

Cleaning Up the ATFS Database: Pro Tips and Tools

Nephtali Chavez

Cassie Ridenour

Parks Brigman



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What Will Be Covered Today

- Why is database accuracy important?
- What needs to be updated and how?
- What experiences have committees had with Database clean ups?
- Q&A



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Why update Tree Farm Information?



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Why update Tree Farm information?

- Ensure effective outreach and engagement of audience
- Ease of inspections, ensure inspector has the latest information
- Avoid getting mail returned and loss of time, \$\$
- For certification purposes, PWC has to be able to meet with the landowner



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What Fields Usually Require Updates?



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What usually requires updates?

- Contact information changes most often
 - Includes address, phone # and email
 - Email becoming an increasingly more popular way of communication
- Ownership information
 - Are you still the (living) owner?
- Acreage and location
 - Multiple parcels breakout
- Do you still want to be a tree farmer?
- Do you need an inspection?
- Do you want to be more involved or come to an event?

What Resources Are Available?

- Leader's Only Database helpdesk has an entire section devoted to database clean up tips and tools
- Templates available that allow you to:
 - Decertify or pioneer multiple tree farms
 - Update contact information for all tree farmers
 - Break up tree farms
 - Update property details (acres, location) for multiple properties
- Cannot change ownerships
- Nephtali works with you to get information updated in mass quantities



Panel Sharing

- When did you clean up your system?
- Why did you decided to start the project?
- What did you learn from the experience?



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South Dakota – Lessons Learned

- Began Cleanup Effort in 2014
 - Purchased computer, contracted with part-time employee
 - Direct mailings to tree farmers – very general/contact information
 - Results of initial efforts..... Not Great
- Strategic Planning in Spring 2015 –
 - Gave our organization clear direction, identified needs
 - Identified our strengths (who our people were going to be) - Advice from other states



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South Dakota – Lessons Learned

- Summer/Fall 2015 - Real Progress
- Leveraged Inspector Resources – Don't Just Contact - Inspect
 - Held training early summer – App training, standards refresher, database training
 - Inspectors knew 'contact info' could be difficult
 - Significant backlog – 60% last inspected before 2010 standards
- Where We Stand Now – 95% accuracy – always ongoing
 - Only 8 outstanding inspections from that initial effort – all owners have been contacted
 - Phone calls as information updated – discussions of program/changes
 - Surveys – mail/phone late '15 – early '16 – follow up meetings summer '16
- All Tree Farms inspected in last 5 years – all tree farmers have been contacted
 - More motivated landowners – want to stay in contact



Case Study Ohio

Sequence of Activities

- Mail Survey – with option to use our web survey
- Followed by phone calls by volunteers in some of the state
- Followed by efforts to contact by service foresters.
- Ongoing – running a notice in the Ohio Woodland Journal – pointing to our web survey



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Case Study Ohio

Our Challenges

- Many tree farmers have dropped their land lines
- Most Ohio tree farmers do not live on their tree farms – so where we have addresses they are not tree farm addresses – many tree farms have no exact addresses
- Because we did not include county in our survey, we had to reenter to a spreadsheet to keep track of whom we had contacted by county.



Case Study Ohio

Current Status

- From our initial 1743 tree farms we surveyed we received the following:
- Responses by mail – 532 - of those all but 14 want to remain in tree farm
- Responses in web survey – combination of those who responded on their own and those we entered after phone contact – 404. Of those 404, 33 no longer want to be in tree farm. An additional 5 are deceased.
- Total 938 have been contacted. 94% want to remain in tree farm and we have obtained updated information for many of them.



Open Q&A

- Cassie Ridenour cassixr@aol.com
- Parks Brigman John.Brigman@state.sd.us
- Nephtali Chavez nchavez@forestfoundation.org



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