

# Meet EMMA and Friends: Sustaining Your Programs by Aligning Your Mission with Partners

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*Lead the Way:*

*Engage, Empower, and Embrace through Environmental Literacy*

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# Meet EMMA

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**E**nds

**M**eans

**M**easures

**A**ction System

Mission/Vision (5-10)

Goals/Objectives (3-5)

Products/Milestones (1-5)

Annual Action Plans and Processes

# Where Are You Today?

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- Does your organization/agency have a clearly defined mission?
- Do you have an approved planning document?
- Is your program aligned with your plan?
- Can you document your accountability to the plan?

# Alignment With Your Plan is the First Step to Sustainability

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- ❑ If your program is aligned with the plan, you have a place from which to grow
- ❑ If your program is aligned with the plan, you have a valued place in it
- ❑ If your program is aligned with the plan, you are positioned as a cooperative, collaborative or true partner

# Cooperation, Collaboration, or Partnership?

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## □ Cooperation:

- Everyone cooperates but does not always commit

## □ Collaboration:

- There is usually a party that gives, and one that takes
- Informal and open-ended until.....

## □ Partnerships

- Each party brings something to the table
- Agreements are formalized
- Results are reviewed periodically
- They are officially dissolved if not effective

# Four Kinds of Partners

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- Program Partners
- Sponsor or Funding Partners
- Training Partners
- Contracting Partners

# Program Partners

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- Develop educational, promotional, or developmental programs
- Further your Mission
- Expand the quality and scope of programs
- Extend your reach to additional audiences

# Sponsor or Funding Partners

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- Provide funding for specific projects
- Could include facility development, public outreach, educational or informational activities, or preservation activities

# Training Partners

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- ❑ Develop professional training programs
- ❑ Technical expertise, marketing, customer service
- ❑ Advances of organizational capabilities

# Contracting Partners

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- ❑ Fee for service relationships
- ❑ Quality products
- ❑ Exhibits and educational programs, surveys and excavations, historic preservation services, volunteer recruitment

# Partnership Matrix Exercise

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- Each table imagine an institution or agency in a Nevada location
- Fill out the Partnership Matrix
- I will circulate to help
- Identify a spokesperson
- Report to the Group

# Final Thoughts

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- ❑ Alignment of EMMA can make your organization a better true partner
- ❑ Promotion, funding, training, and earned income opportunities will be possible!
- ❑ Your world is larger than you think! Take advantage of it.