



Redesigning
State & Private Forestry

State & Private Forestry Redesign “When is Redesign Redesigned?”

2009 NASF Annual Meeting

Albuquerque, NM

September 24, 2009





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Redesign Purpose

Heart of Change—Kotter's eight steps to successful large scale change...

- 1) Increase urgency-must act now
- 2) Get the vision right-purpose & themes
- 3) Build the guiding team
- 4) Communicate buy in
- 5) Empower action
- 6) Create short term wins
- 7) Don't let up
- 8) Make change stick—the finish line





Redesign Themes & Concepts

- Conserve Working Forest Landscapes
- Protect Forests from Threats
- Enhance Public Benefits from Trees & Forests

Focus + Priority = Outcome





Redesign “Wins” (Internal Accomplishments)

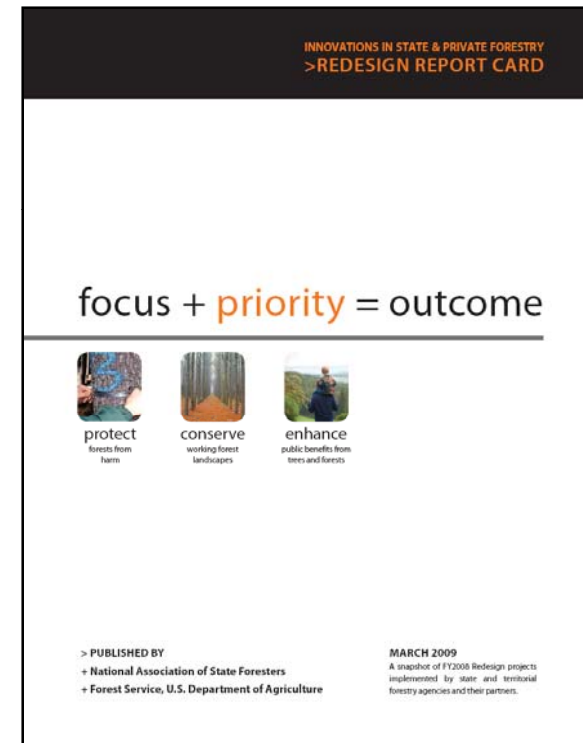
- State-wide Forest Resource Assessments & Strategies
- Competitive Processes
- Redesign Outcomes and Objectives
- National Assessment Questions and Answers
- Report Cards in 2008 and 2009





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Redesign Report Card





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Redesign “Wins” (External Accomplishments)

- Redesign themes are national priorities for forestry
 - The 2010 House Appropriations Report specifically mentions the Redesign effort
 - New partnerships are formed at national, regional, and state levels
 - A new business model is created





Redesign Work in Progress

National Assessment

National Assessment Tool

Demonstrating Results

Replacement for Jan Davis





“When is Redesign Redesigned?”

- Forests and trees are viewed as a whole and not by programs
- All of State and Private Forestry follows the Redesign model
- Funding is based on landscape management and not program mandates
- The Redesign model becomes the Forest Service standard





Where do we go from here?

- Begin the discussions on a fully integrated Redesign
- Work with forest interest groups to gain support
- Evaluate the changes needed to federal laws
- Formulate a plan for moving forward





2010 S&PF Redesign Implementation Council (RIC)

State Foresters

(NASF Executive Team)

- Steve Koehn (MD)
- Jeff Jahnke (CO)
- Leah MacSwords (KY)
- John Shannon (AR)
- Jay Farrell (NASF)

Forest Service

- Harv Forsgren (Regional Forester, R4)
- Jim Hubbard (Deputy Chief, S&PF WO)
- Peg Polichio (Director, S&PF R1 & 4)
- Paul Ries (Director, Coop Forestry WO)
- R&D Representative-TBD

Co-Leads

- Debbie Pressman (USFS WO Chief of Staff, S&PF)
- New State Co-Lead TBD

<http://www.fs.fed.us/spf/redesign>

