



2020 ANNUAL REPORT | Southern Regional Extension Forestry

Southern Regional Extension Forestry

2020 ANNUAL REPORT







Summary	02
Achievements	03
Advisory Board	04
Executive Committee & Funding	0
SREF Staff	06
Woodland Stewards	08
Forest Economic Contributions Summit	10
Webinar Series	1
Southern Forestry Economics	13
Smoke Management Guidebook	14
SREF Digest Newsletter	1
IT Services	1
Webinar Portal	18
Moblie Applications	20
Website Spotlight	2
Grants Portal Feature	23
Websites Created and Maintained by SREF	24



Colleagues and Partners,

The beginning of 2021 marks two years since I became the SREF leader, and since we launched a new advisory board structure and funding model. These past two years have passed quickly for the SREF team as we have worked on fulfilling prior work obligations from before our transition, while also downsizing our staff from nine to five to now only three full-time employees. In addition to SREF's organizational changes, COVID-19 has challenged us and has affected all of our forestry and natural resource partners in many ways. Changes to Extension programming that were quickly implemented will influence how forestry and natural resources Extension and outreach work is conducted in the future. It was also a sad year for SREF, on a personal level, as we lost a member of our team to cancer far too soon.

As the world rapidly switched to everything virtual last year, the SREF team provided numerous consultations for regional and national partners on the most efficient ways to convert Extension programming and conferences to a virtual format. As a result, SREF's award-winning Webinar Portal became an even more useful tool for conducting landowner and professional continuing education in 2020. The Webinar Portal was created more than ten years ago through collaboration with forestry Extension leaders who envisioned a one-stop shop for webinar delivery, and it gained 7,000 new subscribers in 2020 (a 30% increase). In response to requests from partners, the SREF team also modified the webinar wrap-around software to enable us to host two virtual conferences in 2020. Portal webinar providers were able to increase their audience, as their webinars were marketed to the Portal's 28,000 subscribers. Nearly 100 webinars were delivered on the Portal last year!

After ten years, the Webinar Portal's interface needs to be updated, and a multi-state team collaboratively drafted a proposal to gain funding for these updates. Though the grant was unfunded, we created a multi-step plan that will help us to improve the Portal's functionalities and its customizability for webinar providers. As part of this plan, we surveyed forestry Extension and outreach personnel across the nation to find out more about their virtual programming and fees. Results from that survey will be available soon and will provide insights on programming fees and direction for the Portal's re-development. We will continue to work on this plan throughout 2021.

In addition to virtual programming, SREF worked with numerous partners to deliver a regional landowner education program in February 2020, via live webinar broadcast to live audiences hosted by Extension agents at various locations. This was the second year of the Woodland Stewards program, and it was continued in 2021. In spring of 2020, SREF cohosted a summit that brought together forestry economists, agency personnel, advocates, economic developers and more to discuss what we could learn from each other and better ways to work together. Ideas from the summit have been documented and used for reference as other collaborations have already emerged.

In reflecting on my recent experiences as SREF leader, it has been a steep, but rewarding learning curve. Moving forward in 2021, there is still a need to secure funding from more state partners to ensure that SREF can continue to facilitate programming and communication across all of the southern states. As we start our third year of the current SREF organizational model, I am excited to discover new and more efficient ways that I can serve the region. This report is a summary of work completed by the SREF team in collaboration with numerous partners in 2020.

Sincerely,

Leslie Boby Interim Coordinator

Jarlie a Boby

IN 2020, SREF...

- Co-authored a Smoke Management Guidebook for Prescribed Burning for Landowners
- Surveyed national forestry and natural resources
 Extension personnel on their in-person & virtual program delivery and fees
- Added new features to the Webinar Portal that adapted its use for virtual workshops
- Co-produced 13 new forest economic factsheets



1 REGIONAL LANDOWNER EDUCATION WEBINAR SERIES



wrote and delivered

WEEKLY AND BI-WEEKLY NEWSLETTERS

to

3,000

regional and national subscribers



website portal for processing grants

added

delivered



7,000+

NEW SUBSCRIBERS to the webinar portal



99

WEBINARS THROUGH THE WEBINAR PORTAL

consulted on more than



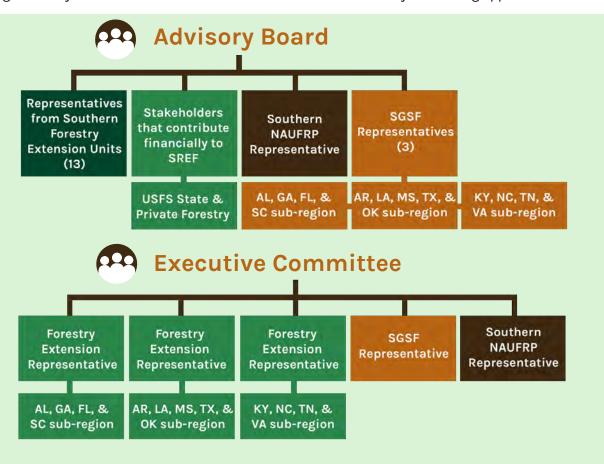
25 INTERNET TECHNOLOGY PROJECTS

with regional partners, some of which were funded

http://sref.info

Defining Goals & Workplan

The SREF advisory board meets annually to evaluate, shape and refine SREF's vision, goals and workplan. The board is composed of: southern forestry Extension Unit Leaders, representatives from the Southern Group of State Foresters (SGSF), the National Association of University Forest Resource Programs (NAUFRP)'s southern lead, the US Forest Service State & Private Forestry unit, and any other organizations that provide financial support. The South is divided into three sub-regions (see diagram) to ensure that those states are represented on the advisory board by SGSF members. In addition, the Executive committee includes one forestry Extension Unit Leader from each of the three sub-regions. The five-member executive committee meets regularly with the SREF coordinator and provides direct guidance throughout the year. SREF executive committee members serve in two-year rotating appointments.



2020 Executive Committee



Tom Boggus Director, Texas A&M Forest Service

TEXAS A&M

FOREST SERVICE



Extension, North Carolina State University







Extension Specialist, School of Forestry and Wildlife Sciences, Auburn University





Donald Grebner Forestry Department Head, Mississipi State University



The southern NAUFRP representative position is now vacant

Financial Supporters

The SREF Coordinator's position was supported through funding from six states and the United States Forest Service: State & Private forestry unit.







SCHOOL OF FORESTRY AND WILDLIFE SCIENCES





Forestry and Natural Resources Extension College of Agriculture, Food and Environment









DARRYL OUTLAW
IT ASSOCIATE DIRECTOR



DANIEL DRUMMOND
IT DEVELOPER & MOBILE APPLICATIONS DIRECTOR



MELANIE QUINTON STUDENT GRAPHIC DESIGNER



1985–2020

EXTENSION ASSOCIATE, GEOSPATIAL APPLICATIONS AND WEB DEVELOPER Steven joined the SREF staff full-time in June 2014, shortly after graduating with an M.S. in Forest Resources with a focus on GIS from the University of Georgia. He brought with him the knowledge and forestry experience of a graduate of the Warnell School of Forestry and Natural Resources two times over as well as expertise in information technology, web design, and Geographic Information Systems. Some of Steven's projects throughout the years included work with the Shortleaf Pine Initiative. Southern Cohesive Fire Strategy, Master Timber Harvester, TimberTax, and eYield. Steven passed away after a nearly two-year battle with cancer in July 2020. Steven spent his last few months at home surrounded by family and friends and getting outside as much as he could. He is deeply missed by the SREF team and colleagues in the southern forestry and natural resources community.





WOODLAND STEWARDS

A Regional Extension Program for Landowners

The Woodland Stewards Regional Extension program for landowners completed its second year of programming in February 2020. Forestry and Natural Resource Professionals from Cooperative Extension programs across the southeast U.S. in collaboration with university, state and federal partners collaborated to deliver 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, experiences and access to resources.

The series included four sessions covered weekly. County and regional agents from participating states hosted landowner groups while speakers presented via webinar. Over the four-week program, there were an average of 40 sites for each session in four states, including nearly 700 participants.

"The goal of the program was to empower woodland owners

to promote environmental and forest health through increased awareness, experience and access to resources."







Forestry and Natural Resources Extension College of Agriculture, Food and Environment



NC STATE













The program included nearly 700 participants at an average of 40 sites.

Find all Woodland Stewards program information here:

https://sref.info/woodland-stewards/series

90% of participants felt the information from the sessions was easy to understand

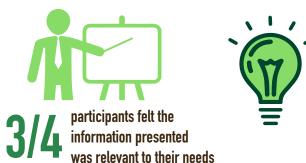
SESSION TITLES:

Woodland Management:
What is Right for You and
Your Woodland?

Understanding the Financial Aspects of Woodland Management

More than Timber: Income Opportunities from Non-timber Forest Products

Launching your Woodland Legacy: Intact, In Forest and In Family Ownership





participants would recommend the webinar series to other landowners



participants indicated collectively owning over

41,229署

NEARLY 100%

of attendees said that they now know who to contact if they have questions about their woodlands, as a result of this workshop

SUMMIT GOALS:

- Connect forestry economic contribution analysts, economic development specialists, & advocates
- Improve the understanding, usage & communication of forestry economic contribution data to promote forestry & the forest products industry

In March 2020, immediately before Covid-19 restrictions ended travel, nearly 60 people from 17 states and 52 organizations convened to discuss forest economics, communication and forestry economic development. The summit was planned to bring together stakeholders from a variety of forestry organizations, including: state and federal agencies, Extension, associations, landowner advocate organizations, as well as economic development personnel and more. The summit structure created opportunity for participants to disscuss issues and opportunities in small groups.



Summit participants gathered in one of many small group work sessions.

PLANNED BY:

Eric McConnell



Dru Preston



Stewart West



Thomas Ochuodho



Gary Faulkner & Dan Chappell



Tim Adams



Tim Phelps



Monica Corbin







Webinar Series

Mixed-Species Management (MSM) entails managing stands containing pine and hardwood components through natural regeneration. MSM is an alternative management strategy that has the potential to help small landowners in the southeastern United States. A number of biological and economic benefits are associated with MSM, including: protection against market disruptions, stand marketability, and resistance to species-specific pests and pathogens. This webinar series introduced participants to MSM by describing silvicultural, economic, and landowner considerations as well as potential tradeoffs between MSM and pine plantation management. The goal of the series was to encourage participants to think about MSM as another tool in the forest management toolbox.

"This is the most interesting line of topics I have seen offered here."

Organizers and Speakers:

Shaun Tanger

(Mississippi State University)

David Clabo

(University of Georgia)

Don Grebner

(Mississippi State University)

William Gulsby

(Auburn University)

John Willis

(United States Forest Service)

Brady Self

(Mississippi State University)

Mike Blazier

(Louisiana State University)

Jason Gordon

(University of Georgia)

Webinars

- Mixed Stand Management Overview
- Management and Economic Considerations for Mixed Stand Management
- Considerations for Establishment of Mixed Pine-Hardwood Stands
- Moving Forward with Pine-Hardwood Mixed Stands



On average,

PARTICIPANTS VIEWE EACH WEBINAR.

and a total of

1,000

VIEWERS

"Brady Self is an impressive subject-matter-expert who can present a seminar **understandable by the Average-Joe.** Leslie Boby was great as the moderator. Thanks for the opportunity."

Find these recorded webinars on forestrywebinars.net



AND WILDLIFE SCIENCES

Warnell School of Forestry & Natural Resources UNIVERSITY OF GEORGIA





An Overview of Tribal Natural Resource Management Webinar Series

This series focused on tribal land management that encompassed a wide array of topics including speakers from across the nation. The goal of this webinar series was to inform forestry and natural resource professionals of the full scope of land management approaches used by Native Americans across the country. In addition, information from this series provided the audience a better understanding of some of the complex history and policy challenges that also influence tribal land management.

"I enjoyed very much the presentation ... **Excellent discussion** among the staff and the I would like to see it again once it is recorded."

"Exceptional event covering the gamut of natural resource preservation issues across the U.S. Three expert panelists using chat, video, graphs, photos, and text made for a compelling, highly interesting and relevant discussion for Tribes and related agencies."

MORE THAN

300 PARTICIPANTS

ATTENDED EACH WEBINAR

MORE THAN

1,500 PARTICIPANTS

ACROSS 6 WEBINARS

Find these recorded webinars on forestrywebinars.net

2021 Webinars



Eastern Band of Cherokee Indians collaborative research and management of culturally important forest products

Tommy Cabe, Eastern Band of Cherokee Indians
Michelle Baumflek, Research Biologist, US Forest Service, Southern Research Station

John Schelhas, Research Forester, US Forest Service, Southern Research Station



State & Tribal Fisheries Co-Management in Shared Fishery Lakes

Jonathan Gilbert, Director, Biological Services Division Great Lakes Indian Fish and Wildlife Commission

2020 Webinars



Introduction to Tribal Lands & their Management

Dr. Julie Thorstenson, Executive Director of Native American Fish and Wildlife Society



Tribal lands: Treaties, federal trust obligation, and opportunities for cross-boundary collaboration

Dr. Alicia Bell-Sheeter, Management & Program Analyst, Office of Tribal Relations, USFS

Lexie Rue-Harris, Office of Tribal Relations, USFS



Caring for all our Relations: Tribal Wildlife Management

Dr. Serra Hoagland, USDA Forest Service Rocky Mountain Research Station Fire, Fuels & Smoke Program

Michel Kohl, Wildlife Extension Specialist & Assistant Professor for Wildlife Management at Warnell School of Forestry & Natural Resources. UGA



Warnell School of Forestry & Natural Resources UNIVERSITY OF GEORGIA







COMMUNICATING THE IMPORTANCE OF SOUTHERN FORESTRY ECONOMICS AND ECOSYSTEM SERVICES



forest-landowner-impact/

SREF collaborated with the Forest Landowners Association (FLA), Extension Forestry Units, and forestry agencies to cocreate factsheets that highlight the strong positive impacts of forestry and the forest products industry. FLA received a grant to create infographic factsheets which highlighted the economic importance of forestry and the ecosystem services that private forest lands provide. SREF and FLA teamed up with state forestry agencies as well as forestry extension units to ensure that forest economic data used in these infographics was consistent with the state's own data. Reporting the same economic data is better for gaining traction in messaging.



funding provided by a grant from USFS





Acres of private forest

Nearly 87% of Southern U.S. forests are privately owned, and family landowners own 68% of that acreage



































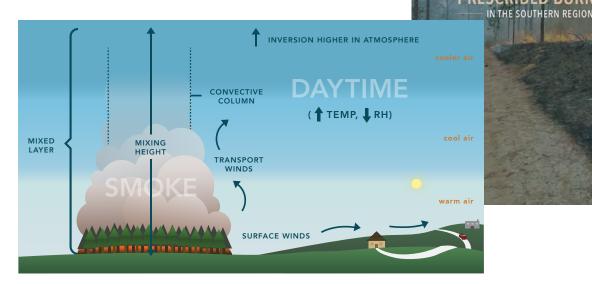






The the **Smoke Management Guidebook for Prescribed Burning's** goal is to help southern US landowners understand smoke management for prescribed burning. Landowners can learn about various techniques that manage the smoke created by prescribed fire.

This new, full-color guidebook is designed for an audience with minimal fire training and aims to communicate complex smoke management concepts in a way that is understable to the layperson. Through step-by-step checklists, diagrams, illustrations, descriptions, and recommendations, this publication details topics such as: smoke science, the importance of smoke management, health and safety, liability, laws and regulations.







MANAGEMENT GUIDEBOOK FOR







The SREF Digest Newsletter is a bi-weekly newsletter that provides subscribers with current and impactful news relevant to their work. The newsletter is targeted towards sharing important information and resources for forestry and natural resources personnel from Cooperative Extension, state and federal agencies, as well as other partners and outreach professionals.

The SREF Digest includes: regional and national news, funding opportunities, Extension forestry and forestry agency jobs and upcoming events.

QUICK FACTS

3 /₀ open rate with a

15%

3,000 subscribers

total SREF digests sent for calendar year

"the bi-weekly e-news is a very useful resource and regional communication tool"

"very useful for compiling regional forestry info into one place"



Have some news to share? New publication, event, etc.? Email SREFNewsletter@sref.info



SREF IT professionals provide information technology consultations and solutions for forestry and natural resource organizations. For over 15 years, they've worked with organizations to help create and develop custom websites and mobile applications that help bring extension, research, and education-based initiatives to life.

Providing Information Technology solutions for forestry and natural resource organizations for more than 15 years.

IT Services



- Consultations
- · Website and business process consulting
- Website and mobile app development
- Graphic design
- · Workflow processing
- Multi-device information collection
- · Workflow-based business processing
- Optimized information delivery methods
- Leading-edge end-user technology experiences

Funding for the IT Services team comes exclusively from contracts, grants, and web-hosting fees.



For forestry and natural resource extension and education, the portal leads in providing a wide range of forestry and natural resource content for participants. For presenters or webinar providers, the portal is a full-featured online platform that enables them to present relevant and impactful information and research.

In the ten years the Webinar Portal has existed, it has grown and added new features to better serve webinar providers and users.

The #1 free educational webinar platform for forestry, natural resources, conservation and climate science.

learn more at forestrywebinars.net

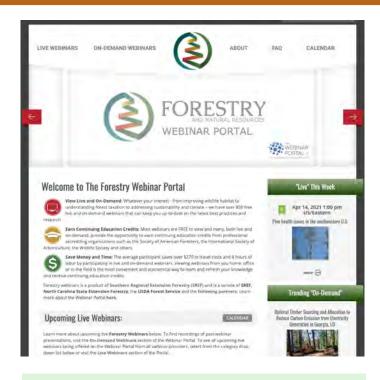
One-Stop Shop for Webinar Viewers

- Single platform for participants to find content on the latest research and issues
- Webinars presented by a wide range of professionals
- Intuitive and easy-to-use interface
- Home page features make each visit unique
- Easy to obtain CEUs

Provides tools that assist with and automate time-consuming pre- and post-webinar tasks and access to

28,000 + active subscribers

One-Stop Shop for Webinar Deliveries



99 LIVE WEBINARS IN 2020

7,000

61,896WEBINAR VIEWS

NEW SUBSCRIBERS

TOTAL SUBSCRIBERS AT THE END OF 2020:

28,016

TOTAL ARCHIVED (ON-DEMAND)
WEBINARS AVAILABLE:

909

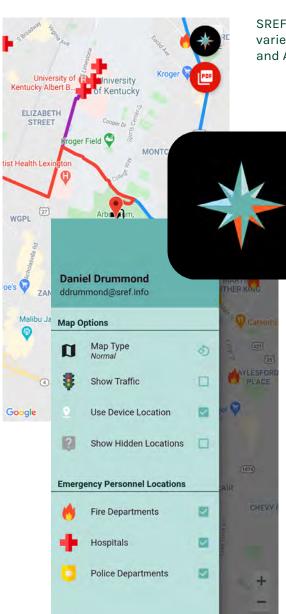
- Subscriber management
- Email marketing & campaign analytics
- Continuing education application and approval
- Participant registration Pre-survey
- Evaluations

MAJOR FUNDING IN 2020 FOR THE WEBINAR PORTAL WAS PROVIDED BY:



NC STATE EXTENSION

Our ongoing partners and stakeholders include NC State, UGA Warnell School of Forestry and Natural Resources, USDA Forest Service, USDA Northeast Climate Hub, and the USDA Natural Resource Conservation Service.



SREF has more than a decade of experience developing a wide variety of custom mobile application solutions for both the iOS and Android platforms, utilizing technologies such as:

- Custom API (Application Programming Interface) & data integration
- Calculators & decision support tools
- Interactive charts & graphs, GIS & mapping intelligence
- Calendar- & event-based push notifications
- · Accessibility & multilanguage support

FORESTER SAFE ROUTE

Create up to date safe routes from logging operations to emergency services with this app!

Logging contractors are required to provide access routes from any given logging site to emergency services. Most times, access routes are provided via printed maps or sets of directions, which may not show the most efficient routes or multiple access points. The new Forester Safe Route app allows the user to use map services to optimize access routes from logging sites to emergency services. The app will also store all requested access routes, expected harvesting duration, active logging sites and more. The app was created for Kentucky as a pilot project, but has potential to be expanded across the country.

Find it on iOS & Android systems





Forestry and Natural Resources Extension College of Agriculture, Food and Environment

eYIELD



eYield is a decision support system designed to help small and medium-sized forest landowners in the southern US make financial and silvicultural decisions. The website consists of a series of tools that are constructed from research-based models and allow the user to input data and generate a report. So far, two system models and six reports have been constructed. More models, reports and updates are expected in 2021.



eyield.uga.edu



ELEARN URBAN FORESTRY — CITIZEN FORESTER

10 MODULES

- · The Benefits and Costs of the Urban Forest
- · Tree Growth and Development
- Urban Soils
- · Site, Tree Selection and Planting
- Arboriculture
- Assessing and Managing Tree Risk
- Tree Disorder Diagnosis and Management
- Trees and Construction
- Public Policy and Urban Forestry
- Urban Forest Management

Nearly 400 people completed the Urban forestry e-learn course in 2020.

ISA CREDITS AVAILABLE

eLearn Urban Forestry is a self-led, online, distance learning program geared specifically toward beginning urban foresters and allied professionals working in and around urban and urbanizing landscapes. These professionals include: service foresters, natural resource planners, landscape architects, city officials and public works employees.

This course was created in 2012 through a grant from the United States Forest Service Region 8. While the information from the course is still relevant, the video operating system (Flash) for the course has been discontinued. SREF moved the course to a new Moodle platform to ensure continued access of this valuable resouce.

Https://grants.urbanandcommunityforests.org

Access the course here:

http://citizen-forester.elearn.sref.info









Over the past couple of years, SREF staff have worked closely with the National Urban and Community Forestry Advisory Council (NUCFAC) to conduct a detailed process analysis of their annual grant program. The result of this analysis was the NUCFAC Grant Portal, an online workflow-based application and submittal website for grants. In 2020, SREF repurposed the existing NUCFAC grant portal for the project and then redesigned several aspects of the website and added new functionality to meet the needs and criteria of the USFS Urban and Community Forests Portal. The next steps in the project are to create a portal that streamlines activities for grant reviewers!

NATIONAL URBAN & COMMUNITY FORESTRY ADVISORY COUNCIL GRANT PORTAL

The new grant portal streamlines and automates many manual tasks related to applying for and reviewing grant applications for the NUCFAC Challenge Cost-Share Grant program.

https://grants.nucfac.org

URBAN AND COMMUNITY FORESTS GRANT PORTAL

The website is based on the NUCFAC grant portal and has been modified to the specific application needs and criteria of the UCF grant program.

https://grants.urbanandcommunityforests.org

STATE URBAN FOREST RESILIENCE (SUFR)

SREE IT consulted with the USDA Forest Service's State Urban Forest Resilience (SUFR) team to design and develop yet another version of the NUCFAC grant portal to meet the needs of the SUFR's 2021 Grant Program.

https://sufrgrants2021.urbanandcommunityforests.org









Mobile Applications



CARINATA YIELD CALCULATOR

- Provides interactive charts for comparing available growth information regarding the production of Carinata in the Southeastern United States
- Serves both state and regional interests and needs



iFFRTIGATF

- Assists with the creation of tank mixes for nursery fertigation practices
- Serves state, regional, national, and international nursery managers' interests and needs

General websites for partners







Southeastern Forest Vegetation Management https://fvm2.sref.info



Southern Forest Health
https://southernforesthealth.net

Southeastern Cohesive Fire Strategy http://southernwildfire.net

Shortleaf Pine Initiative http://shortleafpine.org

Georgia Master Timber Harvester https://gamth.org

Plantation Management Research Cooperative http://pmrc.sref.info



Southern Group of State Foresters

http://southernforests.org

eYield

http://eyield.sref.info

ProForest Health http://proforesthealth.org



Wood Decay Fungi Identification: http://wdfi.sref.info

Continuing Education at Warnell School of Forestry and Natural Resources https://conted.warnell.uga.edu



PINEMAP
http://pinemap.org



US Department of Agriculture Forest Service Websites and Portals

Eastern Forest Environmental Threat Assessment Center

https://forestthreats.org

Reforestation, Nurseries, & Genetics, Resources

https://rngr.net

Native Plant Network

https://npn.rngr.net

RNGR Forum

https://forum.rngr.net

URBAN FORESTRY SOUTH

Urban Forestry South

https://urbanforestrysouth.org

National Timber Tax Website

https://timbertax.org

National Urban and Community
Forestry Advisory Council Intranet

https://nucfac.org

Ten-Year Urban Forestry Action Plan

https://urbanforestplan.org



NUCFAC FS Challenge Cost-Share Grant

https://grants.nucfac.org

State Urban Forest Resilience Grants Portal

https://sufrgrants2021. urbanandcommunityforests.org (\$)

Forest and Rangeland Renewable

Resources Planning

http://rpa.sref.info

Learning Modules

https://elearn.sref.info

National Forest Resiliency

Innovation Grant Portal

https://grants.urbanandcommunityforests.org

National Forest Resiliency

Innovation Review Portal

https://review.urbanandcommunityforests.org



Southern Group of State Foresters

Southern Group of State Foresters

https://southernforests.org

Forest Products Locator

https://primary.forestproductslocator.org

Forestry Economic Impacts

https://forestryimpacts.net

Webinar Portals

SREF Forestry Webinars Portal

http://forestrywebinars.net

USDA NRCS East West Technology Transfer

http://conservationwebinars.net



SREF Climate Science Webinars Portal

http://climatewebinars.net