

CELEBRATING
75 YEARS OF
**FORESTRY AND
WILDLIFE SCIENCES**
AT AUBURN UNIVERSITY



AUBURN UNIVERSITY
SCHOOL OF FORESTRY
AND WILDLIFE SCIENCES

ADVISORY COUNCIL

SEPTEMBER 2020 – 2021
ANNUAL REPORT

2019 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

February 28, 2020

Forestry and Wildlife Sciences students would like more practical, hands-on training, experience, and guest speakers from the industry. It is important to remember that more students are coming from urban areas. There is a need to educate them more about nature. New curriculums may not allow for hands on instruction, but faculty need to try incorporating any way they can.

Response: We offer FOWS 1010 Introduction to Natural Resources, a 1-credit required course that must be taken by all SFWS majors. It consists of 15 guest speakers from industry, federal, state, and regional private organizations to discuss all aspects of forestry, wildlife, natural resources, geospatial technologies and applications, and sustainable biomaterials and packaging. In addition, the school has started to teach two new science core courses—Science of Nature I & II and Climate Science I & II-- for students from our school and other units on campus. Almost all courses have either indoor labs or field labs/trips to provide enriching hands-on experiences for our students.

Inconsistencies relating to Geospatial and Environmental Informatics (GSEI) curriculum need to be addressed. It seems changes to curriculum during the semester made students confused and angry. A few felt that time and money was spent on un-needed classes.

Response: Some of the confusion with the geospatial curriculum was, in part, due to the death of a professor near the end of the fall 2019 semester. Replacement professors were found but had very different teaching methods. The program has been seeing a lot of changes regarding required classes, but faculty are aware and in the process of solidifying the curriculum. In addition, a university partner involved with the computer course sequence stopped offering the 3-course sequence. The Associate Dean diligently worked with GSEI and COMP faculty and appropriate substitutions were found such that students were not delayed in their graduation date.

Offering continuing education is a great way to market the school.

Response: We have several online graduate certificate programs to promote continuing education. In addition, we have two online masters' programs—Master of Natural Resources & Forest Business and Investment—and there is a growing interest from people who are fully employed and families.

2019 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

Continued:

More “cross-pollination” and more collaboration among all programs/majors is desirable. More events such as fall icebreaker would be useful.

Response: Each year, we are organizing/sponsoring the following events to bring students together:

- a. Yearly Town Hall Meeting: All leaders/students of undergraduate clubs, societies, and organizations are invited to talk about ways to strengthen collaborations.
- b. FEWL Academy Student Engagement: As part of their class projects, these students are engaging their peers across many programs.
- c. Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) student organization is engaging both undergraduate and graduate students in various activities.
- d. Associate Dean of Academics is sponsoring “grab and go” brunch events to bring students together in an informal setting.
- e. Associate Dean for Research is bringing graduate students together by organizing informal outings.
- f. Several of our undergraduate and graduate programs are multi-unit and multi-disciplinary. As such students of various programs have a great opportunity to interact with peers across campus.

Engagement between faculty and students. They would like more opportunities for casual engagement with faculty outside of the classroom/office setting.

Response: Our faculty are student-centered, and they welcome the opportunity to interface with students formally or informally. In terms of faculty-student interaction, our school may be #1 on campus for faculty/student ratio and interaction. The Associate Dean often walks in the building, visiting with our students, and making enquiries about their well-being. Whenever time permits, he eats lunch in the lounges with undergraduate and graduate students to catch up on various issues.

2019 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

Continued:

High School Outreach/Marketing needs to be increased. A committee was formed a few years ago, with Dr. Scott Enebak, to discuss and come up with a strategy. Members noted that nothing ever came of the committee.

Response: Former recruiter, Wendy Franklin, was hired several years ago and has greatly increased the presence of SFWS and its programs within high schools and junior colleges. Degree-specific promotional videos have been produced to support recruitment. In addition to posting the videos on YouTube, they have been integrated into the SFWS website and deployed via SFWS social media to parents and students (Facebook, Twitter, Instagram, etc.).

We have created an undergraduate student-centric “content hub” within the school’s website that includes detailed content about each degree with videos, as well as student opportunities for experiential learning, leadership, and career development. This information also includes a “tour” of the SFWS building with photos and details about our student-focused building amenities. This site was designed to funnel the student/parent through the stages of information gathering to contact with our recruiter. This page is now ranked within the top 5 visited pages on our site.

Because of innovative recruitment actions and social media efforts, we have increased our undergraduate enrollment by more than 60% in the past 4-5 years. Graduate enrollment was increased by more than 100%.

Focusing in urban areas, especially within GA, may be important. Many students have never heard of SFWS, don't know about forestry/wildlife as an industry, or just don't realize the many opportunities within SFWS and its degree programs. As a marketing tool, explain what the jobs are and then give the titles. The job may sound a lot more exciting than just what the job title depicts!

Response: Our recruiter has targeted specific “feeder” schools in urban areas and works with the Auburn University admissions staff located in the Atlanta area to promote university programs. Our recruiter and communication and marketing specialist have created an “all-encompassing” brochure for the degree programs that outlines the typical occupations of our graduates. In addition, we are in the process of creating an outdoor educational/outreach hub in the “Weagle Woods” to display our programs, industries, and our professions. It is anticipated, that when hundreds and thousands of visitors (who come to football games) walk through the Weagle Woods, they will get a clear idea about our programs and prospects.

2019 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

Continued:

Highlight SFWS Building on campus tours.

Response: We had previously contracted with a vendor to create a virtual tour of the building; however, they were unable to deliver an ADA accessible end-product which is required by AU. We have since created an online “tour” of the SFWS building with photos and details about our student-focused building amenities within the SFWS website. Students can also request virtual or in-person tours of the campus via our website.

Provide more emphasis on Forestry in the 4-H program.

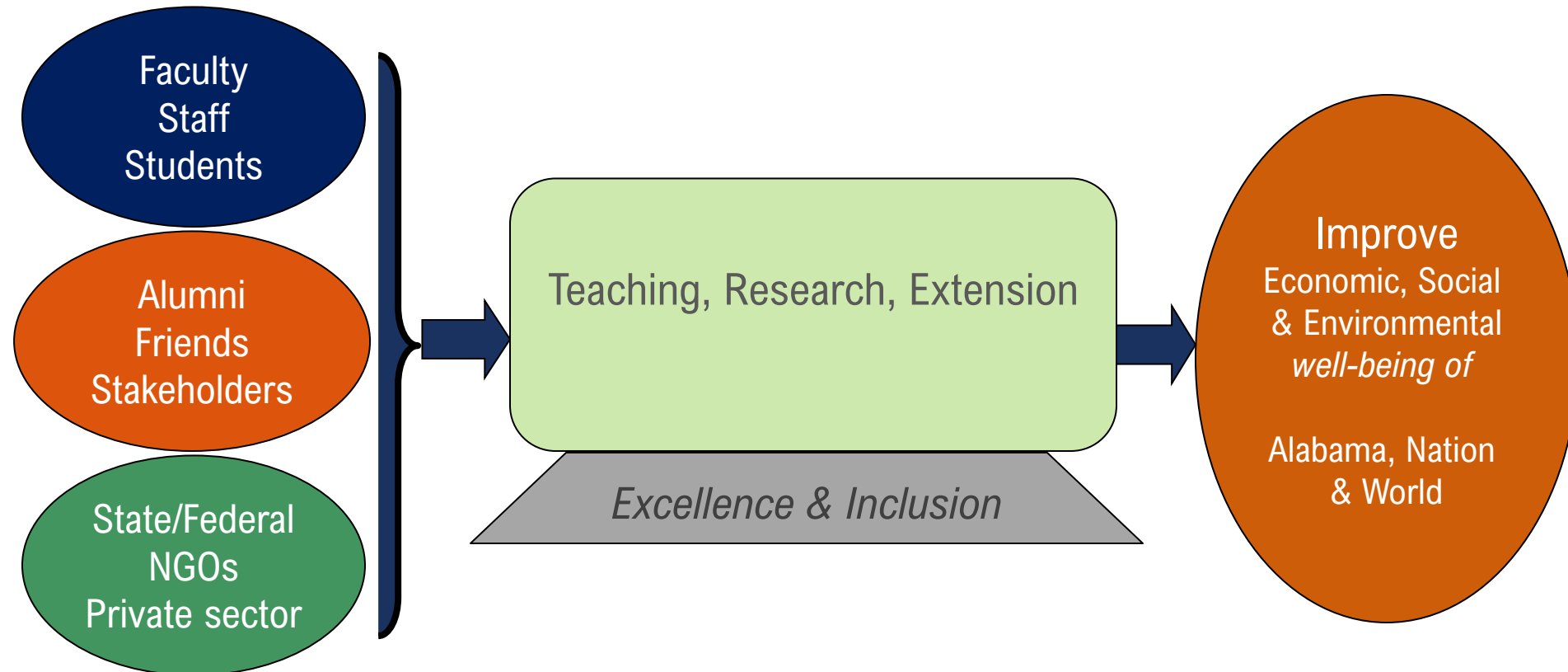
Response: Our faculty annually are involved with 4H and FFA forestry state and regional competitions for county agents in Alabama. In addition, several of our faculty engage in AFA’s week-long teachers training program to highlight our programs and profession.

Compliments:

- a. Students were very complimentary toward the school and faculty, and it appeared to be heartfelt and sincere.*
- b. Advisory Council members have also received/heard from others in the industry complimenting Dr. Alavalapati and SFWS.*
- c. Students show improved poise and professionalism over the past several years.*
- d. Student number cap on university – due to the school’s incredible growth over the past few years, SFWS will most likely be fine and is positioned nicely.*

Thank you for your appreciation to our faculty and staff. We believe that our annual career fair and “soft skills” workshop, offered the day before the fair, have been beneficial to the students and we will continue this practice. We want you to know that your continuous advice and support is a key factor for the school’s success!

LAND GRANT MISSION - A COMMITMENT TO SERVE



OUR FUTURE PATH & APPROACH

GOALS:

- Become a college for forestry, environment, and wildlife programs
- Strategically grow our academic, research and outreach platforms to become stronger and larger.
- Foster a collegial, inclusive, and respectable work environment for increased productivity.

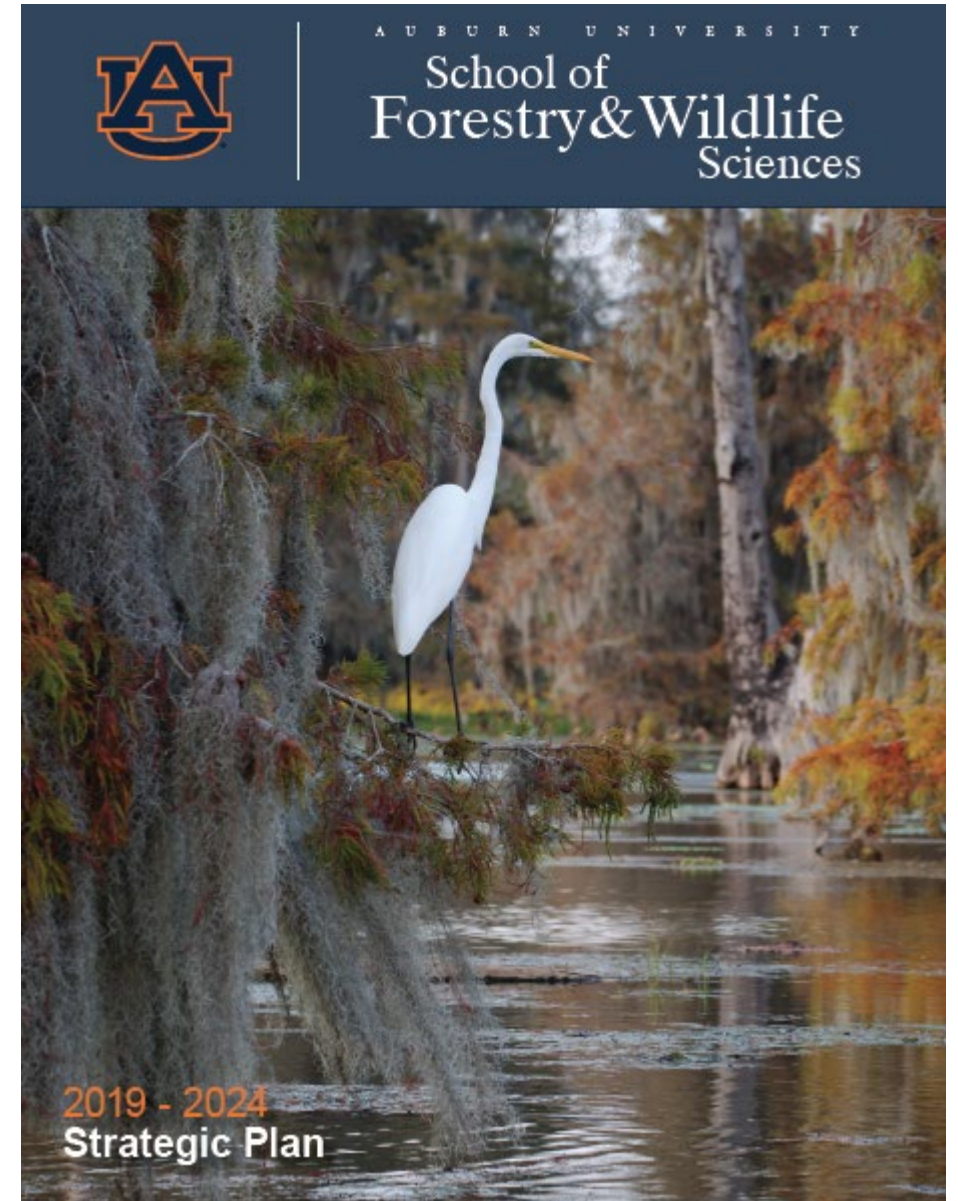
2019 – 2024 STRATEGIC PLAN

- Completed 2019 – 2024 Strategic Plan to:

- Elevated Auburn Experience
- Transformative Research
- Impactful Service
- Operational Excellence

Faculty reviewed KPI metrics and performance Fall 2021.

- Plan is available for viewing at <https://aub.ie/SFWSSP20192024>





ADMINISTRATION

ADMINISTRATION & SHARED GOVERNANCE STRUCTURE

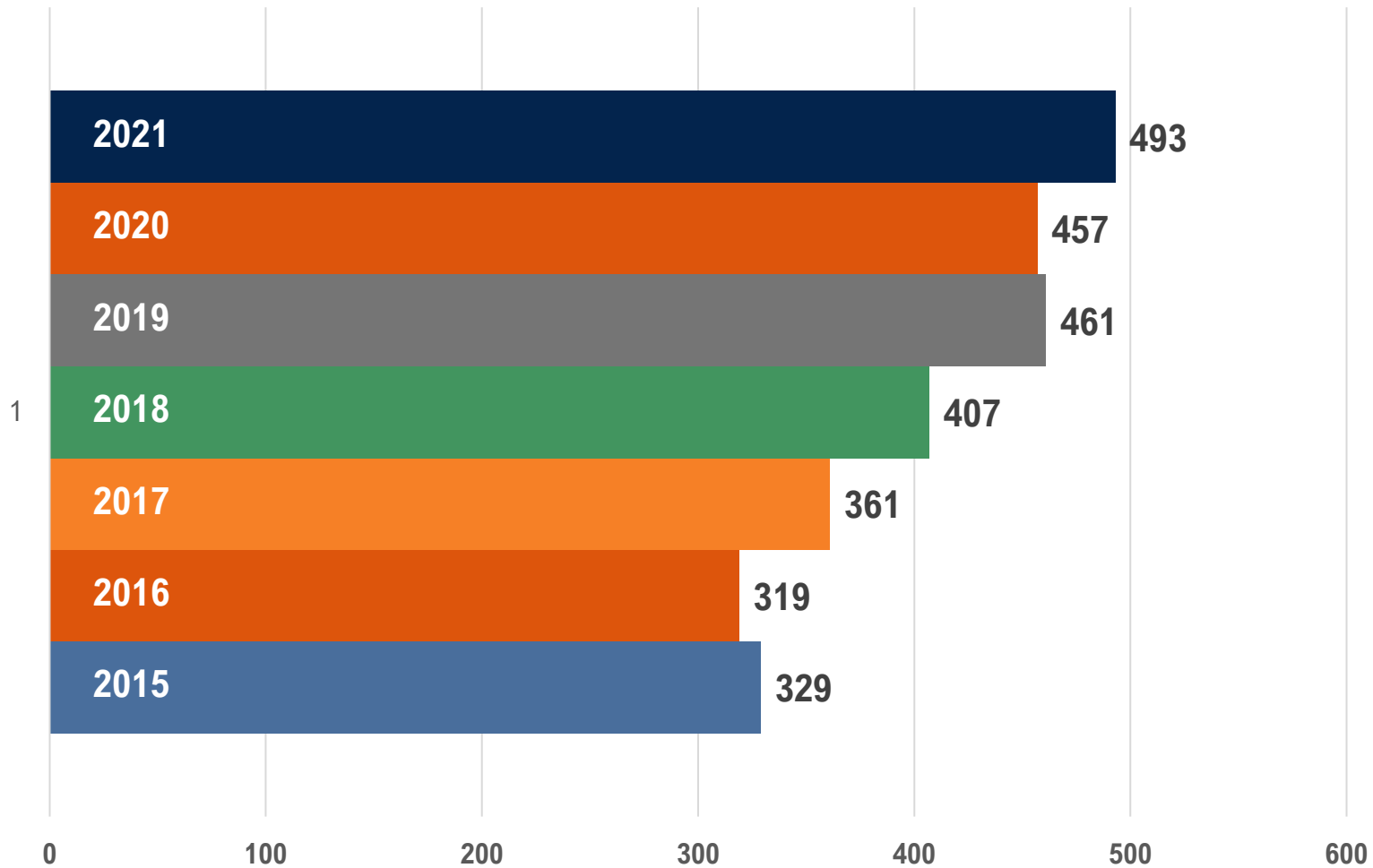
School's Advisory Council: Executive Committee meets in person in late fall and General Body meets in person in the spring. There are two virtual meetings scheduled between these meetings dates.

School's standing committees: GPPC, UPPC, MOTC, SDC, DEI, Seminar/Weaver, and P&TC. In addition, we have vehicles liaison, IT liaison and faculty advisors for students' clubs/societies.

School-wide servant leadership team: Associate Dean for Academic Affairs, Associate Dean for Research, Extension Coordinator, Financial Administration Manager, Development Director, Communication and Marketing Specialist, Information and Technology Manager, Executive Coordinator, and Dean.



ACADEMIC AFFAIRS



TOTAL UNDERGRADUATE ENROLLMENT

FALL 2015 – 2021

DEGREE	FALL 2015	FALL 2016	FALL 2017	FALL 2018	FALL 2019	FALL 2020	FALL 2021
Forestry	108	106	113	121	104	95	106
Wildlife Ecology & Management	121	111	132	152	150	136	133
Wildlife Sciences Pre-Vet	50	51	55	66	52	44	58
Natural Resources Management	50	52	56	52	43	42	47
Geospatial Informatics & Environmental Informatics	-	-	4	14	20	17	17
Sustainable Biomaterials & Packaging	-	-	-	2	10	11	14
Wildlife Enterprise Management	-	-	-	10	82	111	118
Total	329	319	361	407	461	457	493

**UNDERGRADUATE ENROLLMENT PER DEGREE FY15 – FY21
- AN INCREASE OF 8% FROM FALL 2020 TO 2021**



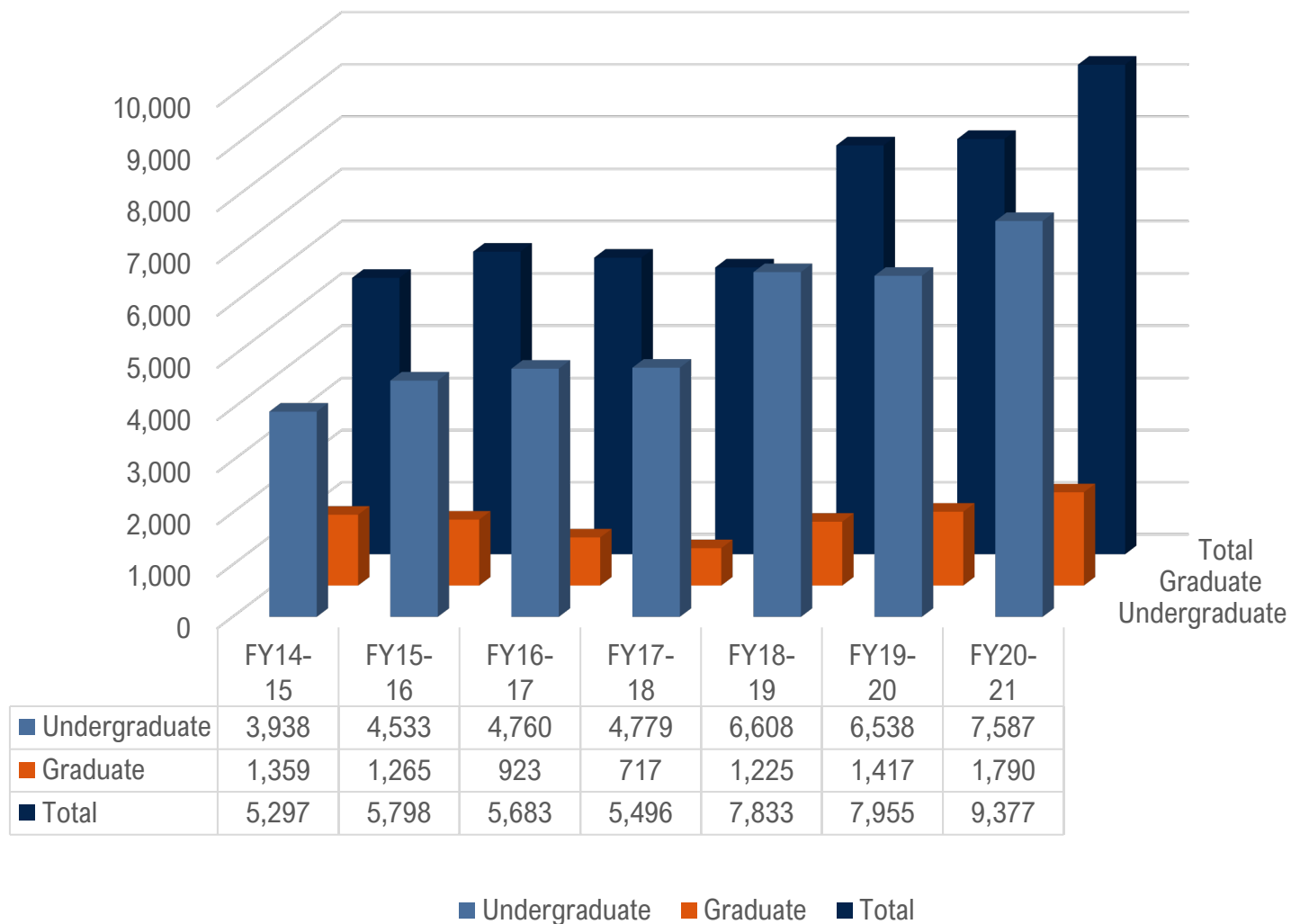
GRADUATE EDUCATION

GRADUATE ENROLLMENT – ON CAMPUS PROGRAMS

Degree	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
PhD Applied Economics	3	2	3	4	2	2	2
PhD Earth Systems Sciences					7	13	13
PhD Forestry	20	22	17	19	11	10	14
PhD Wildlife Sciences	3	6	13	6	5	9	11
MS Forestry	18	12	8	17	12	9	23
MS Wildlife Sciences	17	19	21	23	22	18	18
MS Natural Resources		5	3	6	6	7	9
M of Natural Resources	5	5	7	6	24	23	16
- MNR, Professional Forester							2
Total	66	71	72	81	89	91	108

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021
M of Natural Resources - Online	NA	NA	NA	10	30
Restoration Ecology Certificate	NA	4	5	13	14
Forest Finance & Investment Certificate	NA	4	5	11	8
One Health Certificate	NA		4	8	4
Total	NA	8	14	42	56

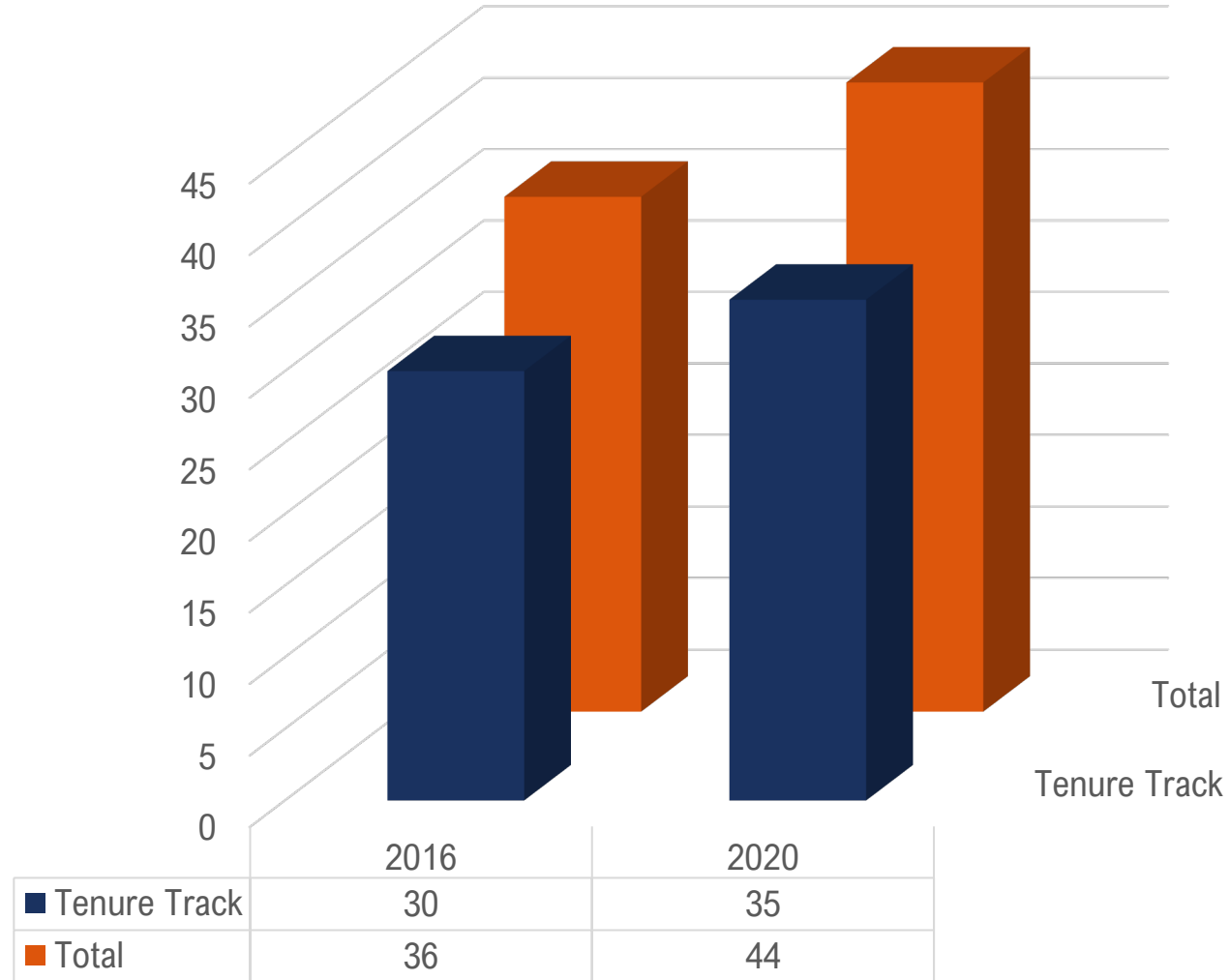
ONLINE GRADUATE PROGRAMS



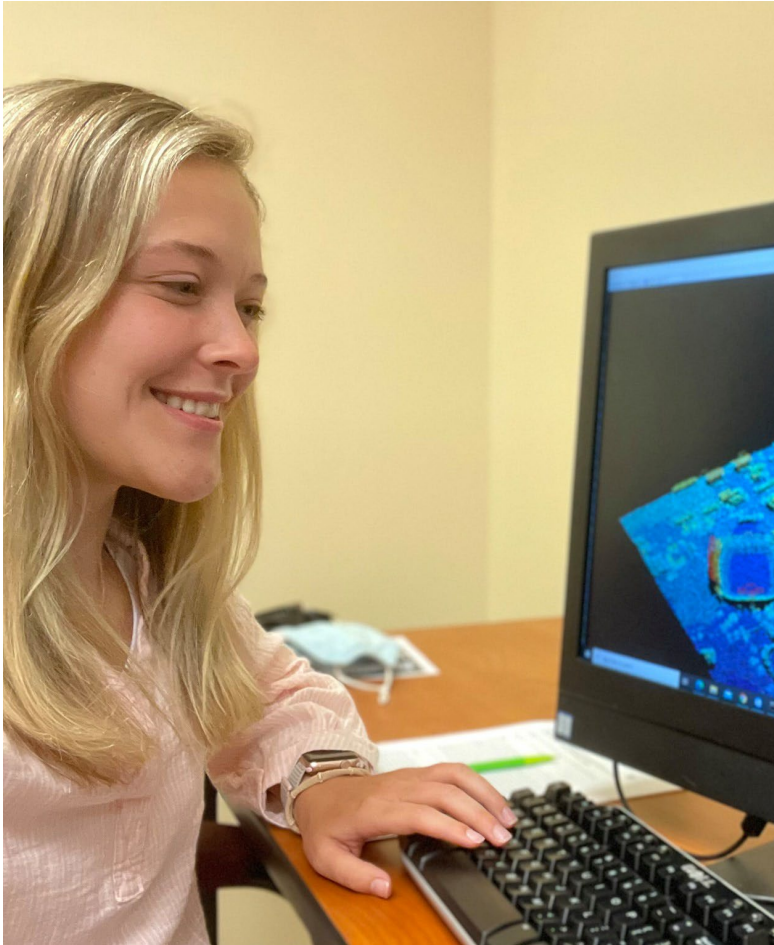
CREDIT HOUR PRODUCTION

FY14/15 -
FY20/21

FACULTY AS OF 2021



2021 HIGHLIGHTS



- Faculty continued to be patient, flexible and understanding as we navigate Covid-19 and undergraduate instruction.
- SFWS faculty maintained 70% face to face for Fall 2020 and Spring 2021 Semesters allowing for experiential classroom interaction.
- Despite Covid-19, SFWS increased undergraduate enrollment 8% from Fall 2020 levels from 457 to 493 students.
- Transitioned Michelle Cole to a Student Coordinator and a full-time SSO staff member to assist undergraduate education.
- Ongoing transferring of FORY undergraduates from faculty advisors to full-time advisors.
- Completed AU's External/Internal Wildlife Program Review, with positive comments and feedback for the program.
- Dedicated 2 PhD GTA's to assist faculty in the WLDE & WPVT undergraduate instruction.

2021 HIGHLIGHTS

- Initiated three new SFWS minors, Urban Forestry, Coastal Management and Environmental Law as options for NATR and AU students.
- Finished the Forest Business and Investment Online MS degree. Approved by AU BOT and ACHE with a Spring 2022 start.
- Annual undergraduate program review assessments were rated Mature - Exemplary for all undergraduate degrees.
- Registered Forester Exam had 90% pass rate of graduating seniors in March 2021.
- Science of Nature I and II as well as Climate Science I and II were approved as AU Science Core Courses and offered for the first time Fall 2021.
- Spring 2021 undergraduates across all degree programs had 62% Success Rate (Employment or Education) at time of graduation; salaries ranged from \$43,000 - \$49,000, depending upon degree.

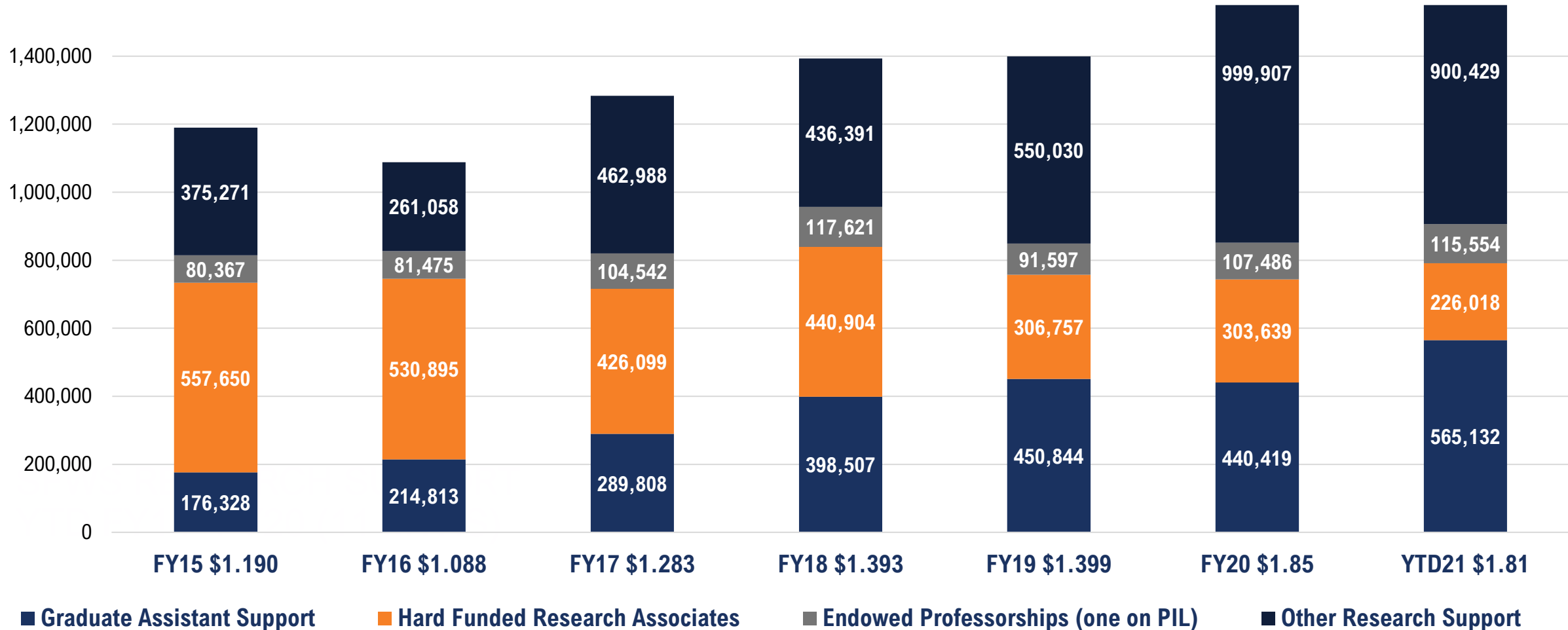


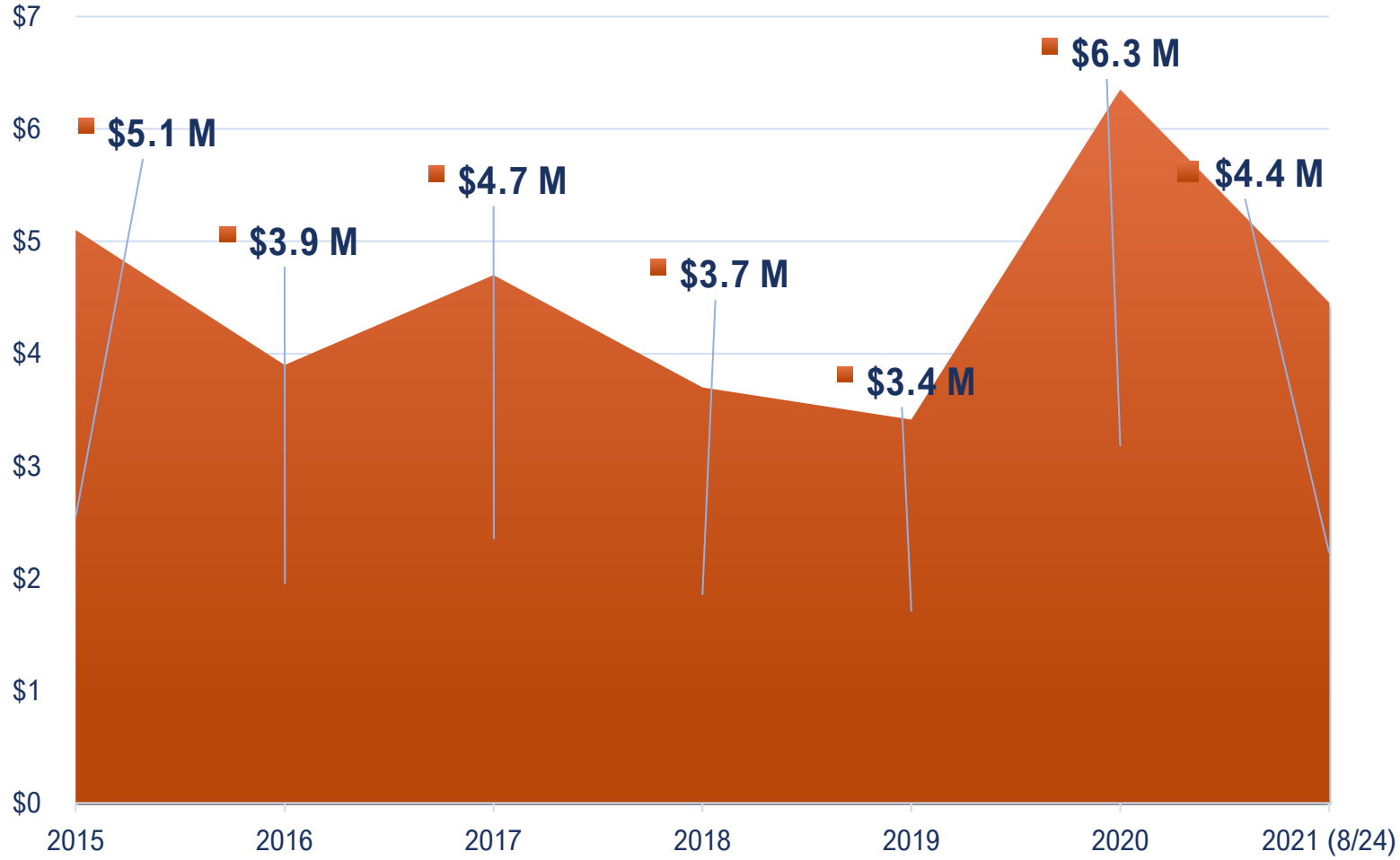


RESEARCH SUPPORT & GRANTS FUNDING

SFWS RESEARCH SUPPORT

FY15 - YTD21 (11 MTHS)





EXTRAMURAL FUNDING FY15 - YTD21

EXTENSION



2020-2021 HIGHLIGHTS

- Emphasis on webinar based continuing education content for Loggers, Foresters, and other Natural Resource professionals.
- Alabama Extension Forestry, Wildlife and Natural Resources team has partnered with Southern Region Extension Forestry to use the Forestry and Natural Resources Webinar Portal <http://forestrywebinars.org/>.
- The content is uploaded to the portal by Kelly Knowles where it can be viewed by professionals for continuing education credit.
- These webinars may also be found on aces.edu.
- Team reach is expanded.
- Flexibility for Loggers, Foresters and other professionals to get needed CEUs.

Raising Trees Webinar Series

August 31, 2020 • Posted by: Beau Brodbeck • in [Landscaping](#) • [Print](#)

2 min read



The Raising Trees Webinar series is a weekly, one-hour webinar that discusses topics related to caring for a landscape's most valuable resource, trees. Each of these webinars can be counted as one ISA Continuing Education Credit.

Dates and Topics

Each weekly webinar is free to attend and will start at Noon CST. The webinars are presented through Zoom, an online video presentation format.



EMPLOYEE HIGHLIGHTS



Forestry, Wildlife & Natural Resources Management

- Dr. Adam Maggard
 - President-elect of Alabama ANREP
- Dr. Becky Barlow
 - Interim Associate Dean for Extension and Assistant Director Extension (ANR Team) in the College of Agriculture
- Regional Extension Agent Lynn Dickinson
 - Chair of ANREP Communications Committee
- Currently have 2 open Regional Extension Agent positions
 - Northwest Region
 - Andy Baril retired
 - West Central Region
 - Doug Fulghum became County Extension Coordinator for Wilcox County

State Extension

Dr. Becky Barlow
Extension Coordinator & Professor
Forest Management & Economics
office: 334.844.1019 cell: 334.329.0554
rjb0003@aces.edu
Appointment: 60%

Dr. Eve Brantley
Associate Professor &
Extension Specialist
Water Resources
office: 334.844.3927 cell: 334.740.4425
brantef@aces.edu
Appointment: 75%

Dr. Beau Brodbeck
State Community Forestry
Extension Specialist
cell: 251.259.6507
brodbam@aces.edu
Appointment: 100%

Kelly Knowles
Outreach Programs Administrator III
SFWS Extension
office: 334.844.1010
knowlkw@aces.edu
Appointment: 50%

Dr. Nancy Loewenstein,
Extension Specialist
Invasive Species
office: 334.844.1061 cell: 334.332.4610
loewenj@auburn.edu
Appointment: 90%

Dr. Adam Maggard
Extension Specialist &
Assistant Professor
Forestry Systems Management
office: 334.844.2401 cell: 352.999.0654
adm0074@aces.edu
Appointment: 75%

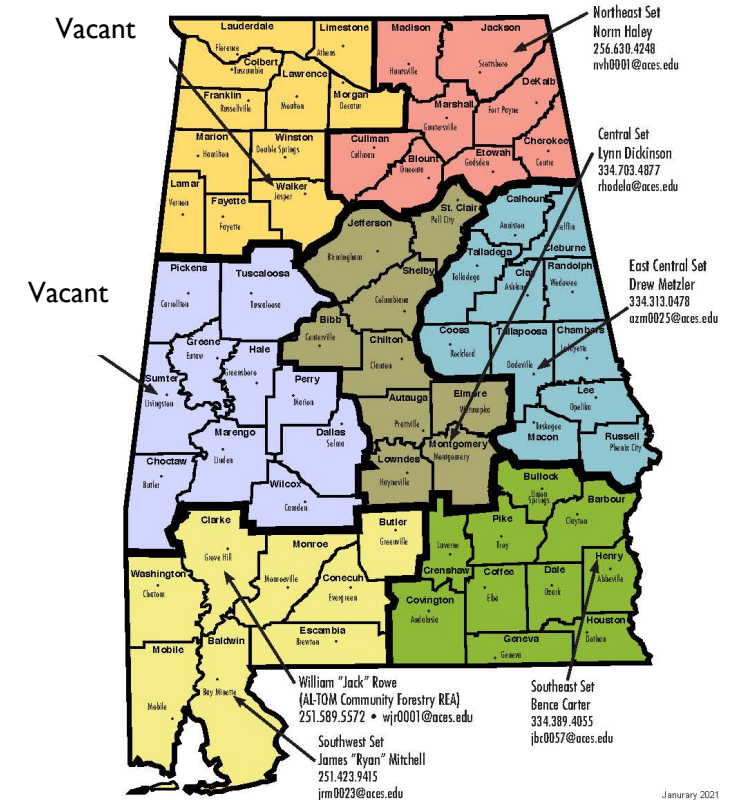
Dr. Mark Smith
Professor & Extension Specialist
Wildlife Management
office: 334.844.8099 cell: 334.332.4833
mds0007@aces.edu
Appointment: 75%

Dr. Richard Cristan
Assistant Professor
& Extension Specialist
Forest Operations &
Professional Logging Manager Training
office: 334.844.1072 cell: 334.750.2259
email: rzc0067@aces.edu
Appointment: 75%

Dr. Wes Anderson
Assistant Professor
& Extension Specialist
Wildlife Management
office: 334.844.9233 cell: TBD
wma0016@aces.edu
Appointment: 76%

Regional Extension Agents

All REAs are 100% Extension



PROGRAM HIGHLIGHTS

- Hosted over 1000 events both face-to-face and virtual YTD.
- Webinar series has reached over 900 people.
- 3 *Professional Logging Manager (PLM)* initial trainings conducted and 65 loggers trained (1 more training in October 2021).
- *Alabama Master Naturalist Program* in development led by Dr. Wes Anderson.
- *Calls from the Wild* podcast in development by Regional Extension Agent Norm Haley.
- Regional Extension Agent Bence Carter - Polaris Ranger modified by MobilityQuad to accommodate and transport a wheelchair to make our outdoor programming more accessible to our clients that have a mobility disability.
- Dr. Mark Smith conducted feral swine technical training for landowners and 3-module online trainings to support the ASWCC Feral Swine Control Program.
- 2022 Plan of Work meeting scheduled for October 11, 2021.





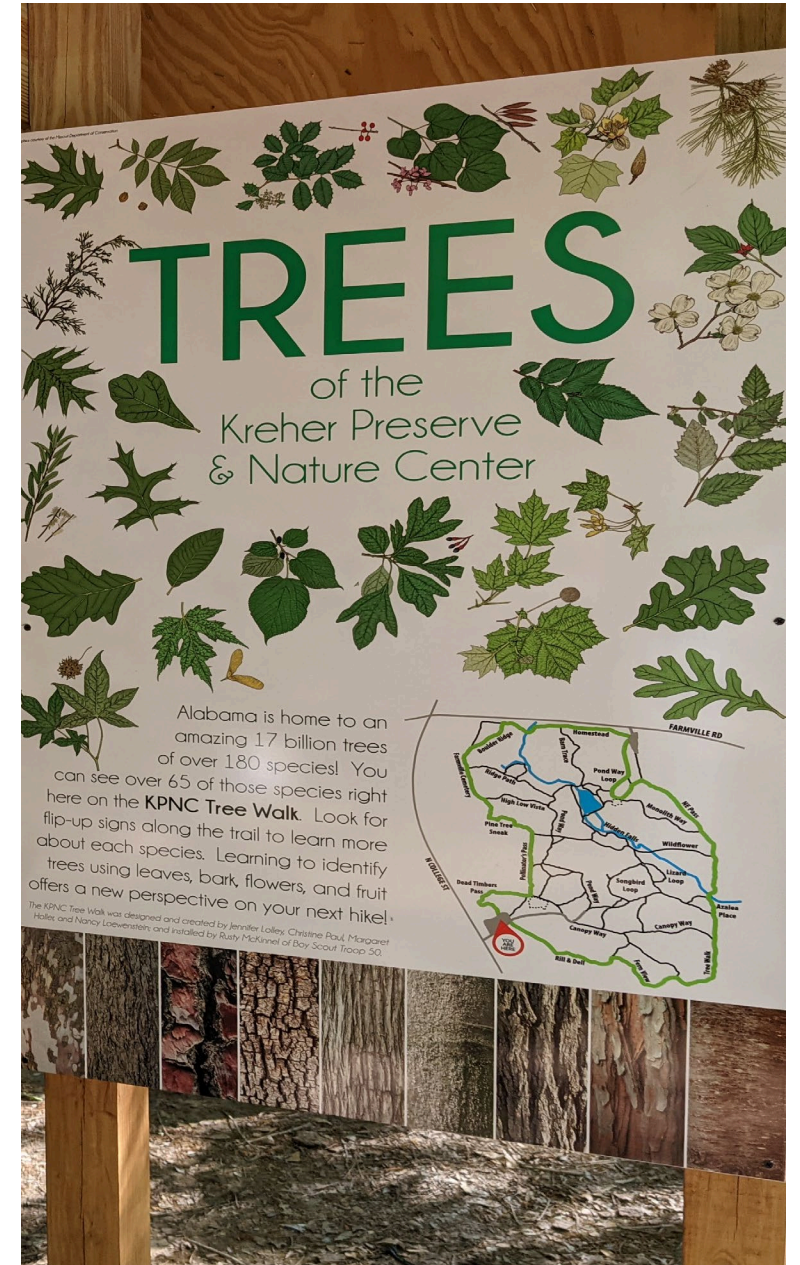
OUTREACH

KREHER PRESERVE & NATURE CENTER



PROGRAM HIGHLIGHTS

- Introduced two successful workshop series: In The Garden and Nature Art.
- All weeks of summer camp were sold out, including four new weeks of preschool camp.
- New 3-day Adventure Camp toured campers to Alabama's natural wonders.
- New event, Holiday Walk in the Woods, with partner Auburn Area Community Theater, opened to a great reception from community.
- Increased sponsorships by 500% and brought in new sponsors including Mountain High Outfitters and University Ace Hardware.
- Woodland Wonders Nature Preschool completed second sold-out year with high praise from parents and industry leaders.





BUILDINGS & GROUNDS HIGHLIGHTS

- Environmental Education Building in design review phase.
- Pond Pavilion construction underway.
 - Constructed in partnership with McWhorter School of Building Science
- KPNC Tree Walk completed, highlighting over 65 tree species.
- Successful prescribed burn over 15 acres.



SOLON DIXON FORESTRY EDUCATION CENTER

FACILITIES & USER GROUP HIGHLIGHTS

- Summer Practicum 2021
 - Summer Practicum returned to the field with 70 participants.
- Alabama Forestry Commission
 - Completed two, 4-week training academies.
 - Two academies scheduled for 2022.
- Forest Management
 - 912 acres burned, 83 acres planted and 66 acres harvested and site-prepared, with 20 acres of release.
- Began the design and funding phase to repave the drive to the Center.
- Began renegotiations with USFS Wildland Fire to return to the SDFEC.





WEAGLE WOODS LEARNING LAB

Current progress:

- The preliminary plans have almost all been approved by Facilities.
- About to mark off a trial section of the pathway to be installed.
- Hope to have preliminary signs drafted by the end of the fall 2021 semester.



FACULTY,
STAFF AND
STUDENT
DEVELOPMENT

New Employees

In order as shown:

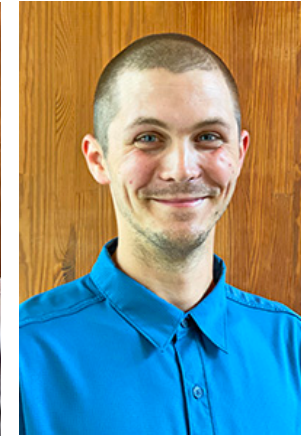
- Noel Perceval Assogba, Postdoctoral Fellow (D. Zhang)
- Jessica Baldwin, Research Associate I (L. Eckhardt)
- Michelle Cole, Assumed new role as Student Services Coordinator
- Leslie Grill, Instructor
- Avril Harder, Postdoctoral Fellow (J. Willoughby)
- Diego Maldonado Gomez, Postdoctoral Fellow (S. Peresin)
- Carolina Miller, Contracts & Grants Specialist III



New Employees, cont'd

In order as shown:

- Munkaila Musah, Postdoctoral Fellow (B. Via)
- Annakay Newell, Assistant Research Professor
- Yuanzhi Yao, Postdoctoral Fellow (H. Tian)
- Stephen Zenas, Research Associate I (S. Ditchkoff & G. Lockaby)



PROFESSORSHIPS

- Dr. Stephen Ditchkoff was renamed William R. and Fay Ireland Distinguished Professor
- Dr. Tom Gallagher was renamed Regions Professor in Forest Operations, Utilization, Management and Economics
- Dr. Latif Kalin was renamed Alumni Professor and named Clinton-McClure Professor
- Dr. Mark Smith was renamed Mosley Environmental Professor
- Dr. Hanqin Tian was renamed Solon Dixon Professor
- Dr. Brian Via was renamed Regions Professor of Forest Products
- Dr. Daowei Zhang was renamed George W. Peake Professor



PROMOTIONS

- Dr. William Gulsby, Associate Professor
- Dr. Wayde Morse, Full Professor
- Dr. Susan Pan, Associate Professor
- Dr. Maria Soledad Peresin, Associate Professor



APPOINTMENTS

- Dr. Todd Steury, Faculty Senate Chair
- Dr. Daowei Zhang, Associate Dean of Research

FACULTY AND STAFF AWARDS, HONORS AND MILESTONES

- Dr. Latif Kalin was named Fulbright Scholar and celebrated 15 years at Auburn University
- Dr. Hanqin Tian was elected a fellow of the American Geophysical Union (AGU)
- Andrew Thornton received the AU Spirit of Excellence Award for June 2021
- Dr. Christopher Lepczyk was awarded the 2020 Gerald and Emily Leischuck Endowed Presidential Award for Excellence in Teaching and the 2021 Auburn Author Award
- Alabama Association of Natural Resource Extension Professionals (AL ANREP) – Outstanding Adult Education Program Award; Forest Principles, Practices, and Stewardship for Landowners; Lead: Dr. Adam Maggard; collaborators: Drs. Becky Barlow, Beau Brodbeck, Jim Armstrong, and John Kush
- Dr. Richard Cristan received the Harry Murphy Award for Excellence in Extension and Outreach
- Dr. Chris Lepczyk received the Harry Murphy Faculty Research Award
- Dr. Edward Loewenstein received the Harry Murphy Faculty Award for Undergraduate Advising
- Jason Hare received the Harry Murphy Outstanding Staff Award
- Dr. Adam Maggard received the Harold E. Christen Award for Service to Teaching
- Dr. Adam Maggard elected “President Elect” of the Alabama Chapter of Association of Natural Resource Extension Professionals (AL ANREP)
- Dr. Susan Pan was selected as 2020 MIT Visiting Fellow by MIT Joint Program on the Science and Policy of Global Change

STUDENT HONORS AND AWARDS

Auburn Research Student Symposium

- Top Graduate Oral Presentation Award, Javier Hernandez Diaz (Maj. Prof. M. Soledad Peresin)
- Top Graduate Poster Presentation Award, Yufei Nan (Maj. Prof. M. Soledad Peresin)
- 3rd Place in the University-wide Undergraduate Student Winners in Science, Technology, Engineering, and Mathematics: Sarah Cain (Maj. Prof. Steve Ditchkoff)
- SFWS Undergraduate Student Winner: Autumn Reynolds (Maj. Prof. M. Soledad Peresin)

Graduate School Awards

- Outstanding Master's Students for 2020 - 2021, Jessica Colbaugh (Maj. Profs. Christopher Lepczyk and Robert Gitzen)
- Outstanding Doctoral Students for 2020 - 2021, Diego Gomez Maldonado (Maj. Prof. M. Soledad Peresin)
- Harry Merriweather Fellowship for 2021 - 2022, Maria Celeste Iglesias (Maj. Prof. M. Soledad Peresin)

Alabama Academy of Sciences

- 1st place Graduate Poster to Elizabeth Bradley (Maj. Prof. Graeme Lockaby)

Sigma Xi National Student Research Conference

- Top poster presentation to Debit Datta (Maj. Prof. Lori Eckhardt), also accepted as a member of the 2020 Society of American Foresters (SAF) Diversity Scholars Program

Minorities in Agriculture, Natural Resources and Related Sciences National Social Media Campaign Challenge

- 1st Place Campaign, Sabine Bailey (Chapter Advisor, Michelle Cole)

* SFWS awards not included.

STUDENT HONORS AND AWARDS

National Soil Science of America Board of Directors Graduate Student Chair awarded to Elizabeth Bradley (Maj. Prof. Graeme Lockaby)

Lynn Von Hagen (Maj. Profs, Chris Lepczyk and Sarah Zohdy)

- APSU Outstanding Alumni Award
- National Socio-Environmental Synthesis Center. Agent-based modeling workshop selected participant
- Awarded Elephant Manager's Association Small Grants Program

Vasavi Prakash (Maj. Profs, Chris Lepczyk and Robert Gitzen)

- Trailblazing Work in Science Policy Award, Ecological Society of America (2021)
- Outstanding International Student Award, International Students Organization, Auburn University (2021)

Unitas Malacologica Student Research Awards

- Olivia Stogner (Maj. Profs Chris Lepczyk and Sarah Zohdy)

* SFWS awards not included.



DEVELOPMENT & ALUMNI AFFAIRS

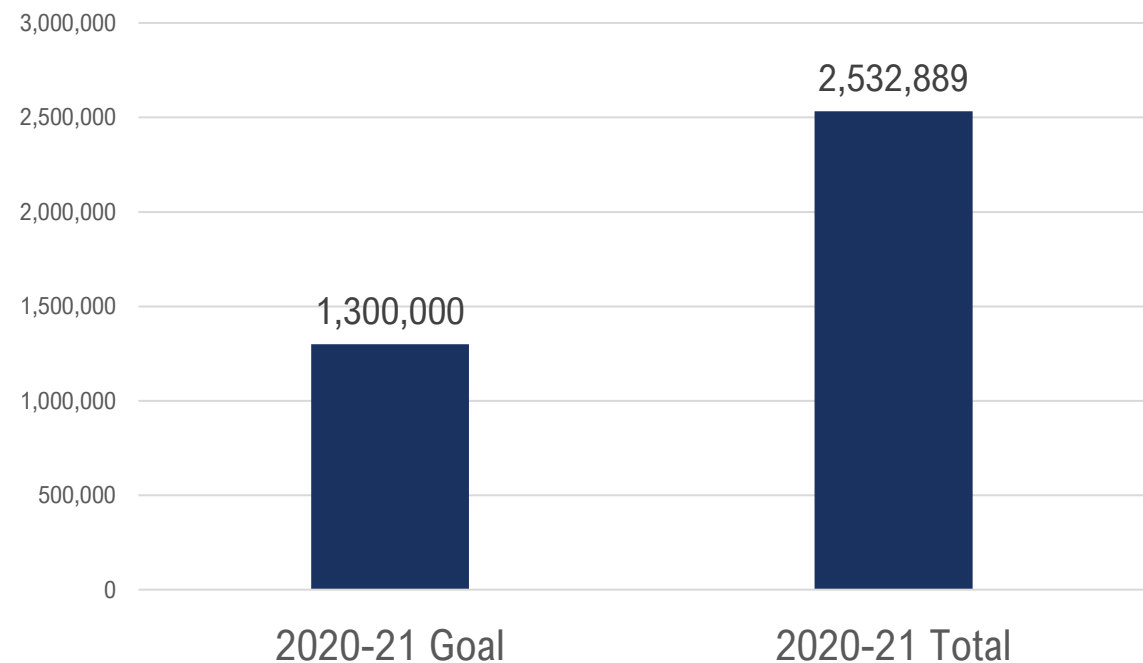
2020 -2021 HIGHLIGHTS

- Woodland & Wildlife Society Members 303
(33% increase)
- Compass Circle Members 29
(21% increase)
- New scholarships established 4
- Tiger Giving Day Project Success 3
(\$61,311 raised)

Other major gifts supported:

- Emmett F. Thompson Deanship
- Charles Barkley Fund for Excellence
- FEWL Academy
- Dixon Center Property Improvements
- KPNC Property Improvements
- 160 acres of property in Bibb County, AL

2020-21 Development Progress



*Dollar totals as 9/8/21

PROJECT & EVENT HIGHLIGHTS



Plant a Sustainable Landscape at the Kreher Preserve

By Michael Buckman

Establish an educational and environmentally sustainable garden landscape for the KPNC's new Environmental Education Building.

\$11,730

161% **144** **0**
Funded Donors days left



Support Minority Students in Natural Resources and Agriculture

By Orum Snow

Provide Auburn agriculture and forestry and wildlife sciences students with invaluable professional development opportunities, recruitment support, and mentors.

\$10,000

125% **119** **0**
Funded Donors days left



Give Geospatial and Forestry Students Industry-Standard Equipment

By Dr. Tom Gallagher

Update obsolete equipment for geospatial and forestry students with the purchase of four new Total Stations, the industry-standard technology for surveying.

\$39,581

247% **144** **0**
Funded Donors days left

2020-21 Development Events:

Black Alumni Weekend, Virtual Lunch

Winter's Dean's Update (virtual)

Emmett Thompson Deanship Dinner

Compass Circle Roundtable

Scholarship & Fellowship Recognition

Woodlands & Wildlife Society Dinner

AFA Alumni Coffee

Woodlands & Wildlife Society Tailgate

Fall 2020

Winter 2021

Spring 2021

Summer 2021

Fall 2021

Fall 2021

Fall 2021

Fall 2021



CELEBRATING 75 YEARS

Join us in celebrating 75 Years of Forestry and Wildlife Sciences at Auburn University. Learn more about where we've been, what we do, and where we're going!



COMMUNICATIONS & MARKETING

2020 – 2021 HIGHLIGHTS

- Redesigned SFWS website to better showcase each component of the SFWS three-prong mission in addition to development initiatives and philanthropic activities
- Developed “Explore SFWS”, an all-inclusive hub for potential students to access information about SFWS undergraduate programs, leadership, and student development opportunities
- Developed web and materials to promote new online Master of Forest Business and Investment and launched digital marketing campaign
- Launched SFWS 75th Anniversary Celebration marketing campaign to promote the anniversary through video, signage, events, and web/social media
- Engaged with AU OCM to promote the SFWS 75th Anniversary within its on-field Recognition Program in the fall 2021
- Showcased SFWS programs, faculty, staff and student activities and achievements through print, digital and social media, including thrice-annual newsletter
- Launched social campaigns to highlight student experiential learning and advisement
- Launched digital marketing campaigns to promote online graduate programs and undergraduate degree programs



ANALYTICS

Sept. 2020 -2021

Website Statistics:

- 132k sessions (52% increase)
- 559k page views
- 93k unique users (49% increase)
- 39.1% visits from organic search results
- 44.6% visits from direct search
- 10.7% visits from referral or paid advertising
- 4.25 pages viewed per session
- 63% view on a desktop computer
- 36% view on a mobile device or tablet

* Google Analytics

Social Media Followers:

- Facebook – 3,383 (16% increase)
- Instagram – 1,226 (14% increase)
- Twitter – 640 (9% increase)
- LinkedIn – 779 (29% increase)

Top 10 Webpages Visited:

- | | |
|------------------------------------|-----------------------------------|
| 1. Faculty Directory | 6. Wildlife Enterprise Management |
| 2. Online Graduate Degrees | 7. Staff |
| 3. Online MNR | 8. One-Health Certificate |
| 4. Graduate Degrees | 9. SFWS Anniversary |
| 5. Restoration Ecology Certificate | 10. Explore SFWS Majors |



INFORMATION TECHNOLOGY

FORESTRY & WILDLIFE



for support please email sfwsitd@auburn.edu

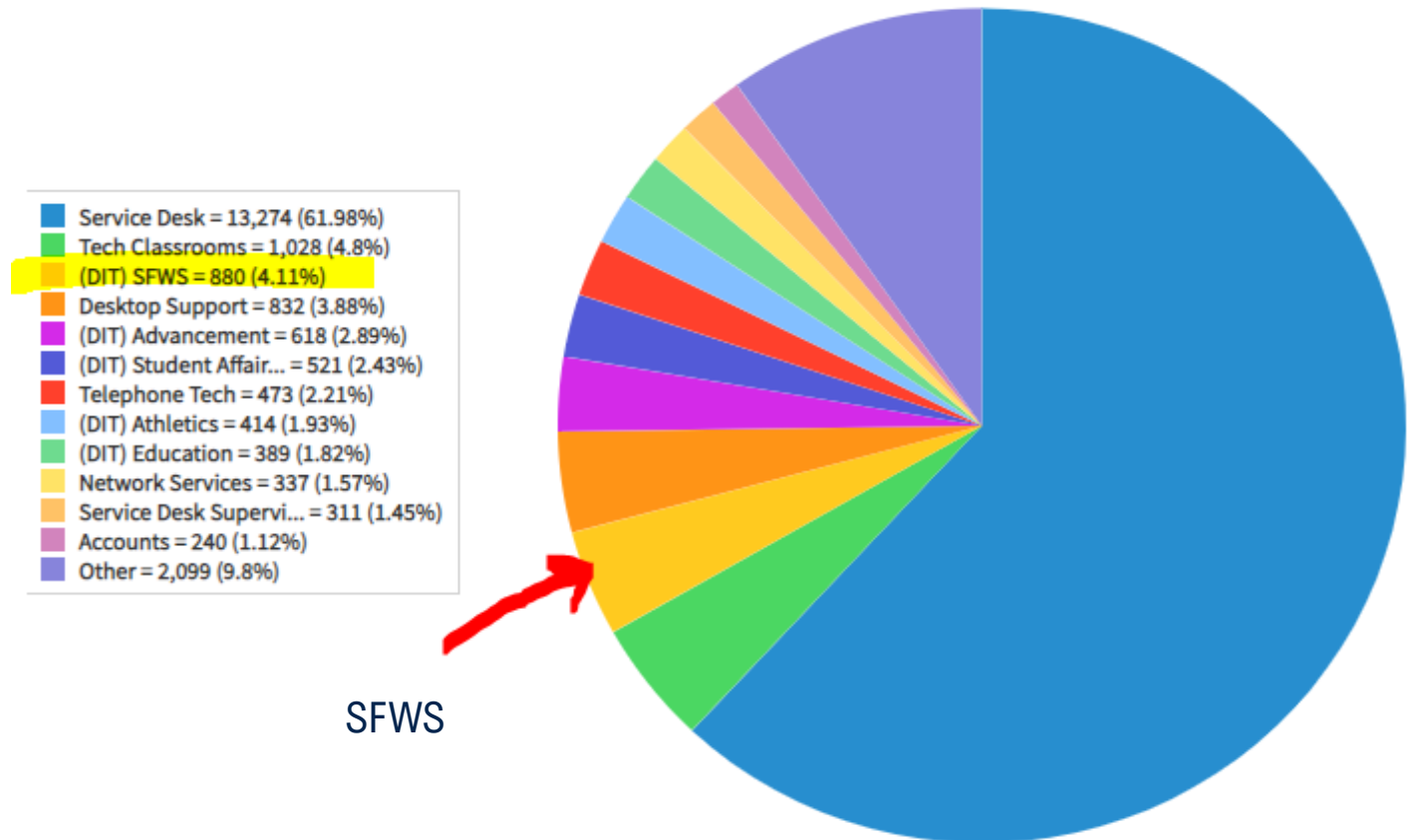


2020-2021 HIGHLIGHTS

- Recycle Redistribution initiative 2021 – yields estimated cost savings of \$7,000 and counting.
 - Total cost savings since 2018 roughly \$125,000.
 - Recycles other department/school's computers/servers/peripherals for no/minimal cost options for our users.
- Continued testing and optimization of Cost-managed Virtual Computing Environment with on-going performance optimization, low-cost storage, and script-based management.
- Leaders in cybersecurity benchmarks.
- Leaders in IT service ticket resolutions.
- Andrew Thornton earned the Spirit of Excellence Award for June 2021.
- Hiring of 3rd full time position in progress.

Campus-wide Support Tickets

FW vs field



SFWS

UPCOMING ACTIVITIES

- Homecoming Tailgate, 9/25/21
- Faculty Retreat, 10/1/21
- CLT Panel Discussion, 10/19/21
- Advisory Council meeting, 10/19-20/21
- Career Fair, 10/21/2021
- Graduate Research Symposium, 10/25/21
- Dean's Forum & Alumni Social, 10/28/21
- 75th Anniversary Celebration
 - Continues with virtual and in-person events and will conclude in 4/13/22 with a signature gala at the GPAC.
- CLT Conference planned for 4/2022





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