

College of Forest Resources Retreat

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September 25, 2007

Topics for Discussion

- ◆ Welcome and review agenda
- ◆ Setting the stage for the retreat – a changing world
- ◆ Looking ahead – issues/opportunities for 2007-08 and into the College's second century

Future of the College

- ◆ Reinforce UW's vision of:
 - Excellence
 - Engagement
 - Transformative
- ◆ College programs must be high quality with high impact

Vision Statement

The College of Forest Resources will be a world-class internationally recognized source of knowledge relevant to environmental and natural resource issues.

Branding the College

- ◆ Mission
- ◆ Vision
- ◆ Goals
- ◆ Strategies
- ◆ Academic program niche

Forces Driving Change

- ◆ Affluent and growing population with leisure time and disposable income; changing societal values
- ◆ Global warming
- ◆ Global economy
- ◆ Renewable energy
- ◆ Forest health
- ◆ Biodiversity

Sustainability Is Our Integrating Goal

- ◆ Sustainable forestry in managed and natural forests
 - Plantations, parks, reserves, watersheds
- ◆ Sustainable urban environments
 - Urban forestry, horticulture, public gardens, restoration ecology, water, wildlife
- ◆ Sustainable forest enterprises
 - Precision forestry technologies, recycling, wood products, non-timber products, bio-resources

Sustainable Forestry

- ◆ A type of management that views the forest not as the source of any one economic product or service, but as an integrated whole
- ◆ Respects the full range of environmental, social, and economic values of the forest and attempts to integrate these diverse values

Source: Roundtable on Sustainable Forests

Issues/Opportunities

- ◆ Can't predict the future in detail; can anticipate trends and try to influence the future
- ◆ Our strategic directions are compatible with the possibility of reorganization into a new college. We must maintain our steadfastness to chart our own course and use our imagination to influence the future.

Issues/Opportunities

- ◆ Our vision of building our College programs around the unifying theme of sustainability provides the opportunity to lead the discussion about a new UW college. We have the talent and programs to be the leaders.
- ◆ We must overcome the fear of change and possible failure by ensuring that our can-do attitude prevails

Specific Issues/Opportunities

- ◆ Student enrollment and recruitment
- ◆ Faculty retirements and recruitment
- ◆ Rebuild faculty research base
- ◆ Maintain our advancement and alumni relations as Campaign UW winds down
- ◆ Evaluate our research centers and see if properly aligned with current needs

Specific Issues/Opportunities

- ◆ Examine our outreach model
- ◆ Build internal/external collaborations with our partners
- ◆ Examine our communications strategies for maximum effectiveness



The End