

# **Communication Plan For the Missouri Society of American Foresters**

This plan defines the communication responsibilities and coordinates the communication functions of the:

- ! MOSAF Chair
- ! MOSAF Communication Committee Chair
- ! MOSAF Executive Committee
- ! MOSAF Newsletter Editor
- ! MOSAF Web Master
- ! MOSAF Committee Chairs

The Mission of the Society of American Foresters is to advance the science, education, technology and practice of forestry; to enhance the competency of its members; to establish standards of professional excellence; and use the knowledge, skills and conservation ethic of the profession to ensure the continued health and use of forest ecosystems and the present and future availability of forest resources to benefit society.

## **Communication Plan Summary**

This communication plan is comprised of five components, which have been developed to provide visibility of the Society of American Foresters, the profession of forestry and the importance of forestry to society, as well as outline the elements to improve internal communications within MOSAF.

- I. Communication Goals
- II. Measures of Success
- III. Objectives and Tactics
- IV. Responsibilities
- V. Audiences
- VI. Planning Calendar

### **I. Communication Goals**

Goal 1: MOSAF should strive to maintain and improve the technical competencies of professional foresters through the sponsorship of technical workshops and seminars.

Goal 2: To establish the Society of American Foresters and the Missouri Society of American Foresters as credible sources of information regarding natural resource management.

Goal 3: To increase public awareness of the importance of forests and the forestry profession related to environmental, economic and social sustainability of the nations forest ecosystems.

Goal 4: To establish and improve communications between the forestry profession and other natural resource disciplines and the environmental community.

Goal 5: To improve communications within MOSAF, SAF, and the forestry profession.

## **II. Measures of Success**

- A. The majority (>75%) of MOSAF members earn at least one CFE certificate and at least 50% of the membership earn multiple CFE certificates.
- B. MOSAF sponsors, co-sponsors or actively participates in at least one professional technical training workshop, seminar or training program annually.
- C. State legislators and policy makers consult with MOSAF for information and guidance related to the development of forestry and natural resource policy and legislation.
- D. MOSAF members are informed about forestry issues and are playing an active role in community, state and national natural resource issues.
- E. MOSAF is an active participant in a network of natural resource agencies, forest industry, environmental NGO's, and the general public.
- F. The general public understands the role that healthy, managed forests play in environmental protection, ecosystem sustainability, economic stability and general social well-being as witnessed by their support of and participation in, forest management programs and initiatives. They also understand the importance of foresters and the forestry profession as advocates and managers of the world's forests.
- G. MOSAF membership has increased and 50% or more of the members are either active in the Society and/or participate in forestry information, education and outreach programs.

## **III. Objectives and Tactics**

- A. Form partnerships
  - 1. The MOSAF Chair will hold a seat on the Missouri Forest Resources Committee
  - 2. The MOSAF Chair, Vice-Chair and Immediate Past Chair will participate on the Quad-Society Presidents Committee with the Missouri Chapter of The Wildlife Society, the Missouri Chapter of the American Fisheries Society, and the Missouri chapter of the Soil and Water Conservation Society.
  - 3. MOSAF will include all individuals and organizations represented on the Missouri Forest Resources Committee in all informational mailings including the MOSAF newsletter
  - 4. MOSAF will mail the newsletter to all State legislators
  - 5. MOSAF will actively solicit input and participation on forestry issues from

all appropriate agencies, organizations and interest groups in the State

- B. Develop media contacts
  - 1. Designate media reps in each MDC Region and each MTNF Ranger District
  - 2. Create a list of appropriate print and electronic media contacts in each respective region
  - 3. Provide a list of MOSAF Officers, committee chairs and regional contacts to media outlets annually
  - 4. Distribute appropriate forestry information, news releases, comments and editorials to media outlets on a regular basis
- C. Develop email and Phone lists for all MOSAF members
  - 1. Include tear sheet for reporting email address and phone numbers with all mailings and newsletters
  - 2. Create an email group and share with all members
  - 3. Establish a calling tree of members
- D. Maintain a MOSAF web site
  - 1. Investigate costs associated with leasing space on an independent server (not associated with the Department of Conservation, The University of Missouri or the USDA Forest Service), to run the MOSAF website
  - 2. Regularly update the site with appropriate forestry news and information.
  - 3. Establish links to other appropriate, related web sites.
- E. Publish a MOSAF newsletter
  - 1. Publish at least two MOSAF newsletters annually
  - 2. Establish advertising rates and guidelines for the newsletter
  - 3. Maintain a mailing list that includes all MOSAF members, National SAF, other State & multi-state societies, Missouri legislators and other appropriate Missouri forestry agencies, organizations and interest groups

#### **IV. Responsibilities**

- A. The Communications Committee Chair is responsible for chairing two meetings of the Communications Committee annually, normally in conjunction with the summer and winter MOSAF meetings. The Chair will also represent the Communications Committee on issues brought before the MOSAF Executive Committee or the general membership. The committee chair will also serve as the liason with the national SAF Communication section.
- B. The Newsletter editor is responsible for publishing the MOSAF Newsletter twice annually following each meeting.
- C. The Web Master is responsible for maintaining and updating the MOSAF website and administering the contract for the website, should the MOSAF membership direct the Communications committee to contract for an independent website.
- D. The regional representatives are responsible for maintaining regular contacts with

local media and the local MOSAF members.

- E. The Communications Committee is responsible for investigating and recommending appropriate advertising rates for the MOSAF Newsletter to the MOSAF Executive Committee.

**V. Audiences**

- A. Professional foresters including MOSAF members, the Missouri Consulting Foresters Association members, and those employed by the Missouri Department of Conservation, The USDA Forest Service, the University of Missouri, the US Corps of Engineers, the Missouri Department of Natural Resources, the US Military, the wood industry, utility companies and municipalities.
- B. Related natural resource professionals including wildlife, fisheries, soils, parks and recreation professions.
- C. State legislators
- D. Teachers and educators
- E. Media
- F. General Public

**VI. Planning Calendar**

- A. Publish the MOSAF Newsletter in March and November.
- B. Communication Committee to meet at the Winter and Summer MOSAF Meetings.
- C. Annually update MOSAF membership information on the website in February following the Winter meeting.