
AUBURN UNIVERSITY
SCHOOL OF FORESTRY AND WILDLIFE SCIENCES



ADVISORY COUNCIL
2018 ANNUAL REPORT

MESSAGE FROM THE DEAN



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Dear members,

Greetings from the School of Forestry and Wildlife Sciences. As we look forward to visiting with you next week, we would like to provide you with a summary of the school's 2018 accomplishments.

You will note from this report that we continue to grow in size and excellence of our academic, research and extension programs. Since 2015, we have increased undergraduate enrollment by 41 percent to 407, graduate enrollment by 24 percent to 89, and credit hours by 29 percent to 6813.

Last fall, President Leath noted in his State of the University address that Auburn University is on the move to new heights with a goal to bolster its student experience and life-changing research and outreach. You will be pleased to note we have launched several initiatives that will contribute to the president's vision. For example, as part of Alabama Public Television's documentary series, we have produced three episodes on Auburn's forestry, wildlife and environment research and outreach.

The school is actively engaged with a range of stakeholders and administrators to promote research and outreach activities relating to timber innovation and value added products. We have also created the Forests, Environment, and Wildlife Leadership (FEWL) Academy. The goal of this academy is to groom future leaders of our profession and enterprises. There are many more details in this report and we hope you will find time to review it before you come to the meeting next week.

With appreciation,

A handwritten signature in black ink, appearing to read 'Janaki Alavalapati'.

Janaki Alavalapati

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2018 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

March 12 and 13, 2018

Council Questions & Recommendations:

1. Are reciprocal agreements with other schools in adjacent states to attend AU vs. Miss State/UGA/UF etc. still in place? It may be AU or legislative issue, but Dr. Alavalapati will look into this and get back to the Council with the information he finds.

There are no reciprocity agreements with any other states. However, other states have county border agreements, such that students living in Alabama can go to Miss State University for In-state tuition. AU in general and SFWS in particular, avoids the north-western counties for this reason.

2. Lottery v. Increased Tuition v. Scholarship Availability. Again, this may be a legislative issue, but hurts the number of students we can get and decreases the diversity.

The political make-up of Alabama state legislature will not allow a lottery in the near future.

3. Superb! Great job in bringing 3 undergraduate degree programs--Geospatial and Environmental Informatics; Sustainable Biomaterials and Packaging; and Wildlife Enterprise Management—and 3 online graduate certificates—Restoration Ecology; Forest Finance and Investment; and Environmental Health.

All but One Health graduate certificates are operational. One Health is available for Fall 2019. You will hear more about these certificates at the upcoming meeting.

2018 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

March 12 and 13, 2018

Council Questions & Recommendations Continued:

4. It is a brilliant and innovative move to bring People and Environment as a Social Science Core. Will there be an opportunity to bring a course under Science Core? Will a course in Sustainability be a possibility?
 1. *Enrollment has been increasing since the courses first offering. 43 in Fall 2017 (11 SFWS/31 Non-SFWS), 50 in Spring 2018 (30 SFWS/20 non-SFWS) 71 in Fall 2018 (18 SFWS/53 non-SFWS), 86 students in Spring 2018 (26 SFWS/60 non SFWS).*
 2. *Three planning meetings were held with SFWS faculty to develop Science Core across the school in a two course sequence to address Student Learning Outcomes, 1) Scientific Literacy, 2) Analytical Skills and Critical Thinking and even 3) Civic Engagement. Examples of course text books were identified with titles around 1) Renewable Natural Resources I II, 2) Conservation and Sustainability I II. Our objectives for this Science Core course for non-scientists at AU included:

What is Science? What is data? How is data collected, used and processed? How does the natural world work? What does good science look like? What does bad science look like? How does science solve problems?

*This course would be 1000 level, freshmen course with little or no science background other than in high school. We plan to use the strengths of our faculty to touch upon these topics that stream through the lectures (40) and lab exercises (15) x 2 courses.**
 3. *Efforts are also being made to develop a science core in wildlife area.*
5. The School is doing a great job in providing placement opportunities for students by connecting a range of companies and other organizations with students (through career fairs) and preparing students for their interviews.

Thank you for your kind words.

2018 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

March 12 and 13, 2018

Council Questions & Recommendations Continued:

6. Wildlife Enterprise Management degree: It is advised to think far and wide and develop a strategic outreach to promote this program. Without a doubt, this might attract a lot of students, but the question of job opportunities, after graduation, need to be explored. Many may look toward higher management, but there may not be a lot of these positions open. There might be international opportunities for placements. Will the new tax bill affect the job market for this program? It was noted that companies that produce materials and equipment used for these sports (Golf Enterprise Management companies such as PING or Titleist) might be interested to take students as interns. Use Business and Hospitality components of the program for placement opportunities. K-State and companies across the southeast report good placement numbers and opportunities – just need to stay aware of fluctuating market.

With minimal “promotion” the current WLEM enrollment is 40 from transfer students (internally from AU & SFWS and 2-yr colleges). Some would be classified as freshmen and sophomores, based on their course work completed. Because of the degree requirements, probably looking at 2+ years before we get our first “graduate” – Spring 2022. There are 66 WLDE/WLEM students admitted for Fall 2019. We will not know the breakdown until May 2 when deposits are due for Fall 2019.

7. MNR (Master of Natural Resources) Degree: One of the potential placement/employment ideas would be a “sustainability officer” for a large company.

Yes, MNR degree is broad and flexible. So placement opportunities can be extensive. In addition to face-to-face (on-campus) version of MNR, for in-service people, we have created an on-line version of MNR.

8. Forest Engineering program: Are we in the process of losing this major? It seems that reduction in credit hours may have impacted the program negatively. There is a demand for engineering/quantitative skillset with forestry background and Forest Engineering graduates always get jobs! Is there enough ENGINEERING in the degree for these graduates to qualify as engineers? It seems Forest Engineers are not demonstrating that they have the math and problem-solving skills desired on the job. Currently the supply of students into this program is low. It was noted that the School is very committed to this program and Drs. Enebak and Alavalapati recently worked with the SAF to get it re-accredited.

Working with Biosystems Engineering faculty and department head, we’ve re-engaged the undergraduate student recruitment process within the College of Engineering and College of Agriculture to expand their efforts with increasing student numbers within the BSEN degree. In addition, we’ve partnered with these colleges and are going to prepare and distribute a brochure, electronically and hard copies to SFWS, Engineering and College of Agriculture’s recruitment staff.

2018 ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

March 12 and 13, 2018

Council Questions & Recommendations Continued:

9. Opportunities for Internship/Co-op were discussed. It would be useful to think about potential candidates early and bring forth at least one semester early. If needed provide hard cutoff dates. Making internships/co-ops mandatory was discussed. While yearlong internships/coops create graduates more prepared for the real-world jobs, they might delay 4-year graduation. Also, many classes are only offered 1x/year so that would alter and delay the 4-year graduation goal.

While mandatory/long-term internship/co-ops are valuable and better prepare students for the real-world jobs, as you pointed out, they might delay 4-yr graduation. With unique classes such as Forestry in the Private Sector, hands-on activities and outdoor labs, and Spring Camp at the Dixon Center, we are making sure that our students are well prepared for the real-world job and stand out in the market place.

10. Auburn Legacy is not used as a means to admit students. Yet it is asked on the application form whether or not the potential student is a first generation or a legacy. Dr. Enebak believes that this point of data is definitely used in the algorithms used by AU, as he had greater application numbers when he requested these points not be included.

Parent legacy, sibling legacy, sibling currently enrolled, first-generation status, low income status, and Federal Pell Grant eligible are groups of students who may receive additional consideration if they have one or more of those attributes. AU admissions do not currently (Spring 2018) use an index or formula that assigns additional weight to applicants based on these attributes. There are limited number of scholarships that require the student have a parent (or stepparent) who graduated from Auburn. The primary scholarship for which parent legacy is a consideration is the Auburn Alumni Association (AAA) Endowed Scholarship. Beyond the few scholarships with legacy as a criterion, legacy is not a consideration in the scholarship awarding process.

ACADEMICS



2018 HIGHLIGHTS

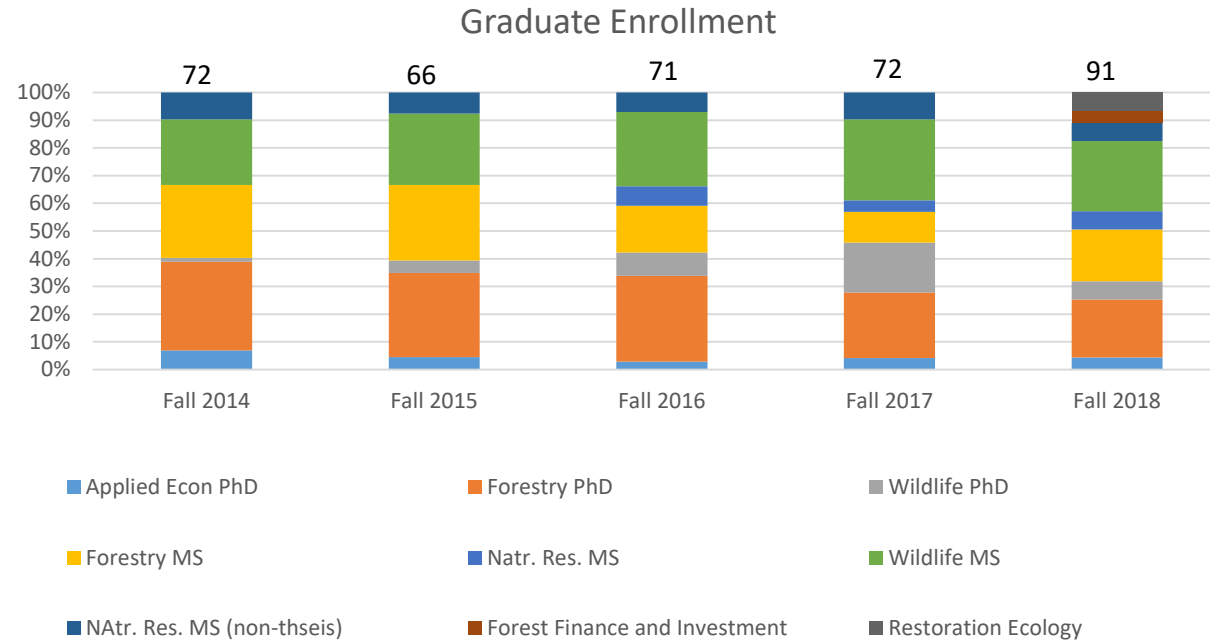
- Increased undergraduate enrollment 16% from 354 to 411 students, Fall 2017 to Fall 2018.
- 235 new Freshmen admitted to SFWS for Fall 2019, an increase in 54% over Fall 2018 admittance of 152.
- 4 students enrolled in first offering of Sustainable Biomaterials and Packing degree in Fall 2018 5 more students in Fall 2019 to bring total to 9.
- Approval of Wildlife Enterprise Management degree by UCC, BOT and ACHE in December 2018 and on track for Fall 2019 initiation. Currently have 40+ students interested in WLEM.
- Updated and received approval for all new SFWS degrees on Area II and Area V for transfer student transition from junior colleges.
- Collaborated with Provosts' office and Southern Union to initiate 2+2 dual enrollment degree program with the Geospatial and Environmental Informatics degree. Just one of three degree programs at AU (others are Biosystems Engineering and Public Relations).
- Increase in Quality of Assessment Scores for all degree programs and with faculty input, completed purposeful reflection on FORY and WLDE degrees. Began collection of first year student performance in, NATR, GSEI and BIOP degrees for assessment.
- Completed the 3rd Graduation Exam for FORY seniors and the Board of Registered Foresters with over 70% of forestry students passing the RF exam.
- Offered SFWS students the 4rd annual Career Fair with 26 employers and with 117 student participants.
- Organized 3rd annual Soft skills workshop with panel of employers and 30 students.



UNDERGRADUATE STUDENT – FALL ENROLLMENT

Degree	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Spring 2019
Forestry	99	97	91	92	108	106	113	121	119
Wildlife/PVet	201	178	176	152	171	161	188	208	187
Natural Resources	5	11	20	45	50	52	56	52	48
Geospatial Informatics	-	-	-	-	-	-	4	14	14
Sustainable Biomaterials	-	-	-	-	-	-	-	2	4
Wildlife Enterprise	-	-	-	-	-	-	-	~10	40
Total	305	286	287	289	329	319	361	407	414

GRADUATE STUDENT - FALL ENROLLMENT



Fall 2017
MS Natural Resources
(thesis option)
added

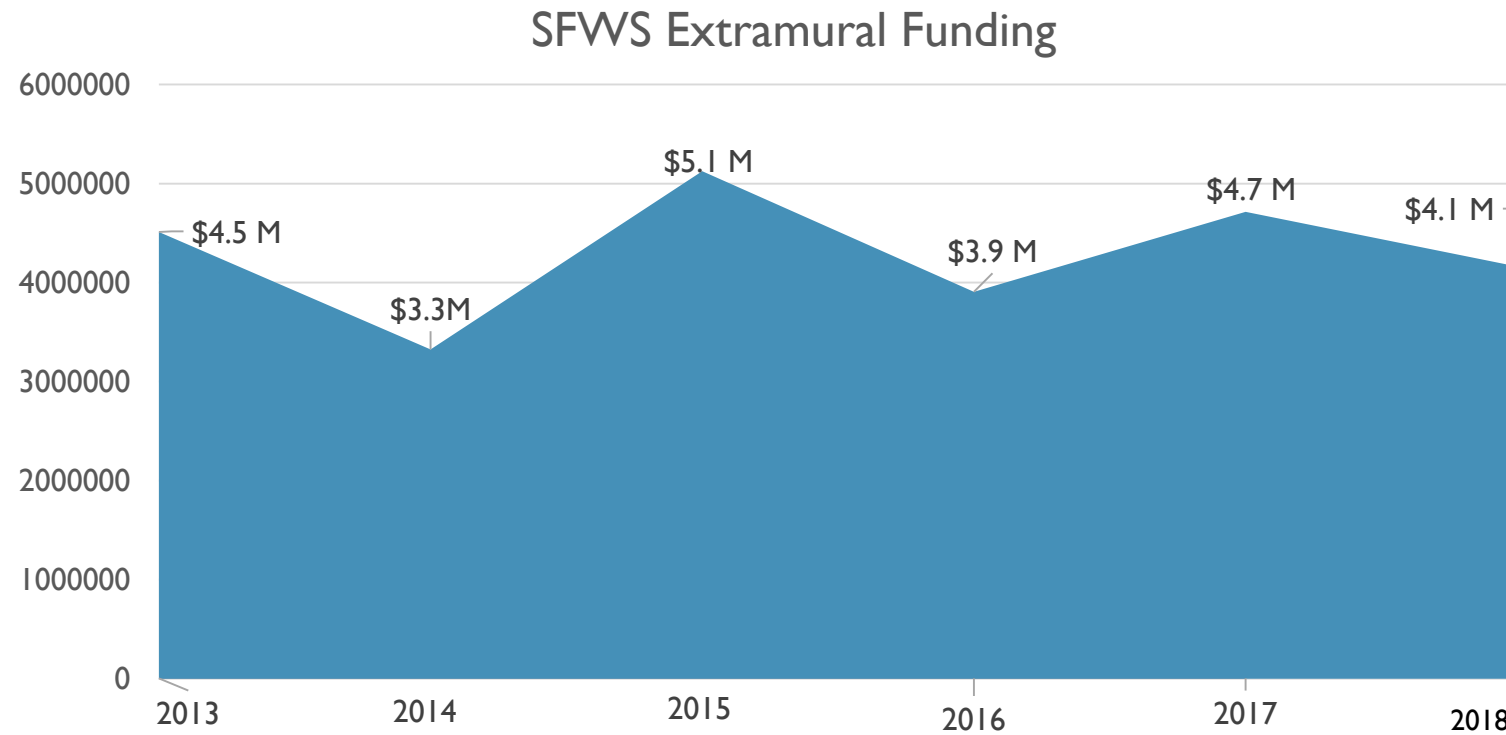
One Health Certificate
Expected to be
approved April 2019

Fall 2018
Forest Finance and Investment Certificate added
Restoration Ecology Certificate added

RESEARCH



2013 – 2018 EXTRAMURAL FUNDING



SIGNIFICANT GRANTS AWARDED IN 2018

- Impacts of Wild Pigs - USDA - \$133k – Ditchkoff and Smith
- Demography of Wild Turkeys in AL – ADCNR - \$401k – Grand
- Waterfowl Research in TN Valley – ADCNR - \$107k – Gulsby
- Soy Hulls for Wood Adhesives – Industry - \$106k – Peresin
- Ecological Forest Monitoring – DOD - \$106k – Samuelson
- Black Bear Monitoring – ADCNR - \$186k – Steury
- Soy Flour Use in Wood Manufacturing - United Soybean Board - \$159k - Via

EXTENSION



2018 IMPACTS

The mission of the Alabama Extension Forestry, Wildlife, and Natural Resources Team is to provide the latest science-based information available to support decision making regarding the management of natural resources.

Significant contributions to Alabama's economy are provided from forest resources through wood products, hunting and other outdoor recreation and improved water quality. For instance,

- The forest industry generated **\$16.3 billion** in product shipments and **41,600 direct jobs** in 2017.
- Wood products and paper products manufacturing are forecast to be among the fastest growing segments of the economy in 2019.
- Outdoor recreation generates **\$14 billion** in consumer spending, **3.9 billion** in wages and **135,000 jobs**.
- **55% of Alabama** residents participate in outdoor recreation each year.

Healthy, well-managed forests are essential to support these industries. Our team of experts work across the state to provide timely, science-based information on all aspects of natural resource management to land managers and citizens of Alabama.

■ Wildlife Management: Enhancement and Damage

- **Project Leaders:** Jim Armstrong, Mark Smith and REA's
- **Collaborators:** USDA Wildlife Services, Alabama Wildlife and Freshwater Fisheries Division
- **Number of Participants:** 2,000
- **Audience Diversity:** 53% male, 47% female, 69% white, 31% black, Asian .01%
- **Conservative Direct Impact Estimate:** \$715/Contact (Using a conservative estimate of \$200 per call (based on cost for professional assistance) and \$1,230 per enhancement expenditure (based on 2006 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation))
- **Return on Investment: 990:1**

■ Wild Pig Damage Management

- **Project Leaders:** Mark Smith and Bence Carter
- **Collaborators:** USDA Natural Resources Conservation Service, Alabama Wildlife and Freshwater Fisheries Division, USDA Wildlife Services, Alabama Farmers Federation, Soil and Water Conservation Districts, National Wild Turkey Federation
- **Number of Participants:** 675
- **Audience Diversity:** 97% white, 3% black
- **Conservative Direct Impact Estimate:** \$1.6 million in damage reduction on more than 321,000 acres of farm and forestland in Alabama and neighboring states.
- **Adoption Rate:** 99%
- **Return on Investment: 176:1**

■ Forest Business Resources

- **Project Leader:** Adam Maggard, with REAs and CECs
- **Collaborators:** County Planning Committees, AFOA, AFC, AFA, ATFA, FLA, and AFFF
- **Number of Participants:** 19 events; 593 participants
- **Direct Impacts:** POW: Estimated \$1.9 million in improved forested land value, recovered loss and financial decision making based on information learned. Hurricane Responds Workshop: Estimated \$316,325.25 in landowner recovered loss from information learned
- **Return on Investment: FBR:633:1 & Hurricane Michael: 243:1**

2018 IMPACTS

■ Family Forests: Increasing Enjoyment and Value from the Backyard to the Back Forty (overarching team project)

- **Project Leaders:** Becky Barlow, with REAs and CECs
- **Collaborators:** County Forestry Planning Committees, Alabama Forest Owners Association, Regions Bank
- **Number of Participants:** 97 Events, 4,072 participants
- **Audience Diversity:** 43% female, 85% white, 10% black, 5% other
- **Direct Impact of ForestHer Workshops that are part of Family Forest POW:** Over 13,000 forestland acres owned or managed by participants in the ForestHer workshops 75% increase in knowledge reported by participants. Estimated: \$9.5 million in forestland value
- **Return on Investment: 633:1**

■ SmartMap

- **Project Leaders:** Beau Brodbeck, Christian Brodbeck and Becky Barlow
- **Collaborators:** AU Biosystems Engineering and Extension
- **Number of Participants:** 115; Audience Diversity 94% male, 6% female, 89% white, 9% black
- **Direct Impacts:** \$180 thousand in estimated cost saving measures from SmartMap technology implementation. ***“This is easily the best continuing education class I’ve ever taken, and that includes a LOT of classes over almost 35 years” - Consulting Forester***
- **Return on Investment: 34:1**

■ Alabama Tombigbee Resource Conservation and Development Community Forestry Project

- **Project Leader:** Jack Rowe
- **Collaborators:** City, Town, and County Governments, Electrical Cooperatives
- **Number of Participants in Workshops:** 632
- **Direct Impacts:** \$512,750.00 in avoided consultation fees for program services
- **Return on Investment: 17:1**

■ Community Forestry

- **Project Leaders:** Beau Brodbeck and Jack Rowe
- **Collaborators:** International Society of Arboriculture Southern Chapter, Tree Fund, and Alabama Urban Forestry Association.
- **Number of Participants:** 1,812
- **Audience Diversity:** 68% male, 32% female, 77% white, 21% black, 2% Hispanic
- **Return on Investment 42:1**

■ Invasive Plant Identification and Control

- **Project Leaders:** Nancy Loewenstein, with REAs and CECs: Beau Brodbeck, Bence Carter, Norm Haley, Jack Rowe, Chuck Simon, Tony Glover, and Doyle Keasal
- **Collaborators:** Alabama Invasive Plant Council, Alabama Forestry Commission, NRCS, USFS, Southern Regional Extension Forestry
- **Number of Adult Participants:** 1,122; Youth Participants: 484
- **Audience Diversity:** 66% male, 34% female, 93.6% white, 5.8% black, <1% other
- **Impact Estimate Land Managers:** estimated 63,000 acres of invasive plants controlled with more effective methods. **Estimated returns=** (savings on control costs: \$2/acre = \$126,000) + (Increased forest productivity: \$5/acre=\$315,000) = \$441,000.
- **Return on Investment: 22.4: 1**

OUTREACH



KREHER PRESERVE AND NATURE CENTER

Administration

- 2018 = first of three years of support from Provost
- Advisory Board completed five-year strategic plan
- Manager position created; Michael Buckman hired
- Butterfly Garden now designated as a Lee County Master Gardeners demonstration garden and will receive annual funding
- KPNC designated as a stop on the Alabama Birding Trails' Piedmont Plateau Trail

Program Highlights

- Events
 - 5 existing events brought over 1,500 visitors
 - Halloween Enchanted Forest added in October brought over 300 visitors
- Programs
 - 30+ existing programs brought over 600 patrons
 - Entered partnership with HikeItBaby for monthly hikes, bringing 20+ visitors per month
- Schools & Camps
 - School field trips brought over 3,000 students
 - Forest Friends brought over 60 preschoolers
 - Spring Break Camp & Summer Camp brought over 125 students

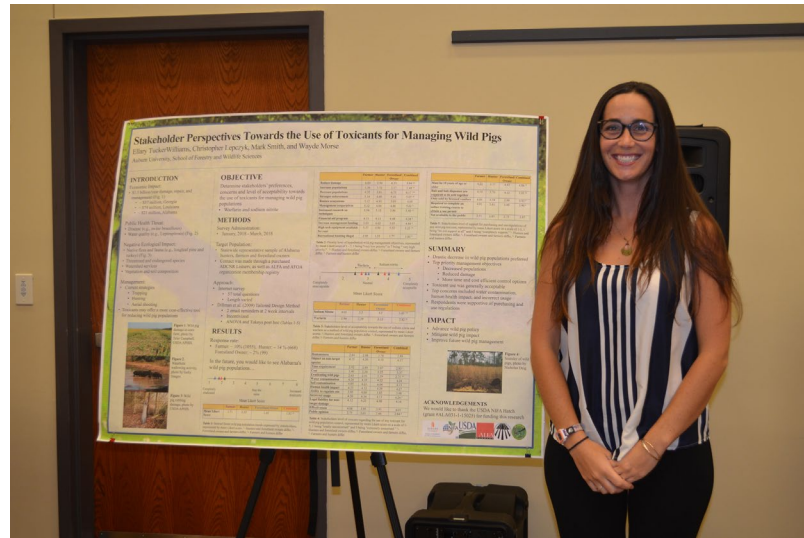
SOLON DIXON FORESTRY EDUCATION CENTER

Administration

- Recorded 9,430 user days
- 426 acres of timber sales pending harvest (thinning & clearcuts)
- 1,663 acres of prescribed fire completed
- 130 acres of site preparation herbicide applied
- 314 acres cruised and 171 acres of timber sales prepared
- Hosted USFS Wildland Firefighter Apprentice program at SDFEC. First time this training held in the Southeastern United States consisting of 70 +/- students for 10 weeks. Negotiation underway for long-term agreement.
- Reached agreement with Westervelt Wildlife Services to develop a mitigation bank at SDFEC consisting of wetland and streamside credits. Planning underway at this time.
- Obtained funding from Solon and Martha Dixon Foundation for renovation on SDFEC Kitchen/Cafeteria to include: new cooler and freezer, new hot bar/salad bar/drink station, interior & exterior wall replacement and painting along with a new roof.
- Accepted bids on construction of a Tornado shelter at SDFEC. Funding procured by AU Facilities and Risk Management.



FACULTY, STAFF & STUDENT RECOGNITION



NEW HIRES

Staff:

- Will Harges, Research Assistant III
- Kimberly Ward, Accountant II
- Andrew Thornton, Spec IV, Info Tech
- Michael Buckman, Manager, Kreher Preserve & Nature Center
- Brian Folt, Postdoctoral Fellow
- Sue Fuller, Executive Coordinator
- Michelle Straw, Coordinator I, Building Operations
- Dustyn Tyler, Forestry Technician

Milestone Anniversaries:

- Rajesh R. Sawant (5 years)
- Jennifer R. Lolley and Chad Newbolt (10 years)
- Victor E. Jackson and Thomas A. Stokes (20 years)
- Larry R. Stallings (25 years)
- Teresa J. Cannon (30 years)

PROMOTIONS & TENURE

Congratulations to the following faculty for their recent tenure and promotion:

- Bob Gitzen, Tenure
- Becky Barlow, Full Professor
- Mark Smith, Full Professor



RETIREMENTS

Join us in wishing the following retiring faculty and staff a joyous next chapter:

- Brenda Allen, assistant professor and Extension specialist
- Art Chappelka, alumni professor
- John Kush, instructor and research associate
- Effrem Robbins, research associate
- Larry Teeter, professor



HONORS & AWARDS

Faculty

- Professor Tom Gallagher and doctoral student Marissa Jo Daniel were selected for the First Place Technical Writing Award for 2018 at the Forest Resources Association's Southcentral Region Conference
- Alabama Extension Specialist Nancy Loewenstein received the 2018 Leadership in Education award presented by Project Learning Tree at the PLT's recent 32nd International Coordinators' Conference in Cody, Wyoming
- Extension Specialist Nancy Loewenstein was awarded Forest Conservationist of the Year by the Alabama Wildlife Federation during the Governors Conservation Achievement Award Ceremony
- Professor Lisa Samuelson was awarded as Dwain G. Luce Professor of Forestry
- Professor Yaoqi Zhang was chosen as one of five new Alumni Professors for 2019 by the Auburn Alumni Association
- Professor Lori Eckhardt received the Award for Excellence in Research and Development from the Southeastern Society of American Foresters at their 2019 conference held in Mobile
- W. Kelly Mosley Environmental Professor and Extension Specialist Mark Smith was recognized as a Fellow of The Wildlife Society at their annual conference in Cleveland, Ohio

HONORS & AWARDS

Staff & Students

- Anna Tucker, wildlife sciences doctoral student (Maj. Prof. Conor McGowan) won the 2018 student presentation contest at the American Ornithological Society annual conference in Tucson AZ
- Students who received awards for their oral and poster presentations during Auburn's This is Research Symposium included SFWS graduate students, Benjamin McKenzie, Alisia Diamond, Hannah Kelly, John Mensah, Xuechun Feng and Diego Maldonado. (Maj. Profs. are Sarah Zohdy, Lori Eckhardt, and Maria Soledad Peresin)
- Maria Celeste Iglesias received a first place graduate student poster award for her poster showcasing nanocellulose research (Maj. Prof. Maria Soledad Peresin) at the Cellulose and Renewable Materials Division Conference of the American Chemical Society
- The Auburn Graduate Council chose SFWS graduate student Angelina Hayes (Maj. Prof. Robert Gitzen) as one of Auburn University's outstanding master's students for 2017-2018
- Wildlife graduate student Kent Keene (Maj. Advisor Asst. Professor William Gulsby) received third place at the 41st Annual Meeting of the Southeast Deer Study Group poster competition for his research poster titled, "Effects of Loblolly Pine Thinning on White-tailed Deer Forage and Stand Economics"
- Collin Sutton (Maj. Prof. Sanjiv Kumar) presented "Outstanding Student Presentation Award" at American Geophysical Union
- Doctoral student Jimmy Stiles and his wife, Sierra, were awarded Conservation Communicator of the Year by the by the Alabama Wildlife Federation during the Governors Conservation Achievement Award Ceremony
- Marina Natalia Hornus (Maj. Prof. Brian Via) received First place Graduate Student Poster Award at the 2018 Forest Product Society International Convention
- Doctoral student Osei Asibe Asafu-Adjaye (Maj. Prof. Brian Via) was a top ten finalist for the Abstract Competition and Travel Grant at the 2018 Society of Wood Science and Technology/ Japan Wood Research Society International Convention, Nagoya, Japan
- Maria Celeste Iglesias (Maj. Prof. Maria Soledad Peresin) was awarded the Auburn Presidential Graduate Research Fellowship to support her doctoral work
- Graduate student Orhan Demir was recently nominated by the Student Affairs "Involve" program as its Featured Student Leader for his work as president of Auburn's Turkish Student Organization
- SFWS Graduate Research Symposium and Reception poster presentation awards were received by: 1st place - Ellary Tucker-Williams (Maj. Prof Chris Lepczyk), 2nd place – Ben McKenzie (Maj. Prof Sarah Zohdy), and 3rd place – tie between Monet Gomes (Maj. Prof Steve Ditchkoff) and Marina Hornus (Maj. Prof Brian Via)

DEVELOPMENT & ALUMNI AFFAIRS



2019 DEVELOPMENT MAJOR INITIATIVES

- Establish a Boone & Crocket Club Professorship (\$1-4M)
This professorship will help cultivate future leaders in wildlife conservation and management and attract the best and brightest young minds to Auburn University. Auburn undergraduate and graduate students, and the research produced through their studies, will strongly influence state and national wildlife conservation and management policy for decades to come.
***Namings in the SFWS building area available to support this initiative
- Annual & Endowed Scholarships for newly established majors (\$25k endowed, \$1k annual)
Geospatial & Environmental Informatics
Sustainable Biomaterials and Packaging
Wildlife Enterprise Management majors

2019 DEVELOPMENT MAJOR INITIATIVES

Cont.

- **Estate Gift Initiative (multiple gifts beginning at \$25k+)**
Increasing the number of planned gifts to the SFVWS. Planned gifts, also known as bequests or estate gifts, are another way to support Auburn's future while at the same time meeting your own philanthropic and financial goals.
- **Establish a Named Endowment to support the FEWL Leadership Academy (\$300k)**
The SFVWS Student Leadership Academy is designed to prepare select students with leadership abilities necessary for the critical problem solving issues related to the management, utilization, and stewardship of natural resources. This personal development program focuses on the practices, values, actions, and visions associated with leadership and the development of skills that students will use to guide and strengthen their leadership abilities.

Additional Initiatives:

- KPNC Pavilion-North End
- Name remaining Auburn Oak at Samford Park
- Obtain additional gifts of property
- Increase Industry Engagement & Support
- Tiger Conservation Consortium

ACCOMPLISHMENTS & EVENTS

2017-18 Gifts	\$906,630
2019 Tiger Giving Day Results	\$16,990 (2 projects: Tiger Conservation & Birding)
2018 Woodlands & Wildlife Members	206 (16% increase)
2018 Compass Circle Members	45 (22% increase)
Alumni Participation	12%

2018 Events:

2018 Golden Eagles Celebration	March 23, 2018
2018 Scholarship & Fellowship Recognition Luncheon	August 25, 2018
Because This Is Auburn SFWS Campaign Celebration	August 25, 2018
Compass Circle Roundtable	September 21, 2018
Woodlands & Wildlife Fall Tailgate	September 22, 2018
Boone & Crockett Professorship Dinner	October 11, 2018
APT Advance premiere	February 13, 2019

Upcoming Events:

Compass Circle Roundtable	March 8, 2019; November 1, 2019
Golden Eagles Luncheon	April 5, 2019
SFWS Awards Ceremony	April 10, 2019
Woodlands & Wildlife Society Annual Dinner	June 7, 2019
2019 Scholarship & Fellowship Recognition Luncheon	August 24, 2019
Woodlands & Wildlife Fall Tailgate	November 2, 2019
Regional Receptions	(beginning Summer 2019)



BECAUSE THIS IS AUBURN CAMPAIGN CELEBRATION



\$25,449,813 Raised (129%)

- 3753 donors
- 876 first time donors
- 5 new professorships
- 30 new scholarships & fellowships
- 5 new degrees established



COMMUNICATIONS & MARKETING



2018 COMMUNICATIONS AND MARKETING HIGHLIGHTS

Activities in support of Auburn and SFWS communications and marketing goals:

- Completed filming for Alabama Public Television documentaries on Forestry, Wildlife and the Environment & Society, episodes to air the first three quarters of 2019, hosted premiere screening for stakeholders, participants, faculty and students this February
- Developed and distributed announcements, press releases and feature stories to promote SFWS faculty, students and programs within the state, region and nation, of which 5 were prominently featured on AU's home page gallery
- Developed thrice-annual SFWS print newsletters and annual report distributed to Auburn administration, alumni, donors, and SEC peer institutions
- With assistance of faculty and staff, developed invitations, flyers, posters and programs for SFWS hosted events; developed SFWS recruitment booklet to promote all undergraduate programs, degree-specific brochures and flyers for new certificate programs
- Provided photographic support to document and promote SFWS programs
- Developed national and state-wide advertisements and editorial for print and digital media to promote degree programs
- Continued working with faculty and staff to produce academic videos with anticipated completion by summer 2019
- Managed SFWS website and social media presence on Facebook, Instagram and Twitter
- Acted as liaison with Auburn's Office of Communications and Marketing to assure SFWS compliance with Auburn's branding requirements
- Worked with OCM and OIT to assure SFWS accessibility compliance for web-based material
- Developed media contact lists for major areas of research and academic programs within Cision, an international media contact database, in support of SFWS programs and Auburn's strategic communications and marketing goals
- Distributed information through SFWS platforms in support of Auburn University's communications and marketing goals
- Attended SP Consulting communicator workshops on brand strategies and key messaging for Auburn University
- Assisted OCM to develop national media pitches to promote SFWS faculty as topic experts

INFORMATION TECHNOLOGY



2018 HIGHLIGHTS

- Replaced one of our full time IT specialist with Andrew Thornton (specializes in system analyst/engineering)
- New Server infrastructure was procured
- New Hyper-v servers were deployed
- All but one of our classrooms were rebuilt on a full digital platform
- Our hardware and OS optimization initiative was started
- Physical upgrade of the Computer Lab was completed
 - All solid state harddrives
 - 16GB RAM
 - New Monitors
 - Cabling was reorganized
 - Tables were cleared of broken laminate
 - Saved roughly \$40,000
- New programmatic software deployment was successfully initiated using SCCM, and KACE.
- 2-factor authentication was implemented for many AU systems which greatly increases network security
- Box Unlimited Cloud storage lab groups were made available
- Complete Migration of research storage from SPIRIT to AU OIT's Research storage platform
- Deployment of Microsoft Teams
- LastPass Enterprise testing was completed and put in soft-production
- O365 testing/migration was performed (completed in early 2019)
- Solon Dixon Center Bandwidth upgrade from 10mbps to 100+mbps (thanks to Joel Martin et al. for their perseverance)
- Massive reduction in critical and very severe endpoint vulnerabilities due to automated patch management on over 300 endpoints.
- Virtual Computing Environment preliminary requirements and software list were submitted. (SU 2019 production launch)



SCHOOL OF FORESTRY
AND WILDLIFE SCIENCES

Visit us at auburn.edu/sfws.