

**Forestry Executive Committee Meeting Minutes**  
**Friday, April 10, 2009**  
**8:30 a.m. – Noon**  
Richardson Hall 115

**Members Present:** Darius Adams, Tom Adams, Roger Admiral, Barbara Bond, Steve Hobbs, Ed Jensen, Jim Johnson, Brenda McComb, Tom McLain, Claire Montgomery, Hal Salwasser, and Steve Tesch

**Guests:** Eric Hansen, Randy Rosenberger, Kathleen Guizollet, Paul Adams, Caryn Davis

**Minutes:** Nathalie Gitt

FEC website: <http://www.cof.orst.edu/cof/admin/execom/index.php>

**Handout Materials Provided to FEC Members:**

Departments and Department Heads Reviews Timeline for 2009  
(Katherine Morris)

Strategic Vision for 2014 Draft Report (Steve Hobbs)

**Miscellaneous**

**COF Students Awards Ceremony Update – Ed Jensen**

The Students Awards Ceremony is scheduled on Wednesday, May 6 from 5-8 pm. Faculty are encouraged to attend this college celebration. Registration information will be emailed soon and details will be posted in the COF Today. Kira Hughes is the contact if you have questions about this event.

**Fernhopper Day Program Update – Steve Tesch**

FERM Dept. – Jack Walstad agreed to coordinate a mini program on fire and fire management. Arne Skaugset will do a presentation on water and watershed

FES Dept. – Mark Harmon and Olga Krankina will do a program on carbon and forests.

WSE Dept. – Committee is meeting today to discuss content of their program (featuring Wood Magic).

Students Focus – Include senior projects

**Action Items:**

Need titles and speakers for the program. Info should be posted by next Wednesday. The Focus of Forestry will be mailed out next week. Ed Jensen is planning an activity after the program. The committee will meet on Monday,

April 13 at 4:00 pm to finalize the program.

### **Department Reviews Timeline – Steve Tesch**

The planning for the departments' reviews was discussed. The College report to the Provost is due on August 1<sup>st</sup>. Katherine Morris will coordinate the scheduling of the Departments' reviews with the Dean and Associate Deans. As of now, two dates are on hold for these meetings: July 23 and 24. Katherine will email information on report template to FEC in early May soon as it is available. The template will remain mostly the same with some small changes.

#### **Action Items:**

Dean's Office needs input from the departments by end of June.

Dean and Associate Deans' meetings with Department Heads are to be scheduled in July.

Final report will need to be ready to submit to the Provost's Office by the end of July.

### **FT Appointments for next FY – Roger Admiral**

OUS is working on a fixed term appointment policy for the next fiscal year. More info will be out within a month.

#### **Decision:**

FEC recommended establishing a college policy. For now, this issue is on hold until we receive more clarification from the University.

### **COF Budget Status -- Hal Salwasser**

Hal reported on the current budget issues, legislative hearings, capital campaign meetings he attended at the end of March and during the first two week of April.

#### **Budget:**

Statewides Budget: Ed Ray's message conveyed instruction on how to plan for the next biennial budget. The message included speculation that the Statewides will receive a 30% reduction and E&G a 10% cut. Increasing tuition by 9% or so will help keep reductions to the E&G portion lower than the Statewides.

State Board of Higher Education Meeting: Hal and Scott Reed did a presentation at the State Board of Higher Education on April 3rd about OSU Extension Service to illustrate its value to the State. The Board engaged in the discussion and it appeared they recognized the impacts of the programs. The presentation

will be expended to include the FRL and Ag Experiment Station for other uses with the Legislature. Scott Reed will be representing the 3 units at the Joint Ways and Means Committee hearings, scheduled on April 28.

**Action Items:**

Hal will send a copy of the PPT presentation to FEC after when it gets approved. The presentation will include impacts of the 30% reduction of the FRL appropriation.

Academic Deans Meeting: The purpose of the April 8<sup>th</sup> meeting was for the Deans to identify pathways to a 30% reduction. The Deans will continue to meet couple times a week until they have their recommendations ready.

**Public Hearings:**

HB 2214: The forest products harvest tax bill was scheduled for a public hearing with the House of Agriculture and Natural Resources and Rural Communities Committee. (OFIC did not support the bill at this time.) The work session made the decision to refer the bill to the floor. There was strong support by Democrats toward the industry. The current harvest tax is .92 cents for the COF, but must be reauthorized for this biennium.

**Capital Campaign:**

OSU Foundation Meeting: On April 7<sup>th</sup> Hal attended a meeting about potentially naming the College of Forestry through a large gift.

**Strategic Planning Team (SPT) Report – Steve Hobbs**

Steve reported on the progress of the draft report from the Strategic Planning Team, which is still a work in progress. The SPT is not yet ready to release the report. They are planning to meet on April 16 to make additional changes.

The SPT charge was essentially to create a vision for the future of the college from a programmatic standpoint (teaching, research, and outreach) and to develop initial ideas for the College's identity and themes to be emphasized by 2014. To build the report, SPT went through a series of meetings and an SPT retreat on April 2. Considerable time was devoted with focus groups to conduct SWOT and SWOT-like analyses (strengths, weaknesses, opportunities, and threats) both internally and externally. SPT members held four meetings with members of the College, a meeting with the Oregon Forest Research Laboratory Advisory Committee, stakeholders in Portland, interviews with 11 opinion leaders who were individuals with broad experience at the policy level with forests and forestry in Oregon, and seven academic forestry administrators (Colorado State University, University of Georgia, University of Idaho, University of Minnesota, Mississippi State University, University of Montana, North Carolina State University). The latter interviews were conducted to learn more about programs

at other institutions and any changes recently made or under consideration and the reasons for them. The SPT also relied on previous reports such as the 2007 Mega Trends Report developed internally by a faculty committee. All the information was evaluated. Out of this came a picture of changing needs in the state and this will be described in the report.

FEC member who are not members of SPT gave their feedback. Hal is in support of the work of the SPT.

**Action Items:**

Hal suggested the FEC and SPT read the executive summary of the FAO's recent State of the World Forestry to set ourselves in a global context – Hal will send the URL.

Themes will need to be shared with the faculty to get feedback.

Committee must get draft to the FRL Advisory Committee prior to its meeting on May 5<sup>th</sup>.

**Branding, Messaging, and Marketing the CoF for Future Leadership –  
Luanne Lawrence, OSU VP for Advancement**

Luanne made a presentation on OSU integrated marketing communications (IMC). The IMC goals are to articulate OSU' contemporary relevance, value, and impact; enhance key constituent relationships and perceptions; and develop and implement an integrated approach to marketing.

Other topics presented:

- OSU's Brand Positioning

- OSU Message Platform

- (Intention: What we exist to do; Benefit: Why it matters; Value: What the brand will stand for overtime, operating principle; Personality and Stance: The face we show the world, how we get it done)

- Stewardship of the Natural World

- Audience Strategies

- Implementations Priorities

- Communications Audit

- Brand Oregon (for OSU publications)

- Proof Points

- Implementations – “Powered by Orange” More information is available at <http://poweredbyorange.com/>

- National tactics and implementation priorities

- Levels of engagements and marketing strategies

Luanne made some comments about social media, new strategic vision for COF and new marketing approach (i.e. brand the forests – interpret the forests)

FEC members discussed how the new marketing approach applies to COF Strategic Plan.

**Action Items:**

The College of Forestry will be invited to upcoming trainings. Luanne will email her PPT presentation. Steve will send Luanne the list of COF water experts.