



University of Wisconsin-Stevens Point
College of Natural Resources
Wisconsin Center for Environmental Education

E-mail: wcee@uwsp.edu
www.uwsp.edu/wcee

TO: Governor's Council on Forestry
FROM: Randy Champeau
RE: ECGCF Summary Minutes
DATE: September 20, 2012

Summary Minutes
Education Committee Meeting
Governor's Council on Forestry
Sept. 17, 2012

1. The Education Committee of the Governor's Council on Forestry (ECGCF) met for a full day on Sept. 17, 2012.

Members Present and affiliation:

- 1) Randy Champeau, Governor's Council
- 2) Suzanne Flory, USDA/Forest Service
- 3) Kevin Burns, Treehaven
- 4) Maggie Bishop, Trees for Tomorrow
- 5) Rebecca Gass, DNR
- 6) Al Koeppel, Kretz Lumber
- 7) Jim Hoppe, Governor's Council
- 8) Jeremy Solin, Wisconsin Center for Environmental Education
- 9) John DuPlissis, UW-Cooperative Education
- 10) Dan Peterson, NewPage (Absent)
- 11) Henry Schienebeck, Governor's Council

2. After introductions, Champeau went through the agenda (attached) and the goal of the meeting (attached).
3. Members asked for clarification on some terms and the following were generally accepted:
 - A. Education – the process of actively working to help an individual understand a particular topic idea/fact/process, etc. as opposed to “information/marketing,” where an idea/topic/fact is simply presented with the intent of the receiver accepting the information, etc. – whether understanding or not.
 - B. Outreach – going to the client/student, etc. and trying to engage them in the process of forestry education.

- C. A brief discussion or comment was made to the effect that Forestry in Wisconsin needs both "marketing" and "education."
 - D. The committee agreed they would be discussing education in its broadest sense across all sectors (i.e. K-12, citizen, professional landowners, etc.)
4. Presentations were made on the status of Forestry Education in Wisconsin by various sectors. Summary data is attached.
- John DuPlissis – Landowner Education
 - Jeremy Solin – K-12 Education & General Public
 - Kevin Burns – Continuing Education for Professionals (i.e. foresters/loggers)

The committee provided feedback and comments on the status of forestry education in the various sectors. A number of updates were provided to the existing forestry education database.

5. The committee was split into sector-groups and asked to address the questions associated with the goal of the meeting. Summaries of the sector-group meetings are as follows.
6. Summary of sector group meetings:
- A. Each of the sector discussion groups presented some great ideas relative to improving existing forestry education and/or addressing gaps related to forestry education in their respective areas. Many of these ideas are worthy of attention.
 - B. When the whole committee discussed the various sector-group ideas, there were some common thoughts that cut across sectors.
 - 1) A lot of forestry education is project based and often funded by some grant, etc. Therefore there is a problem with follow up. (i.e. Value of the effort does not go beyond the length of the project/grant). Project work is significantly lacking of evaluation (i.e. cost-benefit).
 - 2) There was consensus that there was a need for more coordination/facilitation of forestry education, especially in the landowner, professional training and citizen education sectors. This coordination/facilitation would serve to identify forestry education needs/gaps, facilitate cooperative efforts to fill those needs/gaps, evaluate and provide longevity to value added projects, etc.
 - a. There are numerous providers of forestry education, which is a strength but also a weakness. The strength is in the amount of potential services provided. The weakness is in lack of coordination, which results in duplication in some areas and gaps in others.
 - b. In the K-12 sector, there is relatively more organization of cooperative efforts due to the clearinghouse mission of LEAF. The success of the school forest program is an example of how coordinated efforts can be beneficial in terms of accomplishments and cost effectiveness.

- 3) There was a clear lack of response from committee members as to who should be responsible for this coordination of forestry education efforts within or even across the various sectors. Problems were identified with each of the stakeholders presently at the table (i.e. DNR, Private Sector, UWEX, NGOs, i.e. Woodland Owners' Association, etc.)
- 4.) It was suggested that possibly some organizing/facilitating "Cooperative" be established similar to Minnesota's Sustainable Forests Education Cooperative.

**Meeting Agenda
Education Committee
Governor's Council on Forestry
Sept. 17, 2012**

- | | |
|--------------------|--|
| 9:00 – 9:30 a.m. | Arrivals |
| 9:30 – 10:00 a.m. | Goals of the Committee |
| 10:00 – 11:00 a.m. | Overview of Forestry Education |
| 11:00 – 12:00 noon | Discussion of Existing Programs |
| 12:00 – 12:30 p.m. | Lunch - provided |
| 12:30 – 1:30 p.m. | Identification of “GAPs” |
| 1:30 – 3:00 p.m. | Development of Recommendations for the Council to consider |

Education Committee Meeting

Goal -

To identify the status of forestry education in Wisconsin, evaluate what is happening and suggest appropriate improvements and/or strategies to address existing gaps.

Questions to Explore:

1. What is presently happening in forestry education in Wisconsin?
2. Are there improvements that could be made to existing forestry education going on in the state? Additionally, who should/could/would be responsible for those improvements?
3. Are there gaps in forestry education in Wisconsin? Additionally, who should/could/would be responsible for those improvements?

Education Committee Meeting

Ideas/Thoughts generated during breakout session on:

"Professional Forester/Logger Education in Wisconsin"

This breakout session occurred after a full sub-committee meeting to discuss what is currently happening in Professional Forester/Logger training in Wisconsin. Members of this break-out session included; Henry Schienebeck - GLTPA, Al Koepfel – Kretz Lumber Company, and Kevin Burns – UWSP-Treehaven. Results of this break-out session were then shared with the full sub-committee for their input. What follows is a summary of ideas and thoughts derived through these meetings as they pertain to Professional Forest/Logger Training in Wisconsin.

1) Are there gaps in professional Forester/Logger training in Wisconsin?

- a. All members felt that YES, there are gaps in training – particularly for Professional Foresters.
- b. Professional Loggers are receiving an organized training program through FISTA.
- c. All members were in favor of making improvements to all programs for Professionals.
- d. All members also felt that training is an important factor to maintain a vibrant wood products economy and healthy forests in Wisconsin.

2) Who should be responsible for covering these gaps in training?

- a. Although we did not identify the "who", members felt strongly that this should NOT be a program run by the Wisconsin Department of Natural Resources.
- b. Members felt that this should be an Industry Stakeholder led organization with DNR involvement only as an equal or minor player.
- c. Members were also on favor of "user driven fees" for participants taking advantage of training opportunities. It was felt that this would maintain relevance for the program and retain ties to real-world training needs.
- d. A primary need identified by the committee was for an individual or entity to provide the required program organization and administration, and to develop better coordination and cooperation between training providers and those in need of training.

3) What are some recommendations to improve training?

- a. Impartial training objectives (no hidden agendas), or at least state the agenda to participants prior to registration.
- b. Develop organized programs of study that lead to a learning goal.
- c. Follow-up with refresher/in-service and advanced training opportunities on a regular and well-advertised schedule.
- d. Deliver pre-work study materials to allow participants to self-study prior to attending courses.
- e. Stress hands-on learning where ever and whenever possible.

Notes from Wisconsin Council on Forestry - Forestry Education Committee Meeting

September 17, 2012

K-12 and General Public Education focus

Participants: Jim Hoppe, Maggie Bishop, Jeremy Solin

Existing Efforts (updated in attached spreadsheet):K-12

- Forest industry tours
- Forestry organization tours (e.g., Lake States Resource Alliance)
- Higher Education e.g., Fox Valley Tech, North Central Technical College, UW-Madison, UW-SP

General Public

- Trees For Tomorrow – Forest Fest

Potential Improvements

- Improve education program delivery by providing training in educational methods
- Provide more funding for non-profits
- Increase the amount of forestry education and forestry message that is being done
- Increase support for K-12 forestry education
 - Educate administrators, school boards, parents about value of forestry education
 - Demonstrate that forestry education enhances curriculum and that learning in school forests is part of school
- Integrate more forestry education into pre-service environmental education courses
- Build/support FFA/Agriculture Education programs in schools
- Identify champions in communities with non-active school forests – these could be parents, resource professionals, teachers – LEAF to work with other interested parties to identify non-active school forests and reach out to potential champions
- Reach out to large block landowners (TIMOs) to garner their support for forestry education

Gaps in Forestry Education

- Arbor Day coordination for general public and schools
- Additional support for school forests
- Overall forestry message marketing – especially to the general public
- Measurement and assessment tools to set baselines and determine impacts
- Incentives for non-industrial, non-MFL owners to manage their lands
- Trust of the industry and agencies by the general public
- Involvement of forestry professionals delivering education programs for schools and public
- Ability to tour forest products facilities due to liability concerns

Gaps

Goal Orientation

As a part of the report out to the group the issue came up that a Gap was a lack of explicitly stated goals for forestry education and outreach.

- ❖ What do all of the organizations engaged in Education and Outreach share in common?
- ❖ How do we cooperate?
- ❖ What opportunities exist for further cooperation?

Marketplace

The idea here is that the demand for sustainable (certified) products is business to business.

- ❖ What is the role of the marketplace educate the public about their products and sustainable forest management.
- ❖ Where are the examples of this happening?
- ❖ Who can take the lead in making this happen?

Reaching the Unengaged

There was some discussion regarding how much do we really know about these folks. Some work has been done but more could be done that is Wisconsin Specific.

- ❖ We don't know who these folks are or how to reach them
- ❖ These folks don't know who we are
- ❖ They may know but don't care because
 - They don't trust us (DNR, Extension, Industry, loggers, woodland owner organizations, etc...)
 - Managing their woodlands is not a priority right now

Religious Organizations

This was part of the discussion on Social Sciences and working within communities. The example provided was the National Association of Conservation District's Annual Stewardship Week program <http://www.nacdnet.org/stewardship/2012/>

This is linked to an improvement identified as "Communicating with Woodland Owners"

What Education and Outreach methods work best?

We discussed current methods

- ❖ One-on-one... Peer-to-peer networks like Woodland Advocates
- ❖ Small Groups... Extension Workshops like Learn about your land
- ❖ Large Groups... Field Days like Tree Farm or Kretz

How do we support woodland owner / habitat management organizations in their mission?

We discussed the informal nature of existing cooperation. A common mission and opportunities to have folks get to know us and we them but couldn't more be done?

Improvements

We discussed the need for better information (Social Sciences) specific to Wisconsin.

- ❖ Who are these folks?
- ❖ How do we reach them?
- ❖ How do we build trust relationships?

Examples of on-going work that could be looked at was the Driftless Forestry Network

- ❖ Who are these folks?
 - Using the Sustainable Family Forest Initiative's Market Segmentation work <http://www.sustainingfamilyforests.org/index.html>
- ❖ How do we reach them?
 - Peer-to-peer networks <http://mywisconsinwoods.org/woodland-advocate-program>
- ❖ How do we build trust relationships?
 - Aldo Leopold Foundation as the lead / managing organization

Communicating with Woodland Owners

This issue was raised as an opportunity for improvement among WDNR Foresters (initial contact) and Cooperating Foresters (Plan writing, timber sale administration, etc...)

- ❖ What, if any, training do foresters receive regarding working with the diverse landowners who make up our clientele?
- ❖ Training of the professional will determine the success of the program

Where is the Organization among all of the stakeholders engaged in education and outreach?

There is a strong informal network of cooperation that works to avoid duplication of effort and provide "non-financial" support. Specific examples were provided.

- ❖ Who should be responsible for coordination of education and outreach efforts?
- ❖ The idea of a Forestry Education Cooperative similar to Minnesota's Sustainable Forests Education Cooperative <http://sfec.cfans.umn.edu/> was discussed.

This is also identified as a Gap under goal orientation

More is (can be) better when there is organization

Comment from the group... There is a problem with spending time and money on stakeholder organization because granting agencies do not see coordination of effort as a measureable impact.

- ❖ What do we give up if we do this?
- ❖ How could we change this?

A	B	C	D	E	F	G	H	I
	MFL Division	WNDA Members & woodland owners	Grant support/ReopPage Corp/LL Bean/USFS/DNR	Forest certification for nonMFL woodland owners in central WI	In the start up phase			
24	Wisconsin Tree Farm Committee	Tree Farmers and woodland owners	SFI Grant / WDNR Grant / Participant Registration, Fees	Topics vary from year to year and location to location.	Announcements specifically target all woodland owners			
27	Industry Family Forest Programs	Woodland Owners, especially those who have sold timber to their company but open to all	Self-funded	Multiple topics by a variety of speakers. Topics vary from year to year.				
28	Bell Lumber & Pole	Woodland Owners, especially those who have sold timber to their company but open to all	Self-funded	Multiple topics by a variety of speakers. Topics vary from year to year.				
29	Woodland Owners	Woodland Owners	Grant support / Alliant Energy / Participant Registration	Provide training and education for landowners in the Baraboo Hills area. Participants knowledge and experience varies widely.	Topics vary but are classed broadly under the following topic areas: - Identifying the biotic community - Understanding threats to your land - Developing stewardship skills - Refining your vision	Extremely Popular in the Baraboo Hills area. Burning and chainsaw safety classes are generally oversubscribed.		
30	Woodland Owner Cooperatives	Members / Woodland Owners	Participant Registration Fees	Topics vary but are classed broadly under the following topic areas. Determine objectives for a management plan, Care for and get to know your own woods, Use a chainsaw safely, and Explore the diversity of forest products.				
31	Partners in Forestry	Members / Woodland Owners		Workshop or seminar topics vary and are held at irregular intervals.				
32	Outreach							
33	Sponsor	Audience	Funding Source	Program Description - what do they do?	Notes	Notes	Notes	Notes
34	Wisconsin Family Forests	Woodland Leadership Institute / Master Woodland Steward / COVERTS graduates	Grants / UWEX / UWSP	Prepare advocates to work with woodlands owners and connect them to the financial and technical resources that will help them meet their goals.	Training on interpersonal communication skills and financial and technical assistance programs available to woodland owners. This program builds on knowledge gained through participation in Woodland Leadership Institute, Master Woodland Steward, and /or COVERTS	Candidates are selected based on input from local WDNR forestry staff		
35	WDNR Forestry	Private Forestry Assn	Property taxes	Initial contact with woodland owners. DNR Foresters walk the land with the owner(s) provide discussion opportunities and may provide recommendation for next steps in follow-up communication.	New focus as a part of the WDNR Forestry's strategic plan details to be addressed in Private Forestry Business Plan			

Continuing Forestry Education for Professionals (Foresters and Loggers)

Sponsor	Program	Audience	Funding Source	Program Description - what do they do?	Notes
WDNR	Cooperating Foresters Meeting (annual)	Consulting and Industry Foresters who provide services to private landowners in the Wisconsin Tax Law Programs.	WDNR / Registration Fees	Primarily used as a venue to update Cooperating Foresters on the State Tax Law requirements, including BMP's.	Cooperating Foresters are required to attend this meeting to maintain their status as a WDNR Cooperating Forester.
WDNR	Various Workshop Topic Areas (as needed)	Foresters / Loggers	WDNR / Registration Fees	Topic based training workshops developed to respond to a need such as invasive species, insect/disease issues, BMP revisions, etc.	Many of these workshops are also designed to instruct on compliance with State forestry initiatives and Department needs (ie. WISFERS, Tax Law Plan Writing, BMP's, etc).
UW System / Extension	Various Workshop Topic Areas (as needed)	Foresters / Loggers	Grant / Registration Fees	Topic based training workshops developed to showcase emerging forest science, technology, and research results.	These courses are typically co-sponsored by some, if not all of the other organizations listed here.

Sponsor	Program	Audience	Funding Source	Program Description - what do they do?	Notes
---------	---------	----------	----------------	--	-------

Topics vary from year-to-year. The schedule is made up of multiple short break-out sessions and covers a wide range of topics that rarely repeat with any frequency.

Society of American Foresters (SAF)
 Various Workshop Topic Areas (annual)
 Foresters
 SAF / Registration Fees
 The Wisconsin State SAF meeting and the National SAF meeting are both multi-day events with high attendance.

Topics vary from year-to-year. The schedule is made up of multiple short break-out sessions and covers a wide range of topics that rarely repeat with any frequency.

Association of Consulting Foresters (ACF)
 Various Workshop Topic Areas (annual)
 Consulting Foresters
 ACF / Registration Fees
 The National ACF Conference is a multi-day event with high attendance. Topics also include business management and accounting.

This is actually a program of study designed for participants to attain, and maintain SFI certification.

Forest Industry Safety Training Alliance (FISTA)
 Various Workshop Topic Areas (published schedule of courses)
 Loggers / Foresters
 Grant / Registration Fees
 This is a well organized program with a set of "core" courses, and numerous "optional" courses. Courses are repeated throughout the year and offered at various locations and times throughout the State.

Sponsor	Program	Audience	Funding Source	Description	Notes
---------	---------	----------	----------------	-------------	-------

Typically 1/2 day to multi-day training sessions. Most are sponsored by software/equipment vendors training on their respective products.

Other
 Various Workshop Topic Areas (as needed)
 Foresters / Loggers
 Free / Registration Fees
 The Free workshops tend to be product demo's, while the for pay courses can be very good, but they are usually quite expensive.

Overall Comments:

Continuing Education for Professional Foresters, when available, is typically of high quality and addresses an identified need in the workplace. Unfortunately these sessions are almost always at a single venue on a single date, and are not repeated throughout the year. So, if a Forester cannot make the training due to other circumstances, there is no option to re-take at a later time/location. Additionally there are typically only 2-3 good training opportunities per year in Wisconsin. The organizations listed above (and many more not listed) must cooperate in setting-up and running these training sessions as a necessity. Other than FISTA, all of the organizations listed above have other mission priorities that take precedence over planning and organizing training. As a result of this, most Forestry Continuing Education in Wisconsin is essentially a "volunteer" effort.

FISTA is the exception to this. With a paid coordinator, the FISTA training is well organized - sessions are advertised well in advance of the training, repeat courses are offered at various times and locations throughout the State, certificates are offered for course completion, and a record of participants is maintained.

A	B	C	D	E
1 This section is forestry education provided through K-12 audiences - e.g., students, teachers, camps, after school.				
2 Program	Audience	Funding Source	Program Description - what do they do?	Notes
3 Arbor Day	PK-12 students, especially 4th grade	DNR and other programs	Support for Arbor Day events including a Capitol tree planting and local events	Many organizations and businesses involved - statewide and local
4 DNR Fire Prevention Education	K-12 grade education through classroom presentations	Federal grants	targeted in high fire hazard areas and considered on case-by-case basis utilizing Smokey, LEAF and DNR materials	reduced classroom presentations from past efforts
5 Earth Partnership for Schools	K-12 grade teachers	Grants, UW-Madison	Support ecological restoration on school grounds. Primarily provide training for teachers in ecological restoration and curriculum connections.	started with prairie focus, but also includes woodlands
6 Envirothon	High school students	Volunteer/Wisconsin Land & Water Conservation Assoc/Canon	Contest that includes forestry component	UW-SP Forestry Outreach supports this event
7 LEAF	K-12 grade teachers and full schools	DNR through forestry account of the conservation fund, Program revenue, UWSP match	Develop WI forestry literacy and integrate forestry concepts into school curriculum through teacher professional development, curriculum development and distribution, and school forest coordination.	LEAF was created to be the comprehensive K-12 forestry education program in the state - it works with all other partners to integrate services and resources
8 Log-A-Load for Kids	K-12 students	Great Lakes Timber Producers Association and members	Timber harvest with proceeds going to Children's Miracle Network includes a field day for students to observe and learning logging process	Driven by members of GLTPA so location and student involvement changes by the year.

A	B	C	D	E
Program	Audience	Funding Source	Program Description - what do they do?	Notes
2				Every nature center and camp is different: LEAF has worked with several to nature centers and camps to develop or enhance their forestry education programs
9	PK-12 students (some teachers)	Grants, program revenues	Field experiences for students, some include a forestry focus	Part of a national network of states offering PLT training and resources
10	PK-12 grade pre-service teachers, some in-service teachers	DNR, grants	Provide training and activity guides to pre-service and in-service teachers	
11	6-12 grade students	volunteer/WSO	contest on forest ecology and management as part of the overall Wisconsin Science Olympiad event - 2012 & 2013	Partnership between WI-SAF and LEAF
12	K-12 grade students and teachers	Program revenue, grants	Provide field experiences in northern WI for students from throughout Wisconsin; provide summer teachers workshops	The only accredited natural resources K-12 school in the state.
13	High school technology education students	Forest industry (especially local industries that partner with specific schools), grants	WoodLINKS Wisconsin provides educational tools and resources to teach manufacturing processes and technologies that are used in the forestry/wood products industry.	21 schools in WI
14	K-12	industry	Various programs for students	Varies by company
15	K-12	industry - primarily, grants	Various programs for students	Varies by organization and funding

A	B	C	D	E
This section is forestry education provided to all other audiences - e.g., general public, Tribes, Legislators				
Program	Audience	Funding Source	Program Description - what do they do?	Notes
3	DNR-Forestry outreach Public, homeowners	DNR, federal grants	program-specific outreach including invasive species (EAB, Gypsy moth, invasive plants), urban forests, and fire prevention (Community Wildfire Protection Plan, FireWise)	DNR- Forestry is currently doing an assessment of their outreach and education efforts
4	Forest Exploration Center General public	Private fundraising, DNR	Site-based programs in Milwaukee, potential for charter school connection	Not in operation yet
5	Legislative tour State legislators	Council on Forestry/partner programs	Forest industry and management tour to increase understanding of status and issues of forest industry	Partnership between Council, UWSP Forestry Outreach and GLTPA
6	Menominee Tribal College - Sustainable Development Institute Tribal college students, forest industry, general public, K-12	Grants	Varied - Focused on Menominee Tribal management	Varied programs depending on funding
7	Nature Centers General public	Grants, program revenues	Programs for general public, some have forestry topics	Every nature center is different.
8	Wisconsin State Parks and Forests General public, families	DNR	Programs and printed materials for parks and forest visitors	Varied programs depending on location and current issues (e.g., EAB)
9	Forest Fest - Trees For Tomorrow General public, families	TFT funding - program revenue, grants, sponsorship	Public event with related organizations and businesses with a forestry focus	Began in 2011