



**Oregon State**  
**University**

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**Forestry Executive Committee**

**Agenda**

**December 6, 2018**

9:00 – 11:00

Richardson Hall 115

- 9:00 am **Welcome** – Anthony S. Davis
- Unit Updates & Pressing Issues**
- Safety** – All
- Outreach and Engagement** – Jim Johnson
- Foundation Development** – Zak Hansen
- WSE Department** – Eric Hansen (*absent*), Rakesh Gupta
- FOBC** – Roger Admiral
- Diversity, Equity, and Inclusion** – Heather Roberts
- International Programs** – Michele Justice
- FERM Department** – Jim Johnson, Jeff Hatten
- Computing Resources** – Terralyn Vandetta
- FES Department** – Troy Hall, Steve Strauss
- Research** – Katy Kavanagh (*absent due to FWHMF meeting*)
- Research Support Faculty** – Michelle Day
- Forest Service, PNW Research Station** – Paul Anderson
- Student Services** – Randy Rosenberger
- Graduate Student Council** – Neil Williams
- Strategic Initiatives** – Geoff Huntington
- TallWood Design Institute** – Iain Macdonald
- Marketing and Communications** – Michael Collins
- Research Forests** – Steve Fitzgerald
- Open Discussion after Updates**
- 10:00 am **Flash Talk:** Michael Nelson, FES
- 10:15 am **\*Topic of the Month: Campaign Planning & Fundraising** – Anthony S. Davis  
The primary goal is to determine the narrative (or case for support) for how the campaign's fundraising initiatives will, collectively and compellingly, support the university in achieving its strategic goals as envisioned in Vision 2030 and Strategic Plan 4.0. How can we craft compelling messages to donors that their investments in the College will elevate OSU and have impact in really meaningful ways?
- 11:00 am **Adjourn**

*\* Attachments Included*

<b>ACTION ITEM TRACKING</b>	
12/11/17	Predatory Journals and Academic Ranking Metrics Discussion
2/7/18	Digital Measures Assessment on Usage Re-evaluation – Department Heads
2/7/18	Engagement w/Outside Organizations – Department Heads
4/4/18	Annual Reviews of College Leadership Process – Anthony S. Davis
Continuous	Opportunities for continuing education and engagement on diversity, equity, and inclusion issues
Continuous	Professional development opportunities for administrative and leadership positions in the college

<b>IMPORTANT DATES</b>			
<b>Date</b>	<b>Event</b>	<b>Time</b>	<b>Location</b>
12/4	State of the College	9:00	MU MPR
12/6	FWHMF Advisory Committee Meeting		RH 107
12/14	College presentation to the House Committee on Agriculture & Natural Resources re: the Fire Summit		Salem
12/18	Land Board meeting on the Elliott State Forest	TBD	
1/10	FEC Meeting	9:00	RH 115
1/15	OR Mass Timber Industry Development Summit ( <a href="#">registration required</a> )		Salem
1/21	MLK Peace Breakfast and Keynote ( <a href="#">registration required</a> )	9:00-12:30	Alumni Center
2/6	Food Drive Soup Lunch	Noon	TBD
2/7	State of the University		
2/7	FWHMF Advisory Committee Meeting <i>*tentative</i>		TBD
2/13	Board of Visitors Meeting <i>*tentative</i>		
2/13	Food Drive Soup Lunch	Noon	TBD
2/13	Starker Lecture Series	3:30	LaSells
2/14	FEC Meeting	9:00	RH 115
2/20	Food Drive Soup Lunch	Noon	TBD
2/22	Education Council Meeting <i>*tentative</i>		
2/27	Food Drive Soup Lunch	Noon	TBD
3/6	Starker Lecture Series		TBD
3/14	FEC Meeting	9:00	RH 115
3/18	Statewides Day at the Capitol		
3/19	Mass Timber Conference Tour	TBD	OFSC



11/29/2018

**2017-2027 Fundraising Campaign Planning Update to the Forestry Executive Committee**

During the last campaign, the College of Forestry was successful in generating \$81,043,677 (of an OSU-total \$1,142,213,091). This support dramatically increased our scholarship pool, grew our endowed faculty support, and provided a critical base for the Oregon Forest Science Complex. After consultation with faculty, staff, alumni, professionals, and a wide range of stakeholders, we are proposing an initial target of **\$121,500,000** for the 2017-2027 campaign period.

With new facilities coming online, and having completed extensive studies of our student population, faculty challenges, and opportunities for growing as a leader in research, teaching, and outreach, we will be aligning our fundraising priorities with areas that will enable positive change in those core areas (see figure 1 for broad financial buckets). We will be setting forth with a campaign plan that secures our ability to offer contemporary programs in the most innovative forestry buildings a university could hold.

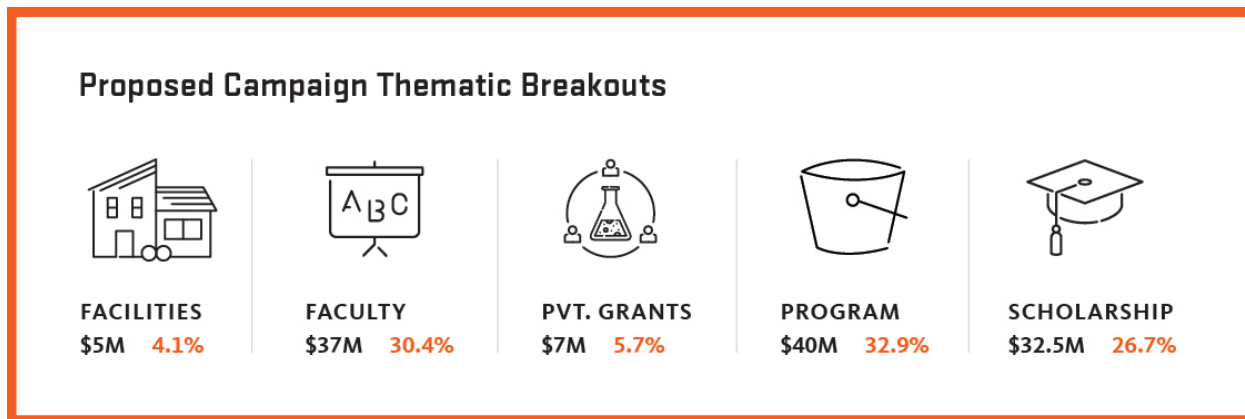


Figure 1. Broad (30,000 ft view) distribution of fundraising targets.

Why would people want to support the College of Forestry? Well, to me, it is simple – with the challenges we face in addressing climate change, maintaining rural economies, and preserving forests as a provider of cultural, ecological, and economic values, the work of our College, in all its breadth, has never been more critical to society. Looking at it from a campaign perspective, the College of Forestry drives society to collaboratively use forests to preserve cultural values while expanding local economies, improving life for all. We achieve this by:

- **Conducting world-class scientific research** and sharing results with changemakers to guide public and private decisions on the practices and policies that impact forests.
- **Defining and growing professions across the forest landscape**, by attracting diverse, next-generation leaders and practitioners and providing an educational experience that allows them to solve our most complex forest management and use issues.
- **Driving innovations and identifying new markets** to support and grow forest-based industries to position Oregon as a global thought and market leader.

If we look at how the fundraising priorities will impact specific operations and activity within the College, there are four broad initiatives (perhaps the 20,000 ft view) that we will be promoting. Rather than worry about whether your projects or programs are fully or partially aligned with these initiatives, I would instead ask you help make the connection to how your work connects with them, whether peripherally or directly.

- **Enhance Forestry Research Capacity:** Equip the College with faculty, student, and programmatic support to allow for strategic, foundational, and transformative study of forest economies and ecosystems.
- **Drive Student Success:** Empower undergraduate and graduate students to succeed academically by enabling access to affordable, world-class learning, regardless of background.
- **Foster Excellence in Biodiversity:** Leverage the Forest Biodiversity Research Network, HJ Andrews LTER program, and Fish and Wildlife Habitat in Managed Forests program to solidify the College's position as a global research, teaching, and outreach leader in quantifying tradeoffs in values provided through contemporary forest management.
- **Innovate Wood Processing:** with the state-of-the-art A.A. "Red" Emerson AWP lab opening in 2019, build a portfolio that supports a modern, integrated suite of research, teaching, and outreach programs relevant to the operational, engineering, and social challenges of using wood in renewing the country's aging urban infrastructure.

Finally, adding a more refined scale to some of those initiatives, we would hope to see this lead into some more refined buckets (now at the 10,000 ft view):

- Endowed chairs/professors/directors: 11 positions/\$37M
- Scholarships (primarily undergraduate): \$17.5M
- Graduate fellowships: \$5M
- Experiential learning: \$10M
- International faculty support: \$3M
- Research support: \$28M
- Discovery forests: \$10M
- Facilities: \$5M

I look forward to our discussion next week and hope this begins the conversation around campaign planning in a meaningful and constructive way. As we work towards the public launch of this campaign in a couple of years, it will take the work of everyone in the College to help transition from the 30k ft > 20k ft > 10k ft > ground-level views and make this a reality. It is the personal connection between donors and faculty, students, and staff within our College that often leads to a decision to support at a high level. And while there is no "rolodex" of donors – we don't have an existing bank of people lining up to fund all of our dreams – there is no doubt the work we do is of critical importance to the widest reaches of society. Whether it results in a financial contribution or not, it is incumbent upon all of us to build meaningful connections with stakeholders wherever possible.

Thank you,



**Anthony S. Davis**  
Interim Dean, College of Forestry  
Oregon State University