



Stakeholder Needs Assessment: Research Delivery Mechanisms

PINEMAP Outreach Plans

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Research Delivery Mechanisms

The current forest research cooperative technology transfer model primarily relies on industry cooperators attending meetings, reviewing reports, and disseminating research within their organization.

In your opinion, how effective is this model for delivering PINEMAP research results that can inform management decisions?

5: Very effective	8%
4: Effective	37%
3: Moderately effective	41%
2: Slightly effective	12%
1: Not effective	2%

The current Extension and outreach model primarily relies on state and county Extension Professionals and state forestry agencies coordinating landowner workshops and professional development activities.

In your opinion, how effective would this model be for delivering PINEMAP research results that can inform management decisions?

5: Very effective	17%
4: Effective	38%
3: Moderately effective	25%
2: Slightly effective	15%
1: Not effective	5%



Research Delivery Mechanisms

How familiar are you with the research PINEMAP is conducting?

Forest Cooperative members

5: Very familiar	14%
4: Familiar	41%
3: Moderately familiar	17%
2: Slightly familiar	19%
1: Not at all familiar	10%

Extension Specialists/State Agency Personnel

5: Very familiar	3%
4: Familiar	17%
3: Moderately familiar	20%
2: Slightly familiar	37%
1: Not at all familiar	23%

- 55% of respondents to **forest cooperative member survey** are familiar or very familiar with the research PINEMAP is conducting
- 60% of respondents to **Extension/state agency survey** are slightly familiar or not at all familiar with the research PINEMAP is conducting



Research Delivery Mechanisms

Please rate your organization's interest in the following types of technology transfer activities for receiving PINEMAP-related research results.

Technology transfer activity	Interested or Very Interested	
	Research cooperative members	Extension/ state agency
Web site containing research information	76%	68%
Printed reports	70%	55%
Reports in video or PowerPoint format	67%	45%
In-person workshops or short courses	64%	67%
Webinars	59%	58%
Research cooperative members attend meetings, review reports, and disseminate research within their organization	59%	N/A
Instructor-led online courses	36%	N/A
Online courses with both a self-led and an instructor-led component	36%	33%
Self-led online courses	30%	32%
An online community for sharing information	26%	25%
Correspondence courses	10%	10%



Research Delivery Mechanisms: Guidelines for Management

Research cooperative survey only

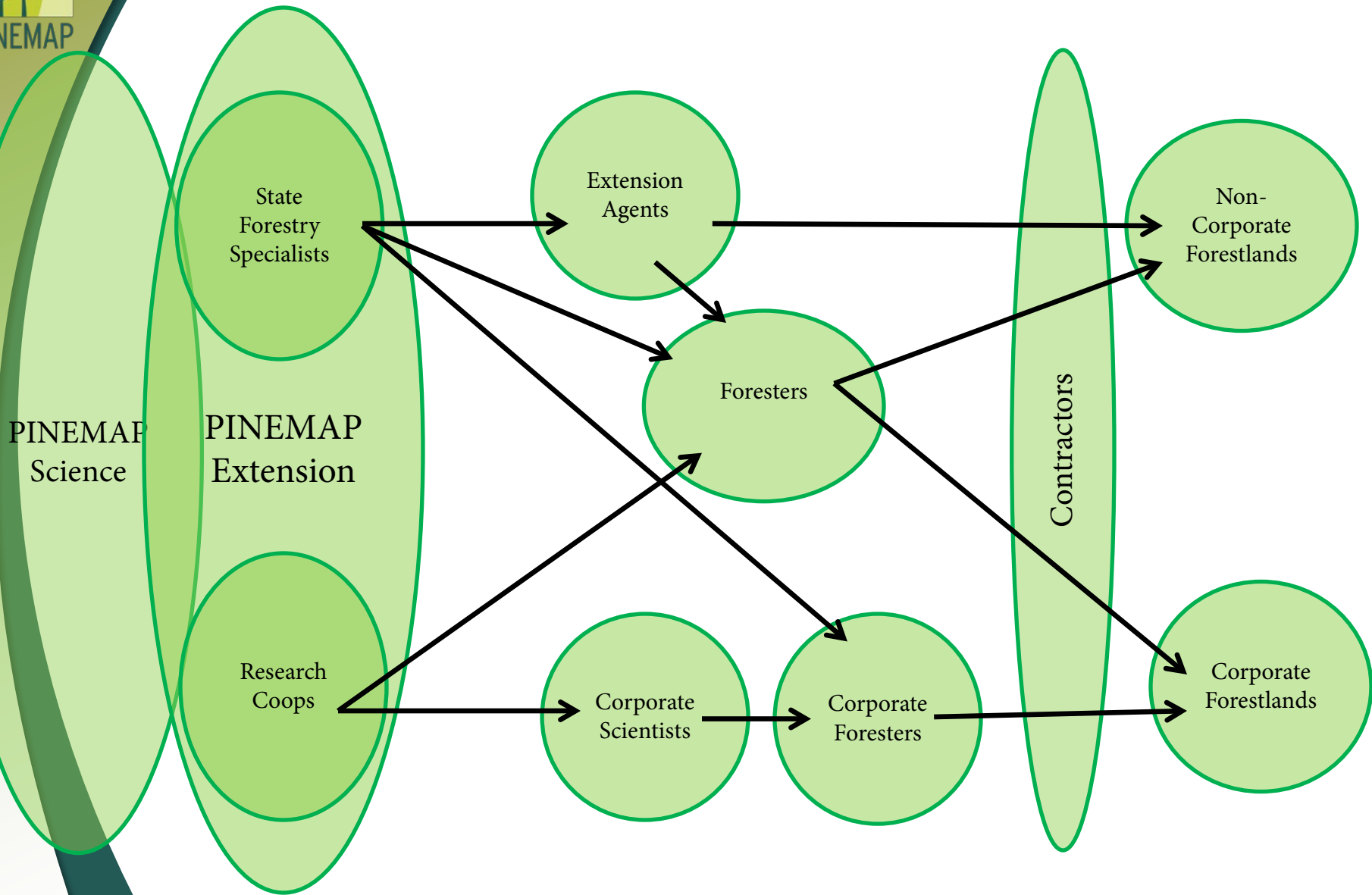
Much of the technology transfer in forest research cooperatives is direct presentation of research results, with subsequent interpretation and application of results performed by the member companies.

How interested would you be in receiving specific guidelines for management based on PINEMAP research results?

Answer	%
5: Very interested	36%
4: Interested	41%
3: Moderately interested	16%
2: Slightly interested	3%
1: Not interested	3%



PINEMAP Tech Transfer Model





PINEMAP Corporate Landowner Outreach Plan

- Meeting of Directors of southern forest research cooperatives associated with PINEMAP to discuss outreach to corporate landowners
- Current PINEMAP corporate outreach model: PINEMAP overview presented to cooperators at annual meetings and PINEMAP grad students present research at annual meetings.
- Based on survey results, what would be a useful and effective outreach plan for corporate landowners?



PINEMAP Corporate Landowner Outreach Plan

1. Present PINEMAP research at research cooperative meetings
 - a. Project-wide integrative information
 - b. Research-specific information (genetics, silviculture, modeling)
2. Narrated PowerPoint or video presentations
3. Sub-regional workshops focused on integrated research for field foresters
4. Web-based trainings on PINEMAP tools and data sets
5. 1-2 virtual meetings in 2014 and 2015 for research cooperative members regional staff/research managers
6. Special issue journal
7. Wrap-up symposium in 2016



PINEMAP Forestry Extension Outreach Plan

- Focus on Multiple Stakeholders
 - Internal group of educators (train the trainer)
 - External group of professionals
- Based on feedback from survey of Forestry Extension Specialists and from survey of Southern Foresters



PINEMAP Forestry Extension Outreach Plan

- **Web-based outreach:**
 - Develop “one stop” shop web presence for information on southern pine climate change mitigation and adaptation
 - Webinar series conducted by PINEMAP researchers for foresters
 - Narrated powerpoints
- **In-person outreach: Workshops (6 planned for different audiences)**
 - Extension/state agency foresters and industry foresters (3)
 - Foresters working with minority landowners (2)
 - Southern Regional Extension Climate Academy- (1)
- **Decision Support System: development, testing and roll-out**
 - Utilize workshops to promote and train foresters on use of DSS
 - Receive feedback for continued development
- **Educational Extension materials development**
 - Companion pieces for DSS
 - Educational materials for Extension agents
 - Detailed Extension publications for on-the-ground implementation
- **Formal and informal networking with Extension and forestry colleagues**



Stakeholder Feedback: PINEMAP Outreach Plans

- To what extent will these plans for outreach and deliverables meet your needs?
- What else is needed to embed PINEMAP research into decision making?



Stakeholder Feedback: Futuring

- How can we evaluate changes in planted pine management in response to PINEMAP research and outreach?
- One of the primary functions of PINEMAP is to enhance capacity for region wide collaboration among universities and the research cooperatives.

How can these valuable collaborations be continued beyond PINEMAP's 5 year funding period?