

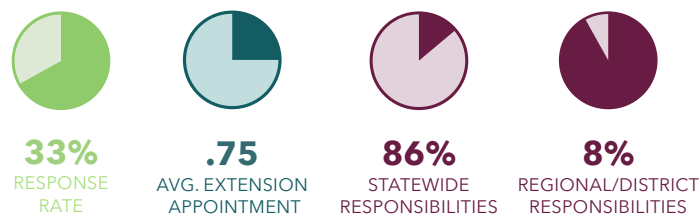
# 2017 SREF NEEDS ASSESSMENT

**Southern Regional Extension Forestry (SREF)** was founded in 1979 to encourage communication and cooperation between Extension forestry programs at the 13 Southern Land-grant Universities and the US Forest Service with the goal of meeting the educational needs of forest resource professionals and private landowners in the southeastern United States. As part of that mission, SREF facilitates technology transfer, works to improve information dissemination, and initiates collaborative programs regionally and nationally. SREF also fosters partnerships between Extension and other organizations interested in the region's forests and assists in the acquisition of resources for forestry Extension programming.

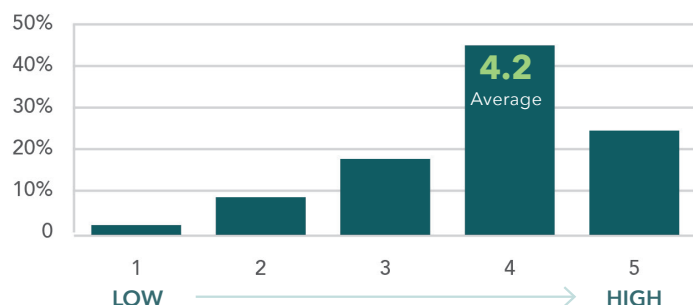
In early 2017, SREF conducted a needs assessment of forestry Extension personnel to determine how well the office was meeting these goals and to identify important forest resource issues and opportunities. Overall, Extension specialists, Extension directors and others in the survey ranked SREF services highly. The needs assessment provided valuable information about the reach and use of SREF services and suggestions for their improvement. SREF is using these survey results to create a strategic plan that will set the office on an effective course for 2017 and beyond. Information from the survey is generally structured along four categories: Professional Development, Education and Outreach, Applied Research and Technology Tools and Development.

## RESPONDENTS

The survey was sent to over **150** Extension natural resource specialists and agents, Extension administrators at 1862 universities, and forestry school deans and directors in the Southern region. There was at least one response from every state except Oklahoma. A few summary statistics from the results.



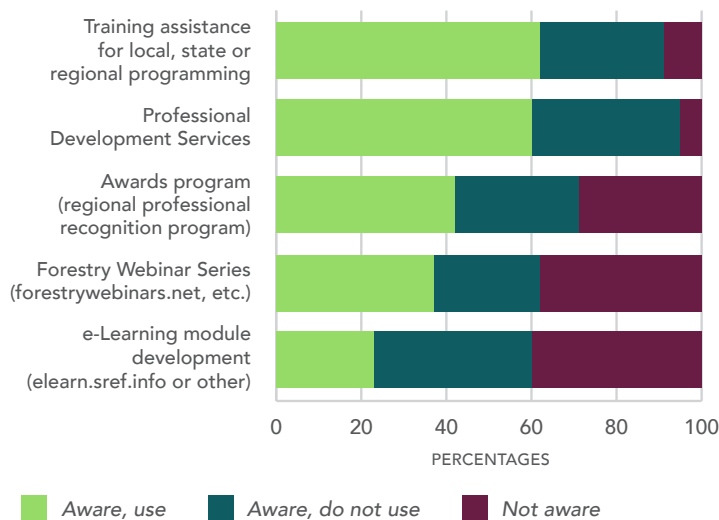
**HOW WELL IS SREF MEETING OUR GOALS AND OBJECTIVES?**  
- Ranked from 1 (low) to 5 (high) -



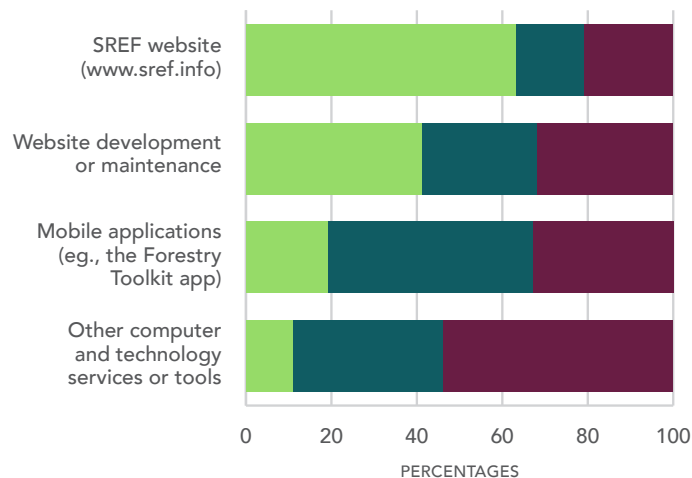
## KNOWLEDGE & USE

The needs assessment sought to ascertain whether forestry Extension personnel were aware of SREF services and whether they found those services useful. While not every service is relevant to every person, it is important that they are aware that these services exist.

### KNOWLEDGE AND USE OF PROFESSIONAL DEVELOPMENT SERVICES



### KNOWLEDGE AND USE OF TECHNOLOGY SERVICES



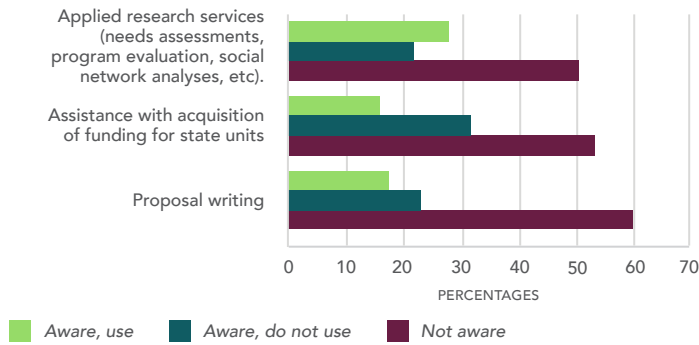
"SREF SERVES AS A MULTIPLIER FOR OUR EFFORTS WITH THE RESULT THAT THE WHOLE (STATES) BECOMES MORE THAN THE SUM OF ITS PARTS."

"I THINK THE GOALS AND OBJECTIVES ARE STILL RELEVANT. WOULD SUGGEST POTENTIALLY DEVELOPING A VISION FOR THE OVERALL PROGRAM."

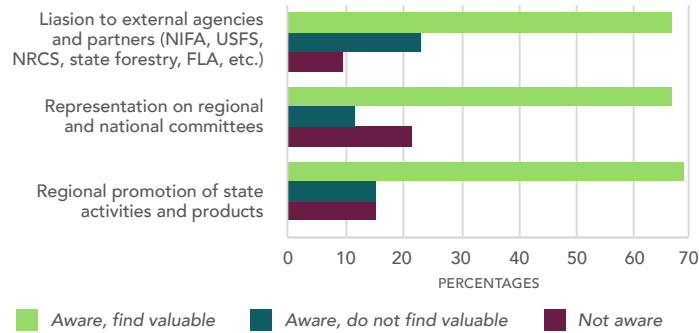
## SREF SERVICES

Respondents were asked to assess other services provided by SREF and if they were aware of them and/or used them or found them valuable.

### SREF COLLABORATION & INNOVATION SERVICES



### SREF LIAISON & COMMITTEE REPRESENTATION SERVICES



## PROGRAMMING AREAS

SREF has built capacity at the regional level to provide assistance to state and county programming in several areas, including "issue" based programming. All of these programs averaged ratings of over 3 on a 4-point scale of importance by respondents.

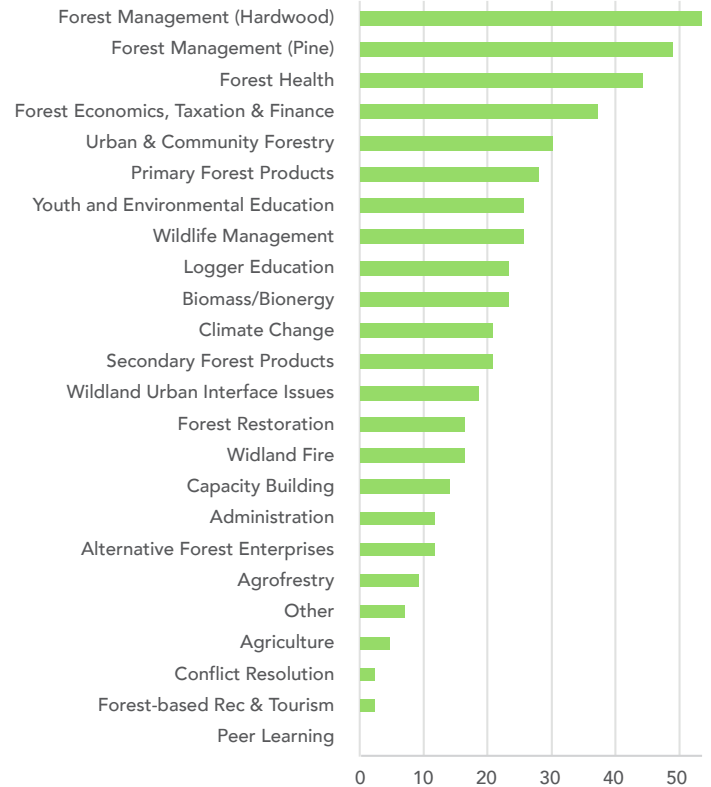
- Bioenergy
- Climate change
- Forest economics/timber markets
- Forest health
- Forest management
- Forest restoration
- Urban forestry
- Wildlife management
- Wildland fire/Prescribed fire

Other programming priorities that were suggested by respondents as being areas of high priority:

- Estate planning or intergenerational transfer
- Wood industry or other forest products
- Small acreage owners
- Taxation
- Forest ecosystem services and water
- Land development and urbanization

The fields of forestry and wood products are highly specialized, with experts in both pine and hardwood management of commercial and natural stands. Several other sub-disciplines were listed on the survey. The complexity of these specializations introduces challenges with working across state lines.

### RESPONDENT'S PRIMARY PROGRAMMING AREAS (Could select multiple areas)



## SUMMARY AND RECOMMENDATIONS

The full results of the survey are available upon request. SREF is in the process of analyzing this needs assessment along with the results of a recent national meeting to provide future direction for the office.

"IT WOULD BE EXPENSIVE AND INVOLVING, BUT HAVING THE ABOVE TEAM PRESENT AT A FORESTERS CONFERENCE, OR HAVING US COME TO YOUR OFFICE, FOR A THOROUGH DEMO OF WHAT ALL YOU DO AND CAN DO FOR US, WOULD BE VALUABLE."

"PERHAPS A REGIONAL ESTATE PLANNING PROJECT AS IS BEING DONE IN THE NORTHEAST REGION OR STATE LEVEL PUBS. TEAM WORKING COLLECTIVELY."

VISIT [WWW.SREF.INFO](http://WWW.SREF.INFO) FOR MORE INFORMATION.