

Society of American Foresters – 2011-2017 Strategic Plan

Vision

The Society of American Foresters is the organization that represents forestry professionals, providing leadership to ensure that all members of the profession achieve excellence in sustainable forestry and natural resource management.

Mission

The mission of the Society of American Foresters is to:

- 1) Advance the science, education, technology and practice of forestry
- 2) Enhance the competency of its members
- 3) Establish professional excellence, and
- 4) Use the knowledge, skills, and conservation ethic of the profession to ensure the continued health and use of forest ecosystems and the present and future availability of forest resources to benefit society.

Core Values

- Forests are a fundamental source of global health and human welfare.
- Forests must be sustained through simultaneously meeting environmental, economic, and community aspirations and needs.
- Foresters are dedicated to sound forest management and conservation.
- Foresters serve landowners and society by providing sound knowledge and professional management skills.
- Foresters believe the scientific process, continuing research and coordination with community traditions and knowledge lead to best land management decisions and sustainability of our forests.

Key Strategic Goals

- 1) Provide and promote superior educational materials, meaningful experiences, and credentialing resources to help members achieve greater professional competence and competitiveness in the marketplace.
- 2) Engage in cooperative efforts to achieve sustainable forestry and natural resource management by promoting efforts that conserve forests and maintain existing forests as forests.
- 3) Increase the support of the public and policy makers to advance the science, education, technology and practice of forestry and to ensure the continued health and use of forest ecosystems to benefit society.
- 4) Increase coordination and relationships with state societies, working groups and partners and allies that will help SAF fulfill its mission.
- 5) Assess the activities, programs and operations of SAF and strive for continuous improvement in all facets of our organization.