

## **Understanding your Audience: Effectively Characterizing and Engaging Stakeholders**

---

### **Workshop Information:**

October 23, 2008

9:00 am-12:00 noon (please bring your lunch and plan to stay for a networking lunch until 1 pm.)

NYSDEC Hudson River National Estuarine Research Reserve

Norrie Point Environmental Center in Mills-Norrie State Park

Staatsburg, NY 12580

Directions: <http://www.dec.ny.gov/lands/37889.html>

### **Workshop Registration:**

Register online:

[http://www.surveymonkey.com/s.aspx?sm=EHzbeWnanQYLvWObV5BJzA\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=EHzbeWnanQYLvWObV5BJzA_3d_3d)

Registration is limited, please register by: Wednesday October 15, 2008

### **Workshop Registration:**

#### **Workshop Description:**

Stakeholders are those individuals, groups, agencies, and organizations with an interest or “stake” in the outcomes of a specific natural resource conservation or protection effort. Effectively understanding and engaging stakeholders are both essential components of natural resource or ecosystem-based management. Every organization, agency, or group can be expected to engage with stakeholders regarding natural resource protection activities and issues. This workshop will provide strategies, tools, and guidance for working effectively with stakeholders. The workshop will be an engaging and interactive experience for natural resource professionals—especially those people whose responsibility it is to build and foster relationships with elected officials, farmers, businesses, media, community residents, NGOs, community leaders and others that influence or have the potential to influence natural resource protection in your community. By participating in this workshop you will learn and apply established, science-based Best Practices for characterizing and engaging your stakeholders.

#### **Participants will enhance their ability to:**

- Identify key stakeholders in your community and why they should be involved
- Identify stakeholders’ interests and potential roles in the development and implementation of management plans
- Apply best practices in stakeholder engagement
- Understand how to effectively characterize and engage stakeholders
- Avoid the pitfalls of stakeholder engagement
- Understand and leverage the complex dynamics of stakeholder groups
- Plan and carry out a strategic response
- Build stakeholder capital

#### **Who Should Attend?**

- Natural resource agency personnel (NYSDEC, NYSDOS, NYSOPRHP, NOAA, SWCD, Cooperative Extension, etc.)
- Environmental non-governmental organizations
- Professionals, volunteers and elected officials involved in:
  - Watershed management

- Ecosystem-based management
- Climate change adaptation and mitigation
- Invasive and nuisance species
- Land management
- Natural resource management

**Course Instructor:**

Shorna R. Broussard, Ph.D.  
Associate Professor  
Department of Natural Resources  
Cornell University  
Fernow Hall  
(607) 255-2149  
srb237@cornell.edu  
[www.dnr.cornell.edu/hdru](http://www.dnr.cornell.edu/hdru)  
[www.human-dimensions.org](http://www.human-dimensions.org)

**Workshop Contact:**

Emilie Hauser, Estuary Training Program  
Hudson River National Estuarine Research Reserve  
Norrie Point Environmental Center P O Box 315 (U.S. Mail)  
256 Norrie Point Way (Deliveries)  
Staatsburg, NY 12580  
(845)889-4745 X 112  
eehauser@gw.dec.state.ny.us