

What is Theory of Change (TOC)?

- ▶ An outcomes–based approach to thinking realistically about change
 - Addresses impact
 - ▶ A method for communicating how change is supposed to occur
 - Offers a map or pathway
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Outcomes

Short Learning	Medium Action	Long-Term Conditions
Changes in <ul style="list-style-type: none">• Awareness• Knowledge• Attitudes• Skills• Opinion• Motivation• Behavioral Intent	Changes in <ul style="list-style-type: none">• Behavior• Decision-making• Policies• Process and practices	Changes in <ul style="list-style-type: none">• Culture• Climate• Quality of life

Chain of Outcomes



Adapted from University of Wisconsin-Extension

Developing a Path Forward: Opportunities

- ▶ Given what we've said so far, what's possible here and who cares about it?
 - ▶ Given what we've just said, what do we see as the key/priority opportunities?
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Setting Priority

▶ Sequence

- First things first. Action needs to occur first because other courses of action are based on its completion

▶ Feasibility

- Rapid completion *aka* ‘low hanging fruit’. Can be done quickly and will demonstrate progress in the overall agenda

▶ Value

- Sheer importance. It is the single most important thing to do

▶ Value/Feasibility

- Bang for the buck. The item addresses both importance and resource efficiency

Developing a Path Forward: Encouraging Change

- ▶ What incentives for changing thinking and behaviors can be created/offered to support the key/priority opportunities?
 - ▶ What actions can be taken to manage risk and encourage the needed changes?
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Important to Remember ...

- ▶ Think as bold as we can be while committing to actually get something done
 - ▶ The room is usually smarter; It will take many sectors to find the best solutions to the problems
 - ▶ Small steps can facilitate big change
 - ▶ Getting to scale takes time (2)

 - ▶ “Adding practices” is not the only way to bring about change; changes to the system is another option
 - ▶ There may not be a need to legislate changes to the Drain code; there is enough vagueness to allow some of these projects if a cost/benefit ratio can be shown

 - ▶ We all have something to learn and something to teach
 - ▶ Be open to new ideas; balance between business v. () with quality
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Important to Remember ...

- ▶ Drainage can benefit everyone, locally to downstream
 - ▶ Urban pollution many times higher
 - ▶ We are the ecosystem and the biggest lever in that organism

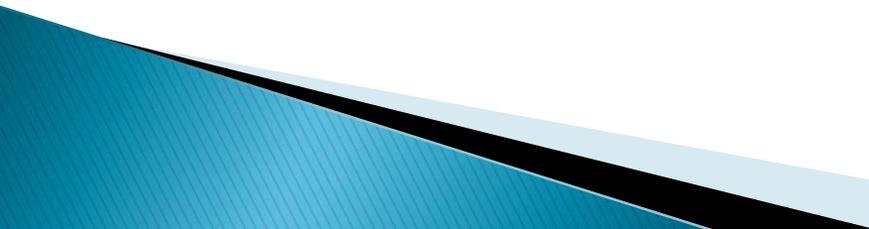
 - ▶ The decision/policy will affect the livelihood of producers
 - ▶ It affects real people

 - ▶ Farmers are good stewards and want to do the right thing to protect the environment, but also need to maintain their businesses; need options and solutions more than restrictions and burdensome regulations
 - ▶ Solutions should be voluntary , flexible (2), science-based (2), and economical; sustainable, implementable
 - ▶ There is not enough cost share to get every farmer to implement every practice; solutions must be economically feasible

 - ▶ Finding a way to provide ag sustainability is a primary necessity when moving forward
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What's Got Your Attention

▶ What's the Intended Outcome?

- How do you inspire voluntary cooperation/collaboration and do we know what we want them to do?
 - What's the endpoint? Is it achievable?
 - What is the ecological or environmental set point that we are shooting for?
 - Need to frame what exactly is the problem/issue we're trying to fix or solve (revisit the hypothesis)
 - What is our #1 priority environmental outcome for this effort?
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- ▶ Where does public infrastructure fit?
 - ▶ Trespass – how might that be defined differently?
 - ▶ What can be demonstrated as an effective means to get the desired improvement in water quality for the right cos/incentive?
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What's Got Your Attention?

- ▶ How to move forward collectively instead of piecemeal; approach of good ideas through a basin with multiple entities and different rules
- ▶ What is the system needed to manage drainage better; DWM may be part of a bigger system
- ▶ How would swarm be managed at scale across watersheds or state boundaries?
- ▶ Need focused leadership and action at the macro scale

- ▶ Do we want this to be seen as voluntary?
- ▶ How do we reward the good actors and deal with the bad without violating the sanctity of property rights and confidential info?

- ▶ This group should start thinking about a recommendation to advocate to government leaders on how to improve flows and water quality in a way that will cause as many others to buy in as possible
- ▶ Drainage districts (in Indiana the county surveyors or drain boards) might be key for innovation
- ▶ Focus on finding the practice or set of practices that will provide the most bang for the buck in an area

- ▶ If over 50% of farmland is rented, how do we reach out to the land owner?