



Using a Participatory Group Process to Develop a Corporate Forest Landowner Outreach Plan for the PINEMAP Project

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NRLI Class XIII Practicum Presentation | April 10, 2014

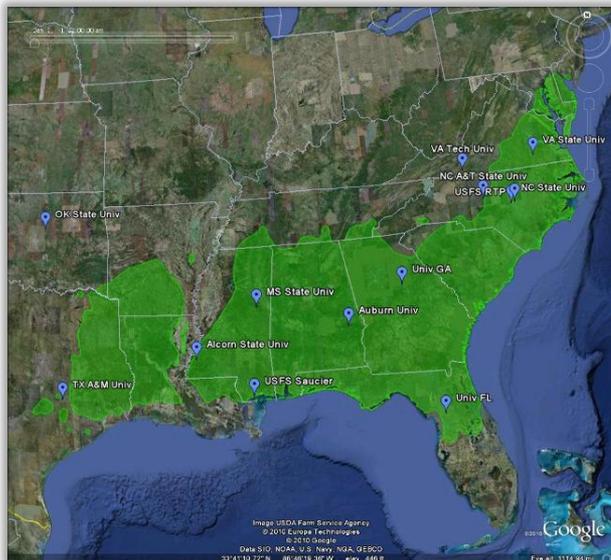


Background: PINEMAP

- PINEMAP: Pine Integrated Network: Education, Mitigation, and Adaptation Project

Mapping the future of southern pine management in a changing world

- 5-year (2011-2016), \$20 million Climate Change Coordinated Agricultural Project funded by USDA National Institute of Food and Agriculture
- ~126 team members, 11 southeastern universities plus the USDA Forest Service
- Multidisciplinary team integrating research, extension, and education on southern pine and climate change mitigation and adaptation



PINEMAP Objectives

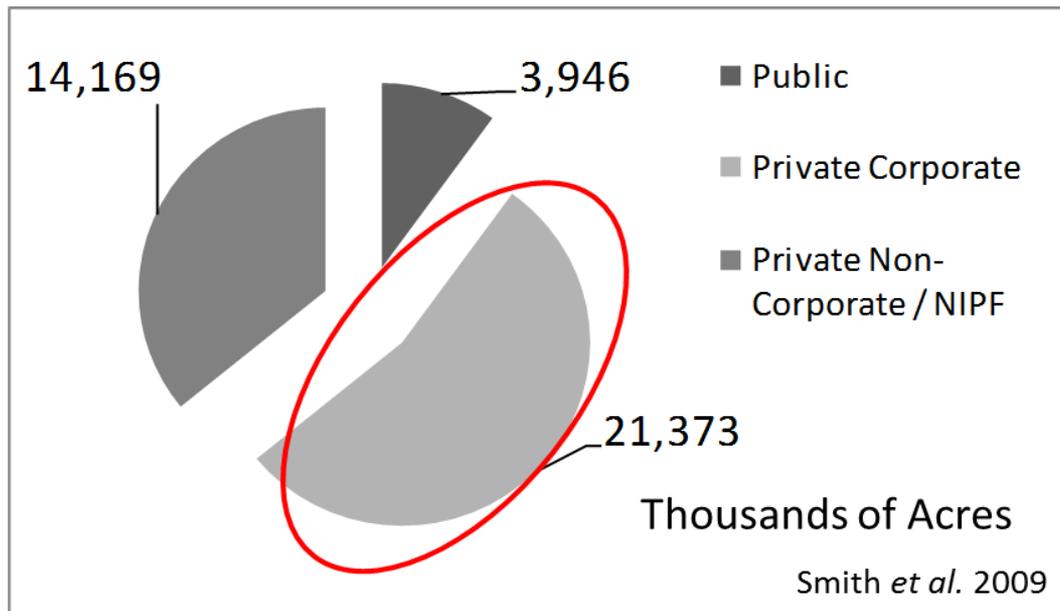
- Create, synthesize, and disseminate the knowledge necessary to enable southern pine landowners to
 - manage forests to increase carbon sequestration by 15% by 2030;
 - increase efficiency of nitrogen and other fertilizer inputs by 10% by 2030;
 - adapt forest management approaches and plant improved tree varieties to increase forest resilience and sustainability under variable climates.



Photos courtesy of Steve McKeand

Background: Southern Forest Research Cooperatives

- 8 university-forest industry research cooperatives based at 5 universities are collaborators on the PINEMAP project
- > 20 million acres of planted pine in the southeast managed by PINEMAP industrial cooperators



PINEMAP Corporate Landowner Outreach

- Long-established forest research cooperative outreach model: Research delivered via annual meetings and reports
- Ambitious PINEMAP objectives will require implementation on millions of acres
- Extension of PINEMAP results to corporate landowners is essential to our mission and necessary to achieve our objectives



How effective is the current research cooperative outreach model?



Overall NRLI Practicum Objectives

- Gain an understanding of industry cooperators' research needs and the most effective mechanisms for information delivery to meet these needs (survey)
- Discuss and validate survey results with research cooperative directors (meeting)
- Develop a plan for PINEMAP corporate outreach and define the role of the research cooperatives (meeting)



Process



Participants

- Research cooperative members (industrial cooperators)
- PINEMAP team members (including PINEMAP leadership and research cooperative directors)



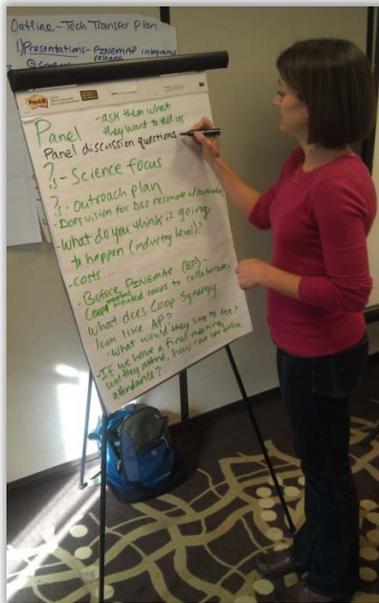
Step 1: Survey

- Sent to 129 individuals who are members of one or more of the PINEMAP-associated forest research cooperatives.
- 51% response rate
- Questions aimed at assessing:
 - Research needs related to impacts of climate variability and climate change on southern pine plantation management and productivity, forest management strategies, risk assessment, etc.
 - Preferred information delivery mechanisms
 - Perceived barriers and limitations to organization's ability to incorporate climate projections into management planning
 - Long-term planning (e.g., major concerns and planning horizons)



Step 2: Research Cooperative Directors Meeting

- Objectives:
 - Use a participatory group meeting process to:
 - Discuss and validate survey results to promote shared understanding of corporate stakeholder needs
 - Develop and agree on a corporate landowner outreach plan
 - Establish shared responsibility and ownership of plans
- Process: facilitated open discussion and small group discussions



NRLI Concepts/Skills/Strategies

- Identify interests
- Framing
- Planning, organizing, and implementing a group meeting
- Practicing active listening
- Facilitating open discussion
- Facilitating small group working sessions
- Assessing and managing group dynamics



More confidence in my leadership skills and abilities!



Accomplishments & Lessons Learned

- **Accomplishments:**

- Meeting encouraged “out of the box” thinking regarding PINEMAP corporate landowner outreach
 - Participants listened, shared ideas, and developed a plan
- ownership and mutual understanding
- Positive feedback from participants re: meeting organization, process, and outcomes

- **Challenges and lessons learned:**

- Managing dynamics within a group with long-standing relationships can be challenging
- Position/existing role impacts ability to facilitate
- One can tirelessly study facilitation strategies and best practices, but the ability to recognize issues and know when to interject and when to be quiet is a learned skill

***To become a really good facilitator, one must
practice, practice, practice!***



Next Steps (3, 4, ...)

- Solicit additional input from stakeholders via discussions at the 2014 PINEMAP annual meeting
- Work with research cooperative directors to implement and evaluate corporate outreach plan



Thank you!

- PINEMAP colleagues Tim Martin, Gary Peter, Wendy-Lin Bartels, and Martha Monroe
- PINEMAP research cooperative directors
- NRLI project team, Class XIII fellows



Discussion/Questions

