

Education, Extension,
Information &
Technology Transfer
Sources for Restoration Professionals



**Southern Regional
Extension Forestry**

WILLIAM HUBBARD | SEPTEMBER 22, 2015



Presentation Outline

- Who is SREF? What do we do?
- Why should we care about Education?
- The Shortleaf Pine Website
- Closely Aligned Resources & Tools for the Professional
- Where Are We Going From Here?





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SREF Mission

Our mission is to serve the southern Land Grant University System by collaborative development of forestry technologies and programs that improve the efficiency, effectiveness and relevance of supporting institutions.



SREF Staff



Southern Regional
Extension Forestry

Regional Forester:

Bill Hubbard

Extension Associates:

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David Coyle

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IT Professionals:

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Steven Weaver



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Diane Pritchett

Marketing & Communications:

Brent Peterson

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Student Interns:

Connor McDonald

Katie Saunders

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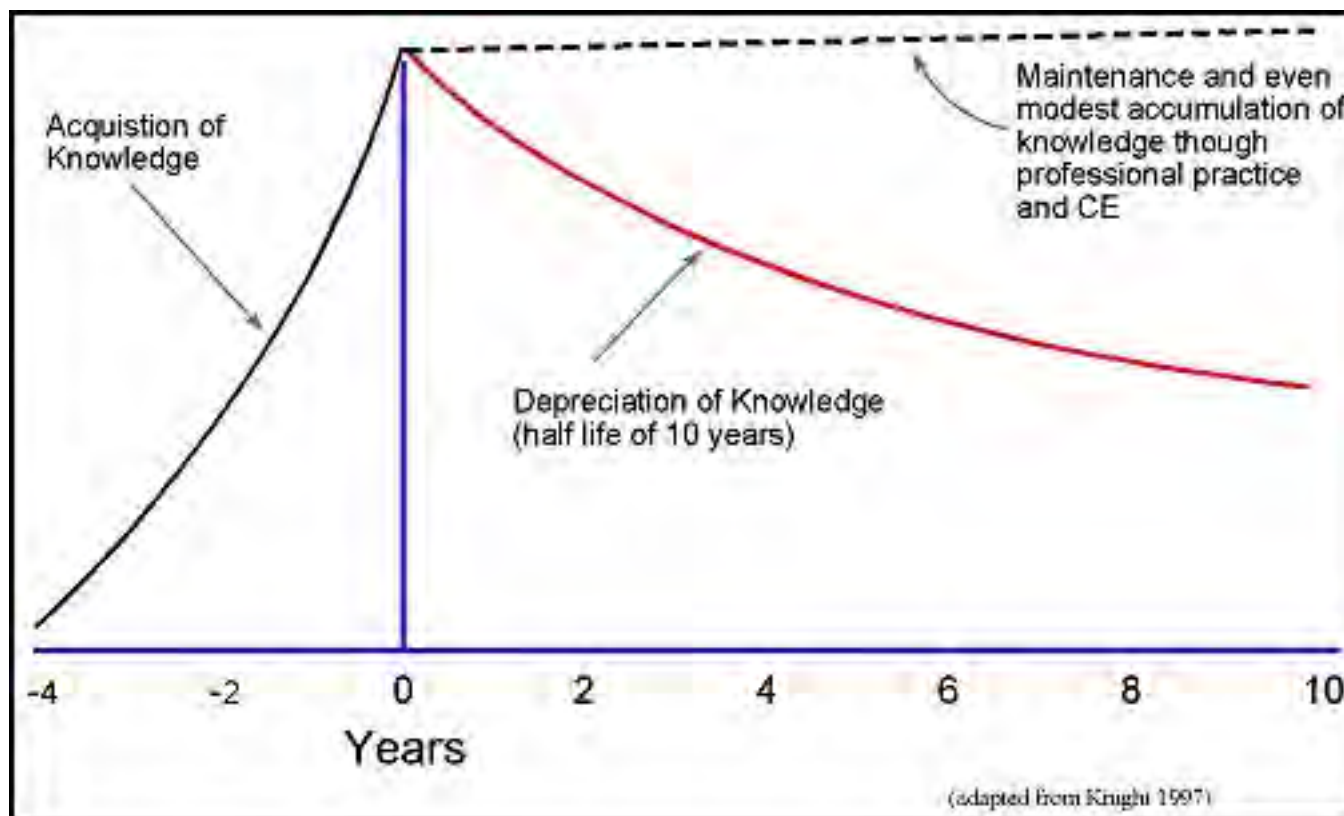
Why care?

- Forest restoration is critical; several large and small scale long term efforts are ongoing
- Many of us were not trained in forest restoration philosophies and practices
- Keeping our skill sets current and engaging with others in education and knowledge exchange is imperative and stimulating!





The half-life conundrum





The half-life conundrum

- Assumptions
 - We receive approximately 900 hours of education per year over a 4 year Bachelor's Degree period (28 hrs/week x 32 weeks/year x 4 years).
 - We lose about 5% per year over a period of 5-10 years.
 - This equals approximately 45 hours of continuing education necessary per year to keep from losing ground to the younger generation!

The Shortleaf Pine Initiative



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- What's available?
 - SPI information
 - New fact sheets
 - Historical information
 - Decision support tools
 - Nursery and resource professional information
 - Case studies via "Management in Action"
 - Lots more planned!

WWW.SHORTLEAFPINE.NET



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Forest Restoration

RNGR Reforestation, Nurseries, and Genetic Resources



Extension Resources

- 1,000 publications
- Spanish-language resources
- Tree nursery directory
- Fertilizer calculation tools

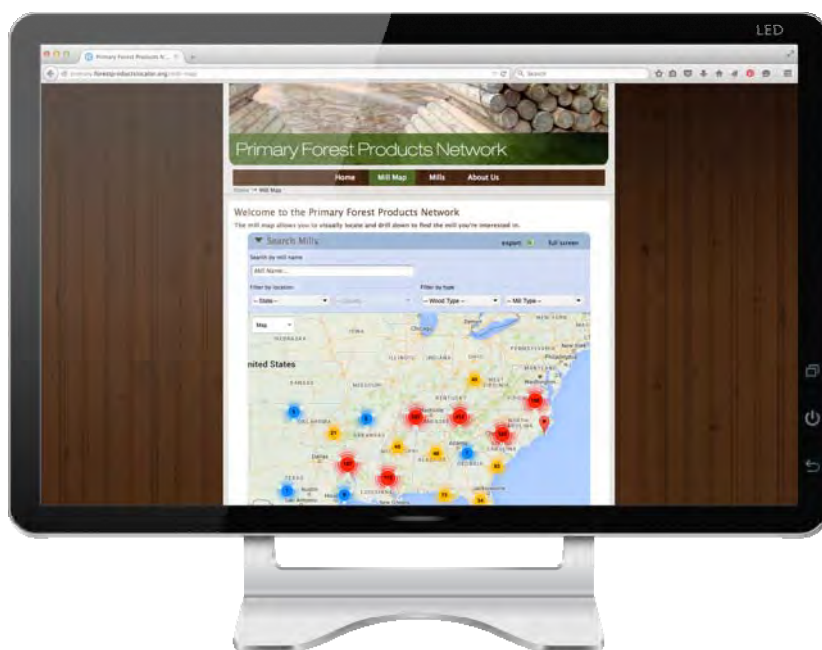
WWW.RNGR.NET



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Primary & Secondary Forest

Products Locator



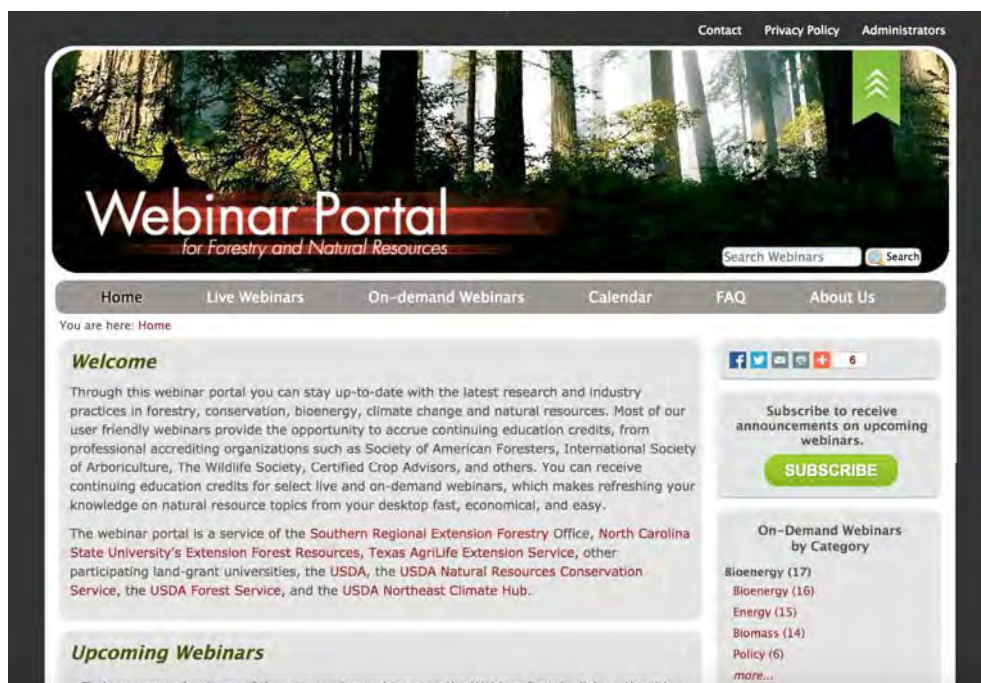
Extension Resources

- Locates mills and manufacturers for soft and hardwood wood products in SE through interactive map
- Provides contact information
- Used by buyers, forest managers, and landowners

WWW.FORESTPRODUCTSLOCATOR.ORG



Webinar Opportunities




- Several webinar portals
 - Forestrywebinars.net
 - Conservationwebinars.net
- Live and archived
- Searchable
- Pre and post quizzes
- Certificates of completion
- CFE's offered and delivered
- Savings calculator
- Marketing tools
- Rating systems

Shortleaf Pine Initiative Youtube Channel



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YouTube



Regenerating Shortleaf Pine

Shortleaf Pine Initiative

Subscribe 2

29 views

Add to Share More 0 0

Published on Jul 13, 2015
David K. Schnake, Division Forest Manager at the North Carolina Department of Agriculture & Consumer Service Research Stations Division discusses regeneration methods for shortleaf pine at the May 12th

[Youtube Channel](#)

Mobile Apps for Forestry & Natural Resources



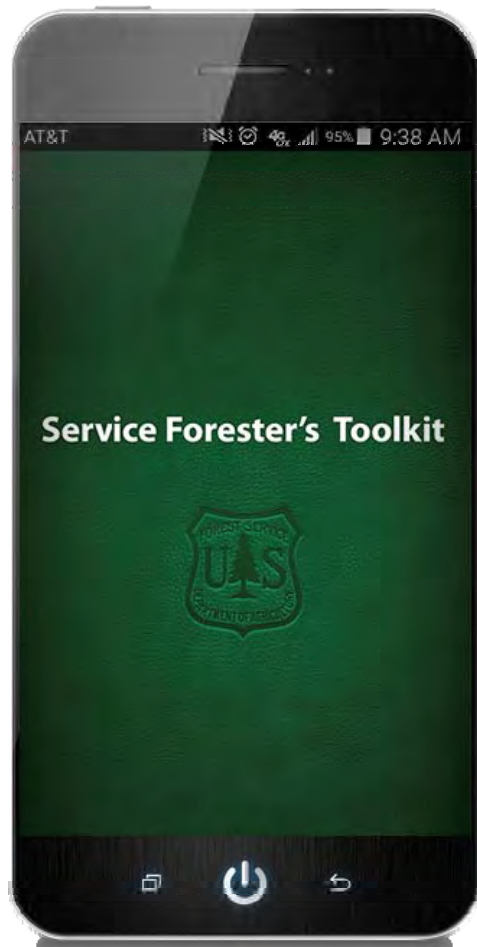
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Mobile Applications for Restoration Foresters



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Service Forester's Handbook App

- Updated existing information
- Excluded outdated information
- Developed new sections
- Re-design



Available for FREE on Apple Itunes and Android Google Play Store!



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What about Social Media?

E-mail Marketing

The screenshot shows a newsletter header with the Southern Regional Extension Forestry logo and social media icons. The main headline is "E-NEWS YOU CAN USE" for "JULY/AUGUST 2015". The primary article is "UF/IFAS Program Receives Two Chiefs Award", featuring a photo of award recipients and a "READ MORE" button. Below this is a "RESOURCES" section with links for GA, AL, TX, and SC. A secondary article, "UK Welcomes New Extension Associate Chad Niman", includes a photo of Chad Niman and another "READ MORE" button. Logos for UAS, UF IFAS Extension, and UK Ag Extension are visible at the bottom.

Social Media Strategies

The screenshot displays the Facebook profile for Southern Regional Extension Forestry. The cover photo features a group of staff members. The page includes a navigation bar with "Page", "Messages", "Notifications", "Insights", and "Publishing Tools". A "THIS WEEK" summary shows 354 Post Reach and 23 Post Engagement. The profile bio identifies the organization as a "Regional Consultant - Educational Organization" and "Educational Service". Below the bio is a banner for "extension America's Research-based Learning Network" with icons for a house, a tree, and a snowflake. The page also shows a "CLN" (Climate Learning Network) profile card and a "Shortleaf Pine Initiative" post with a photo of a tree trunk and text about a 2015 fire update.



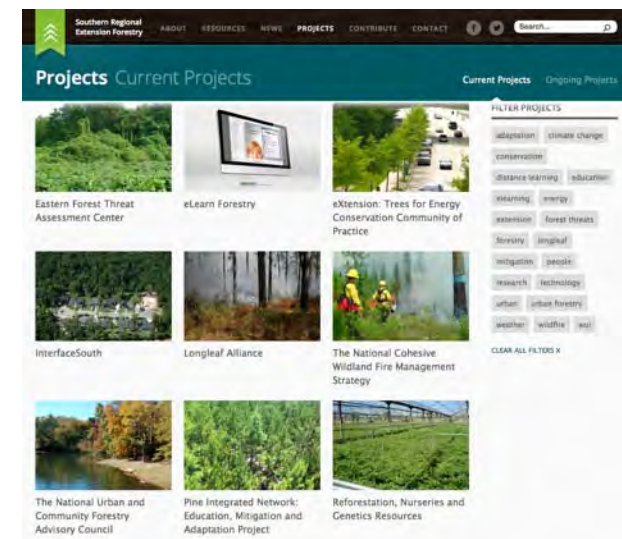
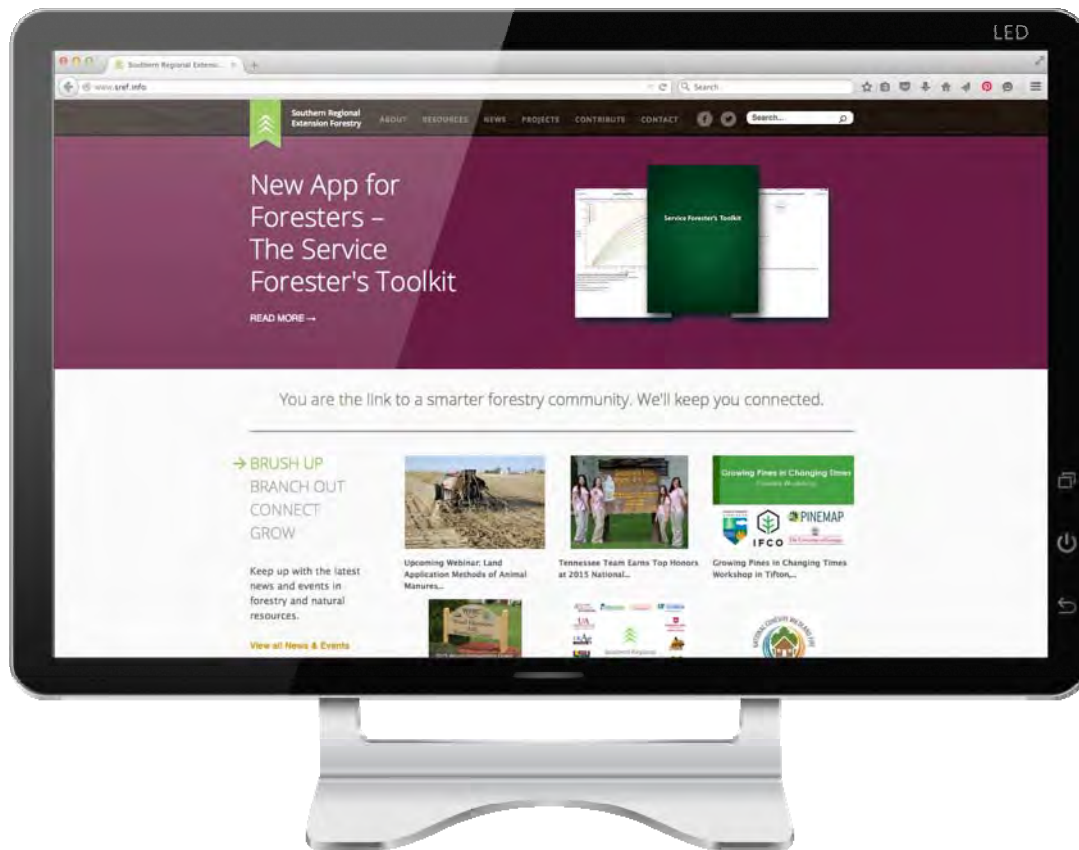
Future directions?

- Continual improvement
- Continual addition
- E-Learning?
- Certification System?
- More experts needed!
- Creating a Learning Network



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Visit Our Website: www.sref.info



➤ Follow us on Facebook and Twitter: @soforext

