

Society of American Foresters **2009-2015 Strategic Plan**

Vision

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

Mission

The mission of the Society of American Forester is to:

- Advance the science, education, technology and practice of forestry
- Enhance the competency of its members
- Establish professional excellence, and
- 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.
- Forest 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.

Key Strategic Goals

- 1) Promote keeping existing forests as forests, conserving forests, and engage in cooperative efforts to achieve sustainable forestry and natural resource management.
- 2) Continue to gain the support of the public and policy makers to enable SAF to fulfill its mission.
- 3) Increase coordination and relationships with state societies, working groups and partners and allies that will help SAF fulfill its mission.
- 4) Assess the activities, programs and operations of SAF and strive for continuous improvement in all facets of our organization.
- 5) Provide and promote superior educational materials, meaningful experiences, and credentialing resources to help members achieve greater professional competence and competitiveness in the marketplace.