



Blake Hite Slusser

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<p>What about the Three Rivers Soil and Water Conservation District interests you?</p>	<p>What do you consider to be a major accomplishment in your current job?</p>
<p>Growing up on a farm on the Rappahannock River, I have always felt a responsibility to protect the land, the water, and the ecosystems within them. Throughout my career, I have worked to one main goal, improving the quality of life for others. As our populations grow and resources become more scarce, I see an opportunity to utilize the skills I have gained in other industries to help protect our natural resources for the generations yet to come, thus having a long term positive impact on our community.</p>	<p>Since 2016, I have built one of the largest Lamaze Educator Training Programs worldwide. In 2023, my program was one of 18 in over 10 countries and my students represented 42% of students entering the pathway to certification. What I am the most proud of though, is that I have been told on numerous occasions that my program has the highest pass rate of any program. So not only am I training the most childbirth educators, but I'm doing it in a way that helps them retain the knowledge and continue on to be success childbirth educators.</p>
<p>What do you feel like the marketing specialist's role in the community will be?</p>	<p>What would you hope to accomplish in the first 90 days?</p>
<p>Throughout the strategic plan I notice the phrases "promote," "educate," and "increase awareness." I am hugely impressed with the work that has been and is continuing to be done, but I feel like with programs this large it would be difficult for the conservation and education specialists to not only develop and implement these programs, but to market them as well. I feel my role would be to shine a spotlight on the amazing work that is already being done and to create consistency and branding so the work coming out of the TRSWCD is recognizable.</p>	<p>In the first 30 days, I would like to immerse myself in the organization to gain a better understanding of what the programs are and what the strategic goals around those are. From there I would like to identify several key stakeholders and put together a strategy to reach them in an appropriate manner. These efforts will include website enhancements, working with local radio and newspapers, producing infographics, mailers, utilization of social platforms and speaking engagements with local organizations; each targeted at the key needs of the stakeholder.</p>