



Strategic Plan 2014-2019

Mission Leading diverse groups to promote landowner rights, environmental stewardship, member prosperity, and community understanding.	Vision The voice of Forestry in Mississippi.	Values (Guiding Principles) <ul style="list-style-type: none">• Landowner Rights• Member Prosperity• Environmental Stewardship• Sustainable Growth• Ethical Practices• Education
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Gov't Relations & Advocacy
PAC Analysis – Six month recommendation

- Yes/no
- Pros/cons
- Funding

Responsibility: Government Affairs, Membership, & Executive Committees

Protect and promote Forestry community through favorable legislation (state and federal)
MFA position statements (annual process)

- Responsibility: Government Affairs, CFA, and Executive Committees

Forest Economic Promotion-

- MDA/One-stop recommendation 6-12 months
- Transportation infrastructure-monitor/develop (ongoing)
- Existing and new business support
- Responsibility: Transportation and Economic Development Market Viability Task Force, Government Affairs Committee, and Economic Development

Membership Service & Growth

- Simplify membership categories and dues
Responsibility: Membership Committee
- Produce complete online invoice/payment process
Responsibility: Staff
- Build CFA funding into MFA dues structure; send collected funds to CFA along with contact information
Responsibility: CFA/Membership Committee
- Create roundtable discussion (at BOD meeting) for MFA members under 25 to interact and discuss jobs, careers, etc...with industry leaders
Responsibility: Annual Meeting and Youth Committees
- Develop social media applications for membership
Responsibility: Staff & Communication Committee



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<p style="text-align: center;">Outreach</p> <p>Brand Awareness</p> <ul style="list-style-type: none"> • License tags • Reinstate new members tangible items • “Green before it was cool” campaign • Promote certification programs through outreach programs • Continue availability of MFA merchandise for members <p><u>Responsibility:</u> All Committees</p> <p>Social Networking & Web</p> <ul style="list-style-type: none"> • Increased forestry news • Develop Instagram account • Functional online member directory • Online job postings for members <p><u>Responsibility:</u> Communications, Youth, and Membership Committees and Staff</p> <p>Extension Relations</p> <ul style="list-style-type: none"> • Promote educational opportunities • Increase communications • Reinstate complimentary membership for county agents <p><u>Responsibility:</u> MSU Liaison, Timber Harvesting, CFA, and Communications Committees</p> <p>Focus on non-traditional groups and young professionals</p> <ul style="list-style-type: none"> • Architecture and other professional tour expanded to engineering groups • Community enrichment course • Conventions (supervisors, bankers, teachers, etc.) <p><u>Responsibility:</u> Communications, SFI, TCW, CFA, Youth & Tree Farm Committees</p> <p>Expand funding source</p> <p><u>Responsibility:</u> MFF and MFA Staff</p>

<p style="text-align: center;">Operational Effectiveness</p> <p>Staff Development</p> <ul style="list-style-type: none"> • Appropriate as needed professional development for entire staff as identified by Executive Committee • Succession Plan for transfer of skills among all staff <p><u>Responsibility:</u> Executive Committee and Staff</p> <p>CFA</p> <ul style="list-style-type: none"> • MFA needs to share with CFA’s the activities being worked on during the year by each standing committee <p><u>Responsibility:</u> All Committee Chairs</p> <p>CFA Presidents/Leadership Council</p> <ul style="list-style-type: none"> • Each CFA to identify their President/Delegate who will be a member of the council • Year 1 attendance 25% of delegates • Year 2 35% • Year 3 40% • Year 4 45% • Year 5 50% <p><u>Responsibility:</u> CFA Committee</p> <p>Building Capital Campaign</p> <ul style="list-style-type: none"> • Charge task force to bring a recommendation by May 2015 to be presented for approval at the annual 2015 BOD meeting • If necessary, follow up with a capital campaign strategy to fund the recommendation by 2018 <p><u>Responsibility:</u> Building Task Force, Government Affairs Committee, and MFF</p> <p>Collaboration</p> <ul style="list-style-type: none"> • Among and between MFA committees, support staff and committee chairs <p><u>Responsibility:</u> Executive Committee & All Committee Chairs</p>
