



# 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

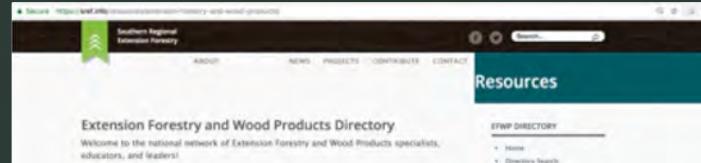


- Understanding Urban & Community Forests:  
An Extension Webinar Series
  - 12 webinars aimed at increasing knowledge and providing resources to promote educational programming.
  - 8 of 12 webinars completed so far.
  - 1,349 live views for 8 webinars (as of August 13, 2018)
  - 745 archived/on-demand 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 complied 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.



The screenshot shows a secure website for the Southern Regional Extension Forestry. The header includes a logo, the title 'Southern Regional Extension Forestry', and navigation links for 'ABOUT', 'NEWS', 'PROJECTS', 'COOPERATIVE', and 'CONTACT'. The main content area is titled 'Resources' and 'EFWP DIRECTORY', with sub-links for 'Home' and 'Directory Search'. Below this, a sub-section titled 'Extension Forestry and Wood Products Directory' welcomes visitors to the national network of specialists.



The screenshot shows the 'Cooperative Extension System Personnel in Forestry & Wood Products' page. It features the USDA logo and the text 'United States Department of Agriculture National Institute of Food and Agriculture'. Below this, a note states: 'This directory contains educators and specialists who collectively cover all areas of specialization in forest and wood products, and 16 areas of specialization in Extension program development, delivery, and evaluation. The directory is a compilation of individuals from all 50 states and the District of Columbia. Therefore, the directory is incomplete and accurate only to the extent that information was available at the time of compilation. The directory is a living document and is subject to change as new information becomes available. You can search by name, state, and area(s) of specialization. This online resource has been developed by the Southern Region Extension Forester with financial and technical assistance from USDA.' A note at the bottom says: 'Please forward any errors or omissions so that we can maintain a directory that is as accurate as possible. All information should be sent to: Dr. Eric A. Kammann, CF #0001 National Program Leader, Forest Resource Management USDA/National Institute of Food and Agriculture Phone: (202) 401-6871 Cell: (202) 401-6845 Fax: (202) 401-7198 Email: [eric.kammann@usda.gov](mailto:eric.kammann@usda.gov)'.



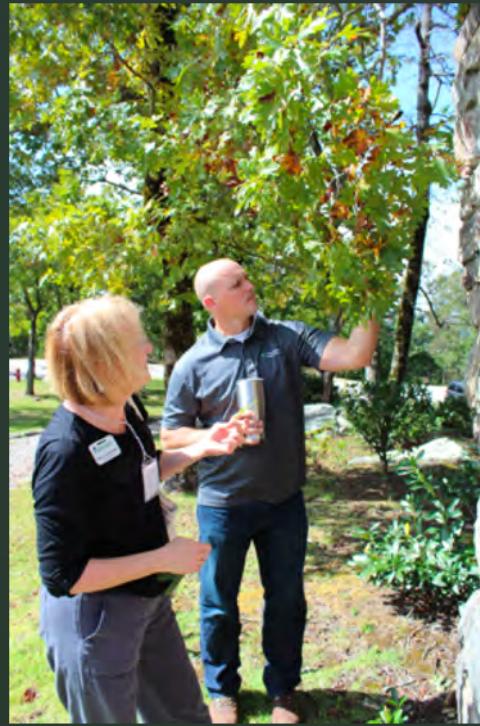
The screenshot shows the 'ALABAMA' section of the 'Extension Forestry & Wood Products' page. It lists four individuals with their contact information and areas of specialization:

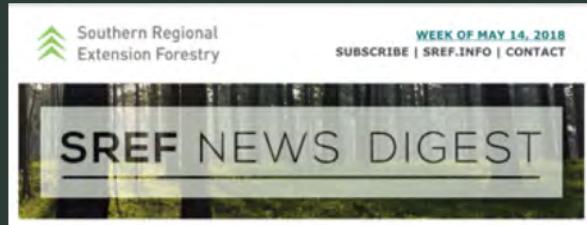
- Mr. James R. R. Adenbach, State Specialist in Forestry & Wood Products, Auburn University, Auburn, AL 36844. Phone: (334) 844-1054, Email: [jsenreich@auburn.edu](mailto:jsenreich@auburn.edu). Areas of specialization: Forest Policy, Program Leadership.
- Dr. Brian D. Babb, Associate Professor and Extension Specialist, Forestry and Wildlife Sciences, Auburn University, Auburn, AL 36844. Phone: (334) 844-1060, Fax: (334) 844-1059, Email: [bbabb@auburn.edu](mailto:bbabb@auburn.edu). Areas of specialization: Forest Policy.
- Dr. Jon A. Arnold, Extension Specialist Professor, Forestry and Wildlife Sciences, Auburn University, Auburn, AL 36844. Phone: (334) 844-1021, Fax: (334) 844-1029, Email: [arnoldj@auburn.edu](mailto:arnoldj@auburn.edu). Areas of specialization: Forest/Wood Management.
- Mr. Andrew Burt III, Regional Extension Agent, Forestry, Conservation, and Natural Resources, Auburn University, Auburn, AL 36844. Phone: (334) 847-0802, Email: [aburt3@auburn.edu](mailto:aburt3@auburn.edu). Areas of specialization: Fire - Prescribed Burning, Forest Management, Forest Health, Invasive Species Detection and Management, Structures - Forestry.



## 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](http://Southernforesthealth.net)
- Transferred initiative from UGA to Clemson in 2018





- 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

**Recent news**

- NCSU Extension Releases Publication on Mass Timber Products
- UT Fact Sheet Compares Sustainable Forestry & Diameter Limit Cutting
- AL Extension to Host Webinar on Arboricultural Biomechanics
- LA Prescribed Fire Council Annual Meeting to Be Held in September
- The Climate Learning Network Offers Climate Training for Extension
- Climate, Forests, & Woodlands Virtual Conference Proposals Due Soon
- Upcoming Urban Forestry Webinar to Highlight Pest Management
- Extension Job Opportunity: Land & Water Outreach Program Manager
- REMINDER: Wood & Forest Products Meeting to be Held in WI
- AFRI Foundational and Applied Science Program Grant Available
- UK's SCAHIP Offers Funds for Forestry Worker Safety & Health Projects

**Regional News**

**NCSU Extension Releases Publication on Mass Timber Products**  
 Drs. Rajan Parajuli and Frederick Lawrie, both Extension faculty at North Carolina State University, recently released Mass Timber Products: Innovative Wood-based Building Materials, a fact sheet that highlights cutting edge wood-based building materials with an emphasis on mass timber (DLT). [Download](#) and read the fact sheet.

**UT Fact Sheet Compares Sustainable Forestry & Diameter Limit Cutting**  
 University of Tennessee Extension Forester Clinton Morrison has released a fact sheet describing and comparing alternative forestry practices and diameter limit cutting. The fact sheet explains why, although the former is usually preferred, there are cases where the latter is appropriate. [Download](#) and read the fact sheet.

**AL Extension to Host Webinar on Arboricultural Biomechanics**  
 The Climate, Forests, and Woodlands Community of Practice and the Climate Learning Network, along with the Southeastern Climate Hub and the USDA Forest Service, are hosting a webinar covering: Natural Resource and Climate Extension applications across the country. Specific formats and schedule will be determined based on the



- “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.

## New & Notable

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

Proposed Dates and Times: Tuesdays February 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup>, and March 5<sup>th</sup>, 2019. 7 pm to 8 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/username 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, [YouRing](#) Live, Zoom, Adobe Connect<sup>®</sup> 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 plan
    1. What is a plan?
    2. Why they are needed
    3. How to develop them
    4. What plan should cover
    5. Sources of assistance to develop the plan

##### 2. Managing Your Woodlands

- a. What to do with an Abused or Neglected Woodland
- b. Basic Forest Management -
- c. Fire Management -
- d. Hardwood Management

##### 3. Identifying and Managing Woodland Threats

- a. Invasive plants
  - i. Native and Exotic
  - ii. Diseases (Native and Exotic)
- b. Wildlife

##### 4. Wildlife and Woodlands -

- a. Wildlife Habitat Requirements
- b. Balancing Habitat for Green and Nonnative Wildlife

5. Walk in the Woods Field Day is a 5<sup>th</sup> meeting to go over additional information (location of forest, etc. 1e.g., different NRCS programs for forest owners, etc.) - at the local Extension office (presume 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.

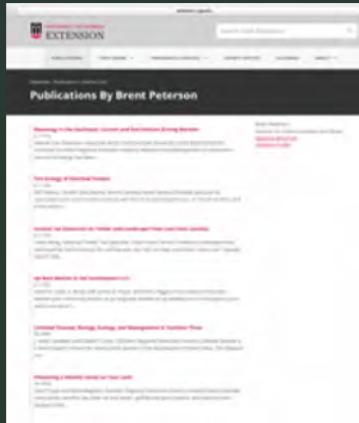




Southern Regional  
Extension Forestry

## 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  
Extension Forestry

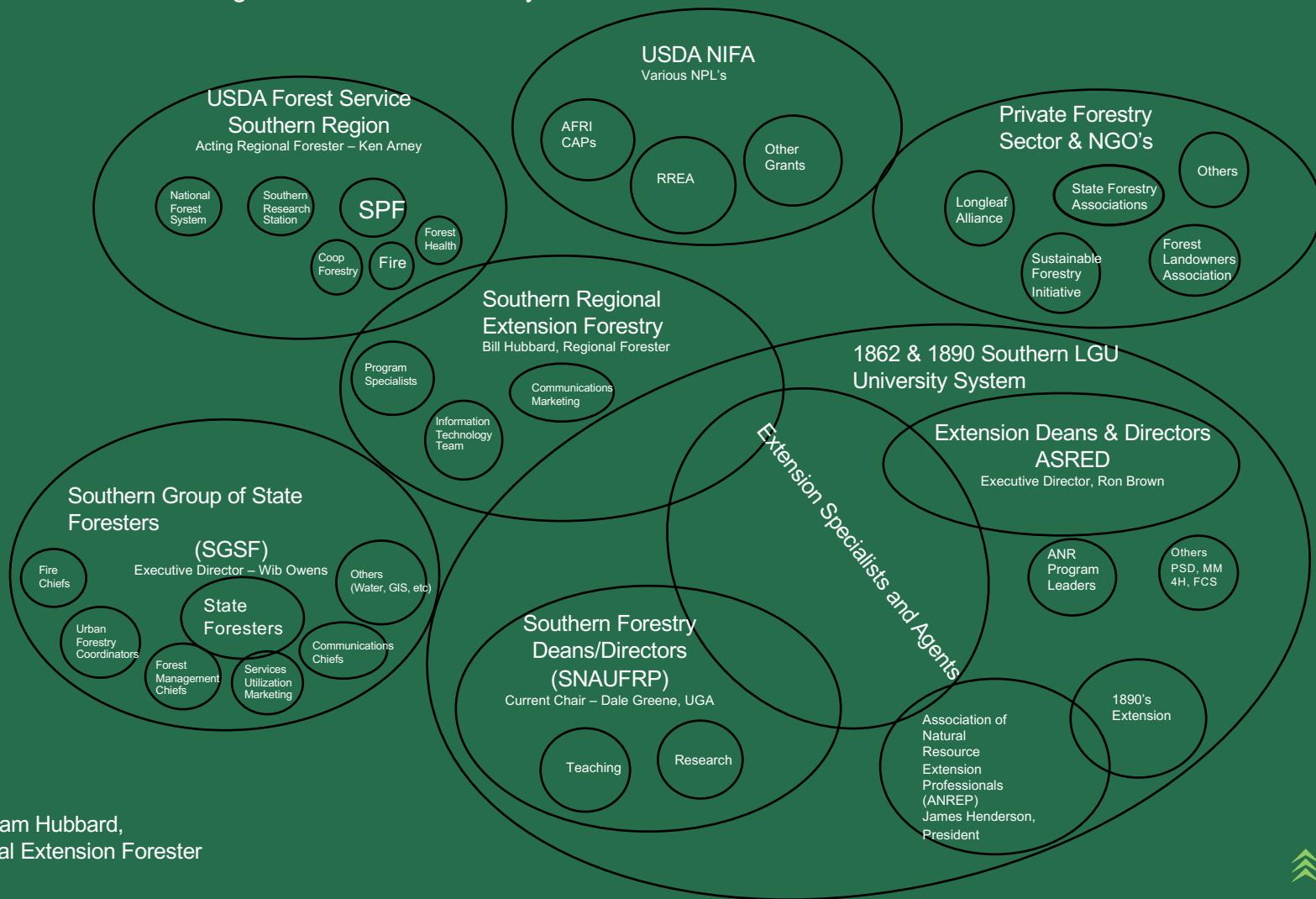
[extension.uga.edu](http://extension.uga.edu)

**Bulletin 1494 (SREF-FH-001)**

Published by the University of Georgia in cooperation with Fort Valley State University, the U.S. Department of Agriculture, and counties of the state.  
For more information, contact your local UGA Cooperative Extension office.  
*The University of Georgia is committed to principles of equal opportunity and affirmative action.*

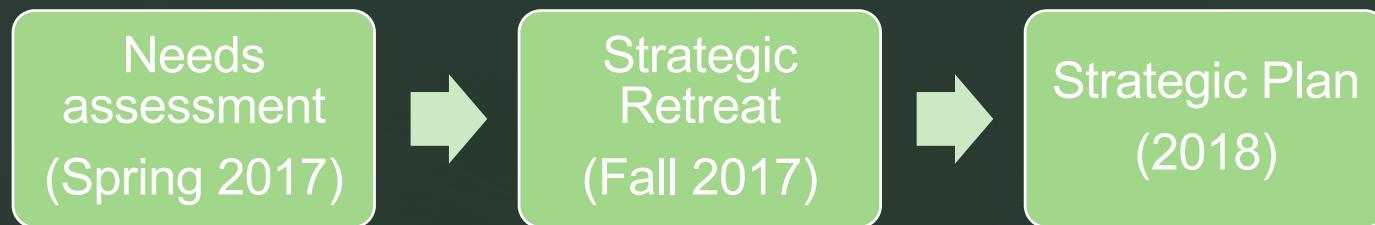
Reviewed April 2018

## 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





## 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 Starkville, 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

