



Southern Regional Extension Forestry

2018
Update

Program Leadership Network

August 22, 2018

2018 SREF Staff



Regional Forester:
Bill Hubbard

Business Manager:
Kendra Hull

Extension Associates:
Dan Geller
David Coyle
Holly Campbell
Leslie Boby

IT Professionals:
Daniel Drummond
Darryl Outlaw
Steven Weaver

Marketing & Communications:
Brent Peterson
Laura Costa



Student Workers and Interns Too!



New & Notable

- Seeding Success “Onboarding” Program for Natural Resource Extension Professionals
 - Based on strategic planning retreat request (Cocodrie, 2016)
 - Funded by NIFA through RREA competitive grant program
 - 8 modules over 12 weeks in the fall of 2018 (live).
 - Course will be recorded and website set up for continued online e-learning into the future (on eXtension or other website).
 - Over 70 individuals have signed up requesting more information on the course (a majority are early career professionals at state and county level).



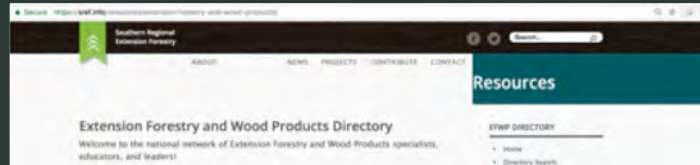


New & Notable

- Understanding Urban & Community Forests:
An Extension Webinar Series

- 12 webinars aimed at increasing knowledge and providing resources to promote educational programming.
- 8 of 12 webinars completed so far.
- 1,349 live views for 8 webinars (as of August 13, 2018)
- 745 archived/on-demand webinars (as of August 13, 2018)
- 282 Extension, university or Master Gardener participants
- Significant knowledge & behavior change
- Economic Impact: (vs. live face-to-face meetings)
 - \$540,813 total cost savings
 - \$259,556 salary savings
 - 498,170 pounds of carbon offset
 - \$279,898 fuel & auto savings





New & Notable

- Extension Forestry & Wood Products Directory
 - Based on strategic planning retreat request (Cocodrie, 2016)
 - This directory has been compiled so that:
 - The Extension Forestry and Wood Products community can better serve those of you who are seeking information about forests and wood products
 - To facilitate multi-state, regional, and national program collaborations in order to make more efficient use of a smaller Extension Forestry and Wood Products network
 - Our national partners – public and private – know who is out there in the states, what their areas of specialization are, and who may be interested in program partnerships.



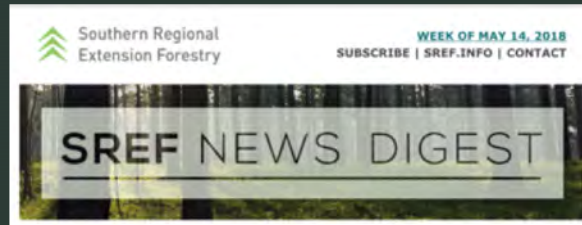
NAME and ADDRESS	PHONE, FAX, and EMAIL	FORESTRY & WOOD PRODUCTS SPECIALIZATION	EXTENSION EDUCATION SPECIALIZATION
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New & Notable

- Southern Forest Health Initiative
- USDA FS & Southern Group of State Foresters Funding
- 13-state educational initiative:
 - Extension & state forestry agency training
 - Educational materials (publications, field guides, etc.)
 - Professional development webinars
 - Southernforesthealth.net
- Transferred initiative from UGA to Clemson in 2018





New & Notable

- SREF News Digest
 - Weekly since April 2018
 - New information for Extension professionals
 - New publications, websites, meetings, job announcements, etc.
 - Goes to a wide audience of Extension, state agency and others
 - Positive feedback so far (reduces listserv traffic, easy to 'digest', visually pleasing format, etc.)
 - 7,000 plus readership level





New & Notable

- “Getting to Know Your Woodland” Webinar Series.
- All 13 Southern States, plus Missouri are actively participating in the planning.
- 5 -part series.
- Tuesday’s in February and March 2019.
- Designed to be part of a learn, plan, act series in concert with the state forestry agencies and the USDA Forest Service.

Proposed Title: Getting to Know Your Woodlands: A Primer for Beginners

Proposed Dates and Times: Tuesdays February 5th, 12th, 19th, 26th, and March 5th, 2019: 7 pm to 9 pm EST. 6 pm to 8 pm CST.

Proposed Format: 4 live 1.5-hour webinars covering the topics proposed below. Plan for a 2-hour meeting with breaks and discussion mixed in.

Proposed Locations: County Extension offices or other meeting spaces. Possible requirement of a password/passcode that will be given to county offices.

Proposed Fee: None, local sites may charge what they want to to cover food, etc. . .

Proposed Webinar Platform: (Blackboard Collaborate, YouTube Live, Zoom, Adobe Connect? TBA, but leaning towards Blackboard Collaborate). A website will be created to house materials and archived webinars, etc. (perhaps KnowYourWoods.net, or something like that).

Proposed Speakers & Moderators – Suggestions and volunteers welcome at this point

Proposed Topics:

Week 1. Topic

1. Welcome & Introductory presentation
 - a. The Southern Forest & Your Woodland
 - i. How past land use has shaped our forests
 - ii. Why your woodland is important
 - b. Getting to Know Your Woodlands
 - i. Management plans
 1. Who needs them?
 2. Why they are needed?
 3. How to develop them?
 4. What plans should cover?
 5. Sources of assistance to develop the plan?

2. Managing Your Woodlands
 - a. What to do with an Abandoned or Neglected Woodland
 - b. Basic Forest Measurements -
 - c. Fire Management -
 - d. Herbivore Management
3. Identifying and Managing Woodland Threats
 - a. Invasive plants
 - b. Insects (Native and Exotic)
 - c. Diseases (Native and Exotic)
 - d. Wildlife
4. Wildlife and Woodlands -
 - a. Wildlife Habitat Requirements
 - b. Enhancing Habitat for Game and Nongame Wildlife
5. Walk in the Woods Field Day or a 5th meeting to go over additional information/localized forms of assistance, etc. (e.g., different NRCS programs for forest owners, etc.) at the local Extension office (promotes TBA based on local needs)

New & Notable



- “Promoting Forestry in the South – Education in Utilizing Economic Data”
 - Regional approach to coordinate economic impact analysis tools with educational templates for local training
 - Focused on giving tools to Extension, state agency and others to highlight the importance of forestry & wood products at the local level
 - Grant includes purchase of IMPLAN data for all 13 states in the South
 - Building on a regional summit held in 2015 in Little Rock, AR.

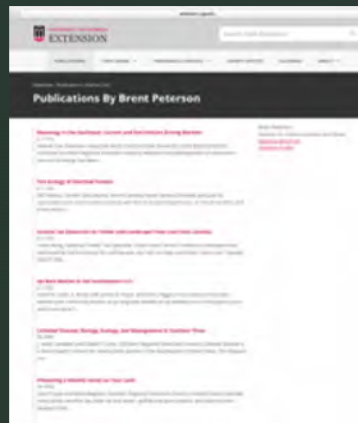




Southern Regional Extension Forestry

New & Notable

- “Co-Branding” pilot test with UGA CAES
 - SREF and UGA communications teams along with McCann and Hubbard coordinated the effort
 - 12 Publications, several websites and our mobile app have all been integrated into UGA’s Extension Website
 - Individual publications have been ‘co-branded’ and numbered distinctively.





**Southern Regional
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extension.uga.edu

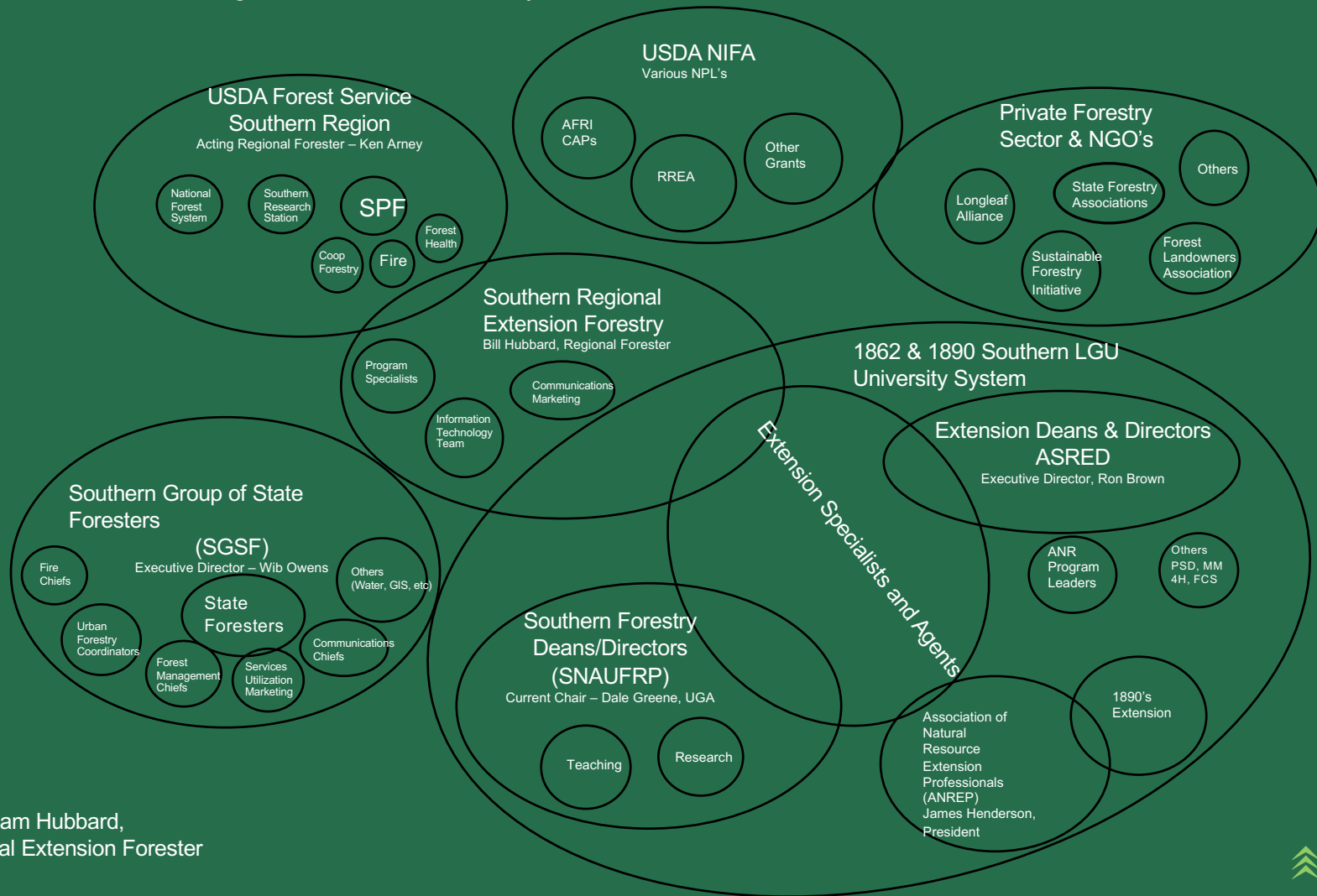


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Strategic Networks – Southern Regional Extension Forestry



Prepared by William Hubbard,
Southern Regional Extension Forester
November, 2017

Strategic Directions



- 2017 survey and retreat summary
- 2018 outputs and impacts to date
- 2019 and beyond (input from program leaders & Directors)

Strategic Directions

- 2017 Needs Assessment & Retreat
 - Survey sent to 150 specialists, agents, administrators and forestry deans.
 - SREF scored 4.2 out of 5 on “how well meeting goals & objectives).
 - Generally aware of and use our training assistance, professional development, awards program, and forestry webinars series.
 - Generally aware of or do not use e-Learning module development, mobile application development, other computer & technology services.
 - Generally find liaison services, representation and regional promotion of state activities valuable.
 - Generally are not aware of, or have not used our applied research services, assistance with acquiring state funding, or proposal writing.

Strategic Directions

CHEAHA SOUTHERN REGION EXTENSION NATURAL RESOURCES RETREAT

October 10-12, 2017 * Cheaha State Park * Delta, AL



Strategic Directions

- General session
 - An Extension Director's perspective on the importance of FNR programming (Lemme)
 - A Forestry/Wildlife Dean's perspective on the importance of Extension programming (Alavalapati)
 - A National Program Leader's perspective (Norland, NIFA)
 - A Partner's Perspective (Hernandez, FS)
 - A Regional Forester's Perspective (Hubbard, SREF)



- General Session
 - The importance of evaluation and impact analysis workshop
 - Dr. Jay, NCSU
 - Dr. Diaz, UF
 - EDEN Update
 - ACES contact (Melsom)



Strategic Directions

- Major Programming Areas Defined:
 - Forest & Wood Products
 - Economics, Management & Taxation
 - Urban & Community Forestry
 - Wildland Fire
 - Forest Health
 - Wildlife Management
 - Engaging Landowners



Strategic Directions

- Since Cheaha:
 - Wood products group organizing a national meeting (R. Smith, VA)
 - Urban forestry group organized a 12-part webinar series (H. Campbell, SREF)
 - Landowner engagement group renewing a regional distance education introductory landowner webinar shortcourse (similar to the Master Tree Farmer) (R. Bardon, NCSU & D. Phinney, Clemson)
 - Management, taxation and econ group have several things going on (timbertax website – Y. Li, UGA, forestry economics training – L. Boby, SREF)
 - Forest health group providing oversight to the regional forest health initiative out of Clemson (D. Coyle, Clemson)
 - Fire group has several initiatives (ANREP Initiative, J. Fawcett, NCSU, EDEN interaction – L. Boby, SREF, etc)
 - Wildlife group looking into regional publications

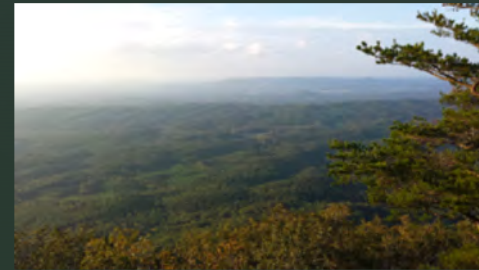




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Strategic Directions

- Other Efforts:
 - “Benefits & Impacts of Regional Programming: The Case Study of the Southern Regional Extension Forestry Office (SREF)”
 - Seminar presentation held at Auburn, AL and Starkeville, MS in 2018
 - One of our staff will be happy to present it live or via webinar again



.....and finally.....

- Thank you for a fantastic 25 years as your
Southern Regional Extension Forester

