



Redesign Components: DEMONSTRATING AND COMMUNICATING RESULTS



Budgets are extremely tight at both the state and national levels—forcing an examination of how forestry programs compete with other national needs. If we are to maintain our relevance we must be able to clearly demonstrate and communicate that Federal investment in State & Private Forestry (S&PF) is justified and is having a meaningful impact on the landscape. We must be able to “tell our story” using timely, consistent, credible performance measurements. S&PF Redesign will demonstrate and communicate results in relation to the three S&PF National Themes (Conserve Working Forest Landscapes, Protect Forests from Harm, and Enhance Benefits Associated with Trees and Forests) in order to form a compelling and comprehensive picture of S&PF accomplishments.

Visual Demonstrations of Progress

The use of maps and visuals will allow S&PF to present state and national outcomes in a way that focuses on the “big picture”. These maps will be developed on multiple spatial and time scales. Initially, three national maps will be produced (Insect & Disease Risk, Fire Risk, and Fragmentation) with additional maps being developed in later years to cover other aspects of S&PF. Maps will be developed using continuously updated database information. The National and State Assessments will provide key information for developing these national maps/databases.

Performance Elements and Reporting

For each of the three S&PF National Themes, we will clearly describe the issue, desired outcome, objective(s), performance measure(s), and progress we are making towards the desired outcome. Measurable, outcome-based objectives & indicators will be used so that we can report improved performance (over 1 to 5 years).

Demonstrations of Local Successes

Anecdotal “success stories” will be used to illustrate compelling examples of how citizens, communities, and others are receiving important S&PF assistance that is resulting in diverse and sustainable public benefits. Distribution of these success stories will be targeted accordingly by audience to meet specific communication needs (e.g., congressional, administration, etc.).

Annual Report Card

Visual Demonstrations of Progress, Performance Elements and Reporting, and Demonstrations of Local Successes will be combined in a S&PF Annual Report Card. This Report Card will be used to tell the most important stories about each of the S&PF Redesign National Themes and will be used as a vehicle for reporting on the state of the nation’s forests, the values they provide, the threats to those values, and the progress being made.

DRAFT ~ 7/3/2007