

**Granite State Division Society of American Foresters
DRAFT Strategic Plan for the Years 2016-2019**



MISSION:

The mission of the Granite State Division (GSD) Society of American Foresters is to:

1. Advance the science, education, technology, and practice of forestry
2. Enhance the competency of its members
3. Establish professional excellence
4. Use the knowledge, skills, and conservation ethic of the profession to ensure the continued health and use of forest ecosystems and the present and future availability of forest resources to benefit society.

KEY STRATEGIC GOALS:

1. Clearly identify and effectively communicate GSD SAF benefits to foresters throughout the state.
2. Engage in cooperative efforts to achieve sustainable forestry and natural resource management through increasing coordination and relationships with working groups, partners and allies that will help GSD SAF fulfill its mission.
3. Provide and promote education, experiences, and credentialing resources to help members achieve greater professional competence.
4. Advocate for foresters and natural resource policies at the national, state, and local levels.
5. Maintain revenue to meet future operational needs.
6. Develop indicators that demonstrate meeting strategic goals and review annually.

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Key Action Items

Goal	Action	Annual	3-year
1	Identify & articulate membership benefits	✓	✓
	Fill executive committee roster	✓	
2	Participate in outreach activities:	✓	
	Participate in Project Learning Tree Programs	✓	
	Participate in NH Tree Farm Program	✓	
	Have a presence at Farm and Forest Exposition	✓	
	Provide financial support to students (e.g. scholarships) and partners (e.g. PLT)	✓	
3	Plan and execute programs for foresters w/ partners (e.g. winter meeting, spring/fall program, and workshops)	✓	
4	Monitor and respond with partners to state and national legislation affecting foresters and forestry	✓	
5	Generate annual revenue through dues, programs, and merchandise sales	✓	
6	Evaluate progress towards meeting strategic goals	✓	

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MEMBERSHIP AND ADMINISTRATION

GOAL #1: Clearly identify and articulate GSD SAF benefits.

Outcome:

- GSD SAF is recognized as an essential part of the forestry fabric of the state and is supported by licensed foresters.
- GSD SAF maintains a strong, engaged, and viable membership. A long term membership trend that is level or increasing.
- GSD SAF maintains a full Executive Committee

Actions:

1. Explore opportunities to identify and articulate GSD SAF benefits.
 - a. Consider GSD SAF's role in identifying and/or addressing forester needs (e.g. marketing forester services, articulating forester benefits, research, education, etc.)
2. Put forward a full slate of candidates to membership
3. Provide an annual report to membership on Executive Committee activities and membership benefits.
4. Review bylaws and handbook annually

PARTNERSHIPS AND COOPERATION

GOAL #2: Engage in cooperative efforts to achieve sustainable forestry and natural resource management through increasing coordination and relationships with working groups, partners and allies that will help GSD SAF fulfill its mission.

Outcome:

- Public and private forests are more effectively managed. Collaborative efforts involving all levels of the organization and external partners leading to relationships of mutual benefit that promote the GSD SAF agenda.
- GSD SAF is recognized by the public and by other natural resource organizations and interested parties as a promoter of collaborative and science based management.

Actions:

1. Support NESAF through recommendations of GSD SAF representative to NESAF.
2. Partner with PLT
 - a. Participate in Conservation week (May) through WIF program w/ PLT
 - b. Provide annual contribution to PLT
3. Co-Sponsor Tree Farm Program
 - a. Provide co-sponsor representative on NH Tree Farm committee, renew annual MOU, etc.
 - b. Financial support for TF newsletter
 - c. Co-sponsor Tree Farm Inspector Trainings

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4. Maintain presence at Farm and Forest Expo

EDUCATION AND RECOGNITION

GOAL #3: Provide and promote education, experiences, recognition, and credentialing opportunities to help members achieve greater professional development.

Outcome:

- Superior educational and credentialing resources and scientific advancement opportunities provided.
- GSD SAF is recognized as the primary professional Society that meets the needs of service, networking, and professional growth for forest natural resource professionals employed in the broad field of natural resource management.

Actions:

1. Plan and execute annual winter meeting program
2. Plan, conduct, or cosponsor at least 4 additional programs per year for professional foresters:
 - a. Black Fly Breakfast
 - b. Mudseason Breakfast
 - c. Spring & Fall Program
 - d. Tree Farm Field Day
3. Plan and execute NESAF winter meeting every 4 years
4. Provide scholarships to UNH students in 2-yr, 4-yr and graduate programs recognizing their efforts at the winter meeting with the help of the State Forester.
5. Students sponsorships/financial or general support for GSD winter meeting, NESAF meeting and National Meeting as resources allow.
6. Provide intern work experience grants
7. Nominate or provide recognition awards for Outstanding Forester of the Year membership Forester of the Year, NESAF awards, fellows, and national awards.

ADVOCACY AND MANAGEMENT

GOAL #4: Advocate for foresters as well as forest and natural resource policies at the national, state, and local levels that use forest and natural resource science to enhance the health and use of forest ecosystems to benefit society.

Outcomes:

- Promotion of foresters and forestry to the general public
- Favorable legislation and policies at the national, state, and local levels that encourage sustainable use, management and investment in private and public forestlands.

Actions:

1. Work at the state level with partners on forestry related policy. Work with NESAF and/or SAF as appropriate on National policy issues.

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2. Send GSD Chair or designee to National SAF convention
3. Develop and distribute statements on issues of importance to the membership and profession.
4. Maintain an active Policy Committee

FINANCES

GOAL #5: Maintain revenue to meet operational needs

Outcomes:

- Conduct annual activities that generate revenue for GSD SAF
- Explore opportunities to attract annual financial support from individuals, corporations, foundations, and governmental entities that support GSD SAF's mission.
- Maintain positive asset balance over the long term.

Actions:

1. Audit books biennially, or when a new Treasurer assumes his/her position.
2. Support NESAF and other grant requests as appropriate.
3. Generate income and promote GSD SAF through:
 - a. Programs (meetings, workshops, etc.).
 - b. Merchandise (books, clothing, etc.).
 - c. GSD SAF dues.
4. Develop and present an annual budget to membership.

EVALUATION

GOAL #6: Develop and evaluate indicators that demonstrate meeting strategic goals

Outcomes:

- GSD SAF determines how effectively it is meeting stated goals that support membership and the forestry profession in NH.

Actions:

1. Develop evaluation metrics
2. Evaluate progress towards meeting annual and long term goals.
3. Evaluate actions and if they are the most effective way to meet strategic goals