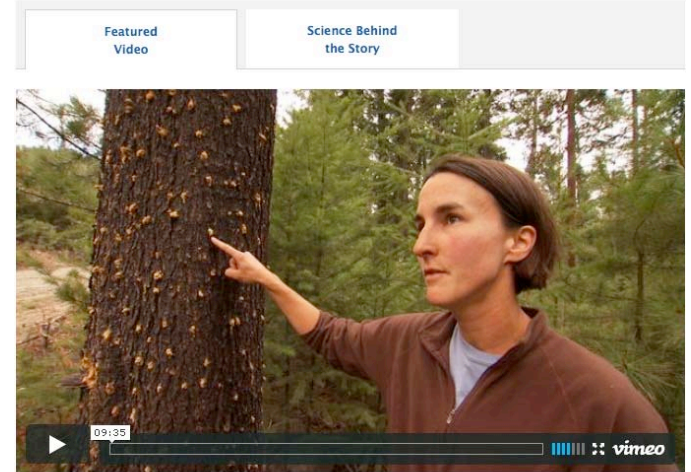


Video: The Crow Paradox



Washington: Warming and Wildfires



Originally broadcast September 2, 2009 on PBS's *The NewsHour* with Jim Lehrer

All School Meeting

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Originally published Sunday, August 16, 2009 at 4:00 PM

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Guest columnist

Save Washington's forests for public and environmental benefit

Washington's forests are endangered by development pressure, warns guest columnist Brian Boyle. A University of Washington report highlights the need for Washington state to take action soon to create more "anchor forests."

By **Brian Boyle**
Special to The Times

IN the midst of the Great Depression, a 1934 University of Washington report identified the key problem then facing the state as the rapid loss of productive forestland. This was the result of timber companies who had "cut and run" and were unwilling or unable to pay county taxes or reforest the land.

That report called for an adjustment to the tax system to "conserve all the social values for society of large forested areas."

Seventy-five years later, the UW published another set of reports about the loss of productive forestland to development. Seattle Times reporter Lynda Mapes wrote about the findings this month in the Aug. 3 news story "New strategy to save the forests: logging."

As in 1934, the 2009 UW reports call for the state to consider tax and other incentives for forestland



October 7, 2009

Mapping America's giant trees

By Peter Bowes
BBC News, Yosemite National Park



Mission

The School of Forest Resources is dedicated to generating and disseminating knowledge for the stewardship of natural and managed environments and the sustainable use of their products and services through teaching, research and outreach.

Vision

The School of Forest Resources will provide world class, internationally recognized knowledge and leadership for environmental and natural resource issues.

Core Values

- Open communication,
- Respect,
- Accountability,
- Excellence

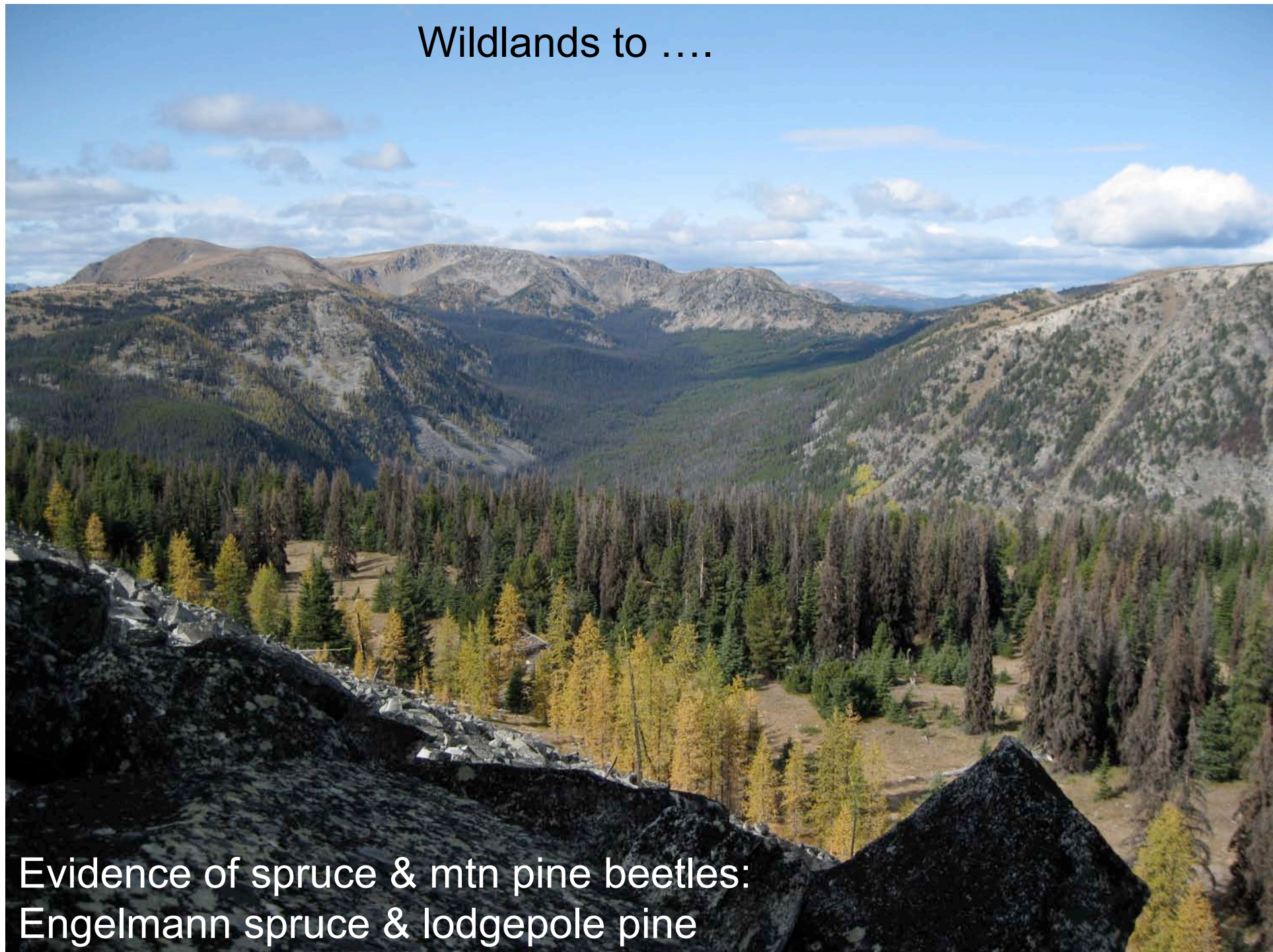
Why Remind Us of the Mission, Vision, and Core Values?

- Building on a 100 plus year legacy
- Traditions of excellence
- Tradition of Strategic Planning
- Model of Transparency

- Critical Transition from a College to a School within the College of the Environment

- Continuation of these traditions

Wildlands to



Evidence of spruce & mtn pine beetles:
Engelmann spruce & lodgepole pine

...urban environments



UNIVERSITY of WASHINGTON
School of Forest Resources



Planning Legacy - Retreat - Outcomes from the Retreat

THREE-YEAR GOAL: *Increase funding for the School of Forest Resources (e.g., UWBG)*

THREE-YEAR KEY PERFORMANCE MEASURES

Within 3 years . . .

- SFR will have \$6 million in new private funding, including an increase of 36% in private foundation contributions.
- SFR will secure \$3 million for targeted project support from the State government.
- SFR will secure \$5 million for targeted project support from the Federal government.
- SFR will increase the self-sustaining revenue stream by 15% (e.g., fee for service projects).
- SFR will increase grant and contract awards for research by at least 50%.
- UWBG will receive 100% secure and sustainable funding for maintenance and operations.

ONE-YEAR STRATEGIC OBJECTIVES:

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By December 31, 2008	Tom Mentele (lead), Fred Hoyt, Wendy Kelley and Sandra Lier	Submit a Strategic Fundraising Plan for UWBG to Dean Bruce Bare.	✓			
2. By November 1, 2009	Tom Mentele, Development Committee and Dondi Cupp, Corporate and Foundation Relations	Identify 12 prospective private foundations to be targeted for SFR funding proposals.		✓		
3. By January 15, 2010	Center/Program Directors, Advancement staff, key faculty	Increase visibility and fundraising efforts for centers and programs, including maintenance and repair for off campus and field sites.				Tasks include creating funding plan for each site that raises profile/addresses safety issues; Institute of Forest Resources (legislative amendments; website).
4. By October 15, 2009 (committee established)	New Research Group Committee membership updated by Interim Director	Facilitate development of entrepreneurial interdisciplinary teams to advance SFR interests and CoEpy opportunities to increase funding, public image, and leadership				NRG should meet soon and regularly. Tasks include mechanisms to increase and facilitate information flow.

Dot total	Dot ranking	09-10 Strategic Objectives
GOAL: Create a positive public image, both on and off campus		
42	1	Develop an outreach, communications, and external relations strategy for SFR.
GOAL: Increase the number, quality and diversity of SFR students, faculty and staff		
31	2	Maintain the quality and increase capacity of our instructional program, especially the core.
GOAL: Create a positive public image, both on and off campus		
25	3	Explore changing the name of SFR.
GOAL: Increase funding for the School of Forest Resources		
20	4	Increase visibility and fundraising efforts around centers & programs.
GOAL: Increase the number, quality and diversity of SFR students, faculty and staff		
18	5	Implement new bioresources curriculum.
GOAL: Increase the number, quality and diversity of SFR students, faculty and staff		
14	6	Explore need for volunteer coordinator for SFR.
GOAL: Take a leadership role in making the College of the Environment successful		
12	7	Involve SFR and CoEnv in state government natural resource agency reform initiative.
GOAL: Increase funding for the School of Forest Resources		
11	8	Facilitate the development of teams to advance our areas of interest and CoEnv opportunities.

Ranked #1 & 2

GOAL: Create a positive public image, both on and off campus

Dot total	Dot ranking	09-10 Strategic Objective
42	1	Develop an outreach, communications, and external relations strategy for SFR (e.g., radio/TV spots, high-profile seminars, leverage existing public audiences at centers/field sites, highlight strengths of SFR/CoENV, enhance global presence (NWEF), integrate outreach into the CoEnv, and standardize program information for strategic audiences).

GOAL: Increase the number, quality and diversity of SFR students, faculty and staff

Dot total	Dot ranking	09-10 Strategic Objective
31	2	Maintain the quality ("natural resources immersion") and increase capacity of our instructional program (class size, field trips, etc.), especially the core. ABB presents a threat to high-cost programs.

Ranked # 3 & 4

GOAL: Create a positive public image, both on and off campus

Dot total	Dot ranking	09-10 Strategic Objective
25	3	Explore changing the name of SFR.

GOAL: Increase funding for the School of Forest Resources

Dot total	Dot ranking	09-10 Strategic Objective
20	4	Increase visibility and fundraising efforts around centers & programs, including infrastructure needs at field facilities.

Ranked #5 & 6

GOAL: Increase the number, quality and diversity of SFR students, faculty and staff

Dot total	Dot ranking	09-10 Strategic Objective
18	5	Implement new bioresources curriculum.

GOAL: Increase the number, quality and diversity of SFR students, faculty and staff

Dot total	Dot ranking	09-10 Strategic Objective
14	6	Explore need for volunteer coordinator for SFR.

Ranked # 7 & 8

GOAL: Take a leadership role in making the College of the Environment successful

Dot total	Dot ranking	09-10 Strategic Objective
12	7	Involve SFR and CoEnv in state government natural resource agency reform initiative.

GOAL: Increase funding for the School of Forest Resources

Dot total	Dot ranking	09-10 Strategic Objective
11	8	Facilitate the development of entrepreneurial interdisciplinary teams to advance our areas of interest and CoEnv opportunities, with the goals of funding, public image, and leadership in CoEnv. In other words, develop research opportunities involving more than 1 person.

Retreat - Next Steps

- How and By Whom
- By When
- Material not presented but covered during the retreat - web site
 - All of the ideas on the 33 (!) cards has been captured.
 - Important to come back to these.
 - Review at each all School meeting
- Organization and planning necessary to make the next steps work

Realities

- Part of a larger group
- Fewer people
- Less money
- Increased competition
- Student numbers growing
- Increased engagement by a broader base of faculty, staff and students!