

NESAF GRANT REQUEST PROPOSAL

1. Requesting Organization:

Maine Division – Society of American Foresters and the University of Maine – SAF Student Chapter

2. Project Coordinator:

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3. Project Title:

Surveying Maine Licensed Professional Foresters (LPF) on their attitude and inclinations to joining SAF

4. Expected Date of Completion:

September 2005

5. Project Description:

Maine SAF Membership Project to be completed by Bob Chandler
November 19, 2004

The proposal is for an unpaid internship working for the Maine Chapter of the Society of American Foresters (MESAF). This internship would also fulfill a requirement for the University of Maine Business School's Master of Business Administration degree program.

I completed my undergraduate degree in forestry and wildlife ecology and do plan on pursuing a career in this field upon completion of my MBA program. As part of my MBA degree requirements, I would like to find an internship that would promote contacts and knowledge within the forest industry. I have been very active in the University of Maine Student Chapter SAF, which is part of MESAF. I served 1 year as vice chair and 2 years as chair of this student society. As a result of my involvement, I am very passionate about SAF and its success, both at a student and division level.

The problem that MESAF, as well as National SAF, faces is two-fold. First, retaining membership within the society. Currently MESAF has 302 members, which, as in Figure 1, is very close to the low over the past 12 years. Secondly, the current number of SAF members (302) relative to the number of Maine Licensed Professional Foresters (813) is very low.

Both of these issues are a cause of concern for the MESAF and National SAF in that membership is a significant portion (35%) of total revenue for National SAF (Source: Mckernon – National SAF, Personal Contact), and membership in any organization is vital to its success. Both maintaining and soliciting new membership is critical.

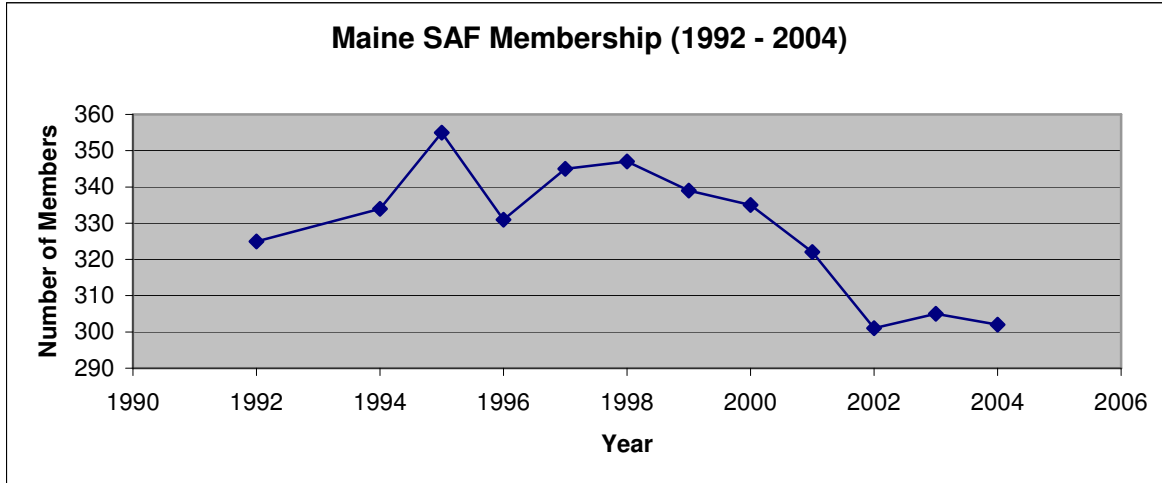


Figure 1. Number of Maine SAF members’ from 1992 through 2004. Note: there was no record for 1993. (Source: Carol Mckernon, National SAF)

Given these problems, the proposed internship would consist of conducting a survey of all Licensed Professional Foresters in Maine to determine why they are not SAF members and what it would take to encourage them to join. Throughout this process, I would seek input and support from MESAF and National SAF as well as faculty at the University of Maine. Also, a focus group will be conducted to gain further insight into this issue.

6. Methods and Timeline:

- A. Contact National SAF for historic membership survey results by February 1, 2005
- B. Design and distribute survey by March 1, 2005
- C. Conduct a focus group session by April 1, 2005
- D. Data entry and analysis by July 1, 2005
- E. Report to MESAF on recommendations and alternatives by September, 1 2005
- F. Submit final grant progress report to NESAF by October 1, 2005

7. Goals, Objectives and Intended Results:

The goal of this project is to determine why a larger percentage of licensed professional foresters in Maine are not members of SAF, what it would take to encourage them to join, and whether the recommendations can be implemented. To determine if these goals are reached, a well crafted survey would be mailed out to all licensed professional foresters in Maine. The results of the survey and a focus group discussion would determine why LPF’s are not members and the necessary inducements to consider membership in SAF. Another result would be the use of certain marketing strategies to see if they are effective in increasing membership from this group.

The over-arching goal is that the results of this proposal will serve as a template for other SAF groups, helping SAF remain a vibrant organization.

8. Statement of How the Project Meets the NESAF Grant Purpose:

In order to best advance the role of the profession in society by promoting the role of foresters in forest resource management there should not be a disconnect to the general public or added confusion about perceived qualification differences between LPF’s and SAF members. The

many publics would be better served if the majority of ME LPF's were also SAF professional members.

9. Target Audience of the Project:

The focus will be on that segment of ME LPF's that are currently qualified but are not a SAF member. The survey will query and quantify the social, economic, and financial reasons for not being a SAF member.

10. Media Plan for the Project:

The NESAF News Quarterly and the SAF Forestry Source would be the primary media outlets to inform the broader SAF audience and encourage other Chapters/Divisions/Societies to implement the structural changes needed to encourage new memberships from other similar state licensing boards.

11. How will the Project Involve NESAF Members:

Member involvement is at a variety of levels:

- Robert Chandler is a SAF member and will serve as an unpaid intern to MESAF, while conducting the survey.
- MESAF professional members will provide direct consultation in survey design and the statistical analysis of the collected data.
- The University of Maine SAF Student Chapter will volunteer the related services for getting the survey distributed (i.e. copying, stuffing, sticking, and licking).

12: How will lessons learned be disseminated to other NESAF unit's:

The process and results will have an immediate transferability to other current New England states with a forester-licensing requirement (i.e. CT, MA, NH). Also the survey methods and analytics will help provide a context to other SAF chapters/divisions/societies/districts to improve the representation of SAF members within the forester licensing requirements.

13: Budget (Based on an anticipated mailing of approximately 800 surveys):

| <u>Item/Description</u> | <u>Grant Funds</u> | <u>In-Kind (cash or other)</u> |
|------------------------------------|--------------------|--------------------------------|
| Mailing List from Maine LPF | \$ 30.00 | |
| Survey & Letter Copying, Labels | \$240.00 | |
| Postage for Survey Mailing | \$300.00 | |
| Postage for SASE Return | \$300.00 | |
| Survey Design Consult (10 hours) | | \$500.00 |
| Survey Analysis Consult (10 hours) | | \$500.00 |
| Survey Packaging (20 hours) | | \$200.00 |
| TOTAL | \$870.00 | \$1,200.00 |

- 14: On behalf of the requesting organization listed above, I agree to the following:
- ❖ To submit the required annual and final reports and follow the timeline in this application, or else reimburse the grant funds to NESAF.
 - ❖ Upon completion of the project, to reimburse NESAF for any unused funds.
 - ❖ For partially completed projects, to reimburse the unused portion of funds based on the original budget.

Signature Project Coordinator _____

15: Certification: (by the Division Chair)

I hereby certify that this proposal has been reviewed and approved by the Executive Committee of the Requesting Organization.

Signature Division Chair: _____

Submitted to the NESAF Chair by _____ on Date _____.
State Rep to NESAF