

QUESTIONS

RESPONSES28

28 responses

SUMMARY

INDIVIDUAL

Accepting responses

Your name (27 responses)

Barb Hutchinson
John Tanaka
Marshall Susan
Karen Launchbaugh
Amy Shannon
Beth Burritt
Roger Gates
Sheila Merrigan
Jeremy Kenyon
Walter Fick
Nancy Marshall
Christopher Bernau
Mike Borman
Livia Olsen
George Ruyle
Laura Goodman
Mark Thorne

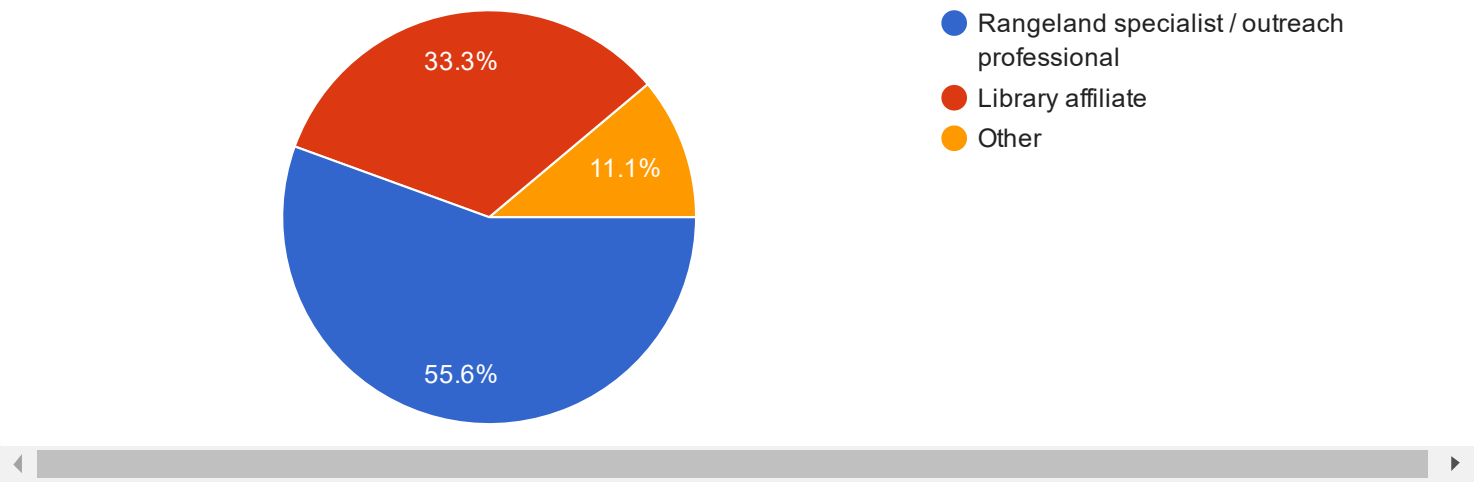
Nicole	
Retta Buegger	
Kristie Maczko	
Tip Hudson	
Jodee	
Sarah Noelle	
John Harper	
Lovina Englund	
David Kruger	
Jeanne Pfander	

Your institution (27 responses)

University of Arizona
University of Arizona
University of Arizona
University of Arizona
University of Arizona
University of Idaho
University of Idaho
University of Idaho
University of Wyoming
University of Wyoming
Humboldt State University
University of Nevada, Reno
Utah State University
SD State University
Kansas State University
South Dakota State University
NRCS

Oregon State University
KSU
Oklahoma State University
University of Hawaii-Manoa
Juve
Colorado State University
UW SRR
Washington State University
U. Alaska
University of California

Your role (27 responses)



Description, Mission, and Vision

Description

Is this description accurate? If not, what should be changed? (26 responses)

Yes
Yes
Yes

Yes

Yes

yes

yes

yes

yes

Yes, this description seems to be accurate.

I think we ought to claim all of the online activities if the lead on those is amenable. This includes RSIS, eXtension (even though we are phasing out), JRA, and anything else.

looks good

Maybe add an emphasis on open access resources. Not just a link to where resources are, but an ability to access and download resources.

Seems accurate to me.

Suite of websites is too limited a way to describe the content. The database of information, Wrangle content, etc should be called out a bit more clearly.

Yes, this is an accurate description.

Sounds Good

Accurate

I like it.

Its fine

Yes, this is accurate

good

The description is accurate

Yes.

good...a bit wordy but accurate

Accurate, but perhaps emphasis on content creation rather than just website creation?

How can this description be more compelling and informative? (17 responses)

Could add a few sentences about social media outlets.

We probably need to make it shorter and focus more on what we do rather than who we are.

Need to add a little language about the vast, beautiful, landscapes that cover half of the terrestrial land surface. :)... yes, just like Karen always says.

I'm not sure

The product of RP is a range of educational and scholarly information, including a searchable database, a suite of region-specific websites, and multimedia content suitable for all audiences.

Good as is.

If it was shorter, it might be more compelling though it is very informative, as is.

provide some 'for examples'

No change needed. I like the descriptions of each site.

In terms of compelling, I think that the the third sentence is more compelling / informative than the first sentence. If you don't know what the partnership is, you probably care more about the information in the third sentence. You/ we could consider moving sentence one later in the description?

Perhaps shorter?

No recommendation

n/a

I would suggest re-ordering the last three sentences to match the order in the sentence describing the websites (i.e. Global Rangelands, Rangelands West, and state sites).

N/A

Emphasizing our role in creating great content if it isn't already there - we aren't just a referral/aggregation organization.

Looks ok to me but depends on the audience the description is intended for. If it's intended for a broader, non-expert audience it probably needs more about why rangelands are important. Might also want to include other relevant words used for rangelands, such as grasslands, etc.

Vision

Is this vision still valid? If not, what should be changed? (24 responses)

yes

yes

yes

yes

Yes

Yes

Yes
Still valid
Still valid
Yes.
Yes.
Yes, I agree with this vision statement.
include education, tomorrow's challenges too
focus on rangelands! I don't think we do much in "public health" I would remove that. I tend to focus "economic development" on "rural economies"
I would like the vision statement to include educating the current and next generation, as well as informing public debate and decision-making. I see it is in the mission statement, but shouldn't it be part of the vision?
Yes, although the "provides resources needed" is subject to interpretation and context.
Still good
Sounds good to me.
more or less. the video work may be adding the most useful aspect to inform public debate
Still relevant, but rewording suggested to: "The Rangelands Partnership is a global, multidisciplinary collaboration that provides resources needed to inform public debate and decision-making with regards to today's challenges of food security, climate change, public health, environmental impacts, and economic development as they relate to rangelands around the world."
Is this intended to be useful also to people "on the ground" -- range managers public and private?
wildlife management
Still valid - but what about SOCIAL ramifications of Rangelands - what "Discovering Rangelands" is pretty much laying out/addressing?
Yes, still valid.

Mission

Is this mission still valid? If not, what should be changed? (24 responses)

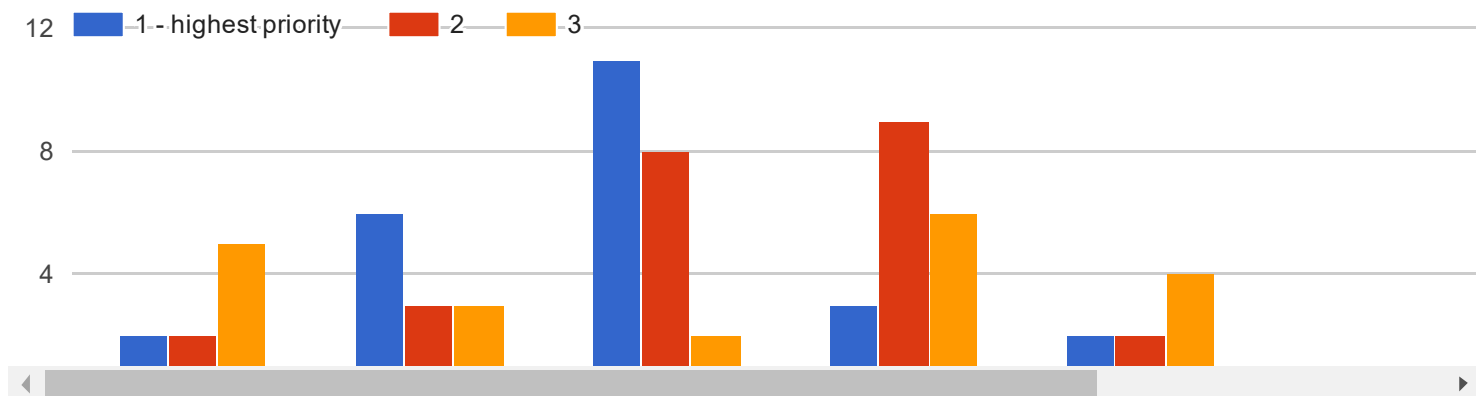
yes
yes
yes
yes

Yes
Yes
Still valid
Still valid
Yes, I believe it is still valid, but look forward to hearing other possibilities.
No, it should say the Rangelands Partnership rather than the two websites.
fine as is
Again, put rangeland front and center
See comment re vision. I am not clear how the vision and mission should differ.
Perhaps add legislators or governmental decision makers of some sort?
Yes. I don't think the mission has changed, however, we could ask how successful we've been at "moving the needle" for our intended audience.
It is fine as it is
we are a little light on the tools part
Sill valid
Still like it.
"Technical information"?
Not clear the differences between vision and vision. The two seem to be at the same level, I.e., big picture. The vision and mission seem parallel concepts, not one above or under the other.
Yes.
I think this mission is still valid.
Still valid.

Stakeholders, Collections, and Services

Stakeholders

Primary Audiences - Who are your top 3?



Are there other audiences not listed above? (10 responses)

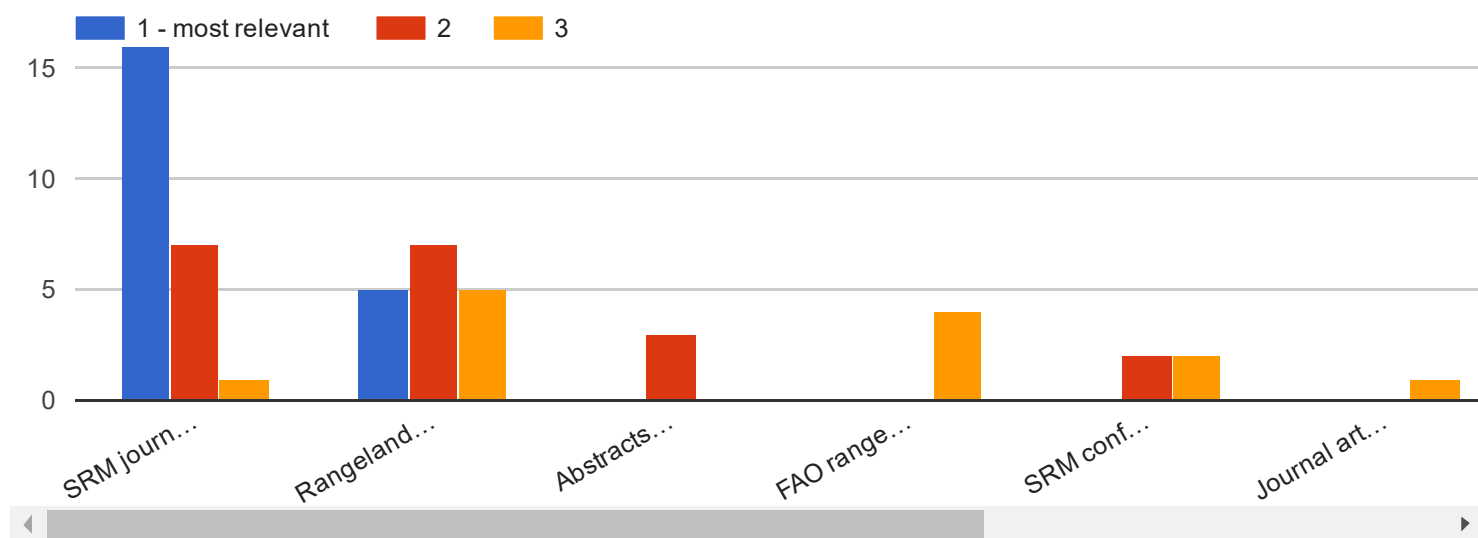
no
no
Legislative staff (are those the decision-makers)
My top 3 were actually a tie, but the form won't let me tie.
Perhaps add land managers to Ranchers, landowners & land managers
Environmentalists?
No
Policy makers
Can't think of any.
No. Global citizens is a pretty inclusive term.

Collections

How important do you think these collections are to the services offered by the RP?

(26 responses)

What collections are your top 3?



Other collections to consider adding (9 responses)

Extension and Experiment Station documents from land-grant universities

Documents from federal agencies (BLM, USGS, USFS)

There are a range of documents from federal agencies, that while already available, could enhance the database's coverage if included. Also, data - there is quite a bit of data regarding various aspects of rangeland ecology and management that could be included in the collections in some way.

Related research such as soils or water.

Israel sources???

Not sure

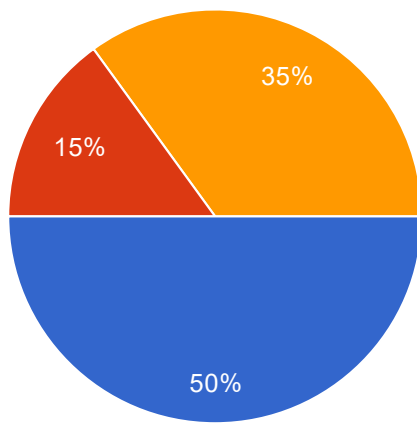
Don't know

n/a

Nothing to suggest at this time.

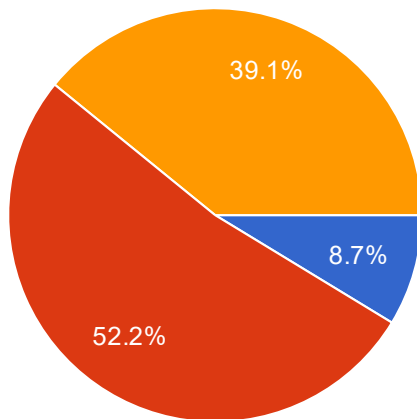
Member institution digital repositories: Do you have holdings related to rangelands?

(20 responses)



- Yes, and I am willing to make necessary contacts to get the metadata into RW
- Yes, but I am uncertain if I have the necessary contacts
- No, I don't know of any digital holdings related to rangelands

State site resources: Are they included in the database? (24 responses)



- Yes, I have entered records for ALL or MOST of the resources included on my state site.
- Yes, I have entered records for SOME of the resources included on my state site.
- No, I have not entered records into the database.

State site resources: What are your challenges to entering records into the database?

(21 responses)

Time
Time
Time
Time
Time
Time constraints
Time constraints
Stable funding
too dang busy with my day job

I am not currently in this role. Time is always limited

Time.

I have failed to allocate time to supporting Rangelands West. I am evaluated based on contributions to iGrow, which should be "connected" to Rangelands West

Priority. The state site is just never the first place I think of to put things. I can easily move a metadata record over, however. Then it's a memory problem (i.e. my memory).

Time, keeping RW as a priority

Unfamiliar with the process

time restrictions (other priorities), minimal assistance from range professionals

Just starting to work on a state site -- haven't tried yet

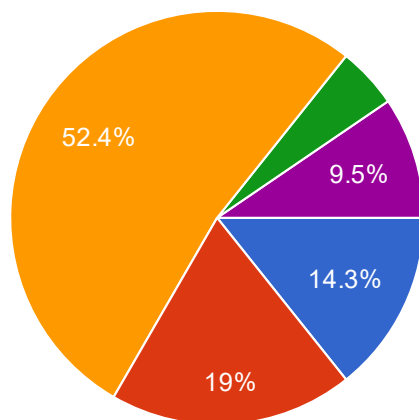
time

The sheer volume of cataloging the information.

Time limitations

Time to identify and create records.

State site resources: Assistance is available to you. How have you used it? (21 responses)



- I didn't know assistance was available
- I have used Kelly's assistance in the past and do not require assistance in the future
- I have used Kelly's assistance in the past and would like additional help in the future
- I knew assistance was available, but chose not to request help
- I knew assistance was available, and would like help in the future

State site resources: What would be most helpful in future? (9 responses)

We should build a database for our Certified Rangeland Managers program, germane to CA rangelands

Help with highlighted or key topics

perhaps a starting point would be "connecting" to iGrow articles????

I need to spend time seeing what other states have provided and then ask Kelly if she can assist with getting similar items linked for us.

help with special formatting on our state site

short directions on how to add or set up child pages, since I don't do it frequently to remember from time to time.

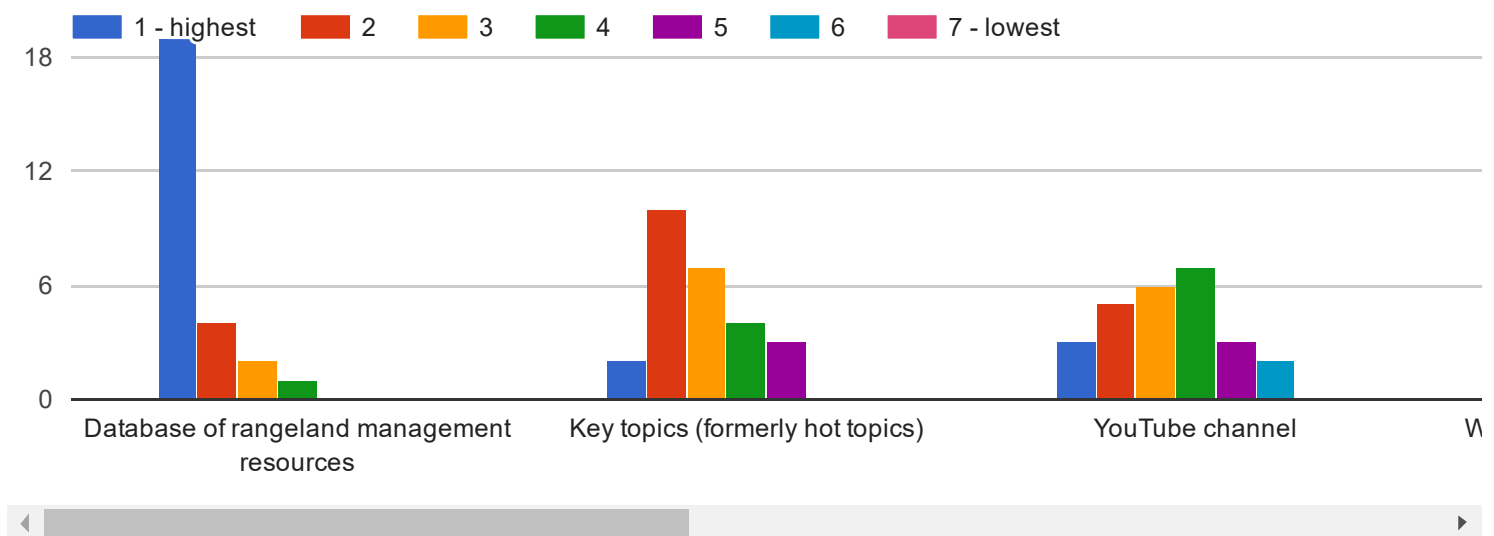
Assistance with large Excel uploads.

Upgrading sites of dormant partners (such as Oklahoma State)

Reminders / print or online guides for process for adding state site resources.

Services

Services - Which do you consider most important?



Services - What other services we should consider, if any? (9 responses)

Directory of experts

None we are already spread too thin

If we have people to help with it, LinkedIn.

How well is our database crawled by search engines? There has been some research on how to improve crawling of databases (developing a linked data instance is another way to do this). This would improve discoverability, which strikes me as one of the key problems of the system. There is tons of content, it's just hard to see, especially if you don't use a library website as a starting point.

Blogging on current rangeland events through a scientific lens might be useful

None that I can think of.

Government documents related to rangelands

Did Sheila set up an Instagram account?

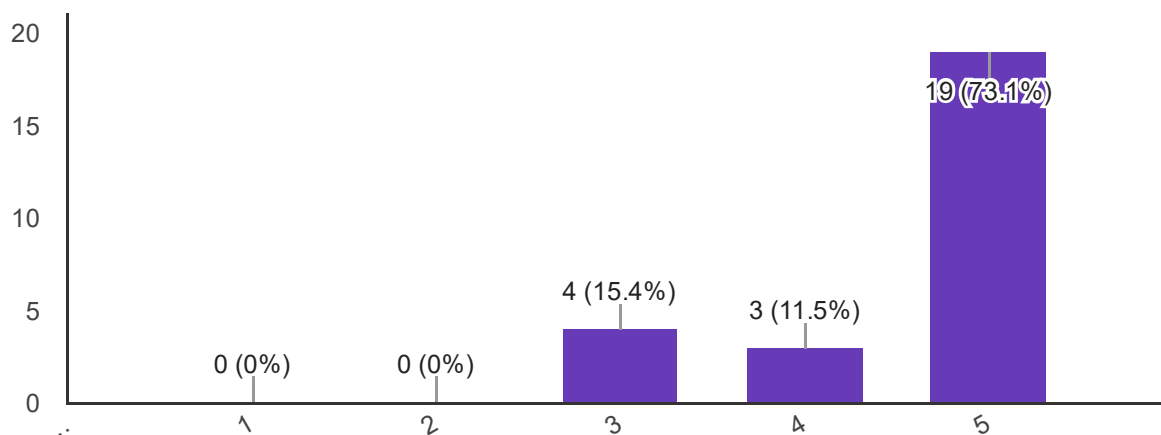
No suggestions at this time

Rangelands Partnership Organization

Annual Meetings

How valuable is the annual meeting to your engagement in The Rangelands Partnership?

(26 responses)



How could the annual meeting be improved? (16 responses)

More time for hands on work

Focus on getting things done from a captive group

Best if concurrent with SRM

More focus

More involvement by non-Arizona people and EC. I think this would help give others more ownership in the organization.

I'd like more technical sessions. It often feels like the meeting is a series of announcements, but by the time they're all done, it's to move on.

Continue to rotate meeting site.

Not sure

Perhaps more "how to" sessions

Not sure, I think the meetings have gone well and been productive in the past. It seems we never have enough time to get everything done.

More/better adherence to the agenda.

fewer verbal updates, written reports would work better; use time for Q&A or updates pages

Hold the meetings in Hawaii every year!

They're pretty good. Always come away inspired.

Eliminate state site reports. More time to work together, maybe consider extending the program.

I'm honestly very happy with how the meetings are and how we have improved them to get to this point.

Do you think The RP could exist without holding an annual meeting?

(24 responses)

no

no

No

No

No, it is the only way to maintain a sense of real community and partnership

No. That is where most of the work is done by non-UA members

I have not participated in the last few years. But, I think these meetings are very important.

Not as it stands. Everyone is so busy and spread so thin that RP would lose priority. The annual meeting energizes, keeps folks on track, and legitimizes activities in the eyes of admins.

No, I think the partnership would dissolve

Likely very important to those involved

Yes, although it would be diminished (perhaps fatally so). The face-to-face meeting is critical to re-engaging as we often drift from RP-related work during the year.

Might be able to exist, but would not be as effective.

Maybe with the conferencing technology, but it would be difficult. Idea sharing and networking work best face to face.

No. The meeting provides a needed connection.

No, I think it holds the group together

nope

Possibly. Especially if monthly or quarterly conference calls happened. Maybe having meetings every other year would be something to consider if it would be more practical for the Partnership?

We all might prioritize other things? but I'm not sure. new to the partnership.

Yes, probably.

I think it would lose momentum quickly, and states would revert to doing their own thing, without collaboration or cross-linking

No. I believe it's essential to have the face to face interactions we have at the annual meetings.

Exist, yes, grow, no.

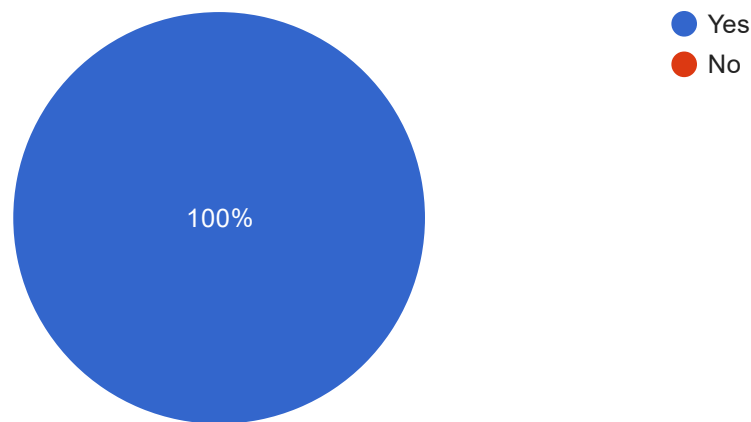
Yes, but it would not be as effective. The strength of the partnership is face-to-face interaction during the annual meetings. It gives us an opportunity to make good use of our time together to brainstorm collaborations and objectives across partners. I think you lose a lot if you lose the annual meeting.

Not really. F2F and personal connections are critical. Maybe the RP mtg could be "attached" to the SRM annual mtg

Communications

Currently, most of The RP organizational communications is through The RP listserv. Is this the best means for communicating with you?

(26 responses)



If the RP listserve isn't the best means of communication with you, please suggest feasible alternative(s).

(4 responses)

No

Facebook

Text me when newsletter comes out with a link

N/A

Newsletter - Sent monthly to RP listserve. What would you like to see included?

(10 responses)

Yes, it is important to demonstrate accomplishments and showcase members

I think the direction you have taken it gives enough. Don't make it too long.

Update on key topics

More news from the states.

Provide examples of what various states are including on their sites. This is repeating what we get at meetings, but repetition can be helpful.

It is good; not to long, but informative and helps keep me connected

Updates on Partnership projects (both specific to the Partnership and member projects). If we had task forces, maybe updates on progres from them?

Focus on positive impacts of the work we accomplish together. Highlight new members.

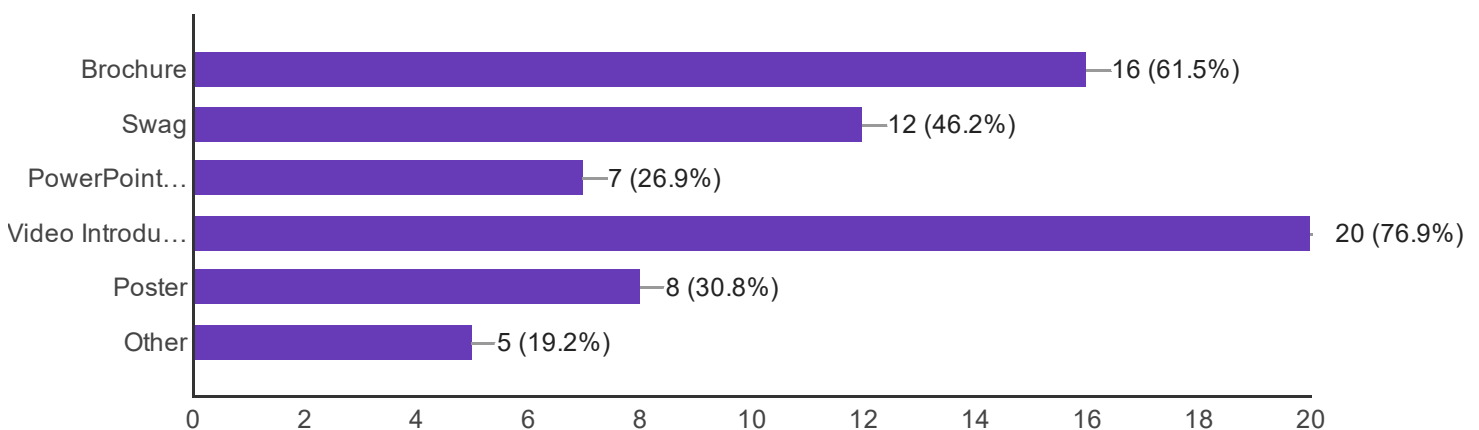
Perhaps a "Did You Know?" component with an intriguing fact/statistic about Rangelands. (I grasping here - I think what is already included is good.)

I like the current content but maybe usage stats for the GR/RW sites.

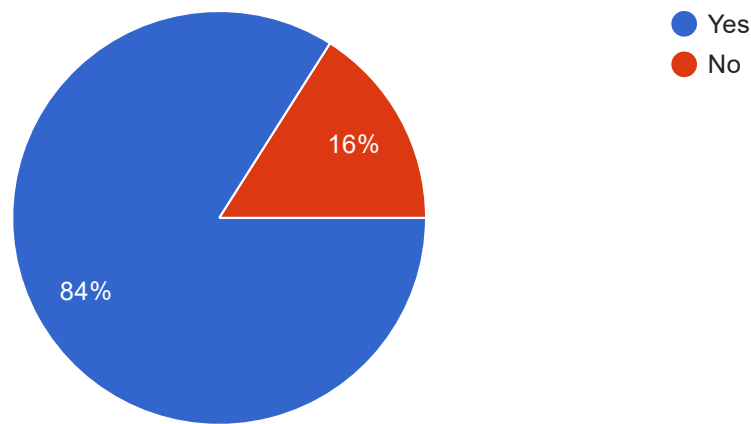
Marketing and Public Relations

Select items that you feel would be most useful to call attention to services provided by The RP

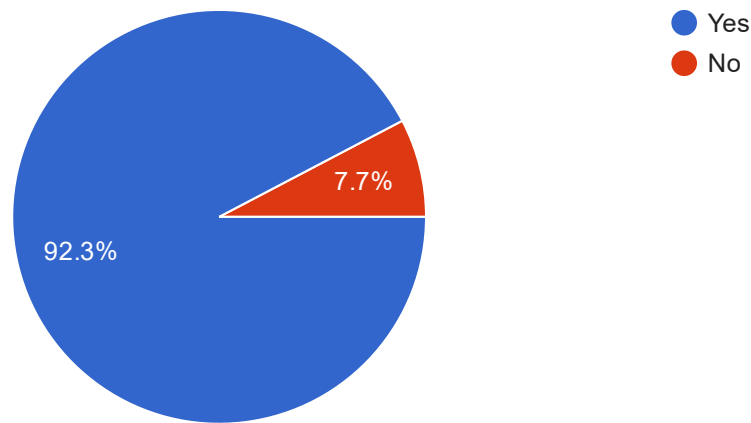
(26 responses)



Do you think a professionally designed brochure with color images of the website redesign will help you market The RP websites?
(25 responses)



If a brochure was made available as a PDF, could you print them at your institution?
(26 responses)



What other ways could we market The RP services? (17 responses)

- An annual update to deans, directors, and development officers
- Once we agree who the target audiences are, figuring out ways to reach them directly...trade shows, presentations at their meetings, advertising in their outlets, etc.
- Make sure to highlight RP services on websites of related organizations.
- Something directed to SRM student chapters?

I don't know

Mention and perhaps use the services in classes

Depends on the audience. For academics, a webinar series might be attractive (look at the DataONE model). For the general public, you need to hit local media.

Actively participate as the RP facebook page on other page's conversations. Example: correcting grazing misconceptions in an ongoing conversation on a state's Game and fish facebook page.

The poster and PowerPoint options listed above could be useful.

I think we could do a better job of marketing to the rank and file range profession

Yes, information directed at the deans and department heads would be very helpful

Letter to department heads seems like a good idea

social media, wikipedia, google searches

Depends on the target audience. Extension Directors/VP might be direct

Identify top communication tools to reach key target audiences. For example, industry newsletters, National Association of County Agricultural Agents, distribute to regional agency field offices/district offices, educators associations for science teachers, ag teachers, environmental science teachers, etc.

Via AgNIC and USAIN conference/listserves

"Ad" in SRM Rangelands journal, etc,

What could you do to market The RP websites more effectively at your institutions and at the state level?

(19 responses)

work with our marketing department to develop a plan

Having swag and brochures to hand out, resources to travel to meetings for presentations and trade shows.

Continue to build our state resources

Brochures at local meetings and presentations to outreach professionals

updating (perhaps recurring) reminders on iGrow

Integrate into our web resources. Have our Rangeland Center and Library note its resources in some of their communications.

Brochures

Talk about the RP and maybe have brochures available.

I could be much more intentional about contacting and reminding potential users that RP has much to offer.

more interaction with range faculty and county agents

get state site on social media

having a clear, concise way to explain what my involvement in the RP does for our departments and for the university as a whole would be helpful in supporting my argument for continuing membership and spending work time on it

Start meeting with people; moving site to new platform; generating links to or perhaps making new content relevant to CO issues

not sure

Continue to promote at workshops and events.

Contact with VP

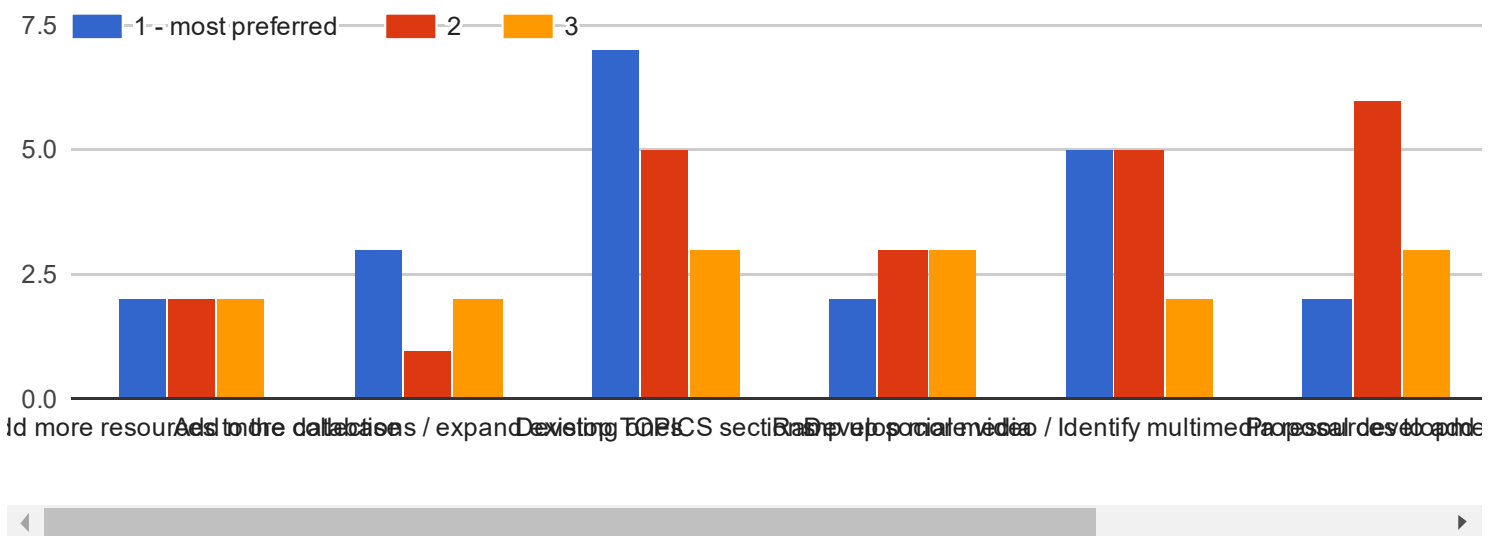
Work with the Extension Land and Livestock topic team to circulate at workshops. Promote at meetings and conferences.

Present to state Experiment Station Farm faculty and staff, particularly as a component of their Advisory Board meetings, which include non-academic Rangelands stakeholders.

Promote at library professional conferences & meetings

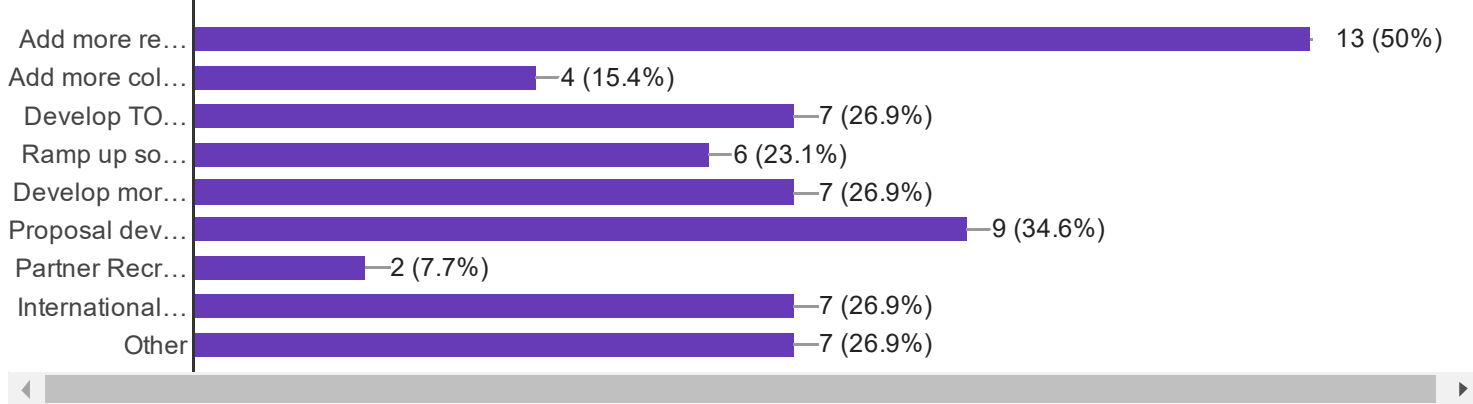
The Work of the Partnership Members

Goals for 2016 - What should we focus our collective energies on to accomplish this year? Rank top 3.



Goals for 2016 - Which tasks would you like to be involved in and have the capacity to contribute to?

(26 responses)



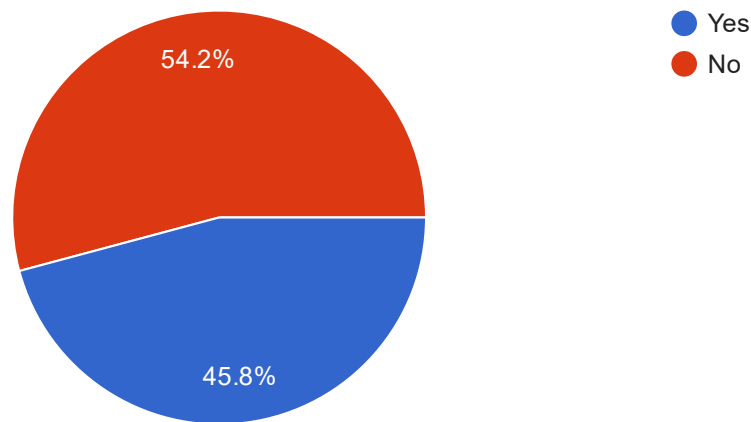
What other ways do you envision you could be involved? (10 responses)

- Continue working with Arizona technical team
- Promotion and advisory
- I'm working on a geospatial application with colleagues at UI regarding basic rangeland "facts" in Idaho. I'd love to see it expand to other states, if there is interest.
- If things slow down here I 'might' be able to help with other items on your list.
- I provide funding for several aspects of site development. I hope to continue to do that
- Keeping my site updated
- Probably just need to figureout more about the partnership and the needs in CO
- Sharing expertise
- Ensuring that Wyoming-centric resources are available above and beyond just the state site.
- Help w editing on proposal drafts, etc.

State Member Sites

Who maintains your state site? (26 responses)

Do you have assistance available to you through your institution? (24 responses)



Do you have a plan for maintaining your state site following vacancies and retirements?

(23 responses)

No

No

No

No

no

no

Not really, we have lost positions at the UA. We have two more years of funding. After that, there are no guarantees.

Yes, assigned to the new person and working directly with them.

NO

Not yet, we need to thinking about this.

No

No plan, but not expecting vacancies in staffing

Don't know

Questionable. Will pursue a plan to replace me.

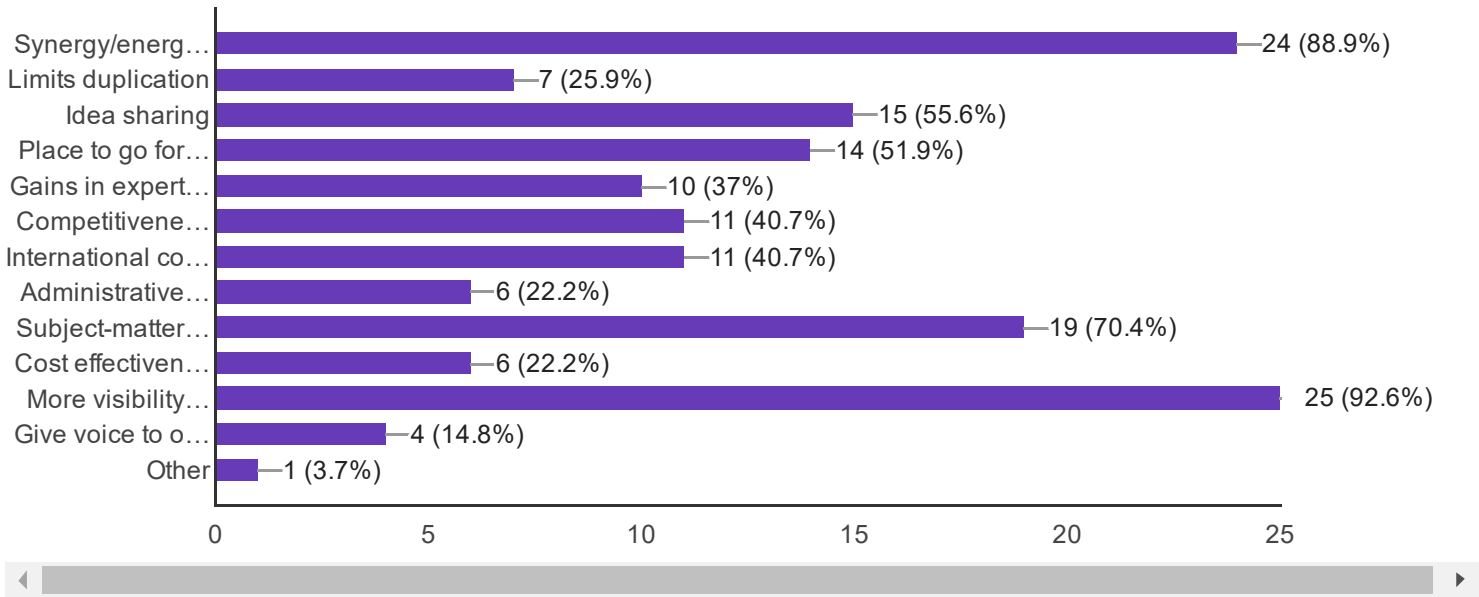
sort of
Not yet
Not currently
We now have me to help maintain site
no plan
Yes, working on that.
Not really
Yes - and from the Libraries end, I plan on remaining involved until at least 2028. If my position changed prior to that, I would transition my replacement into maintaining the site.
Not that I know of

Sustainability

Organizational value

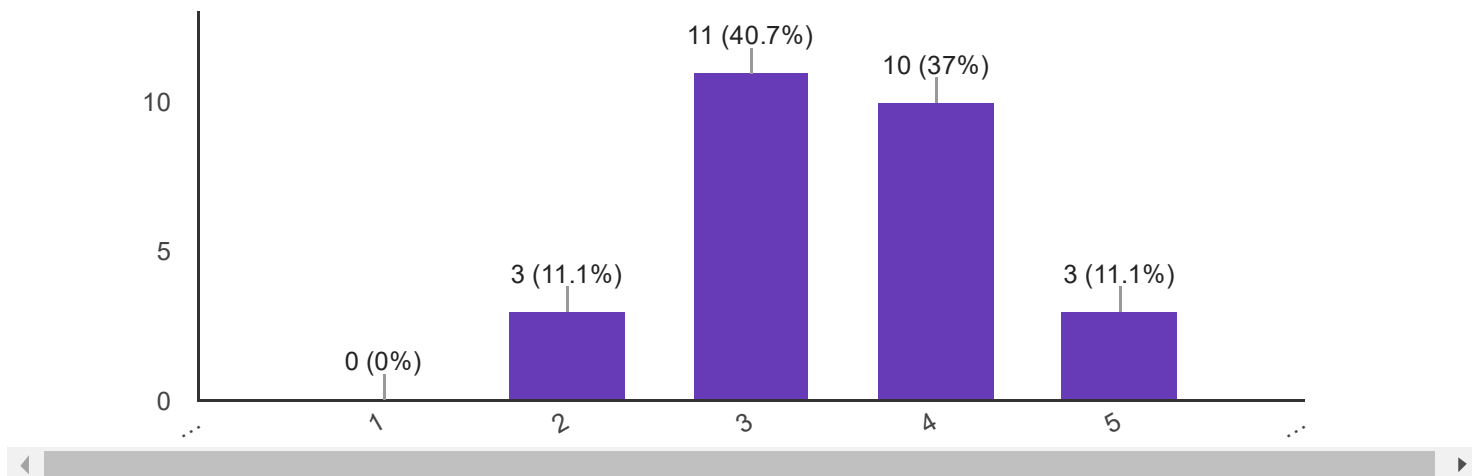
What values do you consider most important for what our organization provides? Check all that apply.

(27 responses)



Do you agree with this statement: "Citizens place high value on having a centralized location for global, regional, and local resources related to rangelands"

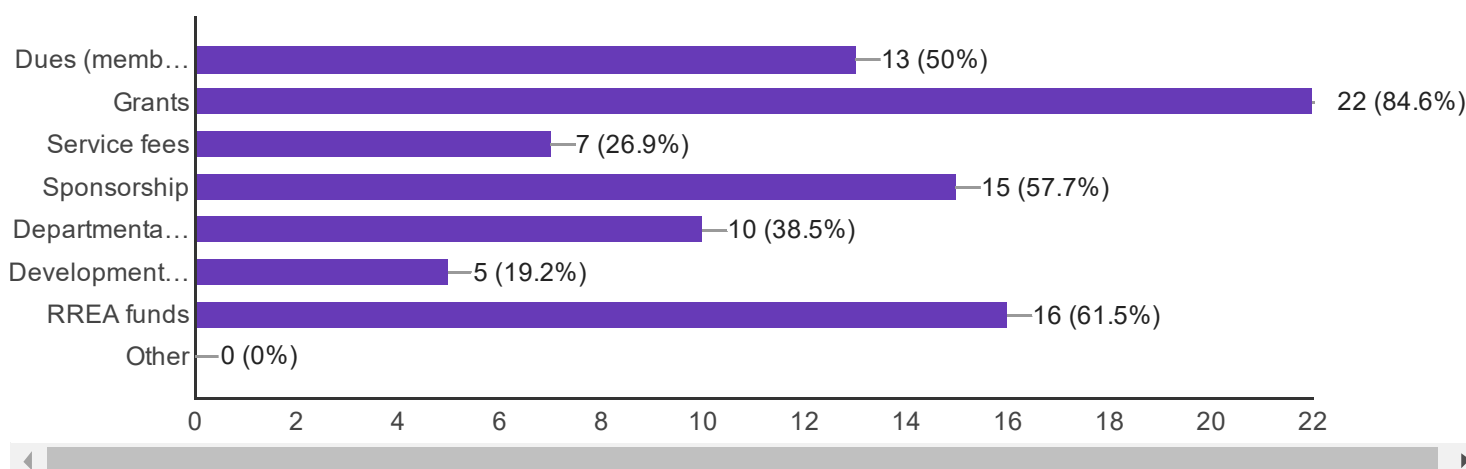
(27 responses)



Funding

What are your preferred and/or most viable options for long-term financial support?

(26 responses)



If dues, what level of support do you feel should be provided by each member institution?

(17 responses)

500-1000

500-1000

\$1,000 per year per institution

We have no exp stat. travel support and limited support for databases

\$300

I have no idea.

This is more an Extension function that Experiment Station - State Extension directors should at least be polled to determine their interest/potential support
\$3-5K
I would hope equal participation since all institutions benefit from the large database.
\$500- 1000
500\$
\$1,000 - \$1,500 / institution
500
none from AK
Some level has been discussed.
\$1000 per insitution (50% College of Ag/50% Libraries)
\$2000

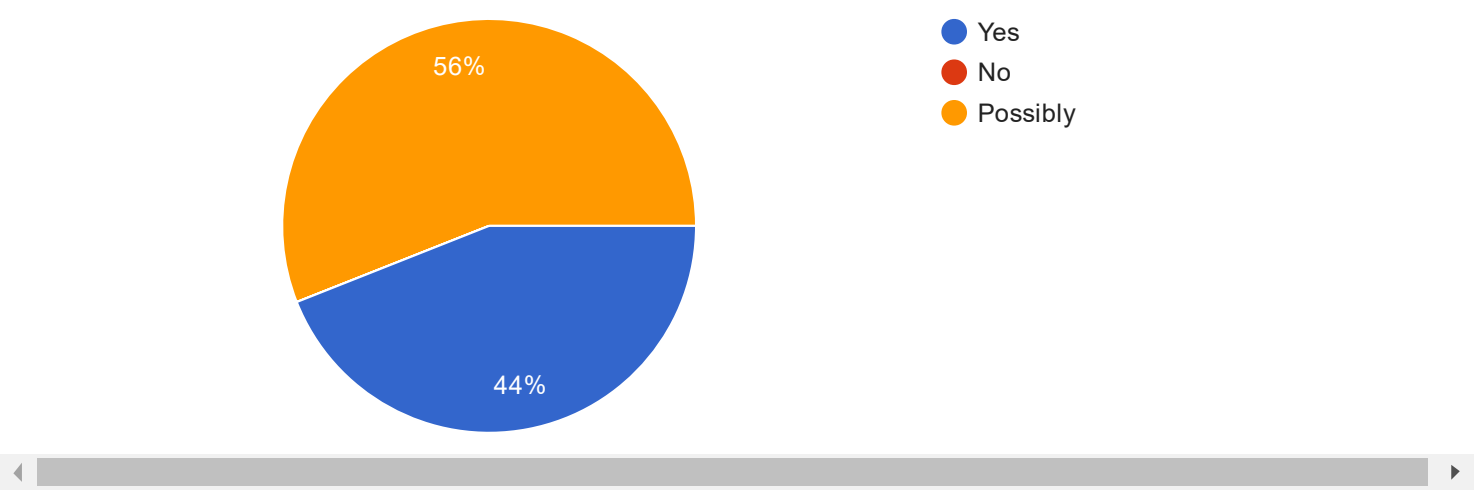
If dues, where would you expect to gain funds for paying dues? (14 responses)

Half from Library dean and half from disciplinary dean
Help in winnowing out low value resources. Maintain web structure.
They would have to come from my extension budget
Unsure - would look to the Rangeland Center. Library is a bit tight.
na
Ag Experiment Station, department with Range program, RREA
project funds
AES/CES Formula Funds
Not sure I could get any funds from the library, but may be able to from Ag department(s)
can't, too many budget cuts right now
Divisional funding
Department Head, College Dean
Dean of College and Dean of Libraries
Split the \$2000 charge between the institutional College of Ag and Library

If dues, what would you need to gain support for paying dues? (13 responses)

Higher visiitiy - awards - demonstrated external support from stakeholders
Highlighting work conducted in my state.
I can't see either my dean or department head support RP indefinitely into the future unless I can show significant impact.
Use by folks in Idaho, success in grant-seeking (due to the collaboration/network), unique digital content
na
Faculty and stakeholders statement of value
IDC money
Need brochure/letter/video directed to the deans
Clear, consice, compelling explanation of what membership does for the departments and university (why they should spend their money on it)
What's in it for my institution? This could be a difficult sell.
Evidence of grantsmanship and publication. Find a way to show impact
I had support of previous Library Dean; supporting communication by U of Arizona would help sway future Dean if that is an issue
Data on usage and testimonials re impact/value from state stakeholders

If competitive grants, are you willing to participate on a team to submit grant proposals?
(25 responses)



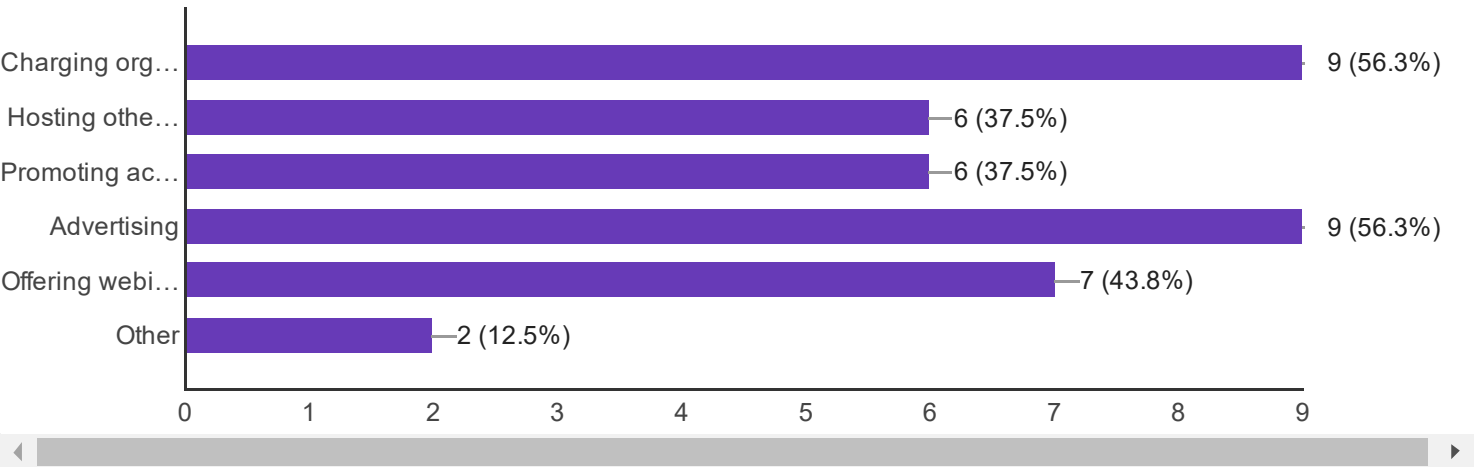
If competitive grants, what types of grant programs do you feel would be

best options?

(14 responses)

WSARE
WSARE
All of them, you have to look for opportunities and match with our needs.
WSARE and maybe foundation grants
I don't know
Perhaps a small amount of funding requested in all research or teaching rangelands proposals submitted regardless of source.
Less familiar with USDA grants, but IMLS/NLG is an option. We could also look to foundations like Sloan and Mellon.
WSARE, Competitive education grants
don't know
all of the above
Hatch, USDA, WSARE, NRCS-CIG, RREA
STEM education
I don't feel qualified to weigh in given the superior expertise of John Tanaka and others in the field
Look also for digital project finding opportunities via library-related agencies/organizations

If services, what services should be provided for a fee? (16 responses)



What fee amount would be reasonable? (12 responses)

Unknown, would need to do some research for representative examples

It depends, but UA should be able to recover their costs for maintaining state sites.

\$100-\$200

I don't know

Hard to say, depends on the nature of the service.

For a private individual, up to \$60 depending on frequency of new material.

No idea

???

That would need to be determined (cost of providing service + administrative fees)

<\$40

Not sure of appropriate amount. \$500?

\$100-\$500

If corporate sponsorship, who should The RP solicit funds from? (9 responses)

It would be good to go after private foundations of groups someone already has a relationship with. The issue is that they may want to go there for their own program rather than the collective good.

I don't know

Anyone involved in Rangeland maintenance and conservation.

The usual suspects are: DOW, Truax, etc. Perhaps federal agencies (BLM, FS, NRCS), TNC, NOBLE Foundation

Nobody is neutral

seed companies, agricultural resources companies, National/professional organizations

I'm not sure how this could be neutral. Big sponsors will have enemies and are certainly not perceived as neutral. Smaller sponsors, like smaller businesses, just want to pay for advertising.

I'm just grasping, here: Farm/Ranch chains like TSC? Ford Motor Co.? John Deere? Archer Daniels Midland? (Monsanto and Dow might be a little sticky...)

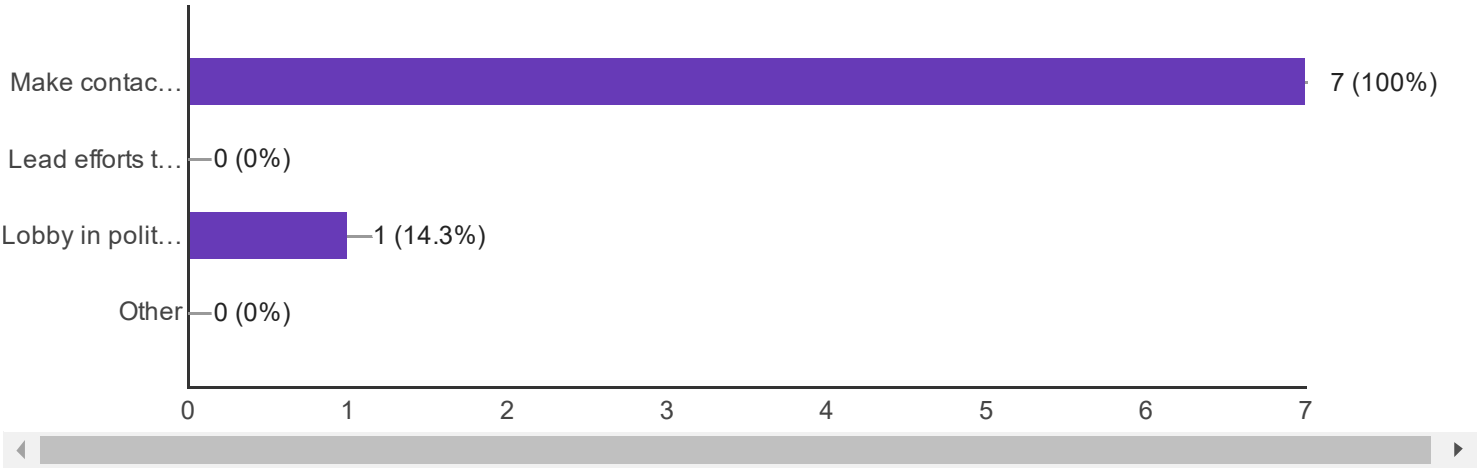
Professional organizations, publishers, NGOs

If NGO sponsorship, who should The RP solicit funds from? (8 responses)

I think you have to offer something to an NGO

TNC, WWF, National Cattlemen,
The Nature Conservancy
National Geographic, Nature Conservancy, cattlegrowers, various sportsman organizations.
See above
see above
NGOs don't have a lot of money, usually.
Nature Conservancy

If philanthropic fundraising (working with institutional development officers), would you be able to:
 (7 responses)



Other ideas for funding (5 responses)

Sorry that I don't have good ideas for funding, we are struggling to get faculty to even HAVE a program
Support from BLM or USFS
Web site donations
Maybe a small fee as part of attendee cost during the meeting that could ostensibly go into an operating fund for the partnership.
Not at this time

Please share other comments or ideas you have related to any section of this survey.

(5 responses)

This is a good survey - wish I could have contributed more....

I love seeing the RP moving forward. I hope continued effort will be placed on making only the best information available. We live in a world of "Information Overload." What can we do to combat this?

There are enough public resources available that I don't believe end users will pay for content. Most of this can be found elsewhere.

I love what we do together!

Thanks for asking for input