

Michigan Tree Farm Committee

Working Together to Build Our Future

December 2014 to December 2020

Updated June 2018

Renew in 2021

STRATEGIC PLAN



Facilitated in 2014 by:
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2014 PARTICIPANTS

Boots Martell	Chair MTFC, Weyerhaeuser
Scott Robbins	Administrator MTFC, Dir of SFI & Public Affairs, MFPC
Brandon Bal	District Chair MTFC, American Forest Management
Jerry Grossman	Group Tree Farm Representative, Grossman Forestry
Keith Martell Jr	District Chair, Martell Forestry
Dean Reid	District Chair, D&S Forestry Services
Karen Serfass	Forest Owner, Treasurer, MTFC
Steve Shine	MDARD, Manager Conservation Programs
Dirk Shorter	Landowner, Emmett Conservation District
Mike Smalligan	Forest Stewardship Coordinator, DNR
Tom Stone	Past Chair MTFC, Retired MDNR
Amanda Sumerix	Director of Communications, MFPC
Sara Anrrich	AFF, Manager, ATFS Volunteer Capacity
Tom Davidson	Facilitator, Leadership Nature

Participants for the 2018 Update

Scott Robbins, Brittany VanderWall, Kayti Brinkman, Julie Crick, Nick Sanchez, Amanda Hattis, Ben Schram, Winona Genther, Gary Bucklin, Travis Kangas, Nia Becker, Josh Shields, Nikita Brabbit, James Gray, Jim Malloy, Amy Baumgartner, Sally Hightower, Purnima Chawla, Ravi Singh, Mike Smalligan

SUMMARY OF STRATEGIC GOALS

- #1 Utilize Database.** Help inspectors and committee members fully utilize the online database at www.ATFSdatabase.org for all relevant Michigan Tree Farm business.
- #2 Financial Stability.** Generate at least \$30,000 per year to cover annual operating costs.
- #3 Inspire Tree Farmers.** Retain 750 certified Tree Farmers who are active in their forest and community. Attract 75 new Tree Farmers every year.
- #4 Engage Inspectors.** Train and engage 100 foresters to be active Tree Farm Inspectors.
- #5 Committee Capacity.** The Michigan Tree Farm Committee is effective at administering the American Tree Farm System in partnership with the American Forest Foundation.
- #6 Strategic Partnerships.** Collaborate with other organizations to positively influence private forest landowners in Michigan.

#1 Utilize Database. Help inspectors and committee members fully utilize the online database at www.ATFSdatabase.org for all relevant Michigan Tree Farm business.

Action Item	Lead Person	Other Contributors	Target & Due Date	Impact Measure
Secretary train committee members how to utilize database.	Secretary Nick	Full Committee	Ongoing and at least once a year.	All committee members regularly use the database.
Facilitator should train new and current inspectors on the use of the database.	Facilitator Mike	Active inspectors – Regional coordinators (identifying inspectors)	Ongoing and at least once a year.	100% of active inspectors utilizing the database
On-going database maintenance following communications (after inspections and mailings, and emails)	Communications Amanda and Secretary Nick	Full Committee. Inspectors.	Following biennial mailings, emails, ongoing.	Less than 2.5% returned mail/email
Inspectors submit 004 form electronically by emailing a pdf or using www.ATFSdatabase.org	Regional Coordinators	Full Committee. Inspectors.	100% of inspections. June 2018	Reduce paperwork and increase efficiency.

#2 Financial Stability. Generate at least \$30,000 per year to cover annual operating costs.

Action Item	Lead Person	Other Contributors	Target & Due Date	Impact Measure
Maintain 501(c)3 status	Administrator - Scott	Treasurer – Julie	Obtained status in 2015. Submit annual 990 in Q1.	Ability to receive tax deductible donation
Evaluate how other states finance their state committee	Chair – Brittany	Attendees to National Leadership Conference	Annually following NLC	Mimic other state’s effective strategies
Develop financial plan and materials to explain finances to potential donors	FAP Specialist - Ben	James Amanda	September 2018	Donors understand financial needs.
Identify potential donors outside of Tree Farm (corporations, foundations, government)	Chair – Brittany	Full Committee. AFF regional development Staff – Beth, Melissa, Nathan	Identify 10 potential donors each year by annual budget meeting.	Obtain 5 donations from outside partners.
Solicit current Tree Farmers for donations	Communications - Amanda	Chair – Brittany	1-At least one hard ask per year for donations. 2-Include return envelope with every communication.	20% of Tree Farmers send in a donation.
Explore other sources of funding	Vice Chair - Kayti	Full Committee	Diversify funding sources	5% funds from nontraditional sources
Provide Annual Report of financial activity.	Communications - Amanda	Facilitator - Mike	Develop and send Annual Report every January.	Tree Farmers understand and value Tree Farm.

#3 Inspire Tree Farmers. Retain 750 certified Tree Farmers who are active in their forest and community. Attract 75 new Tree Farmers every year.

Action Item	Lead Person	Other Contributors	Target & Due Date	Impact Measure
Develop stories on why landowners love being a Tree Farmer	Communications – Amanda and Nia, Nick, Dave	Tree Farmer of the Year – Sally, Bob, Mitch. Field Day hosts.	Five stories per year by October of each year.	Landowners know why they should be a Tree Farmer
Use social media	Communications - Amanda	Inspectors	A photo is taken at every inspection. Ongoing.	Weekly photos of Tree Farmers
Distribute national brochure with Michigan insert	Facilitator - Mike	Full Committee and Active Inspectors	Every inspector has 10 brochures.	Inspectors give away the brochures.
Host annual Field Days	Vice Chair - Kayti	CD foresters	10 Field Days each year	250 participants and 50 new Tree Farmers
Develop and award the Outstanding Tree Farmer of the Year	Vice Chair - Kayti	Regional Coordinators	One nomination per region	Michigan OTFY is nominated for regional OTFY
Provide phone or on-site inspections for all Pioneer Tree Farmers	Regional Coordinators	Inspectors	Inspect all 400 Pioneer Tree Farmers by 2021	Minimize Tree Farmers and time in Pioneer status
Regular communication to all Tree Farmers	Communication - Amanda	Facilitator - Mike	Annual report, newsletter, fundraiser	Tree Farmers are informed and engaged
Host statewide meeting	Vice Chair - Kayti	Full Committee Michigan Forest Association	One statewide meeting	10% of Tree Farmers participate in meeting
Provide inspections to all certified Tree Farmers	Regional Coordinators	Active Inspectors	Inspection every five years	Pass third-party audit in 2019

#4 Engage Inspectors. Train and engage 100 foresters to be active Tree Farm Inspectors.

Action Item	Lead Person	Other Contributors	Target & Due Date	Impact Measure
Update the Tree Farm Inspector directory and post online	Mike updates	Amanda posts	January and June each year	Tree Farmers can find a forester
Update training materials	Training Facilitator, Mike	Nick and Travis	Each year following NLC	Training is relevant and useful
Train all inspectors to the new standards	Training Facilitator, Mike	Nick and Travis	June 2020	Inspectors understand the new standards
Retain at least 100 active inspectors	Regional Coordinators assign 1+ inspection to every forester	Inspectors	100 inspectors do 1+ inspection every two years	100 active inspectors
Offer training webinars to current inspectors	Secretary, Nick	Regional Coordinators	Twice annually	100 active inspectors
Train new inspectors every year	Training Facilitator, Mike	Nick and Travis	Offer training at MSU, MTU and SAF meetings	Maintain 100 active inspectors
Mentor new inspectors	Regional Coordinators	Experienced inspectors	Use 4 required inspections as group learning activities	New inspectors are engaged and competent
Award Inspector of the Year recognition	Vice-Chair, Kayti	Regional Coordinators	June each year	Recognize good work
Pay \$100 for every on-site inspection	Treasurer, Julie	Committee	quarterly	Inspectors are not losing too much money
Communicate to all Inspectors	Training Facilitator, Mike	Nick and Travis	Quarterly email after committee meeting	Inspectors are aware of current events
Develop and distribute an "elevator speech" on why be a Tree Farmer	Facilitator - Mike	Full Committee and Active Inspectors	Produce speech by June 2018	All inspectors can sell the benefits of Tree Farm

#5 Committee Capacity. The Michigan Tree Farm Committee is effective at administering the American Tree Farm System in partnership with the American Forest Foundation.

Action Item	Lead Person	Other Contributors	Target & Due Date	Impact Measure
Maintain electronic and hard copies of Committee records and documents	Secretary, Nick	Committee	Continuously	Committee transparency and legal compliance
Update policies and procedures	Secretary, Nick	Committee	Quarterly or as needed	Policies and procedures are current
Committee meets on a regular basis to make decisions, assign tasks and review completed assignments	Chair, Brittany	Committee	quarterly	Committee is engaged and active between meetings
Recruit new members	Chair, Brittany	Executive Committee	As needed	Fully staffed committee
Develop committee leadership	Chair, Brittany	Executive Committee	Executive committee recruits replacement and does not serve more than three consecutive two-year terms	Committee is resilient, relevant and effective
Attend NLC	Chair, Brittany	Committee	At least 50% of Committee attend NLC	Committee contributes nationally
Participate in national initiatives	Committee	Inspectors and Tree Farmers	Provide input to AFF and say yes when asked for help	AFF recognizes capacity and contributions of MI Tree Farm
Committee completes required inspections internally	Committee	Inspectors	Second meeting of each year	MI completes all required inspections early

#6 Strategic Partnerships. Collaborate with other organizations to positively influence private forest landowners in Michigan

Action Item	Lead Person	Other Contributors	Target & Due Date	Impact Measure
Partner with MFA for annual meeting	Vice Chair, Kayti	Committee	10% of Tree Farmers attend annual celebration	Tree Farmers are engaged and MFA is growing
Offer Wheels to Woods grants to schools	Treasurer, Julie	Communications, Amanda DNR for funding and PLT for promotion	10,000 students discover a forest	Tree Farmers are connected to local schools
Support and engage FAP foresters	Vice Chair, Kayti	Committee	10 field days annually	FAP foresters are active in Tree Farm
Partner with AFF on Midwest Conservation Projects	Chair, Brittany	Committee	TBD	Committee is a competent partner for AFF
Partner with DNR on FSP	Chair, Brittany	Committee	50 landowners with new FSP plans join Tree Farm each year	FSP plan writers are enrolling clients in Tree Farm
Support forest products industry	Administrator, Scott	Committee	Tree Farmers use qualified logging professionals for timber sales	Industry recognizes value of Tree Farm
Support current and new IMGs	Facilitator - Mike	Grossman and Green Timber IMGs	Michigan has 4 viable IMGs by 2021	IMGs provide great customer service and dual certification
Partner with organizations that serve MI landowners	FAP Specialist - Ben	Conservation groups	25 new Tree Farmers referred by partners	Conservation groups recognize value of Tree Farm
Partner with FSC and SFI	Chair, Brittany	Committee	Partners supply dual enrollment options	250 landowners are dual certified