



10-Minute Supervisor Trainings

Kentucky Soil and Water Conservation Commission

AUGUST 2012

THINKING OUTSIDE THE BOX

Thinking Outside The Box

Each district has policies and programs that are working for them now and have worked for them for years. However, with both public support for governmental agencies and fund availability now declining, it is becoming more and more important for each district to consider new and innovative ideas to ensure the continued success of their district.

Gaining Monetary Support

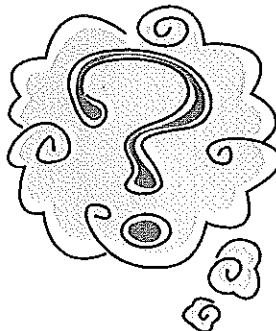
In addition to each district's millage tax and/or general fund allotment, districts should be trying to find funds for their programs in other ways. Some examples of how other districts have "thought outside the box" are:

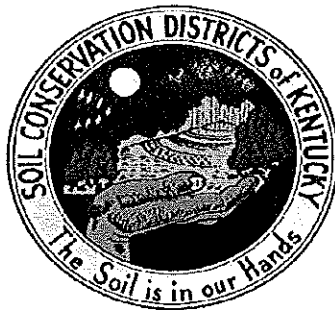
- Local, state, and federal grants
- Partnering with businesses or agencies for specific projects
- Negotiated with fiscal court for free office space

Gaining Public Support

In order for the fiscal court and the voting public to continue to support conservation districts, it is important for the districts to make sure that the public knows what the district does and how important that job is. Some ideas on how to get the public involved include:

- Regular visits to fiscal court – not to discuss the budget, but to discuss the workings of the district
- Field days – invite the general public
- Provide displays at local events (fairs, celebrations, etc.) that provide information on what the district does for non-farmers
- Consider joining the local Chamber of Commerce or Rotary Club and use that time to network





New Programs

Each district has programs that they have been carrying on for some time successfully. Now is the time to add to those programs with new ones that benefit a different group of people. Suggestions that other districts have used to reach a new demographic of the public:

- Displays at local library
- Soil tests for gardens/landscaping (marketed toward people who live in town)
- Scholarship
- Fairs

DISCUSSION

1. What does your district do to promote your programs?
2. Are there new initiatives that the district has learned from other districts that you want to try? If so, what is keeping you from doing this and how can you get around it?
3. Are you confident that landowners know about the conservation district in both the rural and urban areas? If not, what are ways to reach both urban and rural landowners?

