

Southern Regional Extension Forestry 2020-2021 Workplan

To meet SREF's mission of strengthening state forestry Extension programs and facilitating collaboration among aligned state agencies across the South, the coordinator will meet with state Extension and agencies on a regular basis and will develop a workplan and priorities under the direction of the Executive Committee with input from the Advisory Board. High priority focus areas, based on input from the new advisory board include messaging and/or marketing of forestry, forest product markets, forest health, and landowner education programs. SREF will also work to develop resources specifically needed to provide or improve the capacity of Extension programs. An example of these resources and efforts includes:

- Continue providing a customizable on-line continuing education platform that can meet state needs to deliver or participate in regional/national programs. This includes the capacity to provide continuing education credits through participation or testing as well as collect participation and impact data.
- Facilitate and support the development of multi-state/regional grant proposals so that interested individual state forestry Extension programs will have the opportunity to lead.
- Coordinate development of regional Extension resources that states can tailor for their specific needs.

Regular tasks

- Newsletters and communication
- Social Media posts for promotion
- Attendance at SGSF monthly communication meetings
- Attendance at Association of Southern Region Extension Directors (ASRED) Agriculture and Natural Resources (ANR) monthly calls
- Participation on Shortleaf Pine Initiative Advisory Board
- Connections with ProForest Regional Forest Health Initiative
- Participation on Southern Cohesive Fire Strategy Advisory Board


A. SREF Ongoing Projects

Forest Economic Contribution Analysis Standardization and Education- ONGOING

- Funding via USFS LSR grant with SGSF Services, Utilization and Marketing (SUM) committee
- Outputs include:
 - standard protocol for analyzing forest economic contribution IMPLAN data
 - template for factsheet for promoting/explaining data
 - regional forest economic impact factsheet

Woodland Stewards Regional Landowner Education Program- Ongoing

- This project has been a collaboration between SREF, NCSU, UKY, UGA, UAR, UT, VT, UMO, and UMD.
- Round one of this series was delivered in winter 2019, round 2 in 2020 and round 3 is planned for winter 2021.
- There is no funding for this project. Below is a summary from the evaluation of the first round.
- <https://sref.info/woodland-stewards/series>



WOODLAND STEWARDS

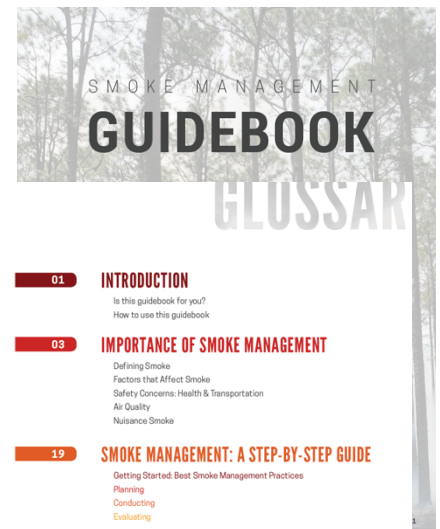
A Regional Extension Program for Landowners

In February and March 2019, Forestry and Natural Resource professionals from Cooperative Extension programs across the southeast US, in collaboration with university, state and federal partners, delivered a regional education program for woodland owners. The goal of the program was to empower woodland owners to promote environmental and forest health through increased awareness, experience and access to resources. The series included four sessions conducted over four weeks. County and regional agents from participating states hosted landowner groups while speakers presented via webinar software. Over the four week period up to 13 states representing as many as 70 sites tuned into the webinar series, with an average of over 380 registrant per session. Over 90% of the sites were across six states, Kentucky, Missouri, North Carolina, South Carolina, Tennessee and Virginia.

Find more information about the series & access the recorded webinars: <https://sref.info/woodland-stewards/series>

Guide to Prescribed Fire for Landowners-Nearing Completion

- This project includes leading a team to write a regional prescribed fire guide for landowners. Funding for this project is from NRCS and was a sub-contract from NCSU. Collaborators on this project include Jenn Fawcett and Laurel Kay (NCSU), Adam Maggard (Auburn Extension), David Clabo (UGA Extension), Barry Couliette (retired FL Forest Service).
- The guide has been drafted and is in final revisions before sending it out for review. It has been designed so that states can adapt it for their own needs.
- A companion smoke management guide has already been written by Holly Campbell of UGA (pictures).



Keeping Forests as Forests (KFAF) Collaboration-Ongoing

- Keeping Forests as Forests is a collaboration of partners dedicated to preserving 260 million acres of southern forest land by 2060. The collaboration grew out of work conducted by the Partnership for Southern Forest Land Preservation

- The USFS Region 8 are active leaders in this project which also includes participants from Southern Group of State Foresters, American Forest Foundation, the U.S. Endowment for Forestry and Communities, and many more.
- KFAF conducted a 'systems mapping' exercise in spring 2019 which has led to three committees working on different focus areas towards their larger goal. These committees include: 1. Increasing the capacity of leaders and advocates for southern forests, 2. Ecosystem services monetization and 3. Increase markets for wood products. The SREF coordinator is part of the markets committee and the Forest Economic Contributions Summit will be considered a component of this effort.



New Program goals

- Arrange at least 2 virtual Extension forestry and natural resource meetings
- Digital Program Evaluation and Delivery Facilitation
 - Survey Forestry Extension programs to find out:
 - Who is doing online program delivery?
 - What are charges for online/in-person program delivery
 - Continuing education charges vs. landowner program charges
 - The Webinar Portal Updates
 - Update The Webinar Portal with funding from USDA NIFA RREA funds (if grant comes through)
 - Identify other funding sources if RREA grant does not come through
 - Set up Advisory board
 - Update funding models and pricing for different stakeholders:
 - SREF members
 - Extension
 - External organizations
 - Other Partners
 - Webinar series

Secondary Efforts

- Targeted effort to connect with 1890's partners

SREF funding Model Plan

- Review funding model
- Identify alternative options
 - Best-case scenario, Worst case scenario, Membership perks?

Miscellaneous projects

- Webinar series on forestry tools such as Timber supply tool, FIA tableau, Forest products locator, etc.