

STRATEGIC PLAN FOR COLLEGE OF FOREST RESOURCES OUTREACH ACTIVITIES

November 18, 2003

Prepared by College of Forest Resources Outreach Steering Committee

Along with undergraduate and graduate teaching and research, outreach is one of the three missions of the College of Forest Resources (CFR) directed towards disseminating knowledge for the stewardship of natural and managed environments and the sustainable use of their products and services. A decentralized approach through the College's Centers and Cooperatives is the hallmark of our new outreach efforts. The CFR Centers and Cooperatives are listed below. In addition, we are cooperating with Washington State University through Dr. Don Hanley, WSU Extension Forester, who is located in the College.

CFR CENTERS AND COOPERATIVES INVOLVED IN OUTREACH ACTIVITIES

Advanced Technology Initiative(ATI)/Precision Forestry Cooperative (PFC)

Canopy Crane

Center for International Trade in Forest Products (CINTRAFOR)

Center for Urban Horticulture (CUH)

Center for Water and Watershed Studies (CWWS)

Olympic Natural Resources Center (ONRC)

Paper Science

Pack Forest

Rural Technology Initiative (RTI)

Stand Management Cooperative (SMC)

Washington Park Arboretum (WPA)

The decentralized approach to Outreach offers many advantages, both to individual centers and cooperatives, by way of increased cooperation and resource/information sharing and to the College as a whole by way of a more integrated, efficient approach to outreach delivery. The new model will be modified as we gain experience.

1. Program Management

The CFR Outreach program will be managed through the CFR Outreach Steering Committee which consists of Center and Cooperative staff who are directly responsible for outreach in their unit. It will be chaired by the Associate Dean for Instruction. The current committee composition is shown below. The chair or his/her designee will represent centers and cooperatives that do not have an individual responsible for outreach. The Steering Committee will meet quarterly or when necessary. Meetings will be called by the chair. Agenda items will be sought from committee members, and other faculty and staff.

Current CFR Outreach Steering Committee Members and Alternates

Advanced Technology Initiative(ATI)/Precision Forestry Cooperative (PFC) – Gerard Schreuder
Canopy Crane – David Shaw, Jerry Franklin
Center for International Trade in Forest Products (CINTRAFOR) – Paul Boardman
Center for Urban Horticulture (CUH) – Sue Nicol, Tom Hinckley
Center for Water and Watershed Studies (CWWS) – Derek Booth, Leslie Wall
Olympic Natural Resources Center (ONRC) – Ellen Matheny, John Calhoun
Paper Science – Bill McKean, John Hanby
Pack Forest - Mason McKinley, Duane Emmons, Terri McCauley
Rural Technology Initiative (RTI) – Larry Mason, Bruce Lippke
Stand Management Cooperative (SMC) – David Briggs, Megan O’Shea
Washington Park Arboretum – Chris Berry, John Wott
Other members – Cecilia Paul (CFR), Don Hanley (WSU)

2. Program Development

Programs run by CFR Outreach will be of three types:

- a. Developed by Centers or Cooperatives
- b. Developed as College-wide programs
- c. Developed by individual faculty

The programs developed by Centers or Cooperatives may be developed without oversight of the CFR Outreach Committee. However, if large programs are proposed or programs involving joint ventures with other centers or cooperatives, plans should be presented to the Outreach Committee for discussion.

Outreach activities or events initiated by CFR centrally, such as the Denman Forestry Issues Series, will be referred to the Chair of the CFR Outreach Steering Committee for action and potential assignment to a center, cooperative, Engineering Professional Programs (EPP)*, or a private event management organization for administration. e.g., The Western Forestry and Conservation Association. A center or cooperative would have to see sponsorship of a central college program as a benefit in some way, either fiscally or by benefiting public relations. The committee needs to clarify what, if any, financial/staffing resources the college is willing to provide to the center or cooperative for the activity or event.

When a faculty member wishes to propose an outreach program, he (she) will present a proposal to the Chair of the CFR Outreach Steering Committee. The Committee will identify the center or cooperative most appropriate for implementing the idea. If an appropriate match is not made between a faculty member and a center or cooperative, the Committee will refer the faculty to EPP, or elsewhere for implementation. e.g., The Western Forestry and Conservation Association.

Modifications to this plan for program development may occur through time as other capabilities for offering outreach come on line.

All programs should have the following:

a. Web site connections

b. Fiscal (budget) plans showing income, expenditures and plans to handle any deficits. Faculty compensation needs to follow established norms. An assessment of the financial health of each proposed offering as well as an analysis weighing the costs against the benefits is expected from each proposal. Conference fees and sale of outreach materials will be handled through a credit card system.

c. A marketing, advertising and publications relations plan including distribution of appropriate materials. Potential efforts and audiences need to be identified. However, there is currently no way to assess what markets the college is actually reaching, given that a number of faculty engage in outreach/tech transfer through individual efforts. A survey mechanism to determine markets and topics that are already reached and covered is needed before the committee can identify potential audiences/potential topics in any strategic fashion.

3. Communication and Reporting

Appropriate centralized communication and reporting of all CFR Outreach efforts will occur, including distribution of appropriate materials. Maintenance of the outreach website and event calendar is the responsibility of the Outreach Committee Chair. The current website address is:

<http://www.cfr.washington.edu/>

**Engineering Professional Programs (EPP) is a self-sustaining office of the College of Engineering. Contracting College outreach activities with EPP is potentially a more efficient way for the College to deliver specific time-intensive outreach events. EPP will deliver services as limited or extensive as may be requested and can "transparently" administer such programs so that they remain CFR offerings.*