

Forestry Executive Committee Meeting Notes
Friday, August 9, 2013
Richardson Hall 115
8:00 a.m. – 10:15 a.m.

Attending: Thomas Maness, Geoff Huntington, Claire Montgomery, Laurie Schimleck, Robin Rose, Jim Johnson, Kathy Howell, Paul Doescher, Randy Rosenberger, John Bliss

Guests: Brittany Goltry, Melissa Palmer, Jeff Morrell, Marv Pyles, Helene Serewis, Dave Hibbs, Mary Gresch joined via Skype

Absences: Roger Admiral, Lisa Ganio, Steve Tesch

Notes from Jessica Fontaine

Agenda Review and Suggestions for Additional Items – *Thomas Maness*

- Updates on Architect visit-Geoff Huntington A group of well-known architects will visit in September to discuss the remodel of Peavy Hall.
- Offers are being made on faculty positions in FERM, and candidates have been selected for the Forest Operations search-Claire Montgomery
- Update on work being done in the Blodgett Track including a new culvert and falling of forest lands-Brent Klumph

Dean's Report --*Thomas Maness*

- Update on FES Dept. Head search. A draft PD has been sent to the administration group and FES faculty to finalize. The plan is to have the PD finalized next week and we are on track to interview in the late fall.
- The Campaign Development visit this week was to a ranch that already has a research agreement with the College of Agriculture. They are interested in expanding and doing something different and getting involved in watershed restoration. CoF will work to find a similar research development plan with them. Those in hydrology encouraged to go and visit next time with Thomas.
- Thomas met with the new Dean of Science, Sastry Pantula. There was interest expressed in future collaboration with COF.
- Our statewide public service funding comes from three sources: teaching funds from provost, statewide public funds from the legislator every 2 years, and the harvest tax funding, which a voluntary tax is given to us by forest industry. This year President Ray asked for a strategic plan for these funds as we move forward into the future. President Ray is asking for a commitment of what we are going to do to keep the funding coming

in the future. In addition to the joint plan written with Agriculture and Extension, the Dean would like to have a solid individual plan for CoF.

2014 Spring Award Ceremony – Melissa Palmer will seek input on the planning process for the spring award ceremony. *Discussion only.*

- The set date for the Spring Award Ceremony will be May 13th 2014. This year's awards were different with the wine bar and appetizers instead of the sit down dinner. FEC agreed that the banquet seemed nicer than the previous years but cautioned against having the awards taking too much time. The timing and efficiency seemed better this year. The biggest challenge is to get faculty to show up. Only those that were active participants seemed to be there. We need to have a better show of faculty at all of our events.

8:50 a.m. **College Positioning Statement and Messaging Platform** – Geoff Huntington led a discussion of draft synthesis of input provided by FEC members on key questions related to proposed messaging that will be previewed with external stakeholder groups.

Slide One

- What we do, the impact of what we do and what we want to do should be the focus of our mission and goals.
- The Focus made should be more positive instead of the negative scarce appeal that is noted. (in paragraph 1)
- Add intersection of.....landscapes, water, etc. that shows the large scale of what we do. Show that we are the problem solvers. The opening sentence should be on forest landscapes broaden the scope of what we do.
- "The Tree", from the trees on the city sidewalk to all the trees in the forest we cover every aspect of forestry. The tree no matter where it is.
- Use of images to define the tag of what we do.
 "Healthy Landscape Our North Star" was used as an example picture that showed every aspect and range of what we do. (The industry liked it)
- Is what we want to do in 10 years captured in this statement? Can we add diversity statement to this as well as renewable resources and so on.
- Current statement has no connection to economic product or lifestyle change
- Statement seems dated, or timeless, no real focus on the future.

Question: What would a leadership statement look like?

- Needs to be focused on future. Healthy planet, renewable, start with how we will live in the future. Claire

- The development and creation of new products and way of looking at things. New solutions to the same old problems. Hibbs
- Recognition of global communities, rethinking the relationship between the human community and the natural landscape. It's not just fixing problems its tapping opportunities that we haven't tackled. There are big opportunities.-Bliss
- Interconnectedness in people in communities, not just landscape, communities that are embedded and interdependent upon Rosenberger
- Curing the fear in people to be afraid to do anything to the landscape. Marv

Slide 2

- What makes the College of Forestry “the place” to go for answers?
- The group liked the sharply focused landscapes sentence, not the xx sentences (should be we are “the”)
- There are few colleges in forestry. Without being a full size college you cannot address the issues, because we are a full service college we can serve all the needs and we need to be clear about that, but take the approach that we encourage the collaboration with people on the outside.
- This statement makes us sound too internal, needs to state that we need to welcome outside opinions and viewpoints.-Morrell
- We have so many labs and outside research facilities in association with us and it creates a unique environment, there has to be integration in the statement about our uniqueness in the resources we have available.- Johnson
- In addition to the research here we have the vast landscape in Oregon from the coast to the mountain range to the valley to the cascades to the desert. We can watch our own landscape change and that makes us stand out from the rest.
- Collaboration should be a key word. “Collaboration to reach solutions” We need to show that we are independent yet are willing to collaborate, we are the magnet.
- Key words Crossroads, hub, nexus-Bliss
- The question was asked - What makes us better than UBC and Virginia?
- The consensus was that we should not frame ourselves by comparing to others that defines us because we are not comparable. No one else has forest engineering, how the pieces work here will distinguish us without creating a contest.
- We need to come up with a better way to live in our environment
- We need to create sustainable and resistant diverse student body and training leaders that can address these issues.

Slide 3

- Partner oriented arms open, solutions “solutions at the intersection of forest and society” (2nd bullet.)
- Be clear that humans are embedded into the landscape. We want to educate the world thru diverse groups. We want the world to get bigger and better and we will do that thru our education by trying to address the education thru the future.
- Future leaders-(bullet one) embedded into the world.
- In paragraph about resilient communities, bring health closer to the front of paragraph one. (Link with stake holders in this statement)
- We are going to educate professionals, not an elite group, leaders will emerge. We can't set up a program to cater to the elite nor should we

- We put professionals on the ground in different ways and they are the essence to what we provide. Leadership comes in many forms; students will show leadership through different avenues of their careers, we provide practical service as well.
- Bullet 3 seems to hang out on its own and doesn't really cover what we are trying to do It doesn't connect well. It needs to clearly fit and be a direct pathway all the way thru.
- Ideas: Students that are exposed to innovation and understand the ecosystems.
- Each bullet should tailor something specific.
- The quality of life should show how to manage recreation and give society the things they need to focus in the future of the world, which includes every aspect from design, technology, and science and forest management.

- Suggestions for 4 bullets
 - 1 regional reflect that our domain is growing and tie to what important to Oregon and internationally
 - 2 Partnership and not inward looking
 - 3 Needing to be connected to society issues
 - 4 People and community aspect

Slide 4

Question: What difference does this paragraph make? Why do we matter?

Suggestions:

- Delete first paragraph, very old school. Everyone agrees that its old
- Keep “credible science that the public respects.” Credible is an important word.
- Paragraph leaves out the critical word of technology. Cutting edge words like science and technology need to be embedded
- more focus needed on education and collaboration,
- The word science is too strong, science doesn't solve everything
- The word competent used and liked, forestry is not science it's an active profession

- Get Marv's one pager
- Some opinion was that we need to take the old school and make it address the future.
- Others felt that those who have abandoned old school have also abandoned forestry. Let's not do that. We need to stand hard on the fact that we are a college with forward thinking and moving forward
- Be careful in the phrasing that we don't just use forestry. The NR programs and the new FES program, not just forestry related.
- "We are the center of finding solutions for the future." We solve the problem of integrating, we are a hub but we work with others. Building on the foundation is the key."
- Thomas- Let FEC take a shot at the final before we send it out to the college.
- Point reiterated that we should send this out with images that reinforce what is in the text, not just a one pager of words, pictures i.e., a mill, a healthy community, forest scenes etc. the packaging of the statement is important.

Quick review of FEC Retreat Agenda and Pre-Read Work – *Geoff Huntington*

- Geoff reviewed the agenda for Mondays FEC Retreat, to be held at the Philomath Scout Lodge. Topics will include Graduate, Undergraduate and Research based discussions. Also some framework will be set up for the upcoming All-College Meeting in October.

Handouts: Agenda, CoF Messaging one pager, FEC Retreat Agenda

August 23rd FEC Meeting is Canceled.