



UNIVERSITY of NEW HAMPSHIRE  
COOPERATIVE EXTENSION

University of New Hampshire Cooperative Extension

# Forestry and Wildlife Program's Role in the New Hampshire Forest Resources Plan



*University of New Hampshire Cooperative Extension provides  
New Hampshire citizens with research-based education and information,  
enhancing their ability to make informed decisions that strengthen  
youth and families, sustain natural resources, and improve the economy.*

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***"Helping You Put Knowledge and Research To Work"***

The University of New Hampshire Cooperative Extension is an equal opportunity educator and employer.  
University of New Hampshire, County Governments, New Hampshire Department of Resources and  
Economic Development, New Hampshire Fish and Game, U.S. Department of Agriculture,  
and U.S. Fish and Wildlife Service cooperating.

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# **Caring for New Hampshire's Forest Since 1925**

The University of New Hampshire Cooperative Extension Forestry and Wildlife Program has been caring for New Hampshire's forests since 1925. Our mission is to "...provide New Hampshire citizens with research-based education and information, enhancing their ability to make informed decisions that strengthen youth and families, sustain natural resources, and improve the economy."

Ten county-based Extension Educators in Forest Resources and three statewide Extension Specialists (Forestry, Forest Industry, and Wildlife) provide research-based educational programs and assistance to an array of audiences. We have an effective statewide and local delivery system with ready access to constituents.

UNH Cooperative Extension motivates private landowners to actively manage their land for long term stewardship of natural resources. Extension programs in forestry and wildlife, agriculture, and water resources bring a comprehensive approach to solving problems and protecting resources. We have an extensive network of partners within the natural resource community. Long term memoranda with the New Hampshire Division of Forests and Lands and with New Hampshire Fish and Game recognize our lead role in educational programming. The Society for the Protection of New Hampshire Forests, Audubon Society of New Hampshire, New Hampshire Timberland Owners Association, Natural Resources Conservation Service, Farm Service Agency, US Forest Service, New Hampshire Office of State Planning, Conservation Districts, New Hampshire Department of Environmental Services, regional planning commissions, and county governments are all active partners.

# Statement of Values

We value...

**The forest resource** and its long term benefits for the people of New Hampshire.

**The people** we serve.

**Our positive impact** on the sustainability of a healthy forest resource.

**Our unique approach** to forestry and wildlife education, working as a team with landowners, businesses, and decision makers to pursue their visions of the future.

**Our access to educational resources** linked with university research and support.

**Our ability** to take part in networks and partnerships with others who have related interests in order to increase our effectiveness.

**The nature of our professional program** which encourages individual initiative, skills and knowledge in balance with accountability to others.

**Our grassroots support** in conducting our programs.

**Our flexibility** to respond to issues.

**Our stature** in the forestry community.

# Vision Statement

Our vision for the year 2005 is that the Forestry and Wildlife Program:

- C Is a dynamic educational organization, regarded by communities, landowners, and industry as a leading source of forestry information.
- C Is recognized for educational efforts that have a true and positive impact on the natural resources of New Hampshire.
- C Uses state of the art technology.
- C Has the staffing, educational material, financial support, and flexibility to serve diverse audience needs and address emerging issues.
- C Has a clear program identity.

# The Planning Process

The Forestry and Wildlife Program of the University of New Hampshire Cooperative Extension is identified in the New Hampshire Forest Resources Plan as a key player in 118 different action items. In May 1997, we started comprehensive planning to help develop direction and priorities so that our organization can dynamically address the plan.

Our goal throughout this project has been to “find our place in the plan”.

We first ranked the eleven key objectives identified in the plan in the order that we felt would best maintain and enhance New Hampshire’s forests. This ranking serves as a means to help us develop priorities for the action items that were contained in the plan. See appendix B for this ranking.

We also ranked all 100+ actions according to whether or not we should be significantly involved. The top priority action areas were combined into the following focus areas. They are listed according to our program priorities:

- C Public Awareness
- C Landowner Education
- C Professional Logger Education
- C Education for Natural Resource Professionals
- C Estate Planning and Voluntary Land Protection
- C Community and Urban Forestry
- C Youth Education

The following is intended to provide direction for our organization and strives to be comprehensive in identifying our priorities. However, there are some program areas where we will continue to be active that are not specifically included. One notable area of concentration is forest industry development. Appendix A describes how our organization will meet the needs of the forest industry.

This is a working document. Refined implementation strategies and actions will be developed by a combination of individual action, small working groups, and the entire staff. It will be visited regularly. The plan concludes with an action plan for 1998 which provides the first steps.

# Public Awareness

## Goal:

Increase the public's awareness of the importance of New Hampshire's forest resources, enhance their connections to the forest, and increase their support of forestry.

## Strategies:

### 1. Develop key messages to use with our audiences.

- a. Define target audiences and determine priorities.
- b. Work with marketing expertise at the University of New Hampshire and other schools and universities to develop targeted key messages. Refine key messages with input from other natural resource partners.
- c. Look to current programs- Tree Farm, Backyard Tree Farm, Coverts Project, Forest Stewardship, Project Learning Tree, Community Tree Stewards, Sustainable Forestry Initiative, Forest Industry program and others- for these key messages.

### 2. Develop a communications strategy to help spread these key messages

- a. Expand the focus and enhance the Forest Stewardship Program and the Forest Stewardship Committee to more effectively reach the general public with these key messages.
- b. Explore and create connections between our existing volunteer programs- Backyard Tree Farm, Coverts Project, Community Tree Steward, and others- to more effectively spread these key messages.
- c. Evaluate the range of media- television, radio, newspapers, web site, 1-800#, business sponsors- and use the most effective media to carry our key messages.
- d. Explore the creation and use of brochures, posters, and signs that carry and display these messages. Locate effective distribution points for these materials.
- e. Encourage the State Forester, and other key leaders- the Governor, the Commissioner of the Department of Resources and Economic Development, the President of the University of New Hampshire, the Dean of the University of New Hampshire Cooperative Extension, key leaders in the state's conservation organizations, county commissioners, legislators, town officials, and other high profile people- to be visible and active with these key messages.
- f. Develop public service announcements using key messages for radio and print media to ensure a consistent message, using the above-mentioned key leaders.

- 3. Collaborate with others with similar goals to support a public awareness campaign.**
  - a. Link with media initiatives of other organizations which have similar messages to enhance public awareness of New Hampshire's forests and wildlife habitats.
  - b. Network with the Division of Forests and Lands, the Department of Resources and Economic Development, the Department of Fish and Game, the Society for the Protection of NH Forests, the NH Timberland Owners Association, the Tree Farm Program, the Audubon Society of NH, the Appalachian Mountain Club, the US Forest Service, the US Fish and Wildlife Service, forest industry, and others to develop and implement a public awareness campaign.
  - c. Use the Urban Forestry Center, Fox and Sheiling Forests, Weeks State Park, and other appropriate public lands as sites to promote public awareness of New Hampshire's forests.
  
- 4. Evaluate and measure the impacts of our messages and the effectiveness of the delivery systems.**
  - a. Conduct public attitude surveys to see if public educational programs result in increased awareness, enhanced connections, and greater support.
  - b. Track the phone calls and other inquiries received about New Hampshire's forests and wildlife. Develop a mailing list to be used for evaluation to determine how people are being served and the impact of our program.
  - c. Create an evaluation system that can measure the effectiveness of our programs.

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## First Steps

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- Develop key messages to use with our audiences.
  - Work with marketing expertise at the University of New Hampshire and other schools and universities to develop targeted key messages. Refine key messages with input from other natural resource partners.
  - Develop a communications strategy to help spread these key messages
  - Encourage the State Forester, and other key leaders- the Governor, the Commissioner of the Department of Resources and Economic Development, the President of the University of New Hampshire, the Dean of the University of New Hampshire Cooperative Extension, key leaders in the state's conservation organizations, county commissioners, legislators, town officials, and other high profile people- to be visible and active with these key messages.
  - Evaluate and measure the impacts of our messages and the effectiveness of the delivery systems.
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# Landowner Education

## Goal:

Increase the knowledge of New Hampshire's landowners to make informed decisions enabling them to sustainably manage the forest resources.

## Strategies:

1. **Develop statewide and regional programs that will be accomplished in a coordinated and/or standardized way by Forestry and Wildlife Staff working individually or as a team.**
  - a. Regular discussions at staff meetings about statewide and regional program development.
2. **Stratify landowner audiences and target them using different methods to meet their needs and our goals.**
  - a. Survey targeted audiences to understand their needs and how to reach them.
  - b. Use ownership size, watershed location, or landscape location in the development of messages and strategies. Audiences, messages, and strategies may be different depending on the location in the state.

Size Acres	#Owners	(%Owners)	Acreage Owned	(%Acreage)
1-9	28,900	(35%)	117,000	(3%)
10-19	27,700	(33%)	382,000	(9%)
20-49	5,300	(6%)	171,000	(4%)
50-99	14,900	(17%)	947,000	(23%)
100-199	3,700	(4%)	511,000	(12%)
200-499	2,200	(3%)	682,000	(16%)
500-999	600	(1%)	365,000	(9%)
1000-4999	500	(1%)	365,000	(9%)
5000+		<1%	605,000	(15%)

Note: Statistics regarding non-industrial private forest owners in New Hampshire are from *Private Forest Owners in New Hampshire- Comparison of 1983 and Preliminary Forest Land Owner Data*, compiled by JB Cullen in July 1995 from *Forest- land Owners of New Hampshire, 1983* by Thomas W. Birch and *The Private Forest-land Owners of the United States, 1994* by Thomas W. Birch.

- c. Develop alternative methods of response for different acreage size, audience (i.e. new owner, retired owner, etc.), landowner objectives, or type of request.
- d. Develop publications to use before, in conjunction with, after, and/or instead of site visits.

- e. Adapt our messages to different landowner audiences. Messages should include: the importance of forests; forest stewardship; ecosystems; sustainable forestry; biodiversity; wildlife; water resources; land protection; estate planning; and stewardship planning.
- f. Develop key messages for landowners consistent with our public awareness strategy.
- g. Develop a checklist of topics to cover on site visits.

### 3. Landowner Outreach

- a. Focus on reaching new clientele.
  - Develop messages that appeal to new clientele.
  - Design and conduct a direct mail campaign.
  - Develop a data base of targeted landowners using ownership size, watershed location, and/or landscape location.
  - Develop response material
    - Landowner information kit
    - Other publications
    - Statewide coordination of introductory workshops that respondents to the direct mail campaign are encouraged to attend. The purpose of these workshops is to:
      - C Target sincere requests for additional follow-up.
      - C Provide a timely response to requests.
      - C Provide landowners with information prior to a site visit so they can seek help directly from consultants or so that when we make a site visit we are more effective.
  - C Coordinate the landowner outreach media with the public awareness strategy.
    - C Target specific media outlets for specific groups.
    - C Use volunteers (Coverts, Community Tree Stewards, Tree Farmers) to reach new clientele.
    - C Disseminate information to “influencers” (loggers, town officials and activists, realtors, lawyers, bankers, others).
    - C Disseminate information about the Forestry and Wildlife Program through the Division of Forests and Lands Forest Rangers.
- b. Review current staff approaches to landowner site visits and develop a consistent policy for all landowner site visits.
- c. Use key landowners such as Tree Farmers and Coverts Cooperators as role models and to develop demonstration properties.
- d. Maintain contact with landowners through the use of newsletters, the web page, special mailings, and workshops.
- e. Refer landowners to foresters and other natural resource professionals.
- f. Develop materials to help landowners make informed decisions when selling timber and disseminate these materials through town offices and by other means.
- g. Involve key family members in woodlot visits and woodlot planning.

- 4. Expand volunteer training programs as a means of reaching clientele.**
  - a. Maintain volunteers' role as ambassadors of messages and programs and not as providers of technical expertise.
  - b. Explore the use of volunteers as "first contacts", for example through their use of landowner goal assessment forms.
- 5. Evaluate the effectiveness of the Forestry and Wildlife Program regularly.**
  - a. Develop a system of site visit follow-ups to determine the quality of the visit and the extent to which awareness was raised and actions taken.
  - b. Using the expertise at the University of New Hampshire, conduct evaluations of key aspects of our programs, i.e. forest stewardship plans.
  - c. Using the expertise at the University of New Hampshire, conduct evaluations of important forest issues in New Hampshire to help focus direction for the Forestry and Wildlife Program and others.

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## First Steps

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- Develop response material for new landowners
    - Landowner information kit
    - C Other publications
    - C Statewide coordination of introductory workshops that respondents to the direct mail campaign are encouraged to attend. The purpose of these workshops is to:
      - C Target sincere requests for additional follow-up.
      - C Provide a timely response to requests.
      - C Provide landowners with information prior to a site visit so they can seek help directly from consultants or so that when we make a site visit it is more effective.
  - Stratify landowner audiences and target them using different methods to meet their needs and our goals. Use ownership size, watershed location, or landscape location in the development of messages and strategies. Audiences, messages, and strategies may be different depending on the location in the state. Adapt our messages to different landowner audiences. Messages should include: the importance of forests; forest stewardship; ecosystems; sustainable forestry; biodiversity; wildlife; water resources; land protection; estate planning; and stewardship planning.
  - Review current staff approaches to landowner site visits and develop a consistent policy for all landowner site visits.
  - Develop a checklist of topics to cover on site visits.
  - Develop a system of site visit follow-ups to determine the quality of the visit and the extent to which awareness was raised and actions taken.
  - Develop publications to use before, in conjunction with, after, and/or instead of site visits.
  - Evaluate the effectiveness of the Forestry and Wildlife Program regularly.
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# Professional Logger Education

## Goal:

Increase the skills and knowledge of professional loggers through support of the New Hampshire Certified Professional Logger Program.

## Strategies:

1. **Collaborate with the NH Timber Harvesting Council and the program's other co-sponsors (UNH Thompson School and NH Timberland Owners Association) to develop, implement, evaluate, and revise curricula as needed.**
  - a. Expand the curricula to include advanced silviculture, forest insects and diseases, wildlife habitats, forest sustainability, public speaking, forest ecology, best management practices, and other forest stewardship topics.
  - a. Hold joint sessions for loggers and foresters that focus on the roles and responsibilities of each.
  - b. Add additional workshops as appropriate to meet the demand.
2. **Invite loggers to advanced training for multiple audiences such as foresters, key volunteers, wildlife biologists, and others.**
3. **Provide directories of loggers which include certification status.**
4. **Continue the relationship of the Forest Industry Specialist as Extension's primary link with the Timber Harvesting Council and the Professional Logger Program.**
5. **Continue to teach courses, as needed.**
6. **Increase contact between Extension Forestry and Wildlife Staff and loggers.**

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## First Steps

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- Collaborate with the NH Timber Harvesting Council and the program's other co-sponsors (UNH Thompson School and NH Timberland Owners Association) to develop, implement, evaluate, and revise curricula as needed.
  - Continue to teach courses, as needed.
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# Education for Natural Resource Professionals

## Goal:

Increase research-based skills and knowledge of natural resource professionals, including foresters, biologists, soil and water scientists, planners and researchers, about forest resources, forestry principles, sustainable forestry, conservation biology, ecological processes, and forest and wildlife habitat management.

## Strategies:

### 1. Program Development

- a. Collaborate with University of New Hampshire faculty to produce research-based information for target audiences.
- b. Share research needs that have been identified by natural resource professionals and others with the University of New Hampshire faculty.
- c. Collaborate with University of New Hampshire faculty, natural resource organizations, and others to develop relevant programs.
- d. Ensure that courses meet the requirements of accrediting agencies and organizations, such as the Society of American Foresters, the Forester Licensing Board, and the Professional Logger Program.
- e. Survey natural resource professionals, their clients, and the public to determine educational program needs, appropriate content, and optimal meeting locations and scheduling.
- f. Plan programs far enough in advance to ensure collaboration among Forestry and Wildlife Staff and others.

### 2. Program Delivery

- a. Collaborate with other organizations, agencies, and professionals to promote, deliver, and teach programs and to disseminate research-based information.
- b. Use the Natural Resource Network to promote educational workshops and to disseminate research-based information.
- c. Market the Forestry and Wildlife web page. Expand it to keep pace with increased use by target audiences.
- d. To use our resources efficiently and have the desired effect, target individual audiences when developing programs and, when appropriate, target multiple audiences to encourage interaction and cross-training of foresters, loggers, landowners, and other professionals.

- e. Improve access to Extension's library of videos. Evaluate the potential use and effectiveness of interactive television for workshops.
- f. Integrate Extension in-service training into other professional development opportunities when appropriate.
- g. Work with the UNH Department of Natural Resources and Thompson School of Applied Science to ensure that current topics, such as forest stewardship planning, forest sustainability and others, are included in curricula.

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## First Steps

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- Plan programs far enough in advance to ensure collaboration among Forestry and Wildlife Staff and others.
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# Estate Planning and Voluntary Land Protection

## Goal:

Maintain significant open space, including large contiguous blocks of intact forest that remain under long term consistent management.

## Strategies:

### 1. Voluntary Land Protection Strategies:

- a. Retain a list of New Hampshire land trusts and a list of government agencies that accept or acquire conservation easements or land.
- b. Develop land protection resource materials specific to New Hampshire or use materials created by others.
- c. Become familiar with the players (i.e. land trusts), the process (i.e. sales, donations), and the financial resources involved in land protection (i.e. tax benefits) and easement monitoring.
- d. Disseminate land protection information during landowner visits, in county and statewide newsletters, and through other Extension programs.
- e. Target audiences who have a significant impact on the landscape (i.e. large landowners, realtors, developers) or people influential in estate planning issues (i.e. attorneys, accountants, bankers).
- f. In collaboration with other natural resource organizations, work towards making connections of significant parcels. Target landowners using a landscape or watershed approach. Encourage landowners to look at landscape issues.
- g. Continue to include information about land protection in volunteer training and encourage Coverts Cooperators and Community Tree Stewards to share this information in their outreach activities.
- h. Expand our efforts in encouraging communities to do natural resource inventories and assist with interpretation of natural resource data. Assist communities in identifying large blocks of contiguous intact open space and other critical parcels as part of natural resource inventories.
- i. Provide resource materials on land protection to Conservation Commissions as a mechanism for protecting significant blocks of open space.

### 2. Estate Planning Strategies

- a. Develop estate planning resource materials specific to New Hampshire or use materials created by others.

- b. Become familiar with the players (e.g., land trusts), the process (sales, donations), and the financial resources involved in land protection (e.g., tax benefits) and easement monitoring.
- c. Inform landowners about the value of estate planning during site visits and workshops, in county and statewide newsletters, and through other Extension programs. Encourage consulting foresters to include information about estate planning in stewardship plans.
- d. Target audiences who have a significant impact on the landscape (i.e. large landowners, realtors, developers) or people influential in estate planning issues (i.e. attorneys).
- e. Collaborate with other Extension program areas to disseminate estate planning information to our audiences.
- f. Include information about estate planning in volunteer training and encourage volunteers to share this information in their outreach activities.
- g. Provide resource materials on estate planning to Conservation Commissions as a mechanism for protecting significant blocks of open space.

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## First Steps

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- In collaboration with other natural resource organizations, work towards making connections of significant parcels. Target landowners using a landscape or watershed approach. Encourage landowners to look at landscape issues.
  - Expand our efforts in encouraging communities to do natural resource inventories and assist with interpretation of natural resource data. Assist communities in identifying large blocks of contiguous intact open space and other critical parcels as part of natural resource inventories.
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# Community and Urban Forestry

## Goal:

Improve the quality of life for people living in urban and community areas by protecting and enhancing the community and urban forests.

## Strategies:

1. **Expand efforts to emphasize sustainable communities and an ecosystem-based approach by promoting greenbelts, native species, and watershed management.**
2. **Evaluate the Community Forestry Team mission, structure, function, and how it is integrated into the Forestry and Wildlife Program and make appropriate adjustments.**
3. **Use the Community Tree Steward Program as a primary community forestry outreach mechanism in the Merrimack River corridor of Hillsborough County and the highly developed counties of Strafford and Rockingham, and parts of Merrimack to:**
  - a. Accomplish community projects.
  - b. Expand the effectiveness of the Extension Forestry and Wildlife staff to provide community outreach by giving talks and demonstrations to community groups.
  - c. Act as ambassadors for the Backyard Tree Farm Program and coordinate this effort with other backyard habitat programs.
  - d. Share information developed through this program with all Forestry and Wildlife Staff.
4. **Use town, county, and school forests and private lands as demonstration areas for forest and wildlife habitat management.**
5. **Encourage communities to develop a community forestry plan.**
6. **Develop relationships with community leaders. Develop education programs and information targeted towards town conservation commissions, planning boards, zoning boards of adjustment, selectmen, town clerks, town administrators, and road agents.**
  - a. Partner with others such as regional planning commissions, Office of State Planning, The New Hampshire Municipal Association, and the New Hampshire Association of Conservation Commissions.
  - b. Encourage communities to do natural resource inventories and assist them with the interpretation of natural resource data.
  - c. Survey towns (or use existing survey information) to determine their needs.

- d. Supply information for inclusion in town newsletters.
  - e. Direct mail timely information to town clerks and town administrators such as information about current use, selling timber, wildlife habitat, forest laws, and other pertinent information.
  - f. Supply information to newsletters that town officials receive.
  - g. Disseminate information about the Forestry and Wildlife Program through the Division of Forests and Lands Forest Rangers.
  - h. Conduct regional trainings for towns on relevant topics i.e. forest laws, open space.
- 7. Use volunteers.**
- a. Encourage Coverts Cooperators and Community Tree Stewards to interact with town officials.
  - b. Recruit conservation commission members, planning board members, and other local decision-makers as Coverts Cooperators or Community Tree Stewards.
- 8. Participate in Community Profiles and become aware of communities' natural resource issues and identify appropriate follow-through.**
- 9. Provide individual homeowner information through:**
- a. Cooperation with the Agricultural Resources Program ( i.e. master gardeners, retail outlet "point of purchase").
  - b. Individual phone contact, newsletter information, the web page, and publication distribution.
  - c. Development of a consumer information center.
  - d. Expanded use of general media.
  - e. Limited "sick tree" visits.
- 10. Use the Backyard Tree Farm Program to meet the needs of the homeowner and those with smaller acreages.**
- a. Develop and implement a statewide marketing plan for this program.
- 11. Collaborate with arborists, landscapers, and related professionals to develop and disseminate research-based information to help them enhance their skills and knowledge.**
- 12. Foster and support the creation of community tree groups.**

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## First Steps

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- Provide individual homeowner information through: cooperation with the Agricultural Resources Program ( i.e. master gardeners, retail outlet “point of purchase”); individual phone contact, newsletter information, the web page, and publication distribution; development of a consumer information center; and expanded use of general media; and limited sick tree visits.
  - Expand efforts to emphasize sustainable communities and an ecosystem-based approach by promoting greenbelts, native species, and watershed management.
  - Use the Community Tree Steward Program as a primary community forestry outreach mechanism in the Merrimack River corridor of Hillsborough County and the highly developed counties of Strafford and Rockingham, and parts of Merrimack.
  - Partner with others such as regional planning commissions, Office of State Planning, The New Hampshire Municipal Association, and the New Hampshire Association of Conservation Commissions to develop education programs and information targeted towards town conservation commissions, planning boards, zoning boards of adjustment, selectmen, town clerks, town administrators, and road agents.
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# Youth Education

## Goal:

Increase youth awareness of the importance of New Hampshire's forest resources and enhance their connection to the forest so they develop the ability to make informed decisions about natural resources.

## Strategies:

- 1. Focus efforts on working with teachers and other youth educators and volunteers who are delivering, or who can deliver, natural resource programs to youth.**
  - a. Use and promote established programs and curricula, such as Project Learning Tree, Project Wild, Project Wet, Ag in the Classroom, Envirothon, Watershed Ecology Training for teachers, and others.
    - C Review existing programs and determine which would be most effective to meet our goals and situation and concentrate efforts on them.
    - C Assess 4-H and Forestry and Wildlife staff for training needs with these curricula and provide training so that those trained are qualified to act as facilitators.
    - C Act as resource specialists to teachers and other youth educators and volunteers.
  - b. Work with Project Learning Tree and other curricula to develop information and materials that are specific to New Hampshire.
  - c. Research the methods used by school districts to develop curricula and provide professional development. Develop a strategy to integrate research-based natural resource information into the K-12 curricula.
- 2. Collaborate with 4-H to strengthen the environmental stewardship program.**
  - a. Review 4-H natural resource material and work with 4-H staff to make materials more specific to New Hampshire. Clarify the role of the Natural Resources Curricula Committee in this effort.
  - b. Work with 4-H to enhance natural resource programming at 4-H camps.
- 3. Provide direct contact to youth through statewide and county forest field days and other events, such as Discover Wild New Hampshire, the Audubon NatureFest and others.**
  - a. Use Covert Cooperators, Community Tree Stewards, Tree Farmers, Wonders of Wildlife docents, 4-H volunteers, and natural resource professionals for in-school and youth group contacts.
  - b. Explore other avenues to access youth such as scouts, other youth camps, a web site for youth, and the use of educational kits.

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## First Steps

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- Research the methods used by school districts to develop curricula and provide professional development. Develop a strategy to integrate research-based natural resource information into the K-12 curricula.
  - Use and promote established programs and curricula, such as Project Learning Tree, Project Wild, Project Wet, Ag in the Classroom, Envirothon, Watershed Ecology Training for teachers, and others.
  - Review 4-H natural resource material and work with 4-H staff to make materials more specific to New Hampshire. Clarify the role of the Natural Resources Curricula Committee in this effort.
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# First Steps

## Public Awareness

Develop key messages to use with our audiences.

Work with marketing expertise at the University of New Hampshire and other schools and universities to develop targeted key messages. Refine key messages with input from other natural resource partners.

Develop a communications strategy to help spread these key messages

Encourage the State Forester, and other key leaders- the Governor, the Commissioner of the Department of Resources and Economic Development, the President of the University of New Hampshire, the Dean of the University of New Hampshire Cooperative Extension, key leaders in the state's conservation organizations, county commissioners, legislators, town officials, and other high profile people- to be visible and active with these key messages.

Evaluate and measure the impacts of our messages and the effectiveness of the delivery systems.

## Landowner Education

Develop response material for new landowners

C Landowner information kit

C Other publications

C Statewide coordination of introductory workshops that respondents to the direct mail campaign are encouraged to attend. The purpose of these workshops is to:

C Target sincere requests for additional follow-up.

C Provide a timely response to requests.

C Provide landowners with information prior to a site visit so they can seek help directly from consultants or so that when we make a site visit it is more effective.

Stratify landowner audiences and target them using different methods to meet their needs and our goals. Use ownership size, watershed location, or landscape location in the development of messages and strategies. Audiences, messages, and strategies may be different depending on the location in the state. Adapt our messages to different landowner audiences. Messages should include: the importance of forests; forest stewardship; ecosystems; sustainable forestry; biodiversity; wildlife; water resources; land protection; estate planning; and stewardship planning.

Review current staff approaches to landowner site visits and develop a consistent policy for all landowner site visits.

Develop a checklist of topics to cover on site visits.

Develop a system of site visit follow-ups to determine the quality of the visit and the extent to which awareness was raised and actions taken.

Develop publications to use before, in conjunction with, after, and/or instead of site visits.

Evaluate the effectiveness of the Forestry and Wildlife Program regularly.

## **Logger Education**

Collaborate with the NH Timber Harvesting Council and the program's other co-sponsors (UNH Thompson School and NH Timberland Owners Association) to develop, implement, evaluate, and revise curricula as needed.

Continue to teach courses, as needed.

## **Education for Natural Resource Professionals**

Plan programs far enough in advance to ensure collaboration among Forestry and Wildlife Staff and others.

## **Estate Planning and Voluntary Land Protection**

In collaboration with other natural resource organizations, work towards making connections of significant parcels. Target landowners using a landscape or watershed approach. Encourage landowners to look at landscape issues.

Expand our efforts in encouraging communities to do natural resource inventories and assist with interpretation of natural resource data. Assist communities in identifying large blocks of contiguous intact open space and other critical parcels as part of natural resource inventories.

## **Community and Urban Forestry**

Provide individual homeowner information through: cooperation with the Agricultural Resources Program ( i.e. master gardeners, retail outlet "point of purchase"); individual phone contact, newsletter information, the web page, and publication distribution; development of a consumer information center; and expanded use of general media; and limited sick tree visits.

Expand efforts to emphasize sustainable communities and an ecosystem-based approach by promoting greenbelts, native species, and watershed management.

Use the Community Tree Steward Program as a primary community forestry outreach mechanism in the Merrimack River corridor of Hillsborough County and the highly developed counties of Strafford and Rockingham, and parts of Merrimack.

Partner with others such as regional planning commissions, Office of State Planning, The New Hampshire Municipal Association, and the New Hampshire Association of Conservation Commissions to develop education programs and information targeted towards town conservation commissions, planning boards, zoning boards of adjustment, selectmen, town clerks, town administrators, and road agents.

## **Youth Education**

Research the methods used by school districts to develop curricula and provide professional development. Develop a strategy to integrate research-based natural resource information into the K-12 curricula.

Use and promote established programs and curricula, such as Project Learning Tree, Project Wild, Project Wet, Ag in the Classroom, Envirothon, Watershed Ecology Training for teachers, and others.

Review 4-H natural resource material and work with 4-H staff to make materials more specific to New Hampshire. Clarify the role of the Natural Resources Curricula Committee in this effort.

## Forest Industry Development

### Goal:

Improve the viability of New Hampshire's forest industry through better utilization of the forest resource and by increasing the understanding of and support for the forest industry by New Hampshire's economic development community.

### Strategies:

1. **Work with the forest industry to improve efficient processing of the forest resource for maximum utilization.**
  - a. Provide technical assistance to the forest industry.
  - b. Provide information and develop educational programming based on industry need, issue development, and new technology.
  - c. Encourage and facilitate networking among New Hampshire's forest industry.
2. **Develop a communication strategy targeting New Hampshire's economic development community.**
  - a. Forest Industry Specialist: 20% time interacting with Department of Resources and Economic Development staff, specifically the Office of Business and Economic Development, to improve understanding of the forest resource and wood using industries.
  - b. Work with the forest industry to more effectively interact with local communities.
3. **Develop mechanisms to evaluate the impact of information dissemination, program implementation, and connections made.**
  - a. Track improvements achieved by participating companies.
  - b. Track level of participation in programming.
  - c. Identify networks or connections developed as a result of the program.
  - d. Evaluate improved understanding of the forest industry by economic development practitioners.

## Appendix B

# New Hampshire Forest Resources Plan Objectives

### Ranked in Priority Order by UNH Cooperative Extension Forestry and Wildlife Staff, May 1997

RANK		(Original Ranking)
1	Instilling or enhancing appreciation, knowledge and skills of forest resource conservation among youth, adults, and forest resource professionals.	(8)
2	Developing mechanisms for sustaining managed forests.	(3)
3	Keeping contiguous blocks of forests intact and under consistent management.	(2)
4	Addressing the impact of local land use decisions on the ability to practice forestry and sustain healthy forests.	(4)
5	Enhancing awareness of the importance of conserving community forests for their ecological and social values.	(10)
6	Providing timely collection of data about forests and assessment of information necessary to meet the goal of sustaining forest ecosystems.	(7)
7	Conserving New Hampshire's biological diversity.	(5)
8	Creating a favorable business climate for the forest products industry.	(1)
9	Developing forest policy collaboratively, and organizing agencies to facilitate sustainable forest management.	(11)
10	Acquiring and managing lands and easements for which there is a public interest and that complement the benefits provided on private lands.	(9)
11	Continuing the tradition of keeping lands open to the public and providing appropriate levels of outdoor recreation to support the state's tourism industry.	(6)