



## Missouri Society of American Foresters

### Strategic Plan 2009 – 2014

The mission of the Missouri Society of American Foresters is to advance the science, education, technology and practice of forestry; enhance its member's competency and professionalism; and use the knowledge and skills and conservation ethic of the profession to ensure the continued health and use of forest ecosystems and the presence and future availability of forest resources to benefit society.

The core values of the Missouri Society of American Foresters are: forests are a fundamental source of global health and human welfare, forests must be sustained through simultaneously meeting environmental, economic, and community aspirations and needs, foresters are dedicated to sound forest management and conservation, and foresters serve landowners and society by providing sound knowledge and professional management skills.

Under the broad guidance of the 2009 – 2014 Strategic Plan, each committee chair with assistance of their committee should develop an annual plan of action. A plan of action should lay out specific goals and actions needed to achieve said goals. To be most effective during the year as Chair, it would be prudent for Chairs-elect of the various committees to put together their Strategic Plan before the winter meeting (January /February @ Missouri Natural Resources Conference). This would give committee Chairs time to make Committee assignments and talk to Committees about what they should strive to accomplish before or early in their term as Committee Chair.

#### **Strategy #1: Be the Leading Professional Organization in the State**

1. Create an environment that welcomes and includes those having or developing specialized knowledge and experience in forestry
  - a. Outreach to non professional forestry interests at meetings, field days and workshops
2. Target recruitment of students, graduates, and faculty associated with SAF recognized or accredited programs and retain them as members, and recruit other students who show an interest in joining the field of forestry
3. Promote professional excellence
  - a. Incorporate certified Forester credentials into all carbon credit, bio fuel references and tree farm certifications
  - b. Provide MoSAF representation on state boards, grass root committees and any other groups that will voice state forestry concerns

4. Provide a forum for open and civil discussion of philosophies and opinions
  - a. Work with and through private, state and federal media contacts to acknowledge and carry the opinions of MoSAF in messages about forestry concerns and activities
  - b. Work to familiarize the MoSAF organization as a professional leader in forestry concerns and activities in the state and create a voice

**Strategy #2: Enhance Service to Landowners and Employers**

1. Serve landowners and society with personal integrity, ethical behavior and accountability
2. Promote management that ensures the availability of sustainable supplies of timber and nontimber goods and services to meet expanding landowner and societal needs while sustaining diverse forest values
3. Promote direct benefits of SAF membership to employers of professional foresters
  - a. Note the advantages of CF credentials for carbon credits and tree farm certifications
  - b. All workshops and MoSAF functions should provide a discounted enrollment fee for paid MoSAF memberships

**Strategy #3: Enhance Service to Society (Missouri Citizens) at Large**

1. Gain broadly based public support by demonstrating that professional stewardship of forest resources is the most effective means to achieve a balance between people's needs from forests and society's environmental goals
  - a. Work through media and public contacts as stated in Strategy #1
2. Communicate our professional view regarding the importance of sustainably managing forest lands to policy makers, the news media, and the public
3. Expand local and national media exposure to the profession of forestry

**Strategy #4: Effective Engagement in Forest Policy**

1. Effectively engage and advocate in all important forestry-related public policy issues at the national, state, and local levels.
2. Become a leader in policy development, communication, and strategy delivery for sustainable forest management systems.

**Strategy #5: Enhanced Professional Education, Performance, and Leadership Capability**

1. Foster a climate for life- long learning
2. Pro-actively champion credentialing programs involving forestry and its specialties with SAF members, policy makers, and the public

**Strategy #6: Development and Sound Stewardship of MoSAF's Resources**

1. Value and respect colleagues and employees and their contributions to the organization
2. Develop non-dues ways and means of securing funds that support programs and activities
3. Develop methods that ensure sound budgeting, financial management, and reporting

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