

Wow! Reflecting on ANCA's Collective 2018-2019 Accomplishments

Glenna Holstein, Branch Manager- Menomonee Valley at the Urban Ecology Center, Milwaukee, WI & ANCA Board Member

As a leader at your organization, I'm sure you've had the experience of being so focused on forward motion that you sometimes forget to pause and say, "Hey! Look what we did!" The ANCA board had just that experience at our retreat in early February. We came in ready to dig in to our strategic plan and keep that forward momentum going. Thankfully, Corky McReynolds forced us to pause and reflect, beginning our session with a simple question: "What has been a strategic achievement, milestone, highlight, for ANCA this year?" As we each shared our thoughts, a collective sense of "wow!" spread through the group: the past year was a really amazing one for ANCA, and we're excited to share our "wows" with you here. The following is a list of the achievements our board members highlighted in our conversation:

- The new website!! ANCA's new site is a fresh look, a more nimble and user friendly "doorway" for our organization, and getting it up and running was a huge undertaking! In general, the focus on marketing this year was a big achievement, from the website to the newsletter, to social media, to a very engaged marketing committee, ANCA's communications are stronger than ever.
- Advocacy focus emerging: witnessing the role of advocacy for nature centers firsthand at the border during the Summit in Texas spurred some amazing conversations among members, the board, and at organizations around the country. Making the decision as an organization to support Texas Parks and Wildlife in their stand against the border wall location was a "first" for ANCA—one

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Photo courtesy of Max Conrad on Unsplash



Director's Notes

Jen Levy, Executive Director of the Association of Nature Center Administrators, Logan, UT

In February the ANCA board and staff met in Monteagle, TN for one of two in-person meetings a year. This multi-day meeting provides the opportunity for the ANCA board and staff to focus on the work we have prioritized in our strategic plan. We were fortunate to have Corky McReynolds, PhD, CPF and Principal of Lead Team LLC lead us through the process. Corky's role was to present a planning model and lead the group to set direction and develop a set of specific actions to take after the meeting. The



agenda was 'simple' - reflect, review, and revise our strategic plan, ANCA 2025.

Reflect – before we dove into the plan, Corky asked us to reflect on the past year and take a moment to celebrate our accomplishments. He posed the question, "What has been a strategic achievement, highlight, milestone, or ah-ha moment for ANCA this past year?" We took turns sharing our 'ah-ha' moments and it truly was a celebration of the past year. I am proud of the work we have done and extremely grateful to have such an engaged and active board. ANCA board member Glenna Holstein shares our reflections in the Cover Story. I credit the strategic plan with our ability to maintain focus, move forward, and continue building capacity to respond to the needs of the profession.

Review – this step involved reporting progress and assessing status of our current Strategies and Action Plans. This is a critically important step to take each year as it allows the opportunity to explore ideas beyond the current plan, discover anything that might be missing, and consider any new developments that require action. To set the stage Corky asked us, "What's next for ANCA? Not what we should be doing, but what we should become to Be Relevant, Achieve Impact, and Build Community." We broke into teams to respond to the question and reported back to the whole group through a skit that represented our key ideas. Of course, not everyone is comfortable performing skits (especially board members!), and one group chose to present their ideas on flip chart paper. The themes that emerged through this exercise included leadership training (be relevant), advocacy (achieve impact), and diversity, equity, and inclusion (build community).

The next phase was a review of the Strategies we developed a year ago to determine if they were still relevant and the steps necessary to respond. If a Strategy is still relevant it requires Action Plans to outline the work needed to move forward. This past year we completed several actionable items including:

- The ANCA Development Committee revised/updated our annual development plan;
- In 2018 we offered Summit programming focused on diversity, equity, and inclusion (DEI);

- We collected and shared practices related to <u>DEI</u>.
- We surveyed the membership to help determine our core values; and we formed a marketing committee that meets monthly.

We also recognized several actionable items that are still in progress.

- We have prioritized the growth of our Operational Reserve to secure 3-6 months of operational funds. The 2018 Nature Nerd Campaign raised funds for the Reserve and the Nature Nerd ANCA 30th Anniversary Campaign will also support the Reserve.
- We are in the process of identifying a consultant to help us assess, shape and improve our practices related to DEI. We are looking for the consultant to evaluate current practices, provide trainings to ANCA board and staff, and provide recommendations for the future of ANCA.



Board member John DeFillipo cooks up delicious lasagna for the ANCA Staff and Board providing crucial fuel for developing Strategies and Actions to move ANCA forward! Thanks John!

- We are continuing our work to recruit board members who represent the ANCA membership.
- With support from the Max and Victoria Dreyfus Foundation Inc. and a private donor in Utah, we are implementing the next phase of the Website Redesign Project and developing a system to facilitate member networking on the website.

Revise – this phase of the planning retreat was used to develop strategies and actions for 2019. In addition to four strategies that were developed in 2018, we added a fifth, *Identify ANCA's Role in Advocacy*. New Action Plans include:

- Enhance current and create new revenue streams;
- Establish a DEI Committee;
- Develop and implement a marketing campaign to communicate ANCA's Core Values;
- Establish a Task Force to review, evaluate, and streamline the Summit process;
- Establish an Advocacy Committee.

ANCA is not immune from a common challenge in strategic planning – when everyone is back in their offices across the country it's easy to get stuck 'in the weeds' and the plan and action steps get pushed aside for the day-to-day work of our organizations. ANCA board member Brooks Paternotte, our Strategic Plan Champion, is responsible for checking in with everyone to keep the momentum going and to keep us all working in the right direction. Brooks and I meet throughout the year to review the plan and our actions...and 'nudge' the board and staff members who have championed the various actions.

Thank you to all the ANCA board members for your dedication to ANCA and the valuable knowledge you put to work for ANCA throughout the year and especially at our board retreat! We look forward to sharing further action on this Strategic Plan with the ANCA Membership in the future!



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From left to right, ANCA Board Members Glenna Holstein, Kitty Pochman, Mary McKinley, Brooks Paternotte, and Iain Macleod enjoy the sunset on Sewanee University of the South's campus.

that we were proud and excited to take part in--and we don't think it will be the last.

- Summit Highlights—As usual, the Summit provided many wonderful moments: we were excited by the number of first time attendees and young leaders present this year, heartened by the conversations with members about how they use ANCA, inspired by the wisdom shared in the "Gathering of the Silverbacks" (veteran ANCA members), and delighted by all the ways we saw ANCA "working": whether it was leaving a session feeling a little less alone, or hearing stories of tangible ways that members are connecting at the Summit and bringing the learning back to their centers.
- Trying Something New –ANCA took a big risk this year: we moved the date of the Summit! Since the Summit is both our largest undertaking and our largest revenue generator, there was concern that moving the date might negatively affect attendance. But ANCA was committed to holding the Summit in the Rio Grande Valley such an important region for us to all learn from—that we decided to take the risk. And it turned out amazingly! Rather than lower attendance, this Summit was one of the most highly attended in our history.
- Thriving Consult Business: Last year we were very busy with consults: we ran 7! And one of them was a never-before-attempted "mega-consult" for the Montgomery County Parks and their 4 nature centers. The popularity of our consults affirms that our collective wisdom is our greatest asset!

- Solid Infrastructure: The mechanisms of ANCA are strong. We have an engaged and effective board, we have created a strategic plan and are keeping it fresh, and we are in a financially solid position as an organization
- **Diversity, Equity, and Inclusion (DEI) Work:** We were very excited to see multiple DEI focused workshops at the Summit and hear about the many "ripple effects" of DEI work happening at individual nature centers. We are excited to announce that we will soon be forming a DEI committee of the board, and one of the committee's first projects will be seeking a consultant to support and evaluate our organization's DEI work.
- Our Amazing Staff: I think we all know how great this team is, but it is worth shouting from the rooftops: Jen, Caitlin, and Taylia are doing incredible work every day to connect members with resources, grow our impact, develop our membership and fundraising base, and keep our community strong and healthy. We couldn't imagine a more dedicated, kind, responsive, and fun team to work with. Thanks you three, and congrats on an amazing year!

So, do you feel the "wow" yet?

Collectively, we should be so proud of all we have accomplished in the past year. We hope you feel that pride looking at this list, and that it also energizes you for the year to come. As a board, we are excited for what lies ahead, and grateful to all of you for all the ways you contributed to such a successful year!

Z

Service Review

The Good Side of Power

Corky McReynolds, Phd, CPF, Principal at LeadTeam, LLC, Forest Grove, OR

A t the 2018 ANCA Summit, a panel of our peers discussed the concept of power in the workplace, with widely differing opinions. Comments included, "I avoid using power and only use power when I have to" to " I love power!" The panel continued to present the concept of power as both a negative and a positive attribute. So, which is it? Is power in the workplace good or bad? It can be both!

During Open Space, I offered a follow up session on Power based on what has been discovered and written about power within the workplace. The following conceptual framework describes the relationship between two potential types of power.

Misconceptions about Power

The concept of power has developed into a mostly negative attribute, especially when placed into societal perspectives; such as political power, the abuse of power, and control over resources. We have also developed a negative connotation of power in the workplace by focusing on bad management, controlling supervisory practices, or the 'stab in the back' experience. Because of our prevalent thinking about power as a negative attribute, leaders forget that power can be positive and, in fact, a necessary attribute to seek and practice (Sashkin,1997).

In organizational development and leadership literature, the concept of power has been described since the late 1950s when two social scientists identified five types of power: Coercive, Reward, Legitimate, Referent, and Expert (French and Raven 1959.) This was later amended to include Information (Raven 1965). This and other papers describe how one obtains power while other papers describe a choice that leaders can take to exercise that power. (Sashkin, 1987, McCelland 2003, Lammers, et al. 2009).

Power and Leadership

As we explore the concept of power in leadership and our organizational culture, we can identify two choices, or 'power pathways' for understanding our personal leadership development. We can also use this understanding of power to mentor those around us.

There are two power pathways: Social or Selfish. Selfish power is described as "Vertical Individualism", which is power for advancing one's personal status and prestige. Social power is described as "Horizontal Collectivism" which is



Corky McReynolds leading an Open Space session on power at the 2018 ANCA Summit. Photo courtesy of Cristin Howard.

to benefit and help others. (Torelli and Shavitt, 2010). Social power is also referred to as "Empowered Leadership" and best described in the Visionary Leader:

"Leaders have a strong need for power and influence... they know that it is through power and influence that productive action is directed toward achieving organizational goals. What's more, they realize that power and influence must be widely shared, not just exerted at the top levels by a few. In effective organizations, everyone feels he or she has a lot of influence, especially over the job for which one is personally responsible. Effective visionary leaders use power to empower others, who can then use their power and influence to help construct a shared vision." (Sashkin, 1997). Once we understand how power is integral to leadership and the culture of our organizations, we can use that information to develop ourselves and others. How we or others use the components of power determines if it is Social or Selfish. Does Selfish power exist in our types of organizations? Maybe it is rare, but it does exist. Perhaps it is more common in larger bureaucratic organizations where there are more opportunities for individual advancement and obtaining resources.

Social Power

Empowerment, although often overused and misunderstood, is the concept of Social power in action. As soon as a person receives power, they give it back to others. This is the true definition of empowerment. As leaders we seek power for the common good for our organization's mission, actions,



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and sustainability. Using Social power, we naturally create a culture, systems and structure to support and grow our staff, board, and volunteers to help achieve our collective mission. Social power is open, transparent, encouraging, and honest. It is about others rather than being about oneself. Social power is about positive influence rather than negative control.

Selfish Power

Sometimes we have to use Selfish power to protect a person, or our center, but this should be for only a short term. If someone is doing something that could cause harm to themselves or others, we may exercise authority and control. We are using that power temporarily.

The use of a single factor, such as withholding Information, does not mean the person is Selfish power seeking; since there may be other factors and reasons to consider; for example, a personnel issue. Leaders should watch for patterns of consistent behavior that might identify a person seeking Selfish power. There may be events that confirm your suspicions. Example: a person who goes around you, without your knowledge, straight to the board chair with an issue that you have a different opinion. You find out about it later. If there are observed trends of this type of behavior, then this could be evidence of Selfish power seeking, and was no accident. If this was a one-time incident and after corrective measures never happened again, then it most likely was naivety.

Introversion and extroversion impact the behavior of those seeking Selfish power. Introverts seeking Selfish power will be invisible and secretive, while extroverts will brag about and flaunt it.

A Power Tool

The chart below can help us self-assess or observe others developing or trying to develop power. The relationship among the source/factors and how we use them is always dynamic and are listed in Column B. If we are truly seeking Social power, then most of our energy will be focused on Column C. People seeking Selfish power will focus their energy on Column A. Note the source or factors describing how we get power are the same for both Social and Selfish power; it is how we use those factors that determine what type of power we seek.

View the center column B first to identify the source of obtaining power, or a factor influenced by power. Look left and right to view the impact of that type of power.





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A. Selfish Power (Controlling)	B. Power Source/Factor	C. Social Power (Influencing)
First resort	Coercive (punish)	Last resort
Strings attached	Reward (delegate/recognize)	No strings attached
Expands beyond boundaries	Legitimate (by position)	Respects boundaries
Does not share credit	Referent (by reputation)	Shares credit
Controls access	Expert (content knowledge)	Open access
Keep	Information	Share
Guarded	Experience	Mentored
Closed	Communication	Open
Secret	Decisions	Transparent
Long term	Control	Short term
Stockpile	Resources	Distributes
Avoids	Risk	Assesses
Obscure	Visibility to others	Clear
Self-preservation	Goal	Organizational advancement
\$/Title	Motivation	Mission/Influence
For self	Dollars	For others
Destroys	Morale	Builds
Personal enhancement	Vision	Societal benefit

Summary

When our colleagues described the concept of power in so many different ways, everyone was correct. When they spoke of fearing or avoiding power, they were referring to Selfish power. When they spoke of wanting and liking power they were referring to and embracing Social power. As leaders we seek power, not to control but to influence. We seek power not to self-promote but to advance our organizations. We use power to empower. We have a personal choice. Do we choose Selfish power or do we choose Social power? We also have an organizational choice. Do we promote an organizational culture that promotes and rewards Selfish or Social power?

Which power type do you choose?

Resources

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From The Field:

Garlic Mustard – Educate and Engage!

Lisa Panich, Director of Communications, Kalamazoo Nature Center, Kalamazoo, MI

A hhh spring... the trees are beginning to blossom, the wildflowers are making their welcome appearance and, so is the invasive Garlic mustard plant (*Alliara petiolata*). For conservationists, the mere mention of Garlic mustard is usually met with a groan. This was not always the case. Brought into the country by early European settlers, the plant was valued for its overwintering qualities, medicinal purposes, and as food with its high content of vitamins A & C.

Garlic mustard is not considered a pest in Europe as it has many natural enemies in the form of insects that attack its leaves, stems, and seeds. Here in the United States, as with most invasive species, we are lacking natural controls. Even the deer and woodchucks turn their noses up at Garlic mustard. Our whitetail deer actually aid in the spread of Garlic mustard



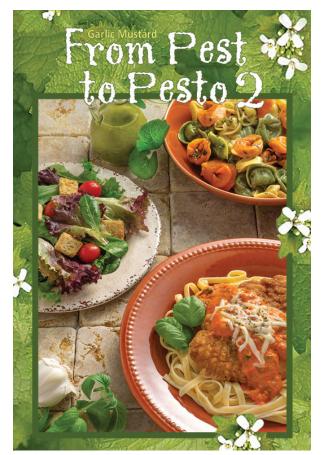
Student picking Garlic Mustard at Kalamazoo Nature Center.

by clearing out their preferred native vegetation and spreading the mustard seeds by foot or fur. Garlic mustard also experiences rapid growth cycles in the fall and spring when native plants are dormant, thus clearing the way for mustard dominance. Rumor has it that goats and giraffes enjoy eating the plant, but understandably they do not fit easily within the mission of most nature centers. So what do we do?

Education is critical. By now, most conservation organizations have their battle plans in place for the springtime eradication of Garlic mustard. By educating the public to recognize and properly remove it, we can inspire our community to play a meaningful role in this invasive species fight at nature centers and beyond. We can organize volunteer Garlic mustard pulls, and emphasize yearly removal efforts that are proving to be effective. The Ka-



Garlic Mustard pull with students.



Kalamazoo Nature Center's From Pest to Pesto 2 *cookbook.*

lamazoo Nature Center (KNC) partners with Western Michigan University (WMU) each year to bring third graders to natural areas to learn about water ecology, tree identification, and invasive species. The Garlic mustard pull is always a highlight for the students, and after 3 seasons of pulling in a single area overrun by mustard, there were no longer plants to be pulled. We were pleased by the results and the opportunity to begin working on new areas. The teachers and kids were able to report back to the students who had participated in previous years that they had made a positive impact on the land.

What about disposal? This can be tricky, given that Garlic mustard can inadvertently spread within composting operations. One safer alternative is to encourage people to cook with this edible invasive. This also presents a great way to educate and engage the public. With help from local chefs, KNC has been providing culinary programs featuring Garlic mustard for the past 12 years – including plenty of delicious samples,

of course! Along with the publication of our set of *From Pest to Pesto* cookbooks, we've provided members and guests with simple and enjoyable ways to make the delicious best of this pest. Lively question and answer periods are followed by a hike to learn plant identification and effective pulling techniques. Learning can be fun *and* tasty!

You can incorporate KNC's *From Pest to Pesto 2* cookbook for your programs this spring. Bulk quantities are well-priced for your gift shop, donor gifts, or volunteer appreciation. Purchase <u>here</u>.



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From The Field:

Pro Bono Is Muy Bueno

Peter Punzi, Executive Director at Tenafly Nature Center, Tenafly, NJ

I was sitting in a local director's roundtable session hosted by our local Community Chest when I first heard the word *Catchafire*. The group was talking about solving a common problem and one of the directors said she could "check on *Catchafire*" to see if there was someone who could help. I said "What is Catchafire?" For in that moment I felt like a stranger in a strange land. It sounded magical. Someplace I can find someone to help my organization solve problems? I quickly got the web address and checked it out when I got back to work. What I discovered was that "Catchafire connects you with passionate, pro bono professionals looking to donate their skills through 1-hour phone calls and/or fullyfledged projects." They had over 100+ pre-scoped projects all of which focused on projects that all nonprofits need help with was a no brainer. (Hang in there those of you from other parts of the country there still may be hope for support in your neck of the woods).

Once I got going, I found that we could complete an unlimited number of projects during the course of our membership and that I could have 5 active projects at any given moment. The first project I started with was Board Recruitment Strategy. I posted on May 1st and by May 2nd I received interest from a promising professional. He was the owner of a professional consulting firm that provides governance education, advising, and consulting to boards and nonprofit leaders. We had a phone call, worked out the details, and we were off to the races. He was great to work with and we quickly had a plan in place.



Peter Punzi presenting at a Catchafire Rapid Fire event.

including Finance & Operations, Fundraising, Human Resources, Marketing & Communications, Professional Development, Program Management and Technology.

A matchmaking site for nonprofits? Sounded good to me. Sign me up! Volunteers indicate the types of organizations they would like to support. So I would be matched with someone that is interested in supporting environmental causes.

Upon further digging I found that there was a membership fee. Organizations can either choose to pay \$2000 upfront for a one-year membership (\$167/month) or pay \$199/month. Ouch – that put a wet blanket on things (pun intended). But lo and behold enter The Robert Wood Johnson Foundation. Through their sponsorship, nonprofits in New Jersey are eligible to have their membership fees covered. For free this Then as luck would have it, lightening would strike at the end of July, and I was contacted by the corporate accounts team at Catchafire who invited Tenafly Nature Center to participate in a special event with Bristol-Myers Squibb's Skills 2 Give program. Tenafly Nature Center was nominated by Bristol-Myers Squibb's (BMS) employees to participate in BMS's Skills-2-Give 3-hour Rapid Fire event on August 29th, 2018 at their Princeton Pike New Jersey office. Rapid Fire events inspire engagement, foster teamwork, and connect employees and nonprofits to problem-solve critical skills-based challenges. TNC was one of four NJ nonprofits invited to participate. Tenafly Nature Center's challenge was to gain insight into its community perspectives and priorities. This event allowed me to brainstorm with professionals from Bristol-Myers Squibb



Tenafly's Stakeholder Engagement Plan.

to develop a stakeholder engagement plan. At the end of the event, our team shared the solutions with the whole room.

The result of the event was a written stakeholder engagement plan. It is a roadmap that TNC is using to make sure we are fulfilling our mission as well as the needs of our community. In addition, I came away with new connections and opportunities to continue to work together with the BMS team.

Since then I completed an Email Fundraising Campaign and a Google AdWords Set Up with the help of Catchafire volunteers. Our active projects are Market Analysis, Elevator Pitch Creation, and Event Plan Creation.

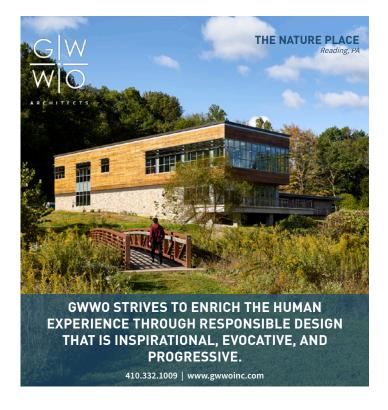
I have found that the quality of the volunteers is very high and many contribute in areas they are highly skilled in or do for a living. You will also find many volunteers looking to build their resume so screening is critical to make sure you are getting the skillset and depth of knowledge you need. Fortunately, the Catchafire system automates the meeting time and the initial phone call with the volunteer. I treat these calls as I would any interview situation and have prepared questions.

I am not sure that I would have taken the leap if we had to pay \$2,000 for the service, but in hindsight I can see that we received more than that in pro-bono services to date.

Fortunately, there are many foundations like the Robert Wood Johnson Foundation that are supporting nonprofit fees all over the country. And if you find that your area is not supported you can work with your other local nonprofits to see if they will. See case studies of partnerships <u>here</u>

Now as a bonus for making it all the way through this article I want to let you know about a similar website I found in an article in Architecture Digest. $\underline{1+}$ is a pro bono website like Catchafire that connects architecture and design services professionals with nonprofits. We found a local pro bono architect that is working on a site conceptual plan through this website.

I hope these resources work for you all as well as it has for us here at Tenafly Nature Center. \Im



Feet On The Ground:

Recent & Upcoming ANCA Activities Around the World

See all these events on our online Event Calendar here

January 18-22, 2019: The Residential Environmental Learning Center (RELC) Gathering took place at Wolf Ridge Environmental Learning Center in Finland, MN. Sixty residential environmental learning center leaders spent five glorious days in a northern Minnesota Winter Wonderland laughing, learning, exchanging ideas, and exploring the 2000-acre campus. Take a peek <u>here!</u>

February 1-3, 2019: The ANCA Board and Staff met in Monteagle, TN to review progress on the first year of



implementing our 2025 Strategic Plan and set new goals. Everyone was wowed by what this strategic plan has already helped us accomplish in regards to communication, organization, and responding to member needs. We continue to move forward toward our 2025 goals!

February 7-8, 2019: The Texas Region met on the evening of Feb. 7th and all day Feb. 8th at the Mitchell Lake Audubon Center in San Antonio, TX . They focused on the topic, "Nature Centers of the Future: What Role will we Play?"



April 1, 2019: Deadline for ANCA Leadership Award Nomination. Do you know someone who has demonstrated best practices in leading a nature or environmental learning center? Have you been mentored by a fellow nature center administrator or know of a new leader who is doing an exceptional job? Recognize this person by nominating them for an ANCA Leadership Award <u>here</u>!

April 12, 2019: ANCA New England Region Meeting at the Sharon Audubon Center in Sharon, CT. More details <u>here</u>.

May 30, 2019: Join the ANCA Michigan Region for their 2nd annual Our Common Ground region meeting that brings together nature centers, land conservancies, parks, state departments, and anyone interested in creating and supporting a lasting conservation legacy. Pierce Cedar Creek Institute 701 W. Cloverdale Road Hastings, MI 49058. More details <u>here</u>.



- 2018 Summit
- Docent Programs
- Gift Policies
- BioBlitzFunding
- Annual Reports
- Board TrainingDepreciation
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Recent & Upcoming ANCA Activities Around the World

June 26-28, 2019: Attend the 2019 Audubon Convention. Join Audubon in Milwaukee for Audubon's biennial convention designed to bring together Audubon's vast network of dedicated chapter, state, center, national, and international leaders from across all four flyways. This can't-miss event will feature an array of inspiring speakers, in-depth workshops and discussions, exciting field trips, and the camaraderie and networking opportunities that only the Audubon Convention can provide. More information <u>here</u>.

July 22-26, 2019: The Urban Ecology Center in Milwaukee, WI is hosting its second training Intensive for civic and community leaders from cities around the world. Attendees will learn about the unique urban environmental education and community center model that the Urban Ecology Center has been running in Milwaukee for over 25 years. 2018's Intensive workshop brought 23 attendees from across the globe. In 2019, we will host focus workshops including: Nature-Based Early Childhood Education, From Transactional to Transformational Fundraising, Urban Land Stewardship, and Community Science. See more here.

August 20-24, 2019: Save The Date for the ANCA Summit, Evolve, at the Cincinnati Nature Center in Cincinnati, OH! Check back for more information here.



August 20-24 Cincinnati Nature Center, Milford, Ohio







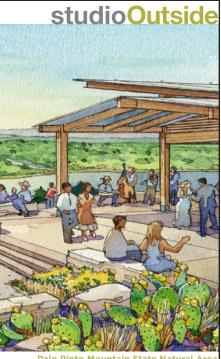
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September 15, 2020: 2020 ANCA Heartland Summit at the Indian Creek Nature Center in Cedar Rapids, Iowa. Check back <u>here</u> for more details.

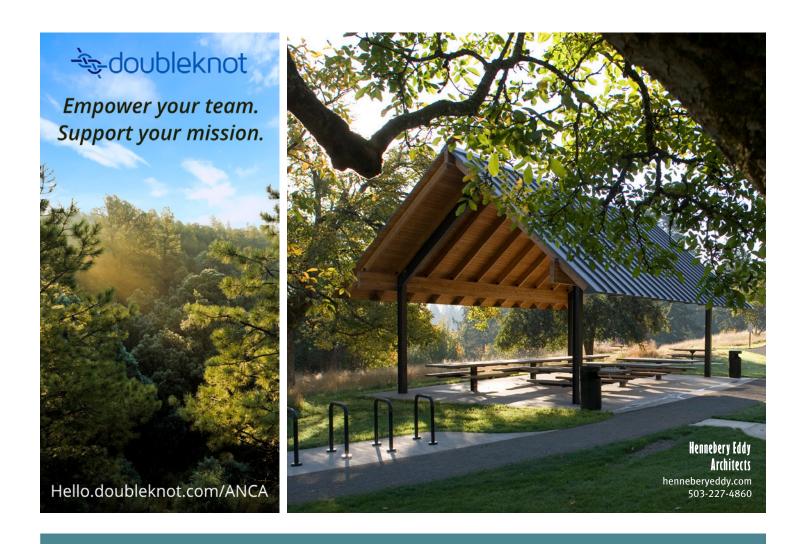
January 14-19, 2021: 2021 Residential Environmental Learning Center (RELC) Gathering at The Ecology School in Saco, ME. Check back <u>here</u> for more details.





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