



Reorganizing Division Staff and Service Regions for Improved Efficiencies and Delivery of Quality Services



July 8-9, 2013

Comments from:

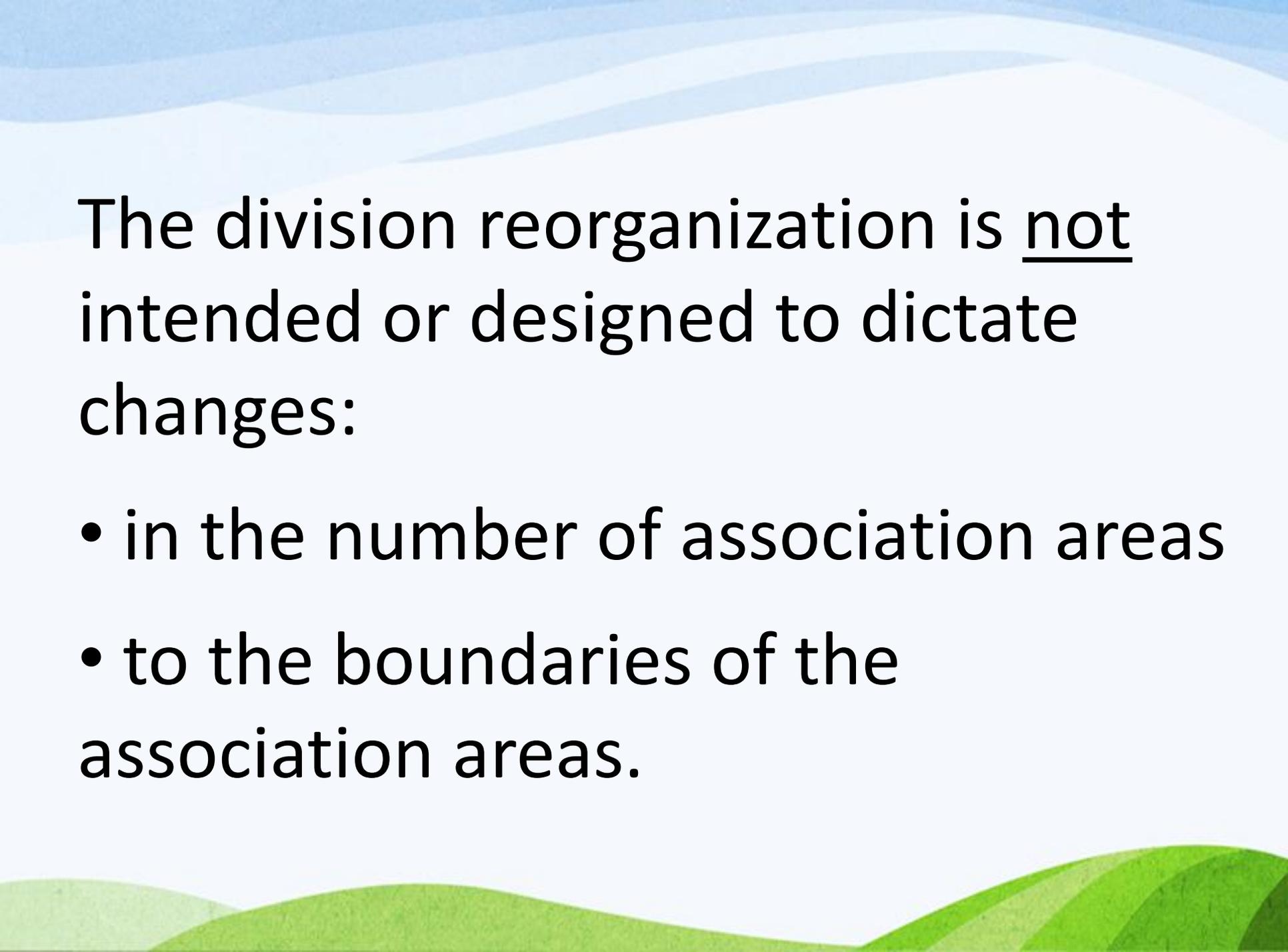
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Reorganization's Primary Objectives:

1. To realign service territories on a regional basis for regional coordinators. The regions are western, central and eastern.
2. To create a statewide program specialist to plan and coordinate environmental education activities/events and logistics for statewide training
3. To phase in implementation of regional technical services teams



The division reorganization is not intended or designed to dictate changes:

- in the number of association areas
- to the boundaries of the association areas.

Rationale:

- Places higher priority for coordinators to provide direct services to individual districts
- Equitable and manageable distribution of workload
- Improve efficiencies of division services
- Focusing leadership on primary district programs (e.g. environmental education and statewide training/event planning and logistics)

Rationale *cont.*:

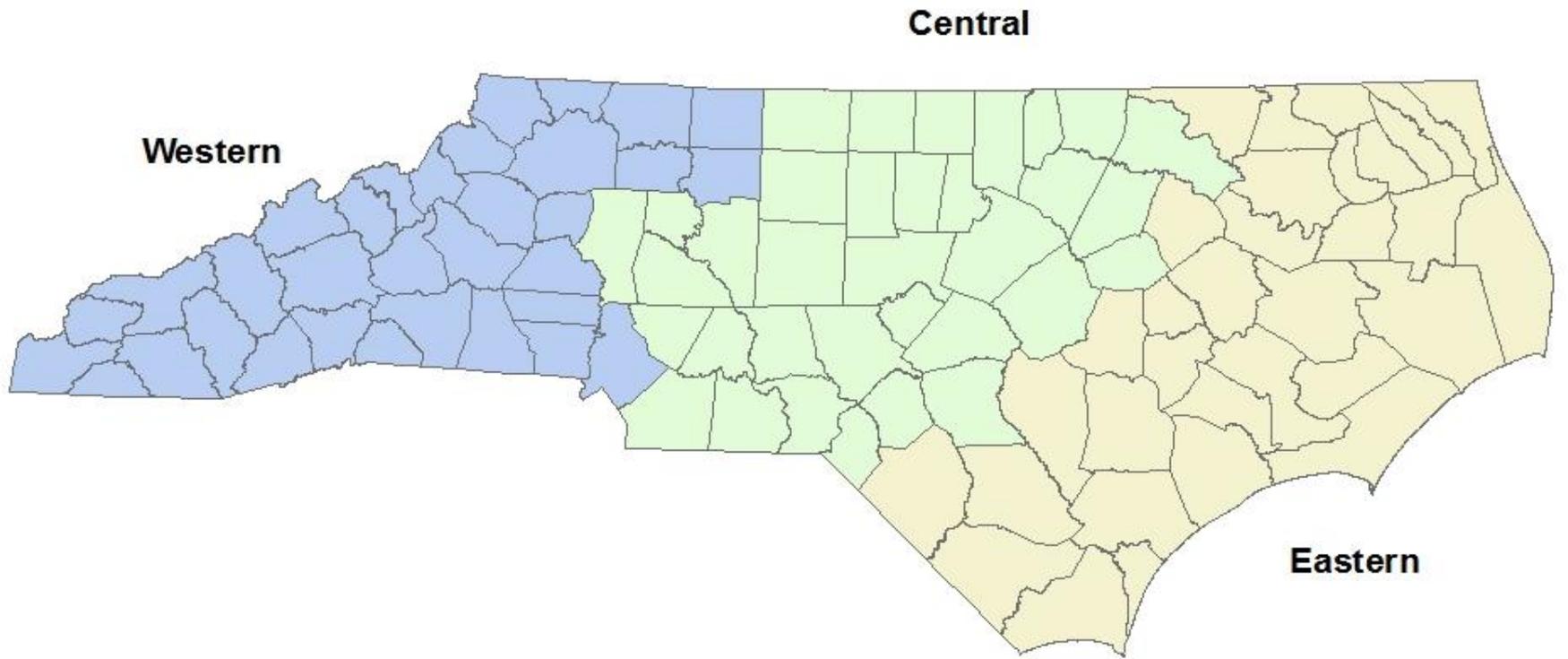
- Provide continuity of service delivery in the event of vacancies
- Provide mentoring framework for new staff
- Improved coordination of engineering, soils and land surveying services to support district projects

Strategy for District Operations:

1. Effective July 1, 2013, six coordinators re-assigned to western, central or eastern region - will operate as regional teams
2. Change working title from area coordinator to regional coordinator, and update job descriptions to reflect changes in responsibilities and service territory
3. Change working title of remaining area coordinator to a program specialist; update job description to incorporate statewide environmental education coordination and event planning duties.

Strategy for District Operations *cont.*:

4. Shift responsibilities for planning and logistics for statewide environmental education events and specific training events/meetings to program specialist (regional coordinators and other division staff in support role)
5. Transitional considerations given for area executive committees and related 2013 fall meetings



Western Region (33 counties/districts) – Alexander, Alleghany, Ashe, Avery, Burke, Buncombe, Caldwell, Catawba, Cherokee, Clay, Cleveland, Forsyth, Gaston, Graham, Haywood, Henderson, Jackson, Lincoln, Macon, Madison, McDowell, Mecklenburg, Mitchell, Polk, Rutherford, Stokes, Surry, Swain, Transylvania, Watauga, Wilkes, Yadkin, Yancey.

Regional Coordinators:

- Davis Ferguson (team leader)
- Rob Baldwin

Central Region (34 counties/districts) – Alamance, Anson, Cabarrus, Caswell, Chatham, Cumberland, Davidson, Davie, Durham, Franklin, Granville, Guilford, Halifax, Harnett, Hoke, Iredell, Johnston, Lee, Montgomery, Moore, Nash, Orange, Person, Randolph, Richmond, Rockingham, Rowan, Scotland, Stanly, Union, Vance, Wake, Warren, Wilson.

Regional Coordinators:

- Ralston James (team leader)
- Steve Bennett

Eastern Region (33 counties/29 districts) – Beaufort, Bertie, Bladen, Brunswick, Camden, Carteret, Chowan, Columbus, Craven, Currituck, Dare, Duplin, Edgecombe, Gates, Greene, Hertford, Hyde, Jones, Lenoir, Martin, New Hanover, Northampton, Onslow, Pamlico, Pasquotank, Pender, Perquimans, Pitt, Robeson, Sampson, Tyrrell, Washington, Wayne

Regional Coordinators:

- Kristina Fischer (team leader)
- Eric Pare

Program Senior Specialist - Sandra Weitzel

- Planning, outreach and logistics for statewide environmental education events
- Coordinate with program managers and serve in lead role for meeting planning and logistics for specific training events as assigned by division management
- Serve in support role to regional coordinators
- Develop operating procedures manual for position

Strategy for Regional Technical Services Teams:

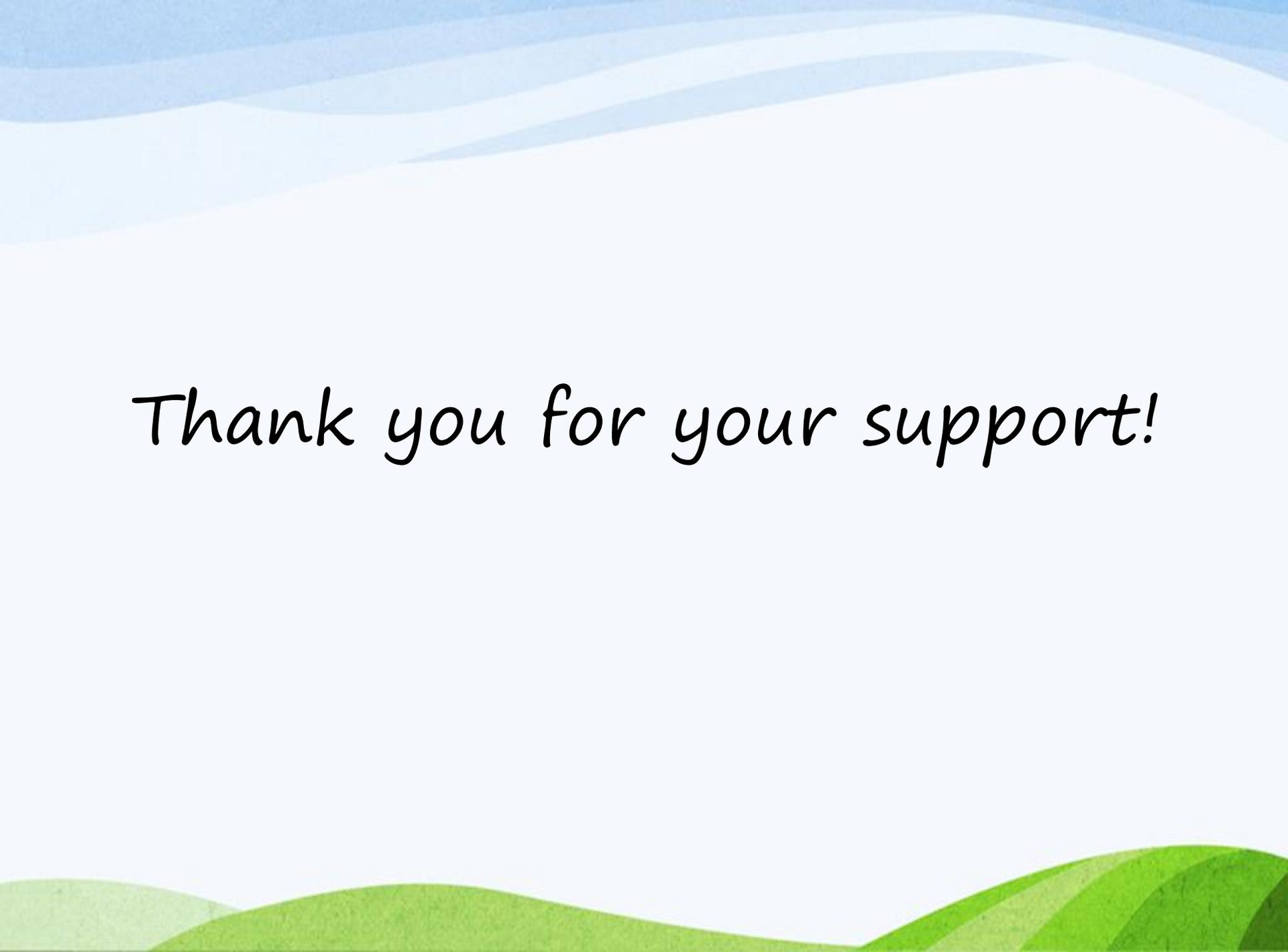
1. Will be incorporated through a phased-in approach. *The detailed strategy and projected dates are not established at this time.*
2. The western technical services team is already established and will serve as model.
3. Pieces of the central and eastern technical services teams are already in place with the entire team to be established as opportunities become available through attrition, reclassification and new funding.

Marketing Plan:

- Discuss strategy with area coordinators – Thursday, June 27
- Announce reorganization on listserv on July 2
- Schedule three teleconferences on July 8 (2:00 p.m.) and July 9 (10 a.m. and 2 p.m.)
- Provide online survey for written comments
- Present at area district issues meetings, July commission meeting, September NCASWCD Executive Committee teleconference/meeting; NCASWCD area alignment committee meeting

Expectations & Next Steps:

1. Team leaders provide oversight, makes team's final decisions, serve as mentor
2. Individually and as teams develop list of issues, opportunities for efficiencies, considerations for management, improvements to make job manageable and rewarding
3. Coordinators help determine what duties can be shifted to program specialist and how specialist can provide support to region
4. Program specialist to identify support needs from regional coordinators and division staff, and determine where leadership will promote efficiency
5. Use opportunity to determine needs/support to Association Ex. Director
6. Project workload for next six months and begin establishing annual plan of work
7. *Communications!* Establish routine to meet weekly as regional teams.
8. Will need to continually fine tune; management will need input on transition, work plans, job descriptions, etc.
9. Tools - Microsoft Shared Points (collaboration, cloud concept)

The background features a stylized landscape. The top portion consists of several overlapping, wavy bands of light blue and white, suggesting a sky or water surface. The bottom portion consists of several overlapping, rounded hills in various shades of green, suggesting a grassy landscape.

Thank you for your support!