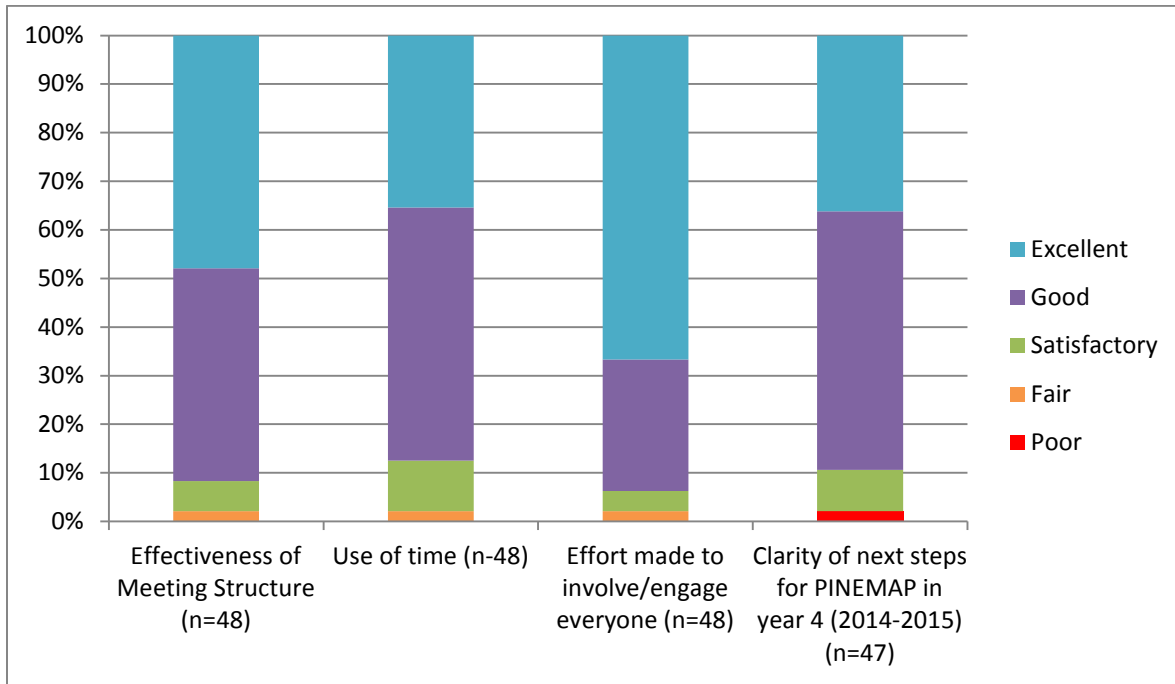
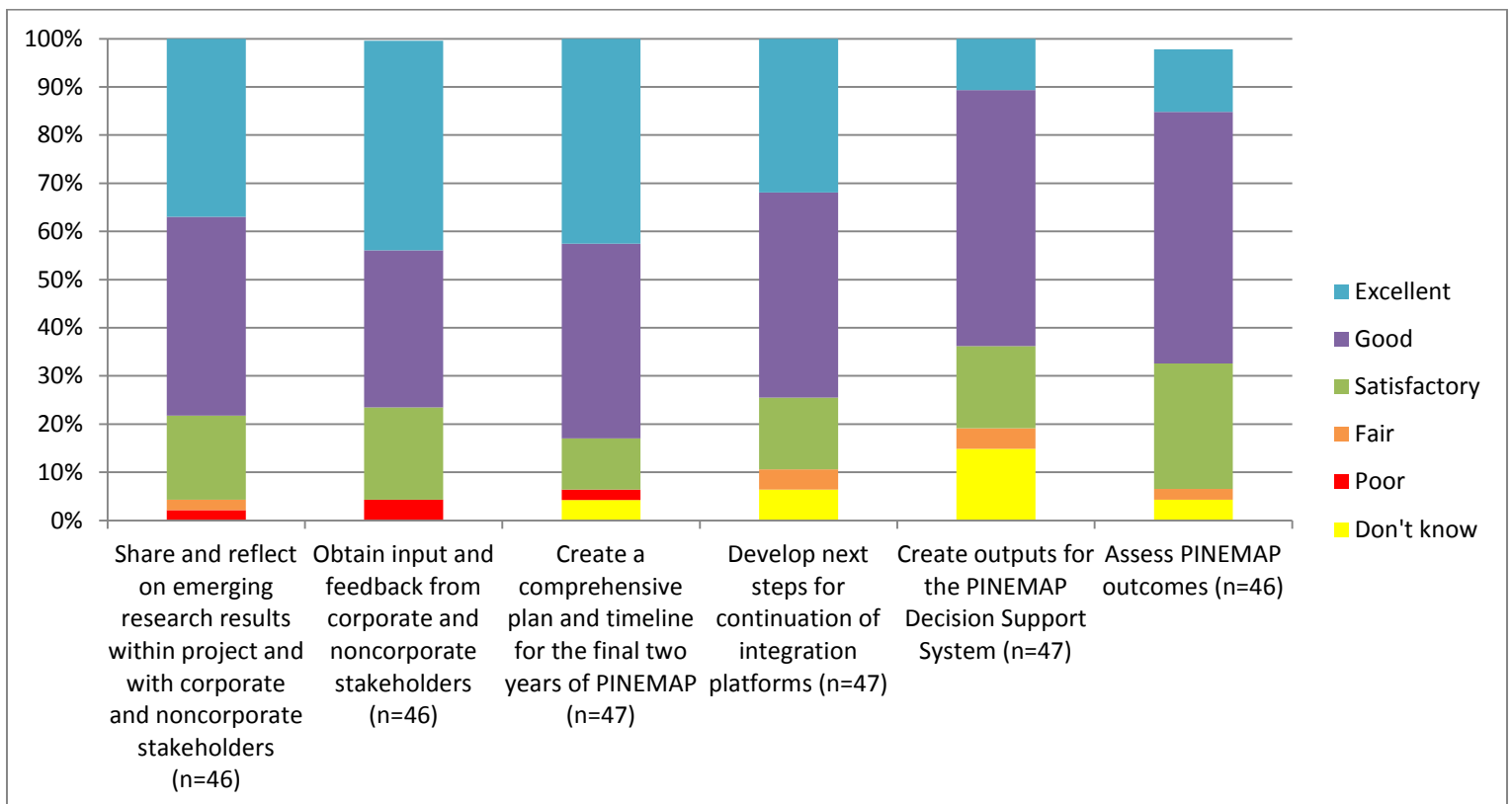


PINEMAP 2014 Annual Meeting Evaluation Report

Please evaluate the following aspects of the meeting:



Please evaluate the degree to which the meeting met its specific objectives. How well did the meeting serve to:



Question 2: additional comment: The meeting did an Excellent job of sharing and reflecting on emerging research results with corporate stakeholders, but the degree to which this objective was met with non-corporate stakeholders is unclear.

What was a key take away/implication from interactions with stakeholders?
We need to consider smaller, more diverse forests in regional assessments. We need professionals to translate our science to stakeholders.
Landowners have diverse objectives and actions will be driven by markets
We need to convert academic language to practical words when we want to deliver our outcomes (e.g.: mitigation – healthy).
We need healthy markets.
Corporate stakeholders want many of the “extension” type products as Extension foresters
Too much diversity
Will not satisfy everyone
Don’t forget the little guys
Variety of stakeholders have a variety of priorities and end goals—this needs to be considered and is often overlooked.
A greater understanding of the importance of targeted/effective communication
Small landowners are important by PINEAMP info—via extension
“Climate change” is a politicized concept, “weather patterns” is not
Communication helps clarify the stakeholders’ needed and concerns that PINEMAP should be considering.
They are interested in the deliverables of PINEAMP, but do have some concern about interpretations that uninformed might make.
We need to promote timber and tree related markets more.
Different stakeholders had a combination of same and completely different thoughts/needs. Common ground is obtainable.
There are audiences we are missing.
There are issues we are not addressing.
There are two bottom lines money and “pretty trees” need to appeal to both groups.
Semantics determine progress. Don’t know if I agree.
Stakeholders hold different perspectives. There is much diversity in terms of views among stakeholders.
The diversity of stakeholders made this difficult to assess. Private landowner application seems a hot topic but PINEMAP is doing the extension work for that.
I miss US Forest Service people in the panel. Not scientist, we need managers and ??
We either need to work in outcome for family forests or do a better job of letting folks know of our focus.
It was clear that the stakeholders have a profound interest in this project, however, I think that the take away from these conversations was that we, as researchers, can lose track of our audience when developing our results. This is important to keep in mind.
Different groups have different views and objectives; satisfying everyone is unlikely.
How to translate the meaningful findings of PINEMAP research to corporate and individual landowners.
That we may need to focus a little more on private landowners.
Be cautious
Need more input from them to determine their needs.
We need to remain focused on the goals of the project and not chase too many ideas we are not already working on.
Importance of economic goals.
The emerging importance of non-timber goals.
Try to focus on smaller landowners at least to some extent.
No concern about climate change. Focus on healthy, resilient forests. More wood less land more wood less chemicals etc.
Extension/outreach needs to keep in mind that small landowners will be secondary recipients of PINEMAP efforts.
Our approach for interacting with them is good.

What was a key take away/implication from interactions with stakeholders?
Expand from corporate lands focus.
Economics is important.
Reinforced the target audience of corporate and large landowners.
Maybe a fact sheet can be given before the meeting I felt too much time was spent on this part.
Communication form is key. Tell a story. Don't scare away your audience. Earn audience trust. Use language they can understand.
They don't know about PINEMAP, so their feedback isn't useful.
They want something a bit different than USDA funded Inclusion of family forests in our DSS.
Need to put parameters on stakeholder interactions so that they review/comment on only PINEMAP's focused efforts. Too much noise/distracting comments/interactions which won't help achieve goals.
It's time to get it all together. Make last decisions and crank out the tools, pubs, students, reports, outreach, videos, web site, etc.
Economical vision, approach of the forest industry

What specific follow-up activities do you think are necessary based on stakeholder input provided at this meeting?
A "message framing" meeting or workshop led by the Extension Aim.
Careful definition of the PINEMAP mission and what it doesn't do.
Could any stakeholders talk about their industrial research?
Follow up on grad student collaboration to produce extension materials
Plan for sustaining feedback.
Aim 6 outreach plan and work with state Extension program
Extension efforts will be key—to better translate our science.
A greater effort to produce readable audience-oriented deliverables
Finding key foresters who can share management information from PINEAMP Don't forget small landowners
Share timely applicable research findings among Aims to help extension and education team grasp the "research nugget".
Evaluate relevancy of PINEMAP outputs and content.
More surveying
Conveying results for landowner understanding.
Information gathered be given to Aims so that they can address the issues that correspond to their group.
Reveal of outputs to meet stakeholder needs.
Re-analysis of extension technology and DSS application.
Keep them engaged.
I think we should carefully consider the results of the needs assessment and try to brainstorm ideas on how we can address those.
Interactions with state forestry agencies could be emphasized more—those are contact points for many NIPF landowners.
Work with the Extension people to achieve the goal mentioned in...??
Test outputs with select groups—messaging
More concentrated effort to learn about stakeholder needs and attitudes.

What specific follow-up activities do you think are necessary based on stakeholder input provided at this meeting?

Pictures are worth a thousand words. PIs should be really careful about presenting preliminary data (or even mocked up data as a SPB hazard map was actually RH!) in front of stakeholders. I have expressed my displeasure directly to speakers. This is going to be really important as the temptation to use “place holder” in the DSS will be strong. Ryan has pointed out to me it was noted on the map, but I didn’t see it –Tom Byram

A change in “branding”

Refine DAYCENT-WaSSI-3PG connections

Consider how we can address non-corporate management
Consider other pine species, specifically longleaf.

Continuous dialogues

Make sure we review and beta test DSS and related tools/info. with representatives from that audience to make sure they interpret it correctly.

Need to think about non-industrial forest landowners (small landowners). Need a way to take all this info. we learned and relay it to our audience— “Tell a story”

Conversations with them so they better understand the mission and activities of PINEMAP.

We are doing a lot of work that is directly relevant to family forests; perhaps we could summarize/emphasize that work.

Identify specific goals of projects, specific focused target audience (which is not everybody). In other words, put blinders on stakeholders then solicit feedback.

Early draft of key tools to road test and get user input (dry road test)

Involve them a lot, regarding the modeling scenarios.

What are your thoughts/suggestions for PINEMAP (i.e., what should we continue, what isn’t working, what is missing)?

Tier II sites represent a large capital investment in infrastructure that should be supported.

The Extension Aim should lead future interactions with stakeholders.

The science presentations were a little “off the mark” for that audience.

The connection with stakeholders is very important.

About that integration “rotation”, I doubt...? It’s not that good! Tired for presenters. Bored (some topics) for audience

It’s going great—many challenges, but great job.

Great stuff is happening.

While new people are the minority, it would have been great to do an orientation and field tour.

Integration among Aims could be better. It seems extremely hard to do with such a large and diverse audience, but lack of understanding of each other’s work throughout makes integration difficult.

Longer rest period after lunch—concentration falters while your body digests food.

Are there communication avenues that PINEMAP is using to share info. with stakeholders? Such as newsletter bi-monthly?

Keep providing opportunities to collaborate/discuss and communicate through online/phone/webinars.

I think more dissemination to Aim 6 about results from other Aims are needed so that it can be disseminated at the workshops we host.

Integration should be further pushed.

Data delivery of measured data to TerraC is slow/delayed. Data (measurements) are not delivered to TerraC in a timely fashion.

Good.

We should be careful and critic with the estimates of future growth under climate change.

Data managers need to be at the front of meeting/PIs

What are your thoughts/suggestions for PINEMAP (i.e., what should we continue, what isn't working, what is missing)?

I felt strongly we need to think carefully about outputs getting "out" before they are ready for primetime. E.g., loblolly pine growth and yield animations getting to the press and some news article being written.

I'd suggest continuing the check-in meetings, with emphasis on broadening the attendance across platforms.

Be careful creating a hegemony to regional outputs.

Small scale focused student projects may teach us more than highly uncertain regional projections.

Step up the push for integrating research and models into our deliverables.

Graduate student session

The final Exec Comm/Integration Leader meeting was important—it was clear, even this late in the project, we aren't fully sure what is needed/who needs what.

TerraC—it's just not meeting many needs.

Grand experiment—excellent integration with products that need continued funding to continue.

Genotyping does not seem to fit PINEMAP anymore.