*Food Security and Nutrition Network*

*Host: Patrick Coonan*

*Presenter: Sarah Crass*

*April 21, 2015*

**Knowledge Management Task Force Notes**

**Introductions:**

1. Aaron Buchsbaum, World Bank/Secure Nutrition
2. Arno Boersma, World Bank
3. Brad Lyon, World Bank
4. Cori Mazzeo, ChildFund International
5. Erin Shea, Save the Children
6. John Nicholson, SPRING
7. Julie MacCartee, USAID/BFS
8. Makie Habtemariam, TOPS/CORE Group
9. Mari Pierce-Quinonez, World Bank/Secure Nutrition
10. Mariela Rodriguez, CARE
11. Neesham Spitzberg, World Bank/IFC
12. Patrick Coonan, TOPS/CORE Group
13. Shelia Jackson, TOPS/CORE Group
14. Yejin Oh, World Vision International
15. Sarah Crass, World Vision International

**Presenter Email:**

* Sarah Crass: [sarah\_crass@wvi.org](mailto:sarah_crass@wvi.org)

**REPORTS**

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| **Name** | **Update** |
| Mariela Rodriguez | * Small task group constructing a survey to gage information from members on how KM practices are used in the organization   + how various KM roles are manifesting themselves   + how others have/haven’t made KM part of their org * Survey monkey out next week –what tool /guidance/product come out with to foster a commitment to KM in your org * Email: [mrodriguez@care.org](mailto:mrodriguez@care.org) |
| Patrick Coonan | * Prep-work: mapping across the taskforce * Working to collect information to get a better sense of who is in the task force (technical, KM activities, nature of role, other networks we belong to) * Created a spreadsheet – need more info from you for this initiative * email: [sjackson@coregroupdc.org](mailto:sjackson@coregroupdc.org) |
| Shelia | * Promoting the redesign of the FSN Network * Online discussion series featuring each of the 4 pillars of KM * Seeking to host training on online facilitation * email: [sjacksonfsn@gmail.com](file:///C:\Users\mhabtemariam\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\GQ6PXCYF\sjacksonfsn@gmail.com) |

**POLL Questions**

1. Do you currently coordinate a CoP?
2. How many CoPs do you participate in?
3. What is the biggest challenge you face in working with a CoP?

**PRESENTATION**

**World Vision CoPs: Development to Business As Usual**

* Established in 1950
* 46,000 staff
* Mission: Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice
* Visit: <http://www.worldvision.org/>

**Getting Serious about Knowledge Sharing**

* Work independently
* Establish global strategies
* Lots of internal negotiating and strategizing
* KM unit came together at a local level
* Began strategically with organizational purpose and benchmarks
* CoPs balance strategic measures and the organic needs that emerge from communities
* Began with 5 CoPs, high point 22 CoPs, currently have 18 CoPs

**Who Are We?**

* Sarah Crass leads a Health CoP
* Started in 2008 – 2,600 members
* lessons learned: be flexible in how each CoP behaves/acts

**2008 World Vision**

* Three main establishments:
  1. NEW KM unit
  2. NEW Global health team
  3. New Global Health Strategy to unify work around health

**Main Goals**

1. Scale up a new health strategy that identifies successes, challenges, barriers
2. Map out the stakeholders in maternal and child health
3. Promote promising practices from the field
4. Increase collaboration within the CoPs

**In the 1st year…**

* Global team with unknown stake holders and strategy
* You need:
  1. People
  2. Talk
  3. Documentation
* Focused on mapping staff
  + Devised 6 topics on Global WebEx
  + Sent out a monthly newsletter email to groups of people

**Staff Mapping**

* Created an immediate team
* Asked team members: “Who do you know”
* Created an outreach list of people
* Drafted email introducing new health CoP
  + Emphasis on collaboration and discoverability
  + Identified 400 people in total
* Each year national & local office points to new hires
* Intentional mapping occurs 1x year
* Also happens organically as people stumble upon our resources

**Interest Groups**

* 2,600 people in total
* Formed sub-groups (i.e. capacity building, global fund etc.)
* When you establish something at the global level, people want to do it nationally and regionally
* The interest groups are cross-regional
  + They host their own meetings
  + They establish their own means of communication
* Established required norms/guidelines Interest Groups must follow
  1. Leader
  2. Monthly communication plan
  3. Plan quarterly webinars
* Interest groups aren’t enough – you must have sub-groups within each group

**Project Model Champions**

* Specific area of programing where there is technical expertise
* Fits within an interest group which fits within a CoP
* Top down approach- interest group and project model groups are organic responses

**Weekly newsletters**

* Features new/timely resources each week (on mailchimp – as there is a better tracking system and list management tools)
* Displays a reminder of different WebEx dates
* Interviews a CoP member from around the globe

**Webinar**

* Started off monthly 🡪 now weekly
* 700 unique WebEx sessions (60-90 minutes)
* Always have a national office speaker on the webinar
* Communication plan (spreadsheet that demonstrates the different interest groups 🡪 chooses topic to share with CoP 🡪 schedules a new topic each month)
* 40 people on each WebEx

**Online collaboration and SharePoint**

* Established global internet with go-to resources for CoP news announcement and collaboration space

**Global F2F and Regional Events**

* Hosted 4 Global CoP Meetings – plenary, working group, small group, networking

**Next steps**

* Create more formal regional chapters
* Establish national offices
* Increase means of external participation
* Launch SharePoint 2013

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| **Successes** | **Failures** |
| * Consistency   + struggle: aren’t able to keep out regular push of info   + to get people bringing you info, you have to remind them that you are ACTIVE   + have consistent means of communication (several webinars a month) | * Online tool utilization |
| * Leadership involvement   + president is on every CoP call- actively engaging – relaying info to all staff   + ads legitimacy | * South to south cross-region |
| * Dedicated coordinator   + every interest group is getting a turn   + establish intentionality   + make it fun and relaxing | * Language barriers |
| * Every office participating | * Improved staff mapping- a lot of stakeholder groups & activities |
| * Dedicated staff | * Costs- coordinator time & F2f meeting and ROI |
|  | * One size doesn’t fit all – can’t overlap CoPs |

**Q&A**

Q: Any thoughts on newsletter frequency and how people determine it?

* Annual CoP assessment to get feedback
* Timey in distribution
* Pick and choose top 3 resources

Q: How to balance the webinars across time zones?

* Intentionally schedule webinars for Asia and Australia (quarterly)
* 5am PT – best participation
* Host the same webx twice

Q: Have you thought about how to create a value statement to obtain diverse perspectives?

* You must be intentional to avoid having a one voice dominate the conversation
* Have WebEx poll question
  + i.e. what are you currently working on in the field, what are you implementing)
* Poll CoP advisers
  + i.e. what are you working on, what are the technical approaches, lessons learned
  + they should be reflective on current work of field level staff
* Reevaluate value statement every few months asking: what are the benefits of being a CoP?
  + Potential answers includes:
    - Monthly conversations
    - Resources at fingertips – not missing anything new
    - Connecting a web of professionals