

STRATEGIC PLAN

SOUTH CAROLINA FORESTRY COMMISSION

Fourth Edition, 2020-2030



South Carolina
Forestry Commission

MISSION

Protect, promote, and enhance South Carolina's forests for the benefit of all.

VISION

Healthy forests, resilient communities, impeccable service

GOALS

1. Enhance Public Benefits from Trees and Forests
2. Protect Forests from Harm
3. Conserve Working Forests
4. Raise Awareness about Our Forests
5. Strengthen the Commission for the Future

VALUES

Safety

We operate every day with a personal commitment to safety.

Integrity

We earn a high level of trust and respect.

Community

We view our employees, partners, and stakeholders as a valued community.

Service

We take pride in helping others.

Commitment

We stay strong and press forward to get the job done.

GOAL 1

Enhance Public Benefits from Trees and Forests

This goal aims to increase the full range of benefits from South Carolina’s forests – including healthy and growing markets, new jobs, clean water, clean air, wildlife habitat, recreation, natural beauty, health benefits and more.

Strategy 1

Promote programs and practices that safeguard South Carolina’s water, air, soil, wildlife habitat, recreation and natural beauty.

Strategy 2

Deliver programs and services that retain, develop and expand sustainable timber and non-timber markets.

Strategy 3

Engage communities to grow and sustain healthy trees and forests.

Strategy 4

Engage in tree improvement to improve the health and productive capacity of our forests.

KEY INDICATORS

- Announced Capital Investment in Forestry
- Announced New Job Creation in Forestry
- Timber Products Output
- Forest Ecosystem Benefits Index
- Forest Markets Development Index
- Tree Improvement Index
- Community Forestry Index

Goal: Broad primary outcome

Strategy: High-level approach to achieve goal

Key Indicator: Measure to track progress toward goal; See “Key Indicator Reference” companion document for information.

GOAL 2

Protect Forests from Harm

This goal aims to protect lives and property from wildfire, decrease wildfire risk and damage, mitigate threats to forest health, and respond to disasters.

Strategy 1

Ensure prompt and effective response to wildfires and other disasters in an increasingly complex environment.

Strategy 2

Develop and deliver innovative prevention programs that reduce wildfire risks to forests and communities.

Strategy 3

Deliver law enforcement services to reduce wildfire risks, illegal dumping and forest product theft and fraud.

Strategy 4

Deliver programs and services to prevent and reduce damage from insects, diseases, invasive species and other threats to our forests.

KEY INDICATORS

- Average Wildfire Response Time
- Turnout Time Attainment
- Readiness Index
- Wildfire Prevention Index
- Forest Health Prevention Index

Goal: Broad primary outcome

Strategy: High-level approach to achieve goal

Key Indicator: Measure to track progress toward goal; See "Key Indicator Reference" companion document for information.

GOAL 3

Conserve Working Forests

This goal aims to ensure the sustainability and active management of South Carolina’s forests, in order to maintain the economic, environmental and societal benefits these lands provide.

Strategy 1

Support landowners with programs and services that promote active forest management and help them meet their goals.

Strategy 2

Promote and increase the responsible use of prescribed fire.

Strategy 3

Demonstrate practices for the active, sustainable, multiple-use management of State Forests, and engage other public land owners to do the same.

Strategy 4

Actively seek opportunities to acquire land to grow the State Forest system.

KEY INDICATORS

- Number of Landowners Assisted
- Landowner Satisfaction
- Percentage of Plans Implemented in Priority Areas
- Landowner Assistance Index
- Landowner Services Index
- Prescribed Fire Effort Index
- Public Lands Management Index
- Number of Land Acquisitions Projects Evaluated

Goal: Broad primary outcome

Strategy: High-level approach to achieve goal

Key Indicator: Measure to track progress toward goal; See “Key Indicator Reference” companion document for information.

GOAL 4

Raise Awareness about Our Forests

This goal aims to increase public knowledge of the benefits of forests and forest management, to make more people aware of the Forestry Commission and its work, and to establish SCFC as the most trusted source of information on South Carolina’s trees and forests.

Strategy 1

Promote the Forestry Commission as South Carolina’s first and foremost source for forest management information and assistance.

Strategy 2

Educate the public on the environmental benefits of working forests and the role of strong markets and family forest owners in keeping our forests healthy.

Strategy 3

Continue to promote the economic benefits of forestry.

Strategy 4

Engage stakeholders to maintain a forestry-friendly business environment.

Strategy 5

Promote trees and forests as a way to offset the effects of a changing climate.

Strategy 6

Provide accurate and timely information on the inventory, utilization, and health of South Carolina’s forests.

KEY INDICATORS

- Forest Inventory and Analysis (FIA) Progress
- Forest Inventory and Analysis (FIA) Accuracy Scores
- Landowner Awareness Index
- Outreach Effort Index
- Website Analytics
- Social Media Analytics

Goal: Broad primary outcome

Strategy: High-level approach to achieve goal

Key Indicator: Measure to track progress toward goal; See “Key Indicator Reference” companion document for information.

GOAL 5

Strengthen the Commission for the Future

This goal aims to strengthen the Forestry Commission through employee development, improvements in efficiency and effectiveness, and a renewed focus on safety.

Strategy 1

Prioritize safety across all agency operations.

Strategy 2

Develop and maintain a workforce that is inclusive, skilled, engaged and productive.

Strategy 3

Closely monitor structure and staffing to ensure that the organization efficiently and effectively meets its mission as the future unfolds and conditions change.

Strategy 4

Leverage data and technology to strengthen organizational efficiency, effectiveness, safety and service.

Strategy 5

Promote careers in forestry.

KEY INDICATORS

- Safety Index
- Employee Engagement Index
- Employee Turnover Rate
- Percent of Technology Spending to Run and Transform the Agency
- Number of qualified candidates per forestry job posting

Goal: Broad primary outcome

Strategy: High-level approach to achieve goal

Key Indicator: Measure to track progress toward goal; See "Key Indicator Reference" companion document for information.