



Strategic Plan 2020-2025

<p>Mission Leading diverse groups to promote landowner rights, environmental stewardship, member prosperity, and community understanding.</p>	<p>Vision The Voice of Forestry in Mississippi</p>	<p>Values (Guiding Principles)</p> <ul style="list-style-type: none"> • Landowner Rights • Member Prosperity • Healthy Markets and Forests • Environmental Stewardship • Advocate of Ethical Practices • Education and Outreach
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<p><u>Advocacy, Governmental Relations and PAC Structure</u></p> <p>Structure donations on annual dues</p> <ul style="list-style-type: none"> • Time Frame: 2020 • Responsibility: <ul style="list-style-type: none"> - PAC Board - Executive Committee <p>Create plan for 2024 election</p> <ul style="list-style-type: none"> • Time Frame: 2020 • Responsibility: PAC Board <p>Create training for members who want to run for office</p> <ul style="list-style-type: none"> • Time Frame: 2020-2023 • Responsibility: <ul style="list-style-type: none"> - Communications Committee - MFA Staff - Government Affairs Committee <p>Refine outreach campaign for County Supervisors</p> <ul style="list-style-type: none"> • Time Frame: 2021-2023 • Responsibility: <ul style="list-style-type: none"> - Government Affairs Committee - County Forestry Associations - SFI-SIC <p>Identify legislative champions for legislative effectiveness</p> <ul style="list-style-type: none"> • Time Frame: 2021 • Responsibility: <ul style="list-style-type: none"> - Government Affairs Committee - PAC Committee <p>Identify funding models for infrastructure</p> <ul style="list-style-type: none"> • Time Frame: 2021 • Responsibility: <ul style="list-style-type: none"> - Government Affairs Committee - CFA Committee - SFI-SIC 	<p><u>Operational Effectiveness</u></p> <p>Build a new building</p> <ul style="list-style-type: none"> • Time Frame: 2022 • Responsibility: <ul style="list-style-type: none"> - Mississippi Forestry Foundation - MFA Building Task Force - MFA Staff <p>Evaluate dues revenue by peer comparison with southeast forestry associations</p> <ul style="list-style-type: none"> • Time Frame: 2020 • Responsibility: <ul style="list-style-type: none"> - Membership Committee - MFA Staff <p>Develop strategic partnerships with other similar associations, i.e. Poultry Association, Cattlemen’s Association</p> <ul style="list-style-type: none"> • Time Frame: Now and Ongoing • Responsibility: <ul style="list-style-type: none"> - MFA Staff - Each MFA Committee 	<p><u>Membership Service and Growth</u></p> <p>Educate CFA leadership on MFA value</p> <ul style="list-style-type: none"> • Time Frame: Now – 2019 • Responsibility: CFA Committee <p>Perpetuate and grow membership through family of current members</p> <ul style="list-style-type: none"> • Time Frame: Now and Ongoing • Responsibility: Membership Committee <p>Develop additional value for existing members through targeted educational programs</p> <ul style="list-style-type: none"> • Responsibility: <ul style="list-style-type: none"> - MFA Staff - Membership Committee - Communications Committee
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Outreach and Education

Continuing Programs and Initiatives

Continue architecture tours

- Time Frame: 2019
- Responsibility: Communications Committee

Continue creating brand awareness with the MFA brand and logo

- Time Frame: Now and Ongoing
- Responsibility:
 - Communications Committee
 - MFA Staff

Refine teacher and youth outreach program effectiveness (PLT, TCW, Boy Scouts, etc.)

- Time Frame: Ongoing
- Responsibility:
 - Youth Committee
 - TCW Committee
 - PLT Committee
 - SFI-SIC

Mid-South Equipment Show

- Time Frame: Now and ongoing
- Responsibility:
 - Timber Harvesting
 - Tree Farm
 - SFI-SIC

New Programs and Goals

Become the leading provider of continuing education for teachers in subject areas of science, environment, STEM and natural resources

- Time Frame: 2020-2025
- Responsibility:
 - Youth
 - TCW
 - PLT

Be the South's leader in mass timber education with target areas being engineers, builders and contractors

- Time Frame: 2020-2025
- Responsibility:
 - Communications
 - SFI-SIC

Economic Development

Member Education

Investigate MFA's need for economic development staff

- Time Frame: 2020

Improve MFA members and staff understanding of infrastructure and economic development

- Time Frame: 2020
- Responsibility:
 - Task Force
 - MSU Extension
 - Roads and Bridges Committee

Create an education program for CFA members about how economic development works and how they can help

- Time Frame: 2020

Assist New and Current Markets

Build relationships with new MDA leadership and create a forest products action plan

- Time Frame: 2020
- Responsibility:
 - MFA Staff
 - Task Force

Identify target areas for mills with expansion capacity

- Time Frame: Begin 2020
- Responsibility:
 - Task Force
 - MFA Staff

Use wood basket data to work with MDA to identify prospects

- Time Frame: Ongoing
- Responsibility:
 - Task Force
 - MFA Staff

Workforce Development

Attract truck and log equipment operators

- Time Frame: Now – 2020
- Responsibility:
 - Task Force
 - CFA Committee
 - Timber Harvesting Committee

Evaluate opportunities for veterans and other groups to transition into manufacturing jobs

- Time Frame: 2021
- Responsibility:
 - Task Force
 - MFA Staff