

# Granite State Division Society of American Foresters Strategic Plan for the Years 2020-2022



## **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, academic institutions and allies that will help GSD SAF fulfill its mission.
3. Provide and promote education, experiences, credentialing resources to help members achieve greater professional competence and support and participate in relevant research pertaining to New Hampshire's forestry community.
4. Advocate for foresters and natural resource policies at the national, state, and local levels.
5. Maintain revenue to meet future operational needs.
6. Review indicators that demonstrate meeting strategic goals.

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**Key Action Items**

Goal	Action
1	Identify & communicate membership benefits to NH foresters
	Fill executive committee roster
	Provide press releases/announcements and other efforts to promote forestry in New Hampshire
2	Engage in cooperative efforts to achieve sustainable forestry and natural resource management through increasing coordination and relationships with working groups, partners, academic institutions and allies that will help GSD SAF fulfill its mission.
	Support Project Learning Tree Programs
	Support NH Tree Farm Program
	Staff a booth at the Farm and Forest Exposition
	Provide financial and technical support to research projects on topical issues in the New Hampshire forestry sector
	Provide financial support to students (e.g. scholarships & internships) and partners as deemed appropriate by and approved by membership
3	Provide and promote education, experiences, credentialing resources to help members achieve greater professional competence and support and participate in relevant research pertaining to New Hampshire's forestry community.
4	Advocate for foresters and natural resource policies at the national, state, and local levels. Monitor and respond with partners to state and national legislation affecting foresters and forestry
5	Maintain revenue to meet future operational needs through dues, programs, and merchandise sales to support GSD's work.
6	Review indicators that demonstrate meeting strategic goals.

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**MEMBERSHIP AND ADMINISTRATION**

**GOAL #1: Clearly identify and effectively communicate GSD SAF benefits to foresters throughout the state.**

Outcome:

- GSD SAF is recognized as an essential part of the forestry fabric of the state and is supported by SAF member 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 Executive Committee candidates to membership.
3. Provide an annual report to membership on Executive Committee activities and membership benefits.
4. Review bylaws and handbook every 3 years.

**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, academic institutions 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. Support PLT.
  - a. Support Walk in the Forest Program with PLT.
  - b. Provide annual contribution to PLT as directed by membership.
3. Co-Sponsor NH 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.
  - d. Participate in Tree Farm Field Day
4. Staff a booth at Farm and Forest Expo.
5. Explore additional outreach opportunities based on membership interest and volunteer capacity.

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6. Provide funding and technical support to topical research projects conducted in collaboration with external partners including the University of New Hampshire and NH state non-profits engaged in the forestry sector (eg. The Nature Conservancy).

**EDUCATION AND RECOGNITION**

**GOAL #3: Provide and promote education, experiences, credentialing resources to help members achieve greater professional competence and support and participate in relevant research pertaining to New Hampshire's forestry community.**

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 natural resource professionals employed in the broad field of natural resource management.

Actions:

1. Plan and execute annual winter meeting program.
2. Solicit input on science, technology, and educational needs; develop and follow a plan of action to address these needs.
3. Plan, conduct, or cosponsor additional programs for professional foresters such as:
  - a. Black Fly Breakfast
  - b. Mudseason Breakfast
  - c. Spring & Fall Program
  - d. Tree Farm Field Day
4. Plan and execute NESAF winter meeting every 4 years.
5. 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.
6. Provide student sponsorships/financial or general support for GSD winter meeting, NESAF meeting and National Meeting as resources allow.
7. Provide intern work experience grants.
8. Nominate or provide recognition awards for Outstanding Forester of the Year, NESAF awards, fellows, and national awards.

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**ADVOCACY AND MANAGEMENT**

**GOAL #4: Advocate for foresters and natural resource policies at the national, state, and local levels.**

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.
2. Send GSD Chair or designee to National SAF convention as resources allow or when additional funds are available
3. Develop and distribute statements on issues of importance to the membership and profession.
4. Maintain an active Policy Committee or committee chair on the Executive Committee.

**FINANCES**

**GOAL #5: Maintain revenue to meet future 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: Review 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.