PARTNERING TO ENHANCE DIVERSITY IN OUTDOOR RECREATION

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SORP is the voice for advancing the outdoor recreation profession.
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Roadmap

Address four main learning objectives - overview, case study, key concepts, and summary points

What are elements of sustainable partnerships for relevance guided endeavors that integrate cultural context?
How to seek out context and content-relevant partners?
How to set guidelines and manage expectations of partners?
How to adjust and evaluate partnerships?

Summary of key learnings and reflection questions
What is diversity?

Big concept, many facets

The focus of our research

Cultural diversity - individuals and organizations

- How things, behaviors, and emotions are organized
- What values, knowledge, and beliefs are present

Generally for managers:

- Reaching outside of “known” pool
- Maintaining mindfulness about who’s there
- Being aware of the diversity
- Specifying the lens you’re using:
  target audience, target geography, etc.

Understanding elements of sustainable partnerships

Relevance guided endeavors
- Broad connections
- Deep connections
Broad connections - San Francisco Bay Area

Perry, E.E.; Kiewra, L.A.; Brooks, M.E.; Xiao, X.; Manning, R.E. “Partnerships” for Sustainable Relevance: Perspectives from the San Francisco Bay Area. Sustainability 2018, 10, 1577. [https://doi.org/10.3390/su10051577](https://doi.org/10.3390/su10051577) (open access article)
Establishing deep connections with Black communities

- Greater emphasis on Black history in interpretive programs.
- Recruiting more Black interpreters and rangers.
- Greater media representation of Blacks in outdoors.
II. integrate cultural context:

- Wilderness is a eurocentric concept.
- Culture and history condition present-day views of wilderness by different racial/ethnic groups.
- Concept of outdoor recreation differ across racial/ethnic groups.
II. integrate cultural context:

Blacks outdoor leisure behaviors

- History of racial oppression and violence.
- Shaped present outdoor leisure behavior (e.g. travel in groups).
- Groups like Outdoor Afro provides sense of security and kinship.
Key Points

- Reflect on how your organization has incorporated structure, collaboration, and risk into its networks
- Consider where your past efforts have been - broad and/or deep connections
- List explicitly what your priorities are
- Be aware of what the implications and tradeoffs may be
Seeking out context and content-relevant partners

Context - Who’s out there?

Content - What’s the focus?
Compatible pathways to go broad & deep

- NPS as part of a larger collaborative engagement
- Locals as a whole group inclusive of specific communities
- NPS diversity and livable cities and communities are mutually reinforcing

“Value-added” contributions
Key Points

Context - Who’s out there?
- Understand the partnership landscape
- Situate yourself in the community
- Understand organizations valued by the network
Who have you not connected with yet?
Who would you like to strengthen connections with?

Content - What’s the focus?
- Layer narratives to incorporate community goals
- Think broadly about audience
- Consider adaptive engagement plans
What has been done so far?
What could be done or advertised better?
Setting guidelines and managing expectations
Setting guidelines and managing expectations

Collective Impact Framework

...plus a timeline with goals
Setting guidelines and managing expectations

Managing expectations:

● Tangible impacts may take longer than management timeline.
● Establishing connections with people of color will take time
● Centuries of discrimination but only decades of diversity efforts
● Important to maintain efforts
Key Points

- Have a communicated and agreed-upon framing
- Be explicit about investments/commitments among event, partnership, and long-term goals
- Manage your own expectations
Adjusting and evaluating partnerships

Room for adjustment
Plan and criteria are critical

Oman
• Ministry of Environment & Climate Affairs
• Ministry of Tourism
• Set the scene for what to do to make the adjusting and evaluating easier
Ras Al Jinz and As Saleel Nature Reserves
Key Points

● Consider if partnership needs to be formalized and what language and communication strategies leave door open for adjustments in either case
● Discuss that the definition of “mutually beneficial,” the appearance of tradeoffs, and the opportunities for multi-partner engagement may change
● Recognize that it is OK to let things go
Summary and Reflection

Designing sustainable partnerships
- Structure, collaboration, and risk
- Relevance types, priorities, implications/tradeoffs

Seeking context and content-relevant partners
- Community-centric, inclusive approaches
- Layered narratives and connections

Setting guidelines / managing expectations of partners
- Framework and communication
- Self-reflection

Adjusting and evaluating partnerships
- Friendly, clear language for negotiations
- Change as a given

1. What are your needs?
2. Who are your target audiences?
3. What are elements you should consider when looking for partners to address 1 & 2?
4. How invested would you like partners to be and what value do you offer them?
5. How invested can YOU be?
6. What projects would support the outcomes you want?
7. How will you evaluate partnerships and their impact?
8. How will you adjust strategies?
Thank you
QUESTIONS?

Type your question in the QUESTION pane in the Control Panel.
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