

Extending Local “Working” Conservation: Personal Touch Meets Technology

Mark Megalos
Extension Professor
NC State University
College of Natural Resources

This talk

- Project overview
- Approach
- Results
- Insights / Going Forth

NC STATE UNIVERSITY



NC Sentinel Landscapes | North Carolina State University

CONSERVING WORKING LANDS

A land legacy handbook with tools and resources to guide your conservation planning journey

PROJECT OVERVIEW:

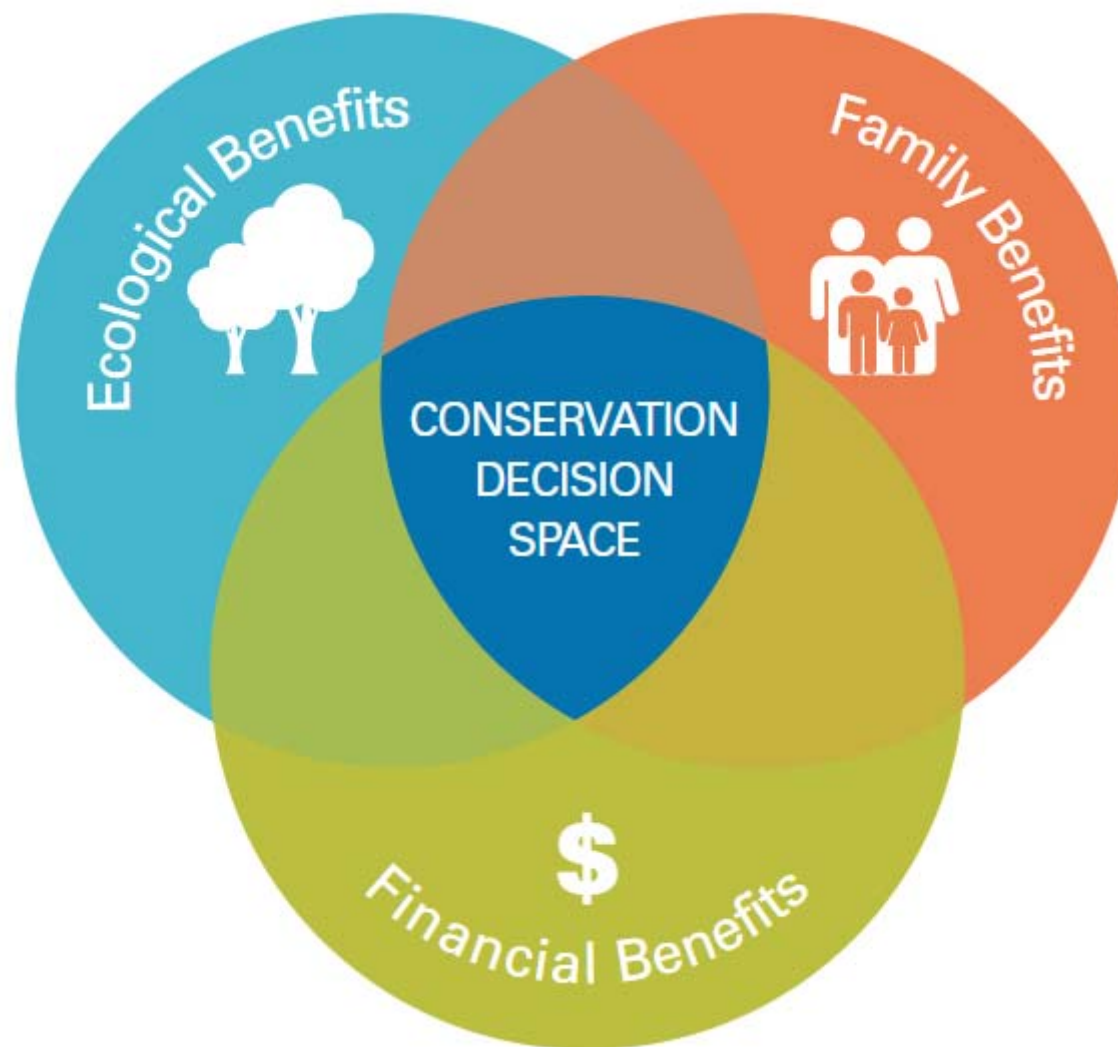
- **Create a Training Curriculum**
 - **Train the Trainers**
- **Craft a Working Lands Conservation Guide**
- **Conduct Landowner Outreach Series**



APPROACH:



- Craft a Useful Guide
- Feature Landowner's Stories
- Seek Sustainable Solutions
- Personalize Outreach



These icons indicate the land use focus and primary forms of assistance for the most commonly used programs, but many programs address multiple objectives, and can be combined.



Agriculture



Forest



Water and other resources



Financial assistance



Technical assistance



PRIORITIES



OPTIONS



FAMILY



PLANNING
TEAM



IMPLEMENT

Balance Soft-Touch and Technology

- **Captured Participants Actions / Intentions**
- **Privately through “Clickers”**
- **Went to the People – 7 workshops**
- **Used Landowner Case Studies**

RESULTS:

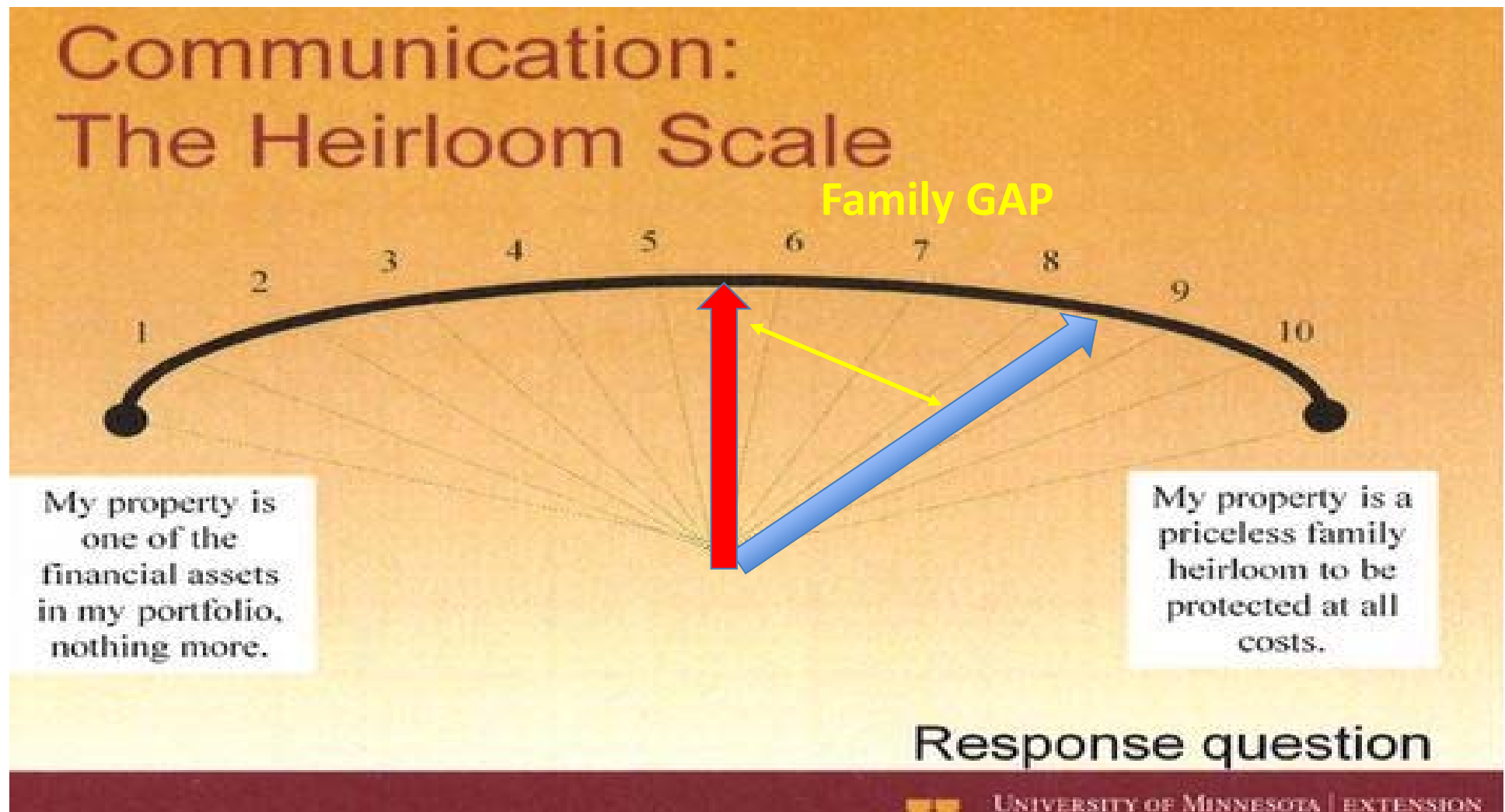
	Workshop #1	Workshop #2	Workshop # 3
Plan in Place	42 %	59 %	79 %
Have Implemented Conservation Practices	42 %	71 %	92 %
Spoken with the Family Regarding Estate Succession	50 %	67 %	69 %

Workshop Intentions

- Talk with Experts 85 %
- Explore Programs 81 %
- Learn More about the
Sentinel Land Program 90 %

**61 % Knowledge Increase
(Programs/ Options)**

Contrasting Views- Exploring Owners & Next Gen Gap



Insights

- More Landowner Testimonials
- Expand Generational Communication Effort
(using tech and softer tools)
- Continued \$\$\$ to Sustain Ongoing Program

THANK YOU!!!!

Questions ?

