

THE WILLIAM D. RUCKELSHAUS CENTER

UNIVERSITY OF WASHINGTON



Rob McDaniel

Associate Director

Dr. Robert McDaniel is the Program Director for Community Development at Washington State University Extension. Dr. McDaniel has 30 years of experience in rural/economic development and program administration. Rob has worked extensively with rural Washington communities on public participation in decision-making, strategic planning, collaborative problem solving, non-profit development and local government education. Dr. McDaniel serves on the Board of Directors for Impact Washington, formerly Washington Manufacturing Services. He provided leadership for the establishment of the WSU Extension Energy Program and he has previously served as the Interim Director for The William D. Ruckelshaus Center and the Associate Dean for University Partnerships.

KEY AREAS OF EXPERTISE

- Economic Development
- Program Management
- Strategic Planning
- Non-profit Development
- Local Government Education
- Collaborative Problem Solving

PROFESSIONAL AFFILIATIONS

- University Network for Collaborative Governance
- Association of Public and Land-Grant Universities
- National Association of Community Development Extension Professionals
- Western Regional Program Leadership Committee

EDUCATION AND TRAINING

- BS, Northwest Missouri State University, 1972
- MA, Northern Illinois University, 1977
- PhD, Washington State University, 1984

Selected Project Experience

Ag Pilots Project, 2006-2009: At the request of the Governor's Office and with the support of the Legislature, the Center developed the Ag Pilots Project to encourage innovative demonstration of on-the-ground activities that promote a vital agricultural economy as well as produce benefits for the environment. The Project's design was based on consultations with agricultural, environmental, tribal and community leaders. The dual goals of the Ag Pilots Project were to promote innovative ways to "enhance farm income" while at the same time "improve natural resource protection." The Project also sought to build bridges among the agriculture and environmental communities.

New Legislator Workshop, 2006: Workshop and orientation for newly elected Washington State legislators. Ten newly elected Members from the Washington House of Representatives attended a two-day long workshop on basic demographics, policy development and collaborative problem solving. The primary goal of the workshop was to give the new Members insight into what their new roles would entail and resources available. The workshop was developed in collaboration with experienced legislators, legislative staff and facilitation practitioners.

Northwest Straits Marine Conservation

Initiative, 2004: The Northwest Straits Marine Conservation Initiative is a unique local governance mechanism that employs a collaborative approach to preserve ecosystems while respecting existing economic and community uses of marine resources. The Center managed a federally-mandated independent evaluation of the Initiative. Convening a committee of scientific and other experts, the Center staffed the performance review. What the panel found was one of the most innovative applications of volunteer action anywhere in the country. The credibility and thoroughness of the evaluation led to a stronger mandate and increased federal support for the Initiative.