

Inspiring Involvement

Oregon/Washington SAF Leadership Workshop

DuPont, WA Feb. 5, 2016

By Bob Alverts, SAF Immediate Past-President



The Concept of Involvement is Complex and Includes Multiple Dimensions:

- Motivation
- Commitment
- Desire to Learn and Improve
- Expectations for Some Benefits (What's in it for Me?)
- Provides Opportunity to Engage in Something Worthwhile
- Provides Opportunity to Enhance a Sense of Belonging
- Provides Opportunity for Professional Growth
- Provides Networking Opportunities
- Help Fulfills a Job Requirement or Personal Goal
- Provides Opportunity for Political Activities
- Provides Opportunity to Give Back
- Some People Just Choose Not to be Involved
- And More



In Today's World the Competition for Time and Attention is Challenging

- We lead complex lives and lifestyles
- Families are fully engaged (dual careers, kids with many school and outside activities, demanding jobs, little free time)
- Lack of Employer Support for Outside Activities is Limiting Participation
- We are Living in a Day of Participation Trophies - Where Everyone is a Winner
- For Some Activities there are Limited Opportunities (e.g., Some Team Sports, Capacity Limits)



Maslow's Hierarchy of Needs



Forestry Provides Outstanding Opportunities for Involvement

- SAFs *Dictionary of Forestry* defines forestry as:

“The profession embracing the science, art, and practice of creating, managing, using, and conserving forests and associated resources for human benefit and in a sustainable manner to meet desired goals, needs, and values”



Forestry, like education, engineering, and medicine is a profession with many disciplines and specialties.

There is a place in this broad profession for every interest and every personality!





Last Year My Central Theme was:
Growing the Pie in All It's Dimensions

This Year Clark's Theme is: Together We Will Make a
Difference

Playing the Rookies a Key Sub-theme
(Great opportunities for young
professionals and students)



SAF Members have Valuable Information to Share with Students and Professionals

- Like our Colleagues in Agriculture and Range, Foresters Provide for the Basic Needs of All Humanity (Food, Water, Shelter)!
- For Professionals SAF Offers a Diverse Set of Working Groups to Engage With
- SAF is Launching a Mentoring Program that will Engage both Students and Professionals
- SAF is implementing some New Member Benefits
- SAF's Education Programs are Widespread and Diverse



Let's Look at Info to Share with Students on **Forestry Education**



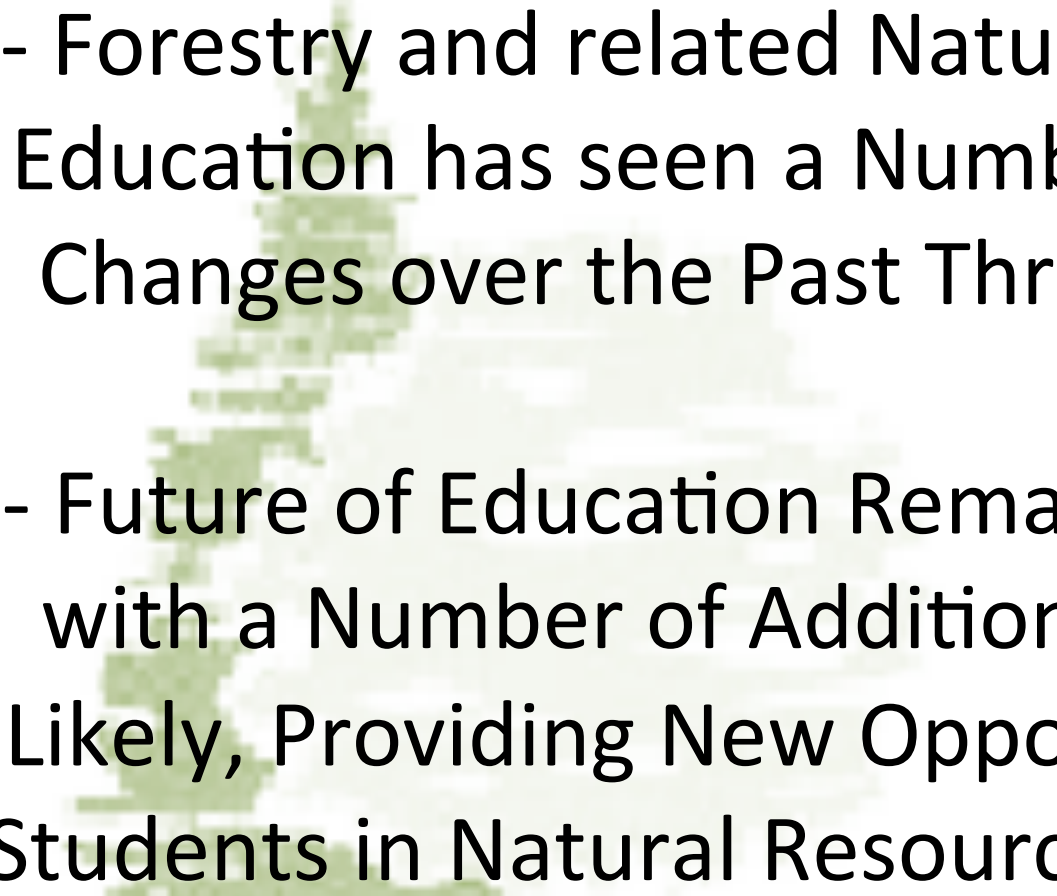
SAF Plays a Major Role in Forestry Education

Since 1935 SAF has accredited both undergraduate and graduate forestry education programs and curriculums at colleges and universities across the nation

Today SAF accredits the undergraduate and graduate programs and curriculums at 48 colleges and universities. Note: This includes traditional programs, a recently added program in Urban Forestry and a new program in Natural Resources/Ecosystem Management

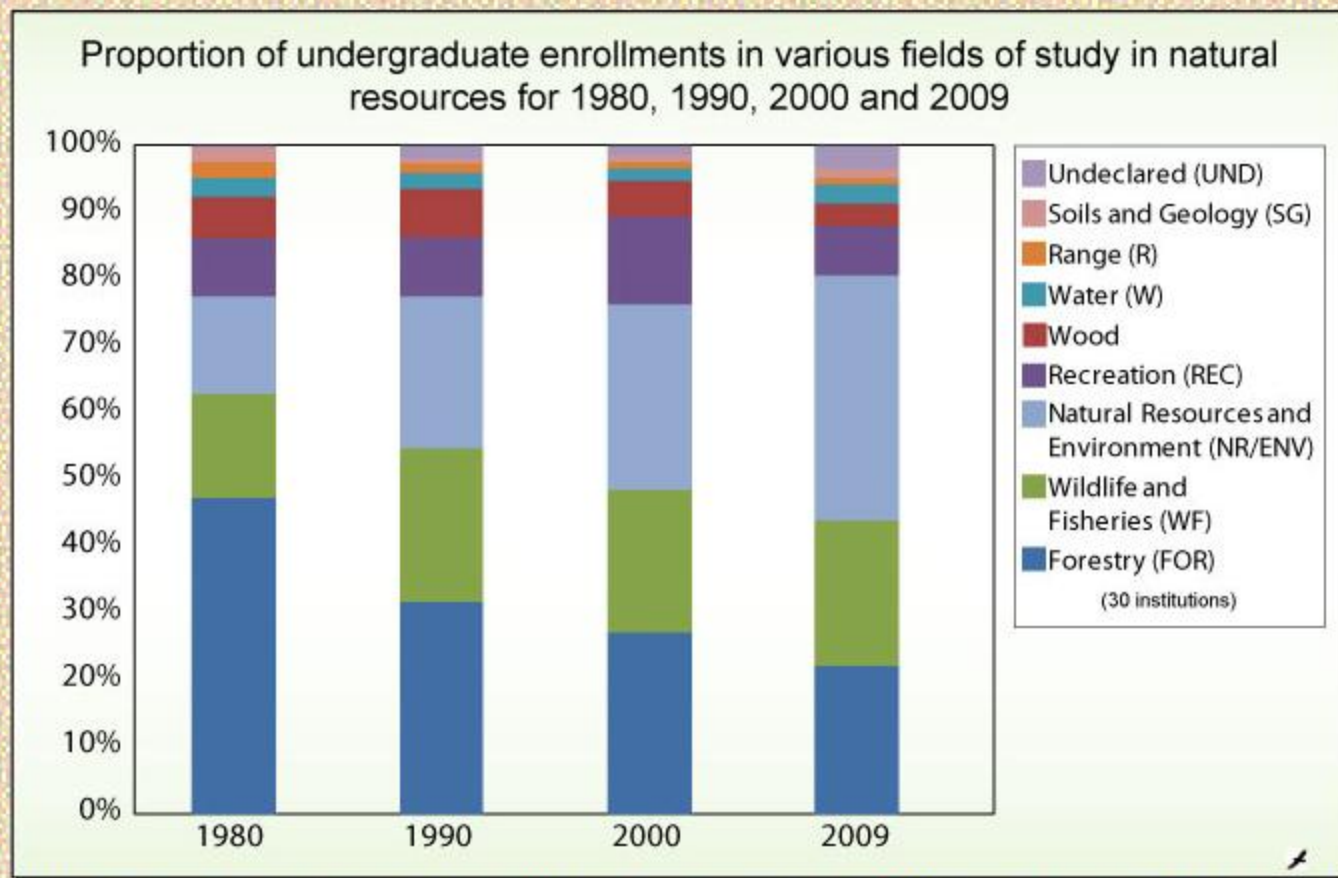
In addition, SAF accredits the two-year technical degree programs and curriculums at 24 Technical Schools across the nation



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- Forestry and related Natural Resource Education has seen a Number of Major Changes over the Past Three Decades
 - Future of Education Remains Dynamic with a Number of Additional Changes Likely, Providing New Opportunities for Students in Natural Resource Disciplines

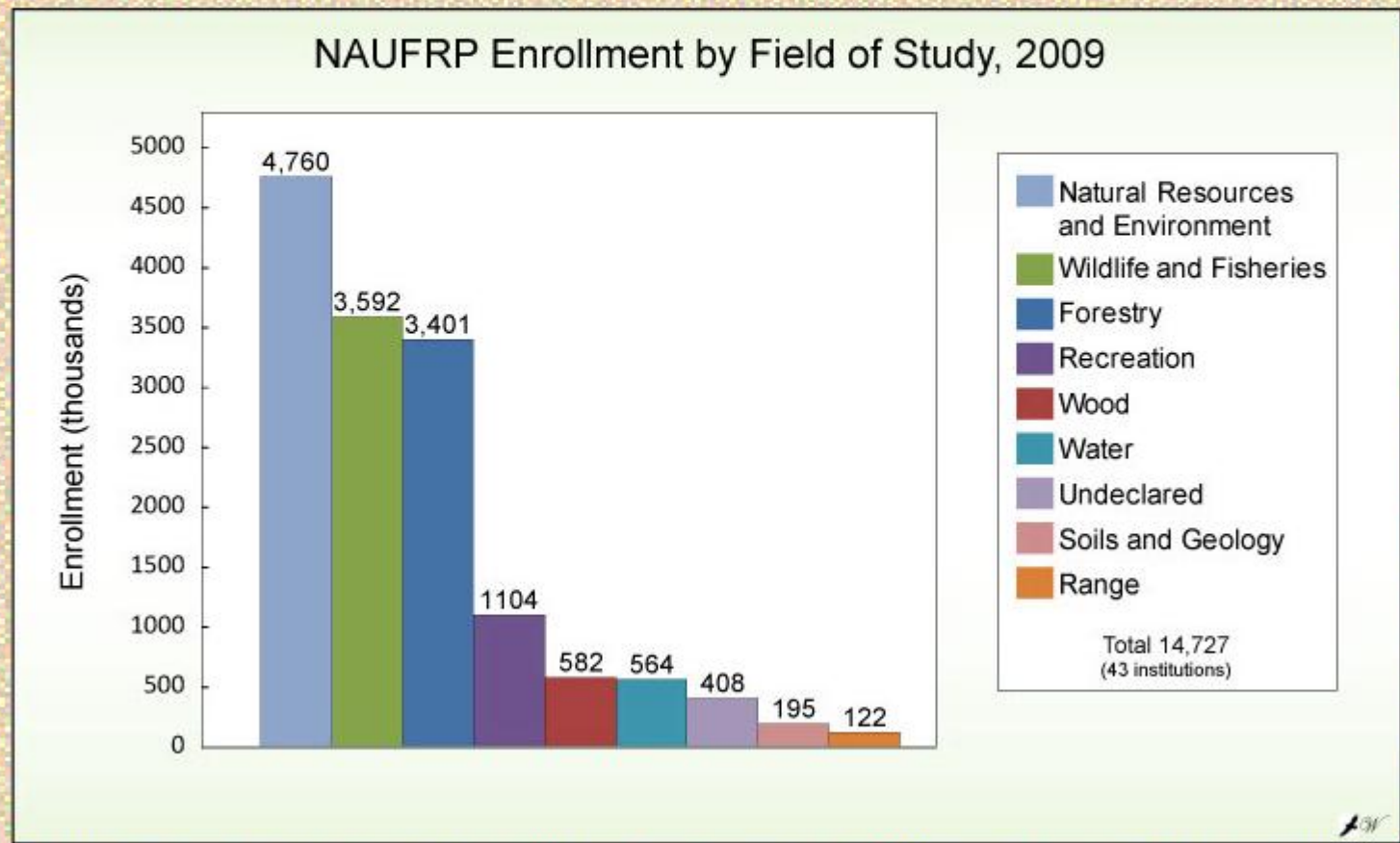


Proportion of Undergraduate Enrollments by Field of Study, 1980, 1990, 2000, 2009




Slide Courtesy of Dr. Terry Sharik

NAUFRP Undergraduate Enrollment by Field of Study, 2009



Slide Courtesy of Dr. Terry Sharik



Our Mission, Core Values and Brand Promise Provide a Solid Foundation



Our Mission Stands Firm

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.

Approved by member referendum ballot, November 2014



SAF's Core Values are Sound

- 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
- Forest resource professionals are dedicated to sound forest management and conservation
- Forest resource professionals serve landowners and society by providing sound knowledge and professional management skills



Society of American Foresters

Thriving forests. Essential resources. Strong communities.

- We challenge land-owners, decision-makers and society at large to make choices about our forests based on professional knowledge, leading-edge thinking and a century of practical experience.
- We seek viable pathways forward, balancing diverse demands on our natural resources.
- We set the standard in forest management, bringing science, best practice and the best people together to actively shape the future of the profession.

‘For the greatest good. For the greatest number. For the long run.’

Society of American Foresters

Evolving Forest Management since 1900



SAF is Playing a Major Role in Forest Policy nationally as well as here in Northwest

- SAFs policy staff and volunteer Policy Chairs across the nation are taking active roles in developing position statements and comments related to federal land management
- Recent examples include:
 - Forest roads issue
 - Forest carbon accounting
 - Federal natural resources budget and fire funding
 - Biomass
 - FIA
 - Riparian area management
 - Federal land management



Our CEO Matt Menashes and the SAF Staff are Doing a Great Job

- Working to make SAF more relevant and restructuring staff to be more responsive to member needs
- Policy, education, science, membership, marketing and publications staff working hard on their programs
- Continuing work to improve website and database functionality
- Work continues on new revenue sources
- A new Board Policy Manual was completed last year to help guide SAF Officers and Board Members
- We are continuing work to expand member benefits and improve efficiencies through Regional SAF units



You Need SAF

- SAF is an organization that includes professionals across the broad field of forestry and natural resource science, education and management – a broad and inclusive field
- SAF publications and science and policy information keeps members abreast of current science and key issues
- SAF has proven capacity to influence public policy
- SAF provides superb capacity for networking
- SAF helps individuals learn new competencies and develop personal leadership skills and a sense of community
- SAF provides young members access to some of the profession's key executives and leaders



SAF Needs You

- Demonstrate your passion for the profession as we reach out to others to “grow the pie” and demonstrate that “Together we will make a difference”
- Engage, mentor and encourage young professionals and students
- Develop coalitions and alliances with other groups and organizations
- Welcome all sector interests and non-traditional partners as members



Call for Action to Enhance Involvement in SAF

- Make contact with students and non-member professionals
- Discuss opportunities that SAF provides
- Make yourselves available to talk and LISTEN
- Help them get excited about something they really care about or would like to do
- Invite their involvement and help
- Give them a job
- Provide positive feedback
- Help show them that active involvement will help them achieve their goals and dreams
- Praise work appropriately
- Meet and Talk with Employers about Why They Need to Support their Employees



Call for Action (cont)

- Take a Position on SAF Policy Issue at Chapter Level (Get non-member and rookies involved)
- Schedule a Meeting with Your State Rep or Senator to Share SAF Policy and Position Statements
- Reach out to Forestry School Deans and Support their Programs and Curriculums
- Play the Rookies
- Help Share the Conversation on “Evolving Forestry” and Listen to Colleagues
- Continue to Develop New Leaders



Call to Action (cont)

- We are in the business of advancing forest science, policy & education, and improving the practice of forest management
- Some of what SAF is best at is getting people from a variety of disciplines and interests to discuss and take action on complex forestry and natural resource issues
- We seek continuous improvement
- Our credibility and ability to demonstrate the value of being an SAF member is everything
- We must continue to “grow the pie” and “together we will make a difference”!
- SAF needs you, and with your support, we will continue to have a bright future and be a strong professional organization based on the science, education and practice of forestry!
- There is a place for you in SAF – get involved and do your part!
- We need your ideas and your help as we take bold steps to move forward together. Let’s have some fun and get moving!





