

Heartwork 2025 Guild Proposal

The Lifeboat Academy at Spalding Valley Farm

Guild: Heartwork & Philosophy

Project Champion: _____

Considerations

Purpose and Expected Outcomes:

Why should we do this project? What is the problem we are trying to solve? What are we hoping to accomplish?

We felt that several RFPs from the Stewardship Council were most relevant to the work of Heartwork including:

- **Guild cross-pollination** - thinking about what we've learned that we could share especially around **deepening engagement and reciprocity**
- **Supporting the learning opportunities of the 2025 Cohort.**
 - Doing this work well, will also provide **effective opportunities for sharing the Lifeboat conversations more broadly.**
- **Supporting the development of Farmastery at Spalding Valley Farm.**

Proposal

Action Plan - High Level

How will you get things done? What are the big steps involved?

There are four primary aspects to our proposed work plan. Two involve continuing work we began in 2024 and two are new initiatives for 2025.

The continuing activities are:

- Preparing and hosting **Connect the Dots** meetings, using the template that seems to be working well of identifying a series of related questions to apply to the same topic over multiple meetings.
- Hosting **Agreement Circles** online and in-person at the Farmastery.
 - Both of these would be based on the expressed interest of the 2025 cohort and intended to support their progress.

The new activities for 2025 are:

- Gleaning lessons learned from hosting the Connect the Dots Club and the Agreements Circles (especially those that are done in-person at the Farmastery) around engagement and reciprocity into a potential check-list for other guilds.
 - We will pull out “promising practices” that seem to work well or show potential for deeper engagement
 - We will also identify “negative lessons” where things didn’t work as well as we had hoped and do a deeper dive to see what “affirmative lessons” we could draw moving forward.
 - We would formulate our learning as a “checklist” or list of considerations that might be useful to the other guilds in engaging either potential lifeboat builders or guild members more deeply.
 - We could then use the proposed check-list to gather feedback from the other guilds to improve the tool overall.
 - This work could be done relatively quickly and could also provide a foundation for the proposed retreat.
- Propose a retreat for the Farmastery
 - The idea would be to start small but concrete, thinking thru how the Heartwork Guild might host an onsite retreat in the Spalding Valley.
 - The goal would be to host at least one live retreat event (that wouldn’t otherwise happen) that would showcase the Heartwork perspective.
 - We would break the project down into a planning phase and then a trial, hopefully to run in the summer or early fall, followed by a reflection process that aims to build on any initial successes.
 - Planning would establish some basic parameters like how many people would we like to see at the retreat, how long (in days) would the retreat last, would guest by day visitors or would this involve housing and feeding guests (if so, with significant collaboration with the Farm, Food, and Housing Guild), what formats would the retreat include and how would we ensure reciprocity. Consideration for intergenerational retreats.
 - As always, the goal would be to start to develop an effective template for hosting onsite retreats by developing one concrete example. In other words, developing an effective template is as important as having a successful retreat.
 - Depending on how things develop, this could be followed up by planning additional retreats using the template developed, using it to test and refine elements of the process.

What would success look like?

How will we know if it's working? What are some concrete signs we are on track?

- Connect the Dots and Agreement Circle success will be measured by how many people express an interest in, attend, and attend more than one of either of them as well as positive reports from participants and invitations from participants to their friends and colleagues to attend.
- Rather than a formal survey, we will incorporate a “take-aways” at the end of each event and note the themes mentioned by participants as a measure of impact and/or effectiveness.
 - This will also allow some contribution to “sharing internal conversations more effectively”
- The success of the “engagement / reciprocity checklist” will be measured by:
 - Whether the other guilds use the checklist in their work
 - Feedback from the guilds about which aspects help and which don't
- The success of the farm retreat will be measured by:
 - How close we come to target numbers of participants and/or
 - Feedback of participants (figuring out what feedback is most valuable and the best way to gather it will be part of the planning for the project).
 - The ability to use the retreat template to host a second (more) successful retreat

What are some of our concerns? What do we need to workout to ensure success?

- There are a lot of unknowns involved in scoping out an in-person retreat. There are lots of elements beyond our control (changes in the economy, mobility, effective communications about the retreat, etc.).
 - Logistics for in-person events are more complicated and limiting.
- The retreat will require cooperation with the Farm Guild.
- Will our learning from Connect the Dots and Agreement Circles be applicable to other guilds focused on different aspects?

Who's Affected?

Who has a stake in the project? Who will be required to make it happen? Who will be affected by it? Who might benefit from it?

	Guild	Caretaker	Notes
<input type="checkbox"/>	Research & Learning		Help with measuring effectiveness
<input type="checkbox"/>	Finance & Legal		Collaboration on potential costs or income from in-person retreats
<input type="checkbox"/>	Farm, Food & Housing		Major collaboration necessary for on in-person retreat around food, hosting, and housing.
<input type="checkbox"/>	Outreach & Network		Help with spreading the word about Connect the Dots, Agreements Circles and Retreats.
<input type="checkbox"/>	2025 Cohort		Interest in / participation in Connect the Dots Club and Agreements Circles.
<input type="checkbox"/>			
<input type="checkbox"/>			

Connected Projects

What other projects on the farm are impacted by this project. Specifically, if this project falls behind schedule, are there any other projects that will be affected? Add the project manager from these projects to the stakeholder list.

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Necessary Resources

List any resources that this project needs to work. Include whether they are currently on-farm, or need to be procured and who is responsible for getting the materials here.

Resource	On site	Responsible

Attachments / Plans

Include any related plans, documents or resources. (Hyperlink files in the online document).

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