

## **Supervisor Recruitment Tools and Templates**

**Letters to Organizations:** Direct correspondence to community organizations about your desire for nominees for district supervisor positions is an effective way to attract qualified individuals. The letter should include legal requirements for election and/or appointment depending on what position needs to be filled information. It should also include what a supervisor's responsibilities as well as some explanation of what knowledge and experience the board is looking for in potential nominees.

**Public Service Announcements:** Radio and television stations run free public service announcements for community organizations. For a wide distribution announcement of a supervisor vacancy, this strategy can be effective. Contact media in the community for this service. Sample public service announcements are included as Appendix 1.

**News Releases:** Another method of reaching a wide audience regarding a district supervisor vacancy is through sending news releases to newspapers, radio, or television. Sample news releases are included as Appendix 2.

**News Articles:** Local daily or weekly newspapers often welcome news articles related to local community affairs. Sample news articles are included in Appendix 3.

**Newspaper Advertisements:** Well-written and attractive newspaper advertisements in community newspapers can create interest in a district supervisor position. Emphasize that these are positions that have local influence on natural resource program activities and needs, and input to state and federal conservation agencies. Sample newspaper advertisements are included as Appendix 4.

**District Recruitment Brochure:** Another effective way of informing potential candidates about district programs and activities, and about the powers and authorities of a district supervisor is through a well developed, clearly written information brochure. Create interest throughout the community by distributing the informational brochure throughout the community in businesses, to organizations of all types, and through clients that have received district-coordinated services.

## Radio Public Service Announcements

\_\_\_\_\_ County Soil and Water Conservation District  
(insert address)

### Public Service Announcement #1

Length: 30  
seconds  
For broadcast at  
will

### Soil and Water Conservation District Supervisor

#### Contact:

(insert name & phone #)

## AUDIO

You may think  
That soil and water conservation affects  
only farmers or loggers, but: Indiana's soil  
and water quality affects the water you  
drink and the food you eat.  
If you are concerned about these issues, and  
want to have a voice in decisions affecting  
Indiana's soil and water quality and other  
related natural resource issues think about  
becoming a supervisor of the \_\_\_\_\_  
County Soil and Water Conservation  
District. The \_\_\_\_\_ County Soil and  
Water Conservation District comprises all  
of \_\_\_\_\_ County. As a supervisor, you  
would help set conservation priorities and  
policy for your county. Contact the district  
today at (phone#).

**Public Service Announcement #2**

Length: 30  
seconds  
For broadcast at  
will

**Soil and Water Conservation District Supervisor**

**Contact:**

(insert name & phone #)

**AUDIO**

You don't have to choose between prosperous farms and a healthy environment -- you can have both. If you want to help your county maintain its farmland while protecting the environment, you should consider becoming a supervisor of the (name) Soil and Water Conservation District.

As a supervisor, you would help make important decisions about conservation in your county. Get involved! Help make Indiana and \_\_\_\_\_ County a better place for you and your children.

For more information, contact the (name) Soil and Water Conservation District soon at (phone #).

**Public Service Announcement #3**

Length: 15 seconds  
For broadcast at will

**Soil and Water Conservation District Supervisor  
Contact:**

(insert name & phone #)

**AUDIO**

If you want a voice in conservation decisions in your county, think about becoming a supervisor for the (county) Soil and Water Conservation District. Contact the district office at (phone #) soon. Isn't it time you gave back to the community?

## Newspaper Releases

### News Release #1

NEWS RELEASE - FOR IMMEDIATE RELEASE: \_\_\_\_\_ (date)

For further information contact: \_\_\_\_\_ (name & phone #)

Conservation district filings open until \_\_\_\_\_ (date)

Concerned about the water quality in \_\_\_\_\_ County? "You can make a difference by filing before (*date*) to run as a supervisor for the \_\_\_\_\_ County Soil and Water Conservation District (SWCD) in the Month \_\_\_\_\_, Day \_\_\_\_\_, Year \_\_\_\_\_ election", (chair's name) \_\_\_\_\_, chair of the local district, announced recently.

"Supervisors have a direct say in how we deal with many important natural resource issues: water quality, forestry, agricultural best management practices, and soil erosion" (chair's name) said. "Running for a district supervisor position is an excellent way to make an impact on our natural resources," (chair's name) said.

Soil and Water Conservation Districts are political subdivisions of Indiana government that set local priorities for soil, water and other related conservation programs. The (name) SWCD is governed by a five-member board, which oversees a staff of (number). Staffs work directly with landowners to put conservation practices on the land. Supervisors are elected in the general election in (January February March) (select month of annual meeting).

The district board meets monthly to discuss the business of the district, including best management practice funding for land owners, district conservation priorities, personnel issues and coordination with state and federal agencies and other local units of government. In addition, supervisors are community leaders in natural resource management, providing guidance and information to their friends and neighbors.

Supervisors are not paid an annual salary or provide with health insurance, but may receive compensation for expenses related to attending meetings and other activities of the board. Some meetings are conducted at locations of interest—especially statewide meetings and national meetings. For further information, contact the (name) Soil and Water Conservation District at (phone #).

*News Release #2*

**NEWS RELEASE - FOR IMMEDIATE RELEASE:-Date:**

For further information contact: (name, address, phone, email)

**Soil and Water Conservation District Directors will be Chosen in (January February March) Election**

Voting for a supervisor of the \_\_\_\_\_ County Soil and Water Conservation District (SWCD) at its upcoming \_\_\_\_\_ (date) could affect things like the quality of the water you drink, the amount of pollution in the lakes you use, and the conversion of farmland to development. Because SWCDs are local units of government entrusted with managing and directing conservation activities, district supervisors have a great deal of influence on conservation decisions in their communities. The \_\_\_\_\_ County SWCD Board oversees the district's efforts and provides guidance for future natural resource planning.

Both elected and appointed supervisors serve three-year terms. The following people have filed to run for the position of soil and water conservation district supervisor, (list names) and \_\_\_ number of the candidates will be selected in the upcoming election to be conducted at the district's annual meeting.

The \_\_\_\_\_ County SWCD Board meets every \_\_\_\_\_ (day of month) to discuss district business. They serve as non-paid public officials that are reimbursed for expenses relating to district activities. For more information about the district board position you may call \_\_\_\_\_ (phone #).

### News Release #3

NEWS RELEASE - FOR IMMEDIATE RELEASE: \_\_\_\_\_ (date)

For further information contact: \_\_\_\_\_ (name & phone #)

## **Soil and Water Conservation District (SWCD) Supervisors Help Conserve Our Area's Soil and Water Resources**

It may be your child's teacher, a relative, your best friend, or the lady at the grocery store. It may even be your next-door neighbor. Who are these people? They are soil and water conservation district (SWCD) supervisors.

What is a district supervisor? Anyone who has an awareness of local conservation issues and chooses to serve. They're local citizens, an official, elected or appointed, to help develop management strategies regarding local conservation issues.

And, while district supervisors are elected or appointed to three-year terms, you can also volunteer to serve as an associate member (no election required). Payment for these positions doesn't come in monetary form, rather in the satisfaction of knowing that you are among many others helping your county conserve its natural resources for future generations, your children and grand children.

What are the responsibilities of a district supervisor? To be an effective district supervisor requires more than just attending a meeting. Supervisors are encouraged to serve on various committees within the state and/or district and have a key role in establishing natural resource policy. Part of their role is to educate the public about soil and water conservation. They may help in the development of tours, newsletters, displays, and such. The ways in which district supervisor can contribute are endless.

In addition, they work closely with the USDA Natural Resources Conservation Service (NRCS), Farm Services Agency (FSA), and the Indiana Department of Natural Resources (IDNR), just to name a few. There is a popular misconception that local SWCD and the USDA Natural Resources Conservation Service (NRCS) are one and the same. This is untrue. While the two often work together within the same office, the district administers its own programs and assists with programs offered by the other agency partners, while the NRCS provides the technical assistance and guidance to complete best management practices. So look around you. The conservation practice in the field near you may belong to a district supervisor or cooperator. District supervisors practice what they preach, and usually have farms and/or land to prove it, plus the satisfaction that they are helping to make changes for the good of all the citizens of the \_\_\_\_\_ County Soil and Water Conservation District.

If you are interested in becoming a supervisor or an associate member or would like more information, call the \_\_\_\_\_ County Soil and Water Conservation District at \_\_\_\_\_.(phone #)

## Appendix 3

### News Article # 1

#### SAMPLE NEWS ARTICLES FOR DISTRICT WITH ELECTED POSITION ONLY

##### (\_\_\_\_\_) SWCD Seeks Candidates for Supervisor Position

The (\_\_\_\_\_) County Soil and Water Conservation District is looking for persons with an interest in natural resources management who would like to serve as a district official.

Candidates are being sought for one of the elected seats on the district's five-member board of supervisors. Term of office runs from \_\_\_\_\_(Annual Meeting Date) through \_\_\_\_\_(Annual Meeting Date).

(\_\_\_\_\_) SWCD is a legal subdivision of state government responsible for the protection, conservation and wise use of the soil, water and related natural resources within the county.

Working cooperatively with federal, state and local agencies and organizations, the district brings educational, technical and financial assistance to bear on the conservation problems of the county.

Activities of the district are directed by the five supervisors, three who are elected by the local landusers and two appointed by the State Soil Conservation Board.

Meeting on the (\_\_\_\_\_) of each month, the supervisors plan and oversee the efforts aimed at fulfilling the district's responsibilities, which include:

- assessing natural resources management needs within the county;
- developing and implementing policies and programs that address those assessed needs;
- carrying out program initiative given to SWCDs by state and federal government (e.g., the review of farm conservation plans and construction site erosion/sediment control plans and the inspection of landfills for erosion control); and
- advising local government on natural resource management issues.

As compensation for their service, supervisors can receive salary per diem when engaged in district business.

Candidates for (\_\_\_\_\_) SWCD's elected-supervisor position must be of voting age, reside in the county and own or rent more than 10 acres within the county.

For more information about the (\_\_\_\_\_) County SWCD, its programs, supervisor duties and qualifications, and the specific position to be filled or to register as a candidate, visit the district office at (District Address), or call (District Telephone Number).



## News Article #2

### **SAMPLE NEWS ARTICLES FOR DISTRICT WITH ELECTED and APPOINTED POSITION**

#### **(\_\_\_\_\_) SWCD Seeks Candidates for Supervisor Positions**

The (\_\_\_\_\_) County Soil and Water Conservation District is looking for persons with an interest in natural resources management who would like to serve as a district official.

Candidates are being sought for both an elected and an appointed seat on the district's five-member board of supervisors. Term of office runs from (Annual Meeting Date) 2006 through (Annual Meeting Date) 2009.

(\_\_\_\_\_) SWCD is a legal subdivision of state government responsible for the protection, conservation and wise use of the soil, water and related natural resources within the county.

Working cooperatively with federal, state and local agencies and organizations, the district brings educational, technical and financial assistance to bear on the conservation problems of the county.

Activities of the district are directed by the five supervisors, three who are elected by the local landusers and two appointed by the State Soil Conservation Board.

Meeting on the (\_\_\_\_\_) of each month, the supervisors plan and oversee the efforts aimed at fulfilling the district's responsibilities, which include:

- assessing natural resources management needs within the county;
- developing and implementing policies and programs that address those assessed needs;
- carrying out program initiative given to SWCDs by state and federal government (e.g., the review of farm conservation plans and construction site erosion/sediment control plans and the inspection of landfills for erosion control); and
- advising local government on natural resource management issues.

As compensation for their service, supervisors can receive salary per diem when engaged in district business.

Candidates for (\_\_\_\_\_) SWCD's elected-supervisor position must be of voting age, reside in the county and own or rent more than 10 acres within the county. Candidates for the appointed position must likewise be of voting age and reside in the county but need not meet the 10-acre own or lease requirement.

For more information about the (\_\_\_\_\_) County SWCD, its programs, supervisor duties and qualifications, and the specific position to be filled or to register as a candidate, visit the district office at (District Address), or call (District Telephone Number).

## **Elected Supervisor Recruitment Classified Ad**

The \_\_\_\_\_ County Soil and Water Conservation District (SWCD) will be accepting nominations for a vacant SWCD elected supervisor position. Elected supervisors are public officials responsible for setting policy that develops programs to address local natural resource concerns. Interested persons may seek an application form at: \_\_\_\_\_ (address and website).

Elected supervisors must be an occupier of a tract of land that is more than 10 acres in area and is located in the district (county). They must also maintain permanent residence within the district (county). For more information please call \_\_\_\_\_ (phone #).

## **Appointed Supervisor Recruitment Classified Ad**

The \_\_\_\_\_ County Soil and Water Conservation District (SWCD) will be accepting recommendations for a vacant SWCD appointed supervisor position. Appointed supervisors are public officials responsible for setting policy that develops programs to address local natural resource concerns. Interested persons may seek an application form at: \_\_\_\_\_ (address and website).

Appointed supervisors must be of voting age. They must also maintain permanent residence within the district (county) . For more information please call \_\_\_\_\_ (phone #).