



## Exercise 2.2

# Creating a Department of Interface Resources



Natural resource professionals working in the public sphere may find this exercise helpful as they apply the information in **Exercise 2.1: Who Lives in the Interface?** to their work. (**Exercise 2.3: Advertising Interface Services** may be better suited for professionals working with both public and private landowners.)

**Objectives:** Participants will be able to do the following:

1. Understand the needs, motivations, and concerns of interface landowners.
2. Develop agency programs and consulting opportunities appropriate for the market segments they work with most.
3. Articulate what it would take to keep themselves, their agency, and their profession relevant in the 21st century.

**Materials:**

*Fact Sheet 2.1: Who Are Interface Landowners?*  
*Presentation 2.1*  
One piece of paper  
Markers or chalk  
Flip charts or chalkboard

**Time:** 30 minutes (15 minutes to review fact sheet and work in small groups, 15 minutes for group discussion)

1. Distribute **Fact Sheet 2.1: Who Are Interface Landowners?** to each group member and review **Presentation 2.1**. Explain the following scenario, which you can post on a slide, newsprint, or overhead projector.

*Natural resource agencies are struggling to remain relevant to interface landowners. Answer the following questions for each market segment based on what you know about these interface landowners from the fact sheet and agency politics. Assume your agency will NOT receive new resources, so adding a new program requires cutting something else.*

- What questions and concerns will these residents have? What current programs should receive greater emphasis?
- If the needs of these residents dictate programs, what current programs would be de-emphasized?

- What new programs are needed to meet their needs?

2. Divide the group into smaller groups of three or four participants and ask them to choose a reporter and answer the questions provided. Reassemble the group and ask each reporter to summarize their group's responses. Alternatively, you can moderate a discussion with the whole group using flip charts or a chalkboard. Write the question and ask the group for responses. Record responses as you ask for elaboration and explanation.

Optional: If time and interest allow, use the following questions to stimulate discussion about how to respond to the fact that landowners may dominate future natural resource policy.

- How do each of us make our positions in the agency relevant (i.e., job security)?
- How do we make our agency relevant?
- How do we make our profession relevant?

## Summary

It is essential that natural resource agencies dealing with interface issues adapt to meet changing needs and maintain their relevance in the changing interface. This exercise is aimed at helping resource professionals use information about interface landowners to rethink their agency program priorities and consider how the agency might develop new programs to meet the emerging needs.