

Michigan Society of American Foresters - Strategic Plan for 2020 to 2022

The Michigan Society of American Foresters uses the mission statement of the national Society of American Foresters as the framework for its strategic plan. The Michigan SAF Strategic Plan sets forth goals, actions and assigned responsibilities over the next two years to help fulfill its mission and support national priorities. The Board of Michigan SAF should review this strategic plan at each meeting to guide efforts, assign tasks, hold each other accountable and report accomplishments. This strategic plan should be revised and updated every two years.

“The mission of the Society of American Foresters is to advance sustainable management of forest resources through science, education, and technology; to enhance the competency of its members; to establish professional excellence; and to use our knowledge, skills, and conservation ethic to ensure the continued health, integrity, and use of forests to benefit society in perpetuity.”

Definition of terms used in the Strategic Plan

- Goals are broad activities to increase the size, influence and impacts of the Society.
- Action items are specific actions to achieve the broad goals.
- Priority is the importance of a goal relative to other goals and the Society’s capacity to achieve that goal.
- Key people are those who volunteered to work on the task, recruit additional help and report to the Society on the results of their efforts.
- Due date is when the action items will be completed.
- Objectives are measurable results due to the action items and goals being accomplished.

Five Focus Areas

#1 – Advance Sustainable Management of Forest Resources through Science, Education and Technology

#2 – Enhance the Competency of our Members

#3 – Establish Professional Excellence

#4 – Use our Knowledge, Skills, and Conservation Ethic to Ensure the Continued Health, Integrity, and Use of Forests to Benefit Society in Perpetuity

#5 – Michigan is a thriving state society within the national Society of American Foresters

Committee to Develop this Strategic Plan - Submitted on EARTH DAY, 22 April 2020

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Focus Area #1 – Advance Sustainable Management of Forest Resources through Science, Education and Technology.

Goal	Action Items	Priority	Key People	Objectives
1.1 Increase MSU, MTU, Gogebic and GVSU student knowledge, membership and participation in SAF	<ul style="list-style-type: none"> • SAF leaders visit chapter meetings to recruit students • Help Gogebic & GVSU start SAF chapters • Contact Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS) to recruit new students • Society offers funding to MTU, MSU, Gogebic & GVSU student chapters (<i>budget item</i>) 	High	<ul style="list-style-type: none"> • Membership • Executive • Student Chapter Chairs 	<ul style="list-style-type: none"> • 50% of students are members in the student chapters at MSU, MTU, Gogebic & GVSU • 30 students at each state meeting
1.2 Help foresters learn about new technology	<ul style="list-style-type: none"> • Invite tech vendors to meetings • Use tours to demo technology at each meeting • Use teleconferencing and webinars to connect foresters and allow remote participation 	Medium	<ul style="list-style-type: none"> • Program • Science 	<ul style="list-style-type: none"> • SAF members adopt new technologies
1.3 Support university research on forests and forest management	<ul style="list-style-type: none"> • Research posters at meetings 	Low	<ul style="list-style-type: none"> • University Liaisons • Technology 	<ul style="list-style-type: none"> • 10 research posters presented at each meeting
1.4 Highlight the value of SAF membership to college and university faculty	<ul style="list-style-type: none"> • SAF leaders meet with faculty to recruit faculty to join SAF • Professors speak at meetings 	Low	<ul style="list-style-type: none"> • Membership 	<ul style="list-style-type: none"> • 25% of faculty are active SAF members who attend state & national meetings

Focus Area #2 – Enhance the Competency of our Members.

Goal	Action Item	Priority	Key People	Objectives
2.1 SAF members attend biennial meetings that are relevant to daily jobs of foresters and enhance their professional networks	<ul style="list-style-type: none"> • Host spring meeting in LP • Host fall meeting in UP • Speakers provide practical knowledge • Ample time for networking 	High	<ul style="list-style-type: none"> • Program 	<ul style="list-style-type: none"> • 60% of members attend at least one of our two annual meetings • 125 members & 50 guests at each biennial meeting
2.2 Develop new SAF leaders	<ul style="list-style-type: none"> • Sponsor members attending their first national SAF convention (<i>budget item</i>) • Host regional leadership academy • Mentor student leaders 	High	<ul style="list-style-type: none"> • Membership • Executive 	<ul style="list-style-type: none"> • Send 10 people to leadership academy every three years • 10 members at national SAF
2.3 Partner with other forestry organizations to offer tours, field days and other meetings outside the biennial meetings	<ul style="list-style-type: none"> • Hold tours, meetings and field days with Tree Farm, MFA, MSUE, MACD and other forestry groups • Local gatherings (<i>budget item</i>) • Invest funds in events other than the biennial meetings (<i>budget item</i>) 	Medium	<ul style="list-style-type: none"> • Program 	<ul style="list-style-type: none"> • 100 SAF members attend these events • Develop publication on tours, field days and local meetings • <i>Walk in the Forest</i> field days
2.4 Michigan SAF members author publications and provide leadership in the field of forestry	<ul style="list-style-type: none"> • MI SAF members publish articles in the Forestry Source, Journal of Forestry and other journals or publications • MI SAF members present at national SAF meetings • Michigan hosts a national meeting 	Medium	<ul style="list-style-type: none"> • Science & Technology 	<ul style="list-style-type: none"> • 5 members publish articles national publications • 5 members present at national SAF meetings • 5 members participate in national working groups • Michigan hosts a national meeting

Focus Area #3 – Establish Professional Excellence.

Goal	Action Item	Priority	Key People	Objectives
3.1 Award foresters for excellence every year, recognize years of membership and nominate fellows	<ul style="list-style-type: none"> • Review current awards and clarify the nomination process • Give out awards every year • Award pins, plaques and other recognition items • Nominate for national awards 	High	<ul style="list-style-type: none"> • Awards • Communications 	<ul style="list-style-type: none"> • Create nomination form • Present 3-5 awards every year • Press release for awards • Publish list of prior awardees on website
3.2 Increase membership in Michigan SAF to 500 foresters	<ul style="list-style-type: none"> • Recruit 150 new members • Convince large employers to support SAF membership • Create elevator speech & stories • Invest significant funds annually to recruit and retain members (<i>budget item</i>) 	High	<ul style="list-style-type: none"> • Membership • Executive • Communications • Education • EVERYONE 	<ul style="list-style-type: none"> • 500 members: 20 CD, 25 USFS, 50 industry, 25 faculty, 50 students, 100 DNR, 130 consulting, 100 retired • Share stories on social media
3.3 Michigan SAF is a safe and welcoming place for all	<ul style="list-style-type: none"> • Partner with MANRRS to recruit women and minority foresters • Encourage women and minorities to engage in SAF leadership • Support Women Owning Woodlands and Women in Natural Resources • Invite women and minorities to speak at SAF meetings • Clarify harassment and ethics reporting process 	High	<ul style="list-style-type: none"> • Membership • Student Chairs 	<ul style="list-style-type: none"> • Diversity and Inclusion and Anti-Harassment policies at meetings • Female membership grows from 20% to 25% • Increase minority membership to 5%
3.4 Promote participation in forestry credential programs	<ul style="list-style-type: none"> • Support students for becoming Candidate Certified Foresters (<i>budget item</i>) • Host annual class and provide materials to prepare for CF exam • SAF member serves on Michigan Board of Foresters • Provide CFEs in Michigan • Assist national in tracking CFEs for foresters 	Medium	<ul style="list-style-type: none"> • Education • CFE Coordinator 	<ul style="list-style-type: none"> • 75 Certified Foresters • 100 ACF members • 250 Registered Foresters • 300 ISA arborists
3.5 Colleges and universities are SAF accredited	<ul style="list-style-type: none"> • Support MSU, MTU, Gogebic & GVSU in their SAF curricula and accreditation 	Medium	<ul style="list-style-type: none"> • University Liaisons 	<ul style="list-style-type: none"> • MSU and MTU retain SAF • Gogebic & GVSU achieve SAF

Focus Area #4 – Use our Knowledge, Skills, and Conservation Ethic to Ensure the Continued Health, Integrity, and Use of Forests to Benefit Society in Perpetuity.

Goal	Action Item	Priority	Key People	Objectives
4.1 Promote forestry to multiple audiences	<ul style="list-style-type: none"> • Update Forest Management Guidelines for MI • Re-think UP Auto Tour • Maintain quality website • Use social media frequently • Partner with DNR and others on marketing • Partner with USFS on research • Members provide regular materials to the media (e.g. local papers, radio) 	High	<ul style="list-style-type: none"> • Communications • Students • Young Professionals 	<ul style="list-style-type: none"> • Weekly social media posts • Monthly updates to website
4.2 Develop and publish policy statements on forestry issues	<ul style="list-style-type: none"> • Update policy statements • Update procedures to make policy statements • Comment on pending legislation • Develop relationships with policy makers • Partner with others on policy issues 	High	<ul style="list-style-type: none"> • Policy 	<ul style="list-style-type: none"> • 10 policy makers attend SAF meetings • SAF policy team attends 5 legislative meetings in Lansing
4.3 Develop and implement communications plan	<ul style="list-style-type: none"> • Identify areas in this strategic plan that require communications 	High	<ul style="list-style-type: none"> • Communications 	<ul style="list-style-type: none"> • The public knows about and values SAF
4.4 Promote forestry to K-12 students	<ul style="list-style-type: none"> • Support Wheels to Woods trips (<i>budget item</i>) • Attend career fairs and class presentations • Log A Load 	Medium	<ul style="list-style-type: none"> • Education 	<ul style="list-style-type: none"> • 10k W2W students
4.5 Participate in advisory groups	<ul style="list-style-type: none"> • Serve on Conservation District, DNR, USFS, land conservancies and other advisory committees 	Medium	<ul style="list-style-type: none"> • Executive 	<ul style="list-style-type: none"> • 15 foresters serve on advisory boards
4.6 Partner with other organizations like MFA, Tree Farm, ACF, MAT, GLTPA, MFPC, conservancies, etc.	<ul style="list-style-type: none"> • Attend partner's meetings • Financially support SAF leaders attending other meetings • Host field days with partners 	Medium	various	<ul style="list-style-type: none"> • 20 members represent SAF elsewhere
4.7 Promote volunteering on behalf of SAF	<ul style="list-style-type: none"> • Create task force to identify, promote and financially support volunteer opportunities 	Medium	<ul style="list-style-type: none"> • Chair • Communications 	<ul style="list-style-type: none"> • 5 volunteer projects annually
4.8 Promote forestry to teachers, guidance counselors and administrators	<ul style="list-style-type: none"> • Participate in teacher workshops • Partner with Project Learning Tree et al • Promote Beleaf videos and other resources • Serve on school forest boards • Promote forestry as a career 	Low	<ul style="list-style-type: none"> • Education 	<ul style="list-style-type: none"> • 75 teachers learn about forestry • 25 foresters with PLT • 10 foresters on school forest boards

Focus Area #5 – Michigan is a thriving state society within the national Society of American Foresters.

Goal	Action Item	Priority	Key People	Objectives
5.1 Michigan SAF holds regular and effective board meetings	<ul style="list-style-type: none"> • Meetings are used to make decisions, assign tasks & action items and hold each other accountable for assignments • Self-critique of board meetings • Recruit new board members • Always use technology to allow remote participation 	High	<ul style="list-style-type: none"> • Chair • Vice Chair 	<ul style="list-style-type: none"> • Board members complete assigned tasks between meetings • Keep board meetings under 120 minutes and buy meal • Provide written feedback after meetings
5.2 Hold general business meeting	<ul style="list-style-type: none"> • Hold at least one business meeting per year for members 	High	<ul style="list-style-type: none"> • Chair • Treasurer 	<ul style="list-style-type: none"> • SAF members attend business meeting
5.3 Michigan SAF has adequate income	<ul style="list-style-type: none"> • Meetings generate revenue • Coordinate fundraising mechanisms to obtain new sources of income 	High	<ul style="list-style-type: none"> • Program • Finance 	<ul style="list-style-type: none"> • All biennial meetings are profitable • Diversify income sources
5.4 Michigan SAF makes progress towards its goals	<ul style="list-style-type: none"> • Review this strategic plan at every board meeting • Update this strategic plan every 2 years 	High	<ul style="list-style-type: none"> • Vice Chair • Secretary 	<ul style="list-style-type: none"> • Progress on all high priority items • Progress on half of medium priorities
5.5 Regular communication to members	<ul style="list-style-type: none"> • Inform members on board decisions • Maintain website • Email list serve about forestry issues • Publish the Michigan Forester / newsletter 	High	<ul style="list-style-type: none"> • Communications 	<ul style="list-style-type: none"> • Board reports key messages to members • Bimonthly emails • Biennial newsletter
5.6 Promote SAF Ethics Policy	<ul style="list-style-type: none"> • Promote Ethics Policy at meetings 	High	<ul style="list-style-type: none"> • Secretary 	<ul style="list-style-type: none"> • 100% comply with SAF Ethics policy
5.7 Board has written policies for clear procedures	<ul style="list-style-type: none"> • Create Leadership Manual and revise as needed • Review and Revise Bylaws as needed 	High	<ul style="list-style-type: none"> • Chair • Secretary 	<ul style="list-style-type: none"> • Members know and fulfill their roles
5.8 Michigan SAF is fiscally responsible	<ul style="list-style-type: none"> • Establish a unified annual budget and revise as needed • Finances are invested strategically 	Medium	<ul style="list-style-type: none"> • Finance 	<ul style="list-style-type: none"> • Maintain reserves equal to half the average annual budget
5.9 Hold regular elections	<ul style="list-style-type: none"> • Follow the Bylaws to hold regular elections 	Medium	<ul style="list-style-type: none"> • Secretary • Nominating 	<ul style="list-style-type: none"> • Elections are held • Smooth transitions