Mapping Success

AdAgrA 2025

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Connection Question:

What do you think is the measure of whether or not an institutional farm is successful?

Please remember to hold all questions until the end of the presentation.

There will be a Q&A time at the end.

Who am I?

Who am I?

Daniel Nicholls

Agriculture Director at Holbrook Indian School

Mapping Success

Mapping Success

We need to know where we are going
if we want to be able to get there

It always starts with

The Why

Once we know what the farm's mission is, we can set the farm's goals

- If a farm's goal is to earn a profit, you can set a target

- If a farm is educational, you can decide on learning objectives

- If a farm is a part of the lifestyle program, you can set parameters for how it will be integrated

In the case of a school, the goal is often a combination of income and education.

In this case, we need to decide how we will **prioritize** our goals.

Prioritization

Do we prioritize thing so that we can get them all done?

Prioritization means we are **choosing** what will not get done so that we are not a victim of not having enough time.

DATA

DATA

Without good data, we cannot know if we are meeting our goals

Immeasurement

Immeasurement

If there is no clear goal or no way to measure it, motivation will drop off.

We need to know when we have victories and **celebrate them.**

Goals = The Destination

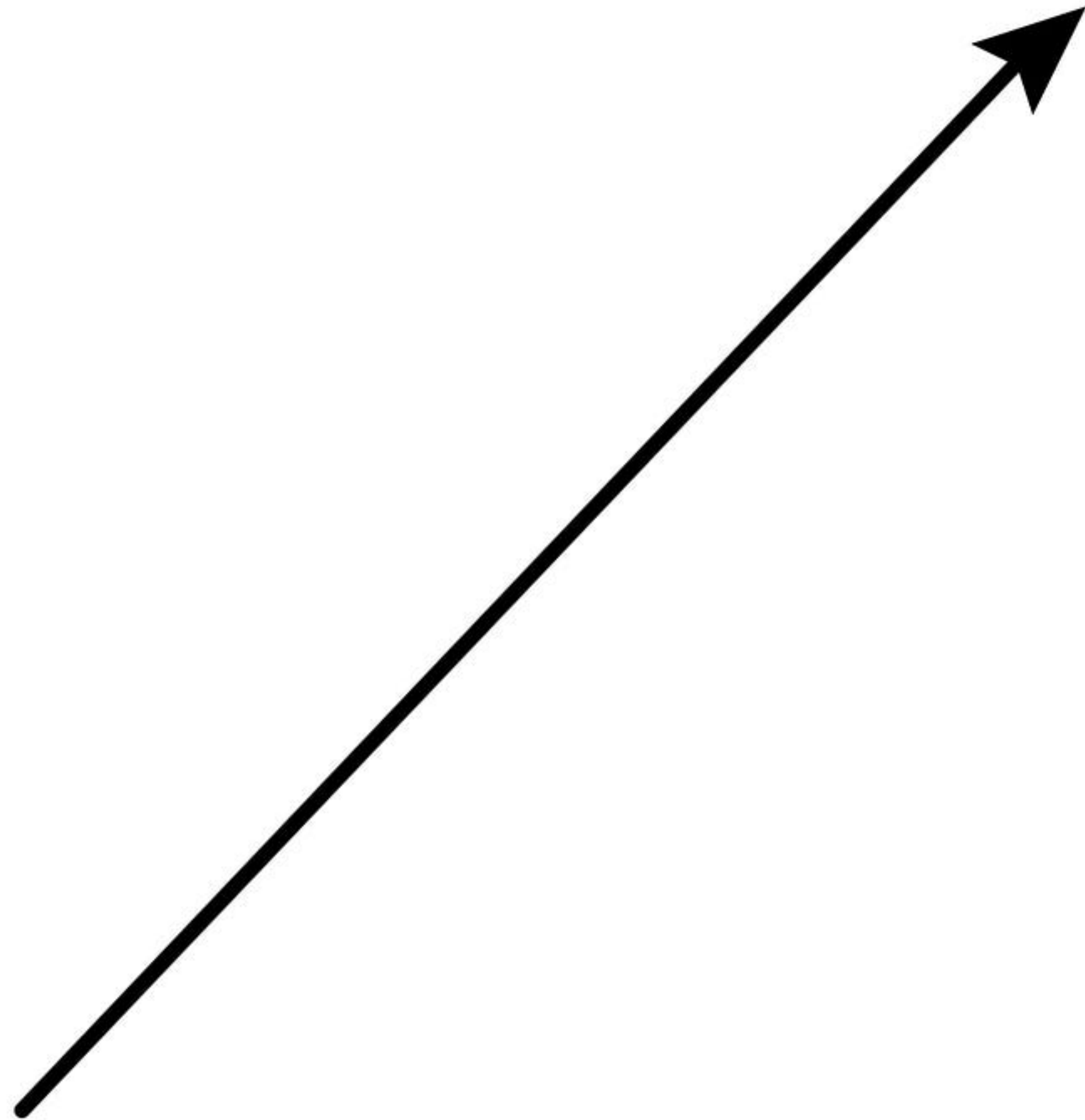Now we need to decide how we will get there

We need a **plan**

If the farm needs to sell more produce, what is needed? Marketing, infrastructure, more staffing?

If education is the goal, do we need a curriculum, extra sets of tools, scheduling?

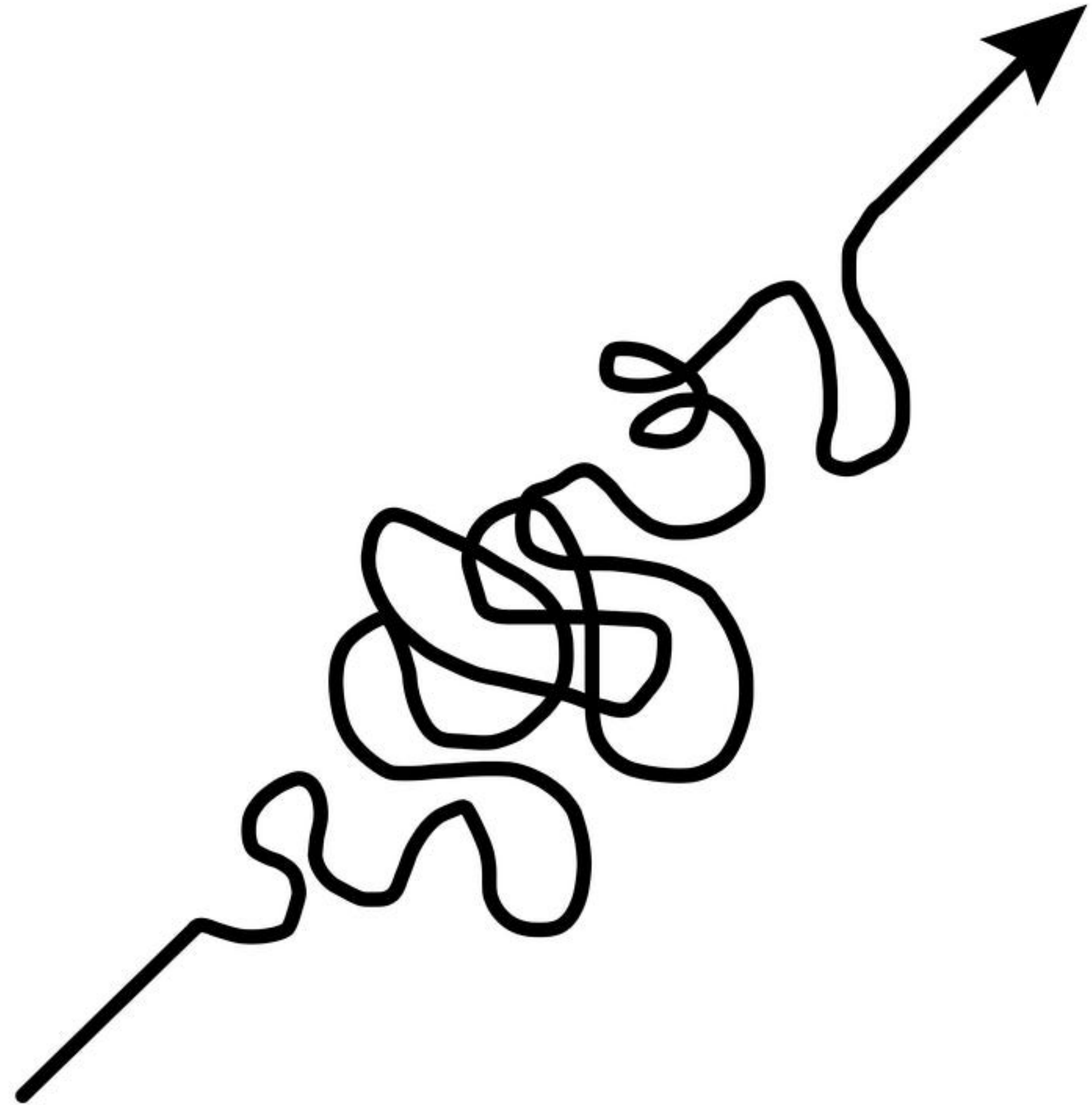We need to work with our Administrative team to make the plan

Now that we have a plan….

SUCCESS

SUCCESS

what people think
it looks like

what it really
looks like

Communicate, communicate, communicate…

Keep your admins up to date on projects and progress; have regular meetings (ideally on the farm) or at least write regular updates if they cannot meet regularly in person

Evaluate

Regular check-ins allow for faster course correction (not going the wrong way for too long). Maybe the <u>goals</u> need adjusting —the sooner the better!

If we have **good data**, we can determine if the plan is moving us toward our goal.

Lets put it all together

- The Why helps us set our goals

- Goals help us make our plan and give us something to measure (data)

- Data gives is insight into whether or not our plan is moving us towards our goals

- Communication helps ensure that all of these are known and agreed upon by the stakeholders

The road trip analogy

Goals = The destination

Plan = The route we take to get there

Data = Signs along the way

Success = Reaching (or moving towards)
    the destination

Communication = Everyone in the car agrees
    on where we are going

Questions