การจัดการเว็บไซต์

Site Management

Administración del sitio

موقع إدارة

site Usimamizi

správa stránok

Is community building.

man·age·ment: The process of dealing with or controlling things or people. The responsibility for and control of a company or similar organization.

We're moving away from a management mindset in farming...

...and embracing a more natural system that favors diversity.

So, we're trying to do the same thing with operationalizing our farms.

New Roots operates or collaborates on 25 urban farms and gardens across 13 U.S. cities.

We operate 4 incubator farms... 3 are urban.

Urban is just MORE.

The same issues on any incubator farm are present in an urban context.

Plus...

- There are more people to coordinate
- More pressure from more neighbors
- More diversity of life experience and culture to integrate (especially in low income neighborhoods)
- More chances for theft/vandalism

It's all about the people.

Cultivating human diversity.

Understanding who is at your table.

Collective site management means establishing a common understanding of ownership

Cultivating human diversity.

First you have to understand the background of your participants – how have they approached ownership in the past?

Cultivating human diversity.

Develop cultural and agricultural context

Tools: assessments, evaluations, interactive trainings

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Advocating for a "new normal".

Neighborhood relations

Address & embrace a complex aesthetic and pro-actively engage the neighbors in seeing the resourcefulness and uniqueness of things they may not like

Be aware of your own perceptions & biases

Advocating for a "new normal".

Take the time up front

Lay all perspectives on the table

Co-develop standards for our garden that reflect the diversity of cultures instead of imposing a rule

Advocating for a "new normal".

Urban farms as a community-owned space

Establish a leadership group

Ask them to develop a vision for the garden and goals members want to pursue

Support participants to develop their vision (don't do the work for them)

Cross-cultural collective responsibility.
Different ideas of accountability.

Organize trainings by ability level, NOT language group

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Cross-cultural collective responsibility.

Meet participants where they are at – capacity and responsibility should be evenly matched

Cross-cultural collective responsibility.

Empower communities to develop shared expectations

Encourage participants to see farming as a job

Cross-cultural collective responsibility.

Prepare clear guidelines and protocols, but approach individual situations with flexibility

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Use non-verbal communication and encourage community building!

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Getting to the root of conflict.

The sub-context of conflict is critical

Conflict will happen. It's a sign that you are creating a safe space for people to address issues in the broader community.

Getting to the root of conflict.

In order to organize and create functional management systems we must understand each other and what challenges each community faces.

Create spaces to address the challenges that trouble us all: Social Justice workshops

Evaluating our success

Management Model:

- Listen to instructions
- Follow rules
- Attend meetings
- Implement trainings
- Seek staff leadership and feedback

Community Building Model:

- Ask for instruction, when needed
- Create group agreements
- Self-organize meetings
- Innovate based on trainings
- Ask lots of questions and share ideas of their own

At the end of the day, it's all about who is turning the compost...