): Limehouse Commenting Portal Beta Test at Sequoia National Forest and Giant Sequoia National Monument related to DRAFT Environmental Impact Statement and General Management Plan with guest speaker Marianne Thomas, NEPA Planner, USFS

### **WebEx Session Eighteen**

**October 6 & 7**

Participants: Participant discussion of their network development

Learning Lab(s): Lessons learned and course evaluation