

<b>SGSF Communication Committee</b> Linda A. Moon, Chair	<b>2013-2014 Work Plan</b> in support of the SGSF 2010-2014 Strategic Plan
---	---

<p><b>1. Branding the SGSF</b></p> <p>By articulating a clear, consistent brand and image to a broad range of audiences, SGSF communications will help raise awareness and visibility and will encourage its internal and external constituents to take pride in the association and in conserving, protecting and enhancing the natural resources of the South. The new brand strategy will accomplish the following goals:</p> <ul style="list-style-type: none"> <li>• Build the brand image of SGSF through increased awareness of the association’s unique characteristics and excellence among internal and external audiences.</li> <li>• Create brand standards and brand components that include the logos, images, and taglines that define SGSF identity to be used for all marketing communications collateral.</li> <li>• Develop a brand management culture among SGSF members.</li> <li>• Use new and existing electronic tools and resources such as the SGSF website, social media networks</li> <li>• Work regionally to roll-out and implement the adopted branding identity and components</li> </ul>
<p><b>Goal 1</b>  <b>The Southern Group of State Foresters will strengthen its position as the recognized leader of forestry and forestry related issues in the South</b></p>
<p>Objective 3A  Implement the communications and marketing plan that identifies ways to effectively convey the SGSF mission, goals and accomplishments to include methods for written and electronic dissemination of information and the improved utilization of geospatial information products.</p>
<p>Objective 3G  Complete a communication audit/assessment with State Foresters focused on examining the effectiveness of current communication in light of goals and targeted audiences.</p>
<p>Objective 4C  Enhance and promote the use of the SGSF website to effectively communicate Southern forestry messages. Include geospatial information to more effectively illustrate the message.</p>
<p><b>Goal 2</b>  <b>The Southern Group of State Foresters will provide leadership, technical expertise, and information in the long term protection, conservation, management and utilization of forest resources and forest land, both rural and urban, , recognizing the importance of healthy, productive forests in the Southern landscape.</b></p>
<p>Objective 5D  Use social media outlets and techniques to communicate forestry management messages to private and public landowner groups.</p>
<p><b>Goal 5</b>  <b>The SGSF will provide leadership and support to state agency programs that work to manage, conserve, restore, and enhance forests to provide a sustainable supply of clean water for economic, social, and ecological benefits.</b></p>
<p>Objective 3A  Promote and encourage the use and proper implementation of Silviculture Best Management Practices (BMPs) through educational materials, training, technical assistance, incentives or other means necessary.</p>
<p>Objective 3E  Promote science based silviculture that supports the conservation, sustainable management, and functionality of wetlands.</p>

<b>SGSF Communication Committee</b> Linda A. Moon, Chair	<b>2013-2014 Work Plan</b> in support of the SGSF 2010-2014 Strategic Plan
---	---

**2. Communications position**

The SGSF Communication Specialist will promote and communicate key priorities, challenges and accomplishments of the SGSF. The position is vital to enhance and sustain promotion of efforts of SGSF. Results will include raised awareness of forestry issues, improved funding and economic development opportunities at national, regional and local levels.

Goals

- Position the South as the leader for forestry issues and for federal funding.
- Position the SGSF to lead from a proactive voice.

**Goal 1**  
**The Southern Group of State Foresters will strengthen its position as the recognized leader of forestry and forestry related issues in the South**

Objective 2D  
Evaluate SGSF and S&PF current and needed staff positions (Communications) in light of their ability to offer meaningful support to state forestry organizations.

Objective 2L  
Continue to participate in coordination and communication meetings with USFS-Southern Region S&PF leadership and SRS

**3. Cohesive strategy**

Develop a SGSF specific communications plan for reporting our accomplishments within the cohesive strategy. Two primary accomplishments:

SouthWrap

The South Wildfire Risk Assessment Portal, or SouthWRAP, is a web tool that enables civic leaders, community planners, elected officials and others to identify the risk wildfire poses to their communities. Working regionally and state by state, the communications committee will develop and implement a roll-out plan.

One Message Many Voices prescribed fire campaign

Support the campaign with more prominent positioning within SGSF and among the associations existing and we electronic tools and resources.

**Goal 1**  
**The Southern Group of State Foresters will strengthen its position as the recognized leader of forestry and forestry related issues in the South**

Objective 4E  
Be the authoritative voice on the status and trends of the south's forest resources, using documents such as state assessments and strategies and the southern wildfire risk assessment to communicate forestry issues in the South.

**Goal 3**  
**The SGSF will provide leadership, coordination and resources for effective natural disaster**

<b>SGSF Communication Committee</b> Linda A. Moon, Chair	<b>2013-2014 Work Plan</b> in support of the SGSF 2010-2014 Strategic Plan
---	---

<b>response and fire management programs. These will include the understanding of risks and benefits associated with fire in the Southern forests.</b>
Objective 3C Educate homeowner organizations, local governments and the public on all the benefits of hazardous fuel reduction and prescribed burning.
Objective 3G Develop external support for SGSF's One Message Many Voices project.
Objective 4B Develop a strategy to educate all stakeholders on wildfire prevention, fuel mitigation, defensible space and homeowner responsibility. (e.g. enlist the assistance of structural fire department in delivering wildfire prevention messages and/or adoption Ready, Set, Go and Firewise principles.)
Objective 4H Promote the use of Southern Region Fire Prevention and WUI Strategies in the development of implementation plans.
Objective 5A Promote educational initiatives to address high-risk conditions in the interface.
Objective 5D Continue to emphasize the use of Firewise principles to address WUI issues.
Objective 6D Coordinate publicity of the SWRA tool in regional and national publications.
<b>Goal 4</b> <b>The SGSF will provide leadership to enhance both existing and new sustainable forest markets, industries and services that encourage landowners and communities to conserve, enhance and protect forests.</b>
Objective 4C Work with members to package and communicate vital forest statistics and information
<div style="background-color: black; color: white; padding: 5px;"><b>4. Internal communications</b></div> <p>Work with the guidance and approval of the executive committee to identify and prioritize objectives and deliverables</p> <p>Work with committees</p> <ul style="list-style-type: none"> <li>• Compile and coordinate committee priorities.</li> <li>• Serve as communications point person to all committees.</li> </ul> <p>Help provide and promote resources to improve internal communications</p>
<b>Goal 1</b> <b>The Southern Group of State Foresters will strengthen its position as the recognized leader of forestry and forestry related issues in the South</b>
Objective 2E Develop a communications structure and protocol to inform Southern State Foresters of actions of SGSF, S&PF and SRS.

<b>SGSF Communication Committee</b> Linda A. Moon, Chair	<b>2013-2014 Work Plan</b> in support of the SGSF 2010-2014 Strategic Plan
---	---

Objective 4A  
Coordinate communication strategies among the states, federal partners and cooperators to more effectively heighten the awareness of Southern forestry issues.

**5. Markets**

Support the work of the Services, Utilization and Marketing committee by ensuring brand standards, a standard of excellence and technical assistance in communications and marketing.

**Goal 1**  
**The Southern Group of State Foresters will strengthen its position as the recognized leader of forestry and forestry related issues in the South**

Objective 4E  
Be the authoritative voice on the status and trends of the south's forest resources, using documents such as state assessments and strategies and the southern wildfire risk assessment to communicate forestry issues in the South.

**Goal 4**  
**The SGSF will provide leadership to enhance both existing and new sustainable forest markets, industries and services that encourage landowners and communities to conserve, enhance and protect forests.**

Objective 2I  
Promote the development an effective small diameter utilization program in the South to promote fuels reduction

Objective 3A  
Develop a marketing strategy and produce information products that draw the public's attention to ecosystem services provided by forests.

Objective 3D  
Create marketing tools that will assist policy makers, landowners, and the public understand the value of the array of ecosystem services the South's forests produce

Objective 4C  
Work with members to package and communicate vital forest statistics and information

Objective 4G  
Develop a marketing strategy for woody biomass that would match landowners with potential companies looking for sources of woody biomass.

Objective 4J  
Promote the preparation and distribution of market information among forest landowners, processors, investors, and entrepreneurs.

Objective 4N  
Create education materials to help landowners understand certified forest products and certified forest management systems, especially American Tree Farm System for small NIPF.

Objective 4O  
Pursue branding of southern forest products (species).

Objective 5D  
Utilize the SUM Task Force marketing plan, Communication Strategy, state assessments and strategies (forest action plans), Southern Forest Futures Project and other plans to develop marketing strategies applicable to states in the South.