

Technical Advisory Committee

Focused on promoting forest management and helping landowners manage forests.

- Shares existing technical resources (expertise, print media, videos, etc.) through IFA channels.
- Identifies gaps in existing resources and develop new tools to fill them.
- Delivers helpful information in a variety of formats appropriate for the material.
- Assists the Legislative/Policy Committee with position statements.

Potential Tasks for 2014-15

- Meet quarterly, or as needed, in person or via Go-To Meeting to complete chosen tasks
- Forward useful links and helpful articles for sharing with IFA members
- Line up topics/presenters and facilitate ___ webinars for Illinois forest landowners
- Survey webinar/event participants to improve programs and learn other topics of interest
- Advise on Land Dreams project curriculum development – what should be included?
- Assist the Membership Committee with a short survey to assess Illinois landowner and IFA member needs
- Work with the Legislative/Policy Committee to prepare draft position statements about the Illinois State Tree Nurseries and State Forests
- Work with the Landowner Advisory Committee to choose a topic that is in need of IL coverage, determine the best format for presenting the information, and draft a rough outline of content for use in a grant proposal
- Review NRCS's Regional Conservation Partnership Program and advise the board on the requirements and benefits of IFA participation
- Seek permission to adapt another state's useful publication for Illinois
- Occasional review of selected IFA newsletter articles for technical accuracy
- Write original articles for the IFA newsletter on timely topics of interest (individual task)
- Develop a list of suggested seasonal articles for future issues of the IFA newsletter
- Advise on development of regional events, and participate as needed and available
- Advise on program ideas and recommend speakers for the Annual Meeting
- Suggest/forward content suitable for posting on the IFA Facebook page

- Other _____

- Other _____

- Other _____

Skills and Interests Needed

- Technical expertise in subject matter of interest to Illinois forest landowners
- Desire to help landowners
- Written and verbal communication
- Knowledge of programs
- Familiarity with Go-To Meeting and Go-To Webinar

IFA Mission

The mission of the Illinois Forestry Association is to act on issues that impact rural and community forests and to promote forestry in Illinois

IFA Vision

The vision of the Illinois Forestry Association is to be a highly effective, “go to” community of well-informed property owners who are managing their trees and forests and are influential with their peers and government.

Five Goals

1. Promote forest management and help landowners manage forests
2. Educate members and the general public
3. Policy advocacy for IL Forests
4. Understand/engage members and increase membership
5. Efficient and effective IFA governance

GOAL 1: Promote forest management and help landowners manage forests

Lead IFA Committee: Technical Advisory

Strategy 1.1: Utilize existing technical resources – expertise, print media, videos, etc.

Action 1.11: Maintain an active IFA Technical Advisory Committee.

Action 1.12: Maintain a current library of relevant informational resources on the IFA website.

Action 1.13: Utilize available literature of interest to our members, including but not limited to Call before you Cut, Selling Timber, Forest Trees of Illinois, and Forestry Best Management Practices (BMPs) for Illinois.

Strategy 1.2: Identify gaps in existing resources and develop new tools to fill them.

Action 1.21: Engage landowners on the board in identifying needs/gaps.

Action 1.22: Conduct simple member surveys via email, post webinar, and/or during events to assess member needs.

Action 1.23: Identify useful programs/publications from other states and adapt to Illinois.

Action 1.24: Develop original publications and presentations as time and funding permit.

Strategy 1.3: Deliver helpful information in a variety of formats appropriate for the material.

Action 1.31: Solicit and review original articles for the quarterly IFA newsletter.

Action 1.32: Develop content for bi-weekly email blasts to members.

Action 1.33: Develop timely press releases on newsworthy topics as they arise.

Action 1.34: Recruit experts and conduct webinars on topics of interest to our members.

Action 1.35: Inform members about other webinar opportunities that may be of interest.

Action 1.36: Provide direct experiential learning opportunities via workshops, field days, and the Annual Meeting.

GOAL 3: Policy advocacy for IL Forests

Lead IFA Committee: Legislative/Policy

Strategy 3.1: Develop position statements on issues of particular concern and review/update periodically with the assistance of the Technical Advisory Committee.

Action 3.11: Review existing position statements and modify, as needed, to maintain usefulness.

Action 3.12: Prepare new position statements on emerging issues, e.g. state tree nurseries.

Strategy 3.2: Monitor/respond to state and federal legislative activity relevant to Illinois forests.

Action 3.21: Follow and share the legislative updates of partner organizations, including Illinois Farm Bureau and Illinois Arborist Association.

Action 3.22: Make personal contacts with key members of the IL General Assembly and their staff members to register support, opposition, or simply remind them of IFA interests if no particular issue is in play.

Action 3.23: Plan an annual Lobby Day for IFA, or participate in a partner organization's similar event.

Strategy 3.4: Proactively influence state and federal programs relevant to Illinois forests.

Action 3.41: Maintain IFA representation on the NRCS State Technical Committee.

Action 3.42: Participate in formal IDNR opportunities for input, including Conservation Congress and the Trail of Tears State Forest Working Group.

Action 3.43: Participate in Illinois Forestry Development Council meetings and events.

Action 3.44: Diligently monitor, respond to changes, and aggressively encourage appropriate use of Forestry Development Act funds.

Action 3.45: Develop position statements on the state tree nurseries and state forests to encourage their ongoing viability and maintenance.

Action 3.46: Work with key legislators to develop original legislation, as needed and appropriate.

GOAL 4: Understand/engage members and increase membership

Lead IFA Committee: Membership

Strategy 4.3: Seek opportunities to include IFA recruitment materials in the mailings, events, and other activities of partner agencies and organizations.

Action 4.31: Prepare an annual recruitment letter for inclusion in DNR's IFDA renewal mailing.

Action 4.32: Investigate the possibility of a reciprocal mailing to Illinois Tree Farmers, Walnut Council members, etc.

Action 4.33: Participate in the Tri-State Forest Stewardship Conference, Farm Progress Show, and other opportunities to visit directly with IL landowners.

Action 4.34: Meet with District Foresters to explore localized opportunities to pass information along and engage potential members.

Strategy 4.4: Reach prospective members with information that encourages and facilitates membership and/or financial contributions to the cause.

Action 4.41: Increase the reach of the IFA Facebook page by posting items of interest to members.

Action 4.42: Develop a blog that will encourage more in-depth understanding and following of the issues on the IFA radar.

Action 4.43: Explore the possibility of a free newsletter, not to replace our quarterly mainstay, but to secure a mailing list of prospective members and the opportunity to legally reach out to them in accordance with email spam laws.