



**APSAF**

**MISSION STATEMENT**

**AND**

**STRATEGIC PLAN**

## **APSAF STRATEGIC PLAN INTRODUCTION**

The purpose of the APSAF Strategic Plan is to provide guidance to elected officers and other leaders at all levels on strategies for advancing the APSAF mission. The plan is structured so that incoming APSAF Chairs, in conjunction with the Executive Committee, can identify items within the Strategic Plan to focus on during their tenure. It is not reasonable to expect an APSAF Chair, or Executive Committee, to address each item within the Strategic Plan. Instead, APSAF Chairs, and Executive Committees, should identify and focus on one or two strategies that match their strengths and abilities that they can advance within their tenure.

Furthermore, the Strategic Plan outlines items that members can achieve within their own local Chapters and as individuals. The APSAF Chair, or Executive Committee, is not the sole champion of the APSAF mission and relies on help from all members to move forward.

## **APSAF MISSION STATEMENT**

(Adopted September 2021)

Promote the forestry profession, sustainable forest management and stewardship practices on public and private lands in North Carolina, South Carolina, and Virginia based on sound and current science.

**Strategic Goal #1: Serve foresters and the forestry profession.**

Objective #1: Provide foresters with current forest science information.

Action Item #1: Provide technical sessions at APSAF and State Division and local chapter meetings. Encourage interdisciplinary presentations on forestry related subjects.

*Responsible for implementation:* APSAF Winter Meeting Planning Committee, APSAF Science and Technology Chair (serve as Student Paper Selection Committee Chair), State Division Chairs (state meeting committees), Chapter Chairs.

Action Item #2: Provide opportunities for foresters to interact, network, and collaborate.

*Responsible for implementation:* APSAF Winter Meeting Planning Committee, State Division Chairs (state meeting committees), Chapter Chairs, National SAF.

Action Item #3: Provide links to relevant articles from peer-reviewed or trusted sources (e.g. universities and state forestry agencies) on topics directly or indirectly impacting the forestry profession.

*Responsible for implementation:* APSAF Science and Technology Chair, APSAF Communications Chair, APSAF Leadership Team, APSAF members that are concerned about an issue.

Objective #2: Promote the forestry profession.

Action Item #1: Encourage college and university faculty and staff to engage in APSAF, State Division, and Chapter activities to nurture students to enter the forestry profession.

*Responsible for implementation:* APSAF Leadership team, State Division Chairs, SAF Student Chapter Advisors, APSAF members that are alumni of their respective institutions.

Action Item #2: Promote student involvement in SAF, APSAF, State Division, and Chapter meetings.

*Responsible for implementation:* APSAF Leadership team, State Division Chairs, SAF Student Chapter Advisors, Chapter Chairs, APSAF members

Action Item #3: Work with entities to promote the use of professional foresters in matters relating to forest management on public and private lands.

*Responsible for implementation:* State Division Chairs, Chapter Chairs, APSAF members.

Action Item #4: Encourage National SAF leadership to strengthen and promote the accreditation process for colleges and universities.

*Responsible for implementation:* APSAF Leadership team, State Division Chairs, interested APSAF members that are alumni of their respective institutions, National SAF.

**Strategic Goal #2: Advocate for science-based policies and regulations impacting forests.**

Action Item #1: Identify issues relating to forestry and forest management practices at local, state, and regional levels.

*Responsible for implementation:* APSAF Leadership team, State Division Chairs, Chapter Chairs, State Division Legislative Liaison/Policy Chair, APSAF members.

Action Item #2: Write emails/letters of opposition/support to local and state elected officials detailing facts surrounding an issue.

*Responsible for implementation:* State Division Chairs, Chapter Chairs, APSAF members.

Action Item #3: Provide government elected and appointed officials science-based information on issues for consideration.

*Responsible for implementation:* APSAF Science and Technology Chair, State Division Science and Technology Chairs, Chapter Chairs, APSAF members.

**Strategic Goal #3: Increase societal awareness and appreciation of forestry and forest management practices.**

Action Item #1: Seek opportunities to interact with local groups to communicate about forestry.

*Responsible for implementation:* APSAF members.

Action Item #2: Volunteer as a speaker at local schools, clubs, conservation organizations, and events to talk about forestry and forest management.

*Responsible for implementation:* APSAF members.

Action Item #3: Communicate the impacts and relevant contributions of forestry to solving societal issues highlighting the positive impact of the profession (e.g., toilet paper crisis, paper packaging, lumber supply, etc.).

*Responsible for implementation:* APSAF Chair, APSAF Science and Technology Chair, APSAF Communications Chair, State Division Chairs, State Science and Technology Chair, State Communications Chair, Chapter Chairs, APSAF members.

**Strategic Goal #4: Serve as the primary source of credible, reliable, and timely forestry and natural resources information.**

Action Item #1: Increase current information on the APSAF website (or links to information) available to the public about forestry and forestry issues.

*Responsible for implementation:* APSAF Chair, APSAF Science and Technology Chair, APSAF Communications Chair, State Division Chairs, State Division Science and Technology Chair, State Communications Chair, Chapter Chairs, APSAF members.

Action Item #2: Provide local media with information in order to provide a source for forestry information.

*Responsible for implementation:* State SAF Division Chairs, State Division Science and Technology Chair, local SAF Chapter Chairs, APSAF members.

Action Item #3: Establish APSAF (and SAF) as the primary source of forestry and forest-related information (e.g., increase Google search rank).

*Responsible for implementation:* APSAF Chair, APSAF Communications Chair, and National SAF.

### **Strategic Goal #5: Improve organizational health**

Action Item #1: Follow all applicable 501(c)(3) state and federal laws and regulations.

*Responsible for implementation:* APSAF Leadership Team.

Action Item #2: Increase administrative support for state and local chapters to reduce the burden on volunteers. (i.e., All checking accounts handled at the APSAF level with credit cards issued to incoming chairs / treasurers, meeting ideas, and planning assistance).

*Responsible for implementation:* APSAF Leadership Team.

Action Item #3: Provide leadership training and mentoring opportunities to young professionals to position them to be future leaders in the forestry profession and APSAF.

*Responsible for implementation:* APSAF Leadership Team, State Division Leadership Teams, APSAF members.

Action Item #4: Create a membership culture that attracts and retains an engaged and diverse group of forestry professionals.

*Responsible for implementation:* National SAF, APSAF Leadership Team, State Division Leadership Teams, local Chapters, APSAF members.