

8/7/17 - Meeting with Jalene from The Samara Group

Prior Experience:

2015 – Samara Group formed

Staff is very cross disciplined – Jalene & Leslie Co-Owners both graduated Oregon universities – OSU & PSU

Samara Team has a significant background in Science, but love to engage the community /stakeholders in the process. Skills: scientific, educational, creative arts, communication, innovation

Worked with:

OISC: have worked with them for a long time in communication planning and stakeholder engagement

Samara Group – piloted first ecodistrict designation

Just finished Statewide ISC (Invasive Species Council) strategic plan

Jalene's impressions of our group:

- Solid foundation
- Followed group for awhile now
- Ready to connect the dots
- Build out solid engagement plans/processes

NEEDS:

- What metrics to measure
- Leverage together
- Build out the DOC

*Example – West Willamette Restoration Partnership

GRANT WRITING:

- Experience grant writing – always collaboratively.
- Written framework then turned to group for fine tuning
- Assigned sections to group members then brought together in final application
- Jalene – writing for up to \$150K, Leslie – much higher

What the next steps should be:

- Understand the stakeholders
- Who is working with who (legislative & otherwise) **relationship mapping
- Metrics for success
- What does sustainability look like

- Conference or event structure – summit
- Detailed communication plan – internal & external
- Advisory board – who is missing before release
- Clear plan for outreach

To set foundation – right people connected & engaged – need to know:

- What partnerships are in place
- What legislative people are engaged
- What key industry leaders are engaged
- What does landowner engagement look like
- What does the science team “know” about best practices

Target Audiences meetings should:

*Our group has a good grasp according to Jalene

- Working meeting – bring everything together into one space
 - What is needed
 - How do we accomplish
 - Use stakeholder engagement tracking database
- Understand the need
 - Group
 - Stakeholders
- Two-way benefit
- Finally call to action based on all of the input

Create relationship map

- Include all partner connections
- Include personal connections
- What is needed in order for each partner to stay engaged
 - Ie: if focus is only on donut hole and housing many partners will disengage because agency connection requires work within specific public lands

Governors Office:

- We should engage and continue to report back to the governor
 - Report write up will be very important

Recommendations from Jalene to group:

1. Get our ducks in a row – DOC complete
2. Develop solid communication & outreach plan
3. Develop Long-term plan

Observations in regards to SOD group

- Clear understanding of the fine differences
 - Them vs. Us

- Planning vs. Implementation

Samara Needs to know:

- What is scope of work
- Who will be the point of contact for specific information
- Who will review and make final decisions during the process

Samara will

- assign a project associate to the project,
 - Jalene is available for in person meetings
- Estimated costs for assistance would be approx. \$25 – 35K for 6 months to 1 year