

RESUME

Nancy A. North

Focus

Program development and strategic, branded communications for community and clean water action

Professional Experience

NewGround, Inc. 2008-Present

NewGround clients lead the complex work of restoring our nation's waters, soil, and natural communities. NewGround develops action/education/civic engagement programs and strategic outreach/communication tools for that work, including brand management for projects and organizations. The group helps natural resources professionals, local governments, and nonprofit organizations maximize resources, connections, and impact.

Envision: Design That Works, Inc. 1992-2007

As founder and principal of this creative services/brand management firm, Nancy and staff provided colleges, universities and privately held businesses with identity development, marketing tools, and communications strategy.

Minnesota Public Radio 1991-1992

Regional marketing for KGAC 91.5 and KGNA 90.5 FM, Saint Peter/Mankato, MN

Skills

Outreach strategy; program development; branding and positioning; messaging; digital and print tool development; client coaching; business management/staff direction/team building; facilitation; knowledge of rural and urban watershed issues, community development, and higher education; networking with environmental, agriculture, natural resources, and community development contacts.

Recent Projects

Mississippi River - Winona Watershed Communications Lead and Strategy Development

As communications lead and member of the strategy development team for this watershed, NewGround developed a website (*OurWatershed.org*), GIS story map (*DiscoverOurWatershed.com*, with Winona County IT), quarterly print publications, citizen summits and related promotions/content, hosted nine public meetings, and developed communications strategy and the strategy document. New partnerships and actions resulted.

Fishers & Farmers Partnership for the Upper Mississippi River Basin

Developed watershed leadership network program and obtained McKnight Foundation funding to pilot 2015-2017. Conducted interviews and developed report to bring voices of agriculture to organization's strategy plus positioning; messaging; identity development; communications plan; outreach tools including website and e-campaign; communications coaching; grant writing; and in the works, a second generation website.

Ohio River Basin Fish Habitat Partnership

Communications consulting including a three-part session teaching the basics of organizational identity and communications; facilitation to define the group's unique proposition, target groups, barriers to success and vision; summary of key functions of identity development and communications for long-term growth in a large basin; recommendations; follow-up.

Mississippi Valley Conservancy

Mississippi Valley Conservancy has permanently conserved more than 16,000 acres of blufflands, prairies, wetlands and streams since 1997. NewGround designed an award winning 15th anniversary magazine, annual reports, newsletters, refined identity, aligned publications with development and outreach goals, and branded promotions for the film, "*Mysteries of the Driftless*."

La Crosse Urban Stormwater Group

NewGround procured \$50,000 to develop a stormwater management learning site with Habitat For Humanity ReStore-La Crosse and is managing construction and executing a related outreach campaign. Work since 2009 includes: developing and implementing outreach and education plans, brand development, website, print collateral, presentations, online audio/visual story features, construction contractor forums, outreach to builders, developers, subcontractors and utilities, and advocacy and grant writing.

North East Wisconsin Storm Water Consortium

North East Wisconsin Consortium's 53 member communities work together for cost-effective storm water management, outreach, and regulatory compliance. NewGround was hired to brand a long-term public outreach campaign and develop outreach tools such as banners, posters, and templates for in-house production of outreach materials.

Education

Art of Hosting Beyond the Basics 2015

Facilitation and learning design for large scale, multi-year, multi-stakeholder projects

Stakeholder Engagement Planning for Priority Watersheds 2013

Training focused on who needs to be involved in watershed planning, when to involve them, at what level, and how to engage.

Watershed Academy | U.S. Environmental Protection Agency 2013

Center for Whole Communities Fellowship 2012

As a Center for Whole Communities Fellow, Nancy participated in a Detroit, Michigan residency with leaders in the environmental and social change fields. The focus was common ground, common purpose and common courage in tackling major issues of our day.

Permaculture Design Certificate Course 2012

Permaculture is an artful way of developing places and life ways in sync with nature. Its methods involve thoughtful planning, careful use of resources & technology, and attention to patterns in nature. The result is maximization of water resources, good local food, beauty, and diverse, healthy natural systems.

Root River Watershed Citizen's Group 2012-13

This leadership program for citizen engagement in the Root River watershed was led by Fillmore County Soil & Water Conservation District, Minnesota Pollution Control Agency and University of Minnesota Extension. 13 sessions led to community conversations for water protection.

Art of Hosting 2012

This training, sponsored in Minnesota by the Bush Foundation, teaches an emerging set of practices for facilitating group conversations of all sizes, supported by principles that maximize collective intelligence, welcome and listen to diverse viewpoints, maximize participation and civility, and transform conflict into creative cooperation.

Whole Measures 2010

Real success is found in restoring our common wealth – natural, social, civic and economic assets held in common for the well-being of everyone. We become what we measure, and conservationists primarily measure dollars, acres, and biological diversity. This course, taught by the Center for Whole Communities and the Interaction Institute for Social Change, teaches ways to measure and work toward more holistic success.

Luther College, Decorah Iowa 1974-1978

Bachelor of Arts in Education, 1978, Cum Laude

Recognition

Conservationist Of the Year, Mississippi Valley Conservancy, 2013.

2013 ClearMark Award | Center For Plain Language

Project | "Conserved" Magazine

Client | Mississippi Valley Conservancy

2013 Communicator Award of Distinction | International Academy of Visual Arts

Project | "Conserved" Magazine

Client | Mississippi Valley Conservancy

71st Midwest Fish & Wildlife Conference, 2010; Presentation: "Engaging Agriculture Step 1: Asking Farmers What They Need and Believe", based on research conducted for Fishers & Farmers Partnership for the Upper Mississippi River Basin.

Volunteer Of the Year, U.S. Fish & Wildlife Service Midwest Region, 2010.

Under Nancy's leadership, Envision was recognized with numerous awards from industry and creative leaders including: Minnesota Communicator Awards, Midwest Society of Association Executives, McGraw-Hill Sweets Marketplace Award (best designed program), Association for Women in Communications Crystal Clarion Awards, Print Magazine Regional Design Annual, and International Academy of Visual Arts.