



AUBURN UNIVERSITY

College of Forestry and Wildlife Sciences

ADVISORY COUNCIL SPRING 2021 -2022 ANNUAL REPORT

ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

A. Council's comments/recommendations from students' panel discussion:

- Diversity, Equity, and Inclusion is a focused priority and communication about on-going efforts can be improved.

Response: Duly noted. Currently there are discussions between the College of Agriculture and the College of Forestry and Wildlife Sciences to hire a full-time person to coordinate DEI activities.

- Communication modes (listservs and other social media) needs to be updated in a timely manner.

Response: Duly noted. We are working with college's Information and Technology staff.

- It is encouraged to recruit students for council-students interface from all programs. Also, students can identify/discuss a list of three or four all topics to talk about. It is advised to recruit more from FEWL Academy.

Response: We will work on these for the next meeting.

- GSEI program need not be natural resources centric; it can be very broad since the market for this field is broad.

Response: Duly noted. We will encourage faculty to cover other issues in addition to natural resources. Our website content and marketing materials for this degree reference other sectors and industries where this degree would be applicable.



ADVISORY COUNCIL RECOMMENDATIONS & RESPONSES

B. Advisory Council Meeting format:

- Format got better but could be improved further. Would like to have more time with students. Members prefer to have casual dinner. Arrange reading materials in advance so that presentations can be shorter. More time can be given for discussion.

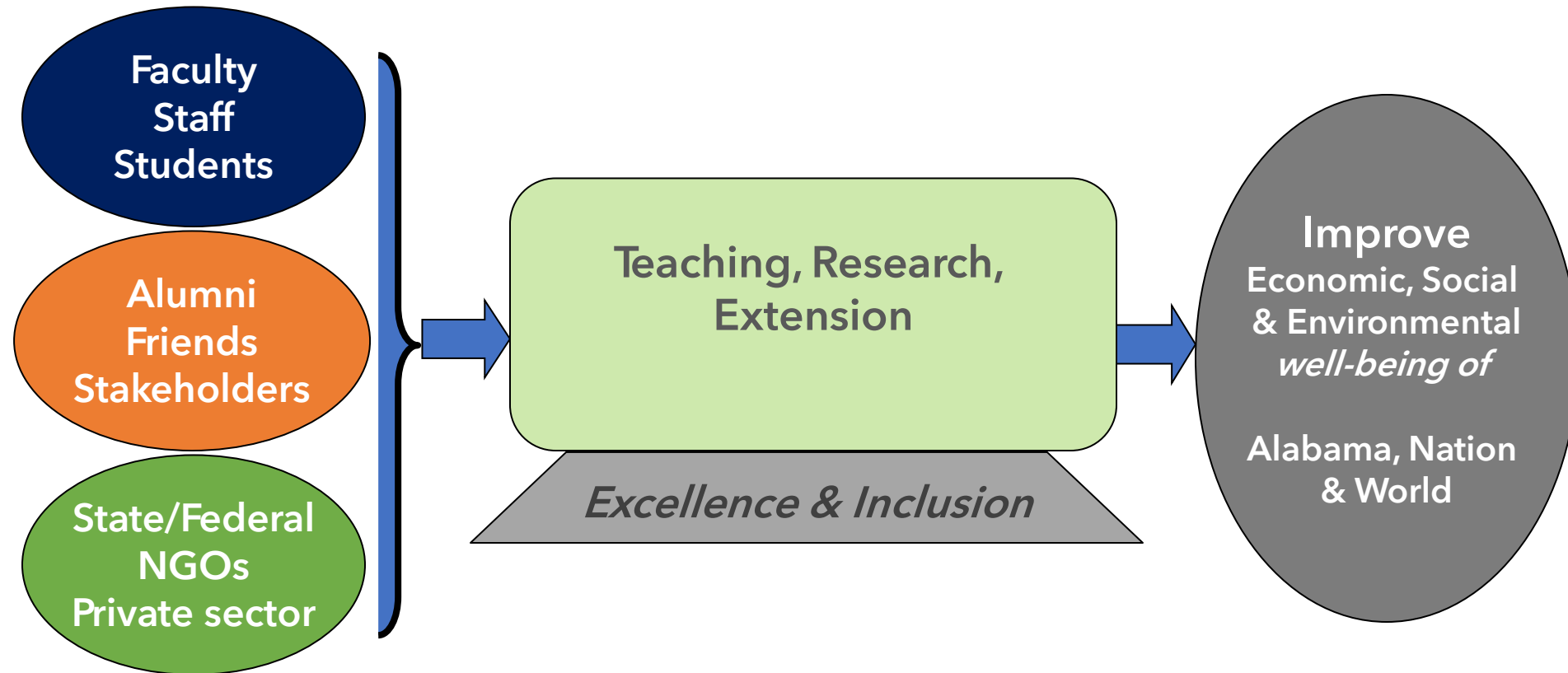
Response: For the upcoming meeting, format was developed based on discussions/feedback from Advisory Council Leadership. Materials will be arranged well ahead of the meeting. We will limit formal presentations in the next meeting.

C. Resolution in support of CFWS Name Change:

With support from Advisory Council, STAR Committee, faculty, and other deans at AU, we have submitted materials to the next Board of Trustees Meeting (April 24). We hope to get their approval for the new name "College of Forestry, Wildlife, and Environment."



LAND GRANT MISSION - A COMMITMENT TO SERVE



OUR FUTURE PATH & APPROACH

GOALS:

- Become a college for forestry, wildlife, and environment 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.



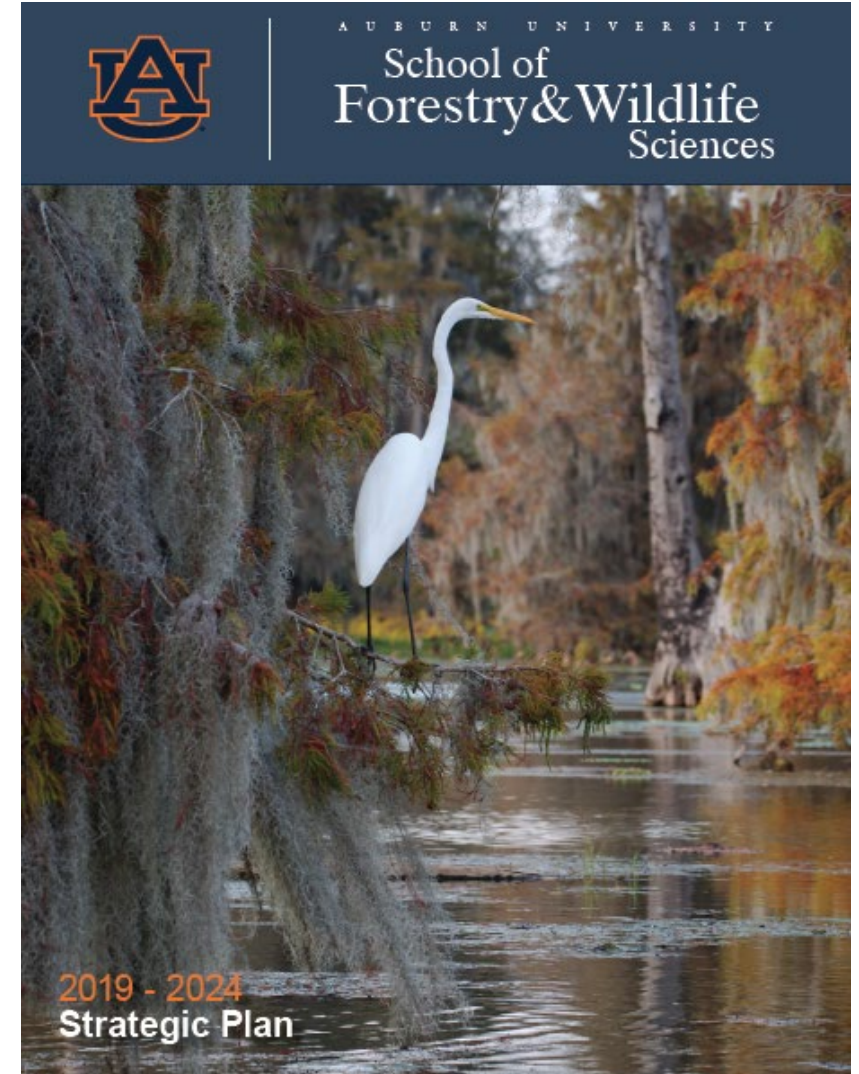
2019 - 2024 STRATEGIC PLAN

- 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

College'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.

College'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.

College-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.

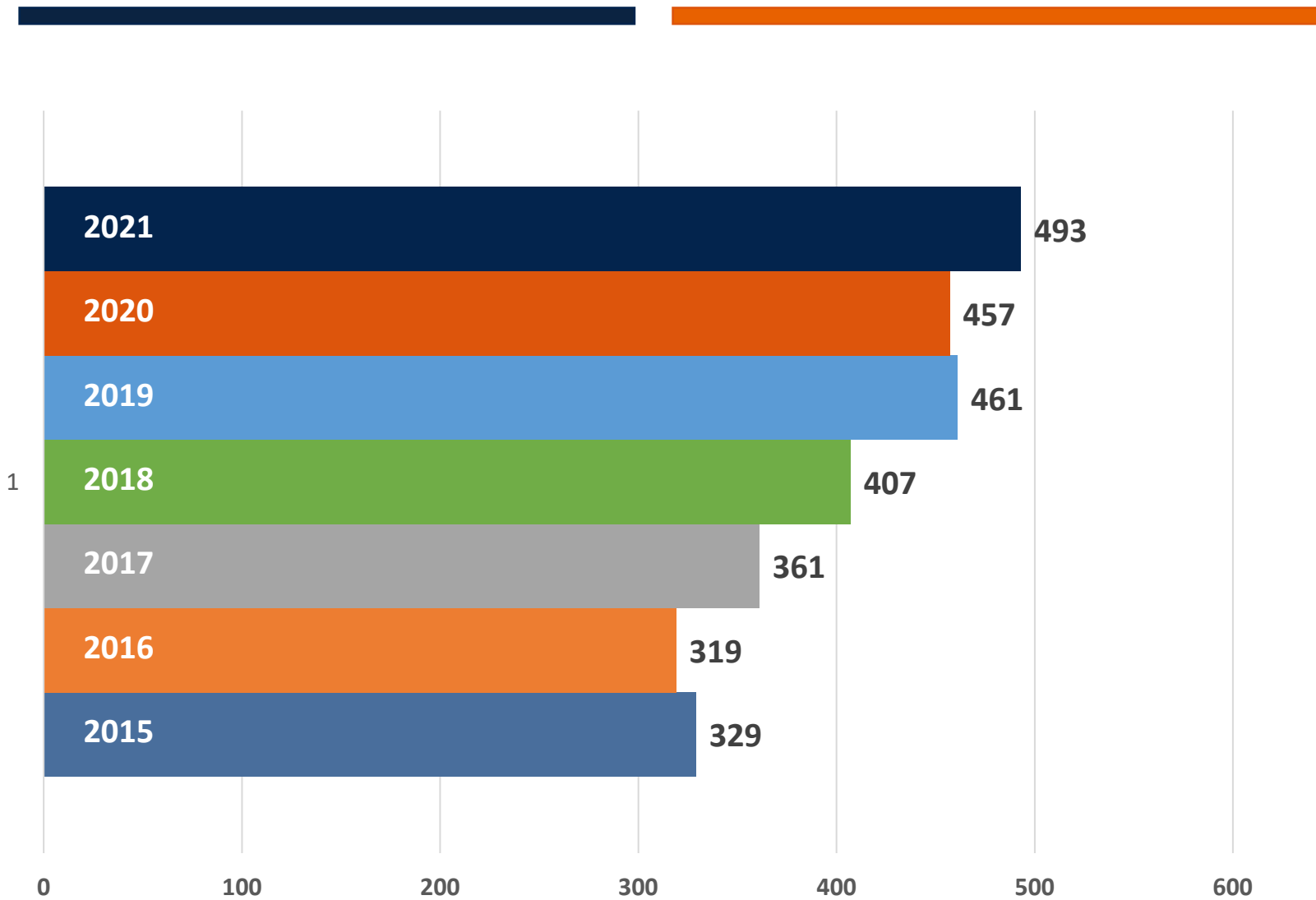




ACADEMIC AFFAIRS

HIGHLIGHTS

- Despite Covid-19, CFWS 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.
- Dedicated 2 PhD GTA's to assist faculty in the WLDE & WPVT undergraduate instruction.
- Initiated 5 new CFWS minors, Urban Forestry, Coastal Management, Forest Health, Forest Seedling Nursery 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.

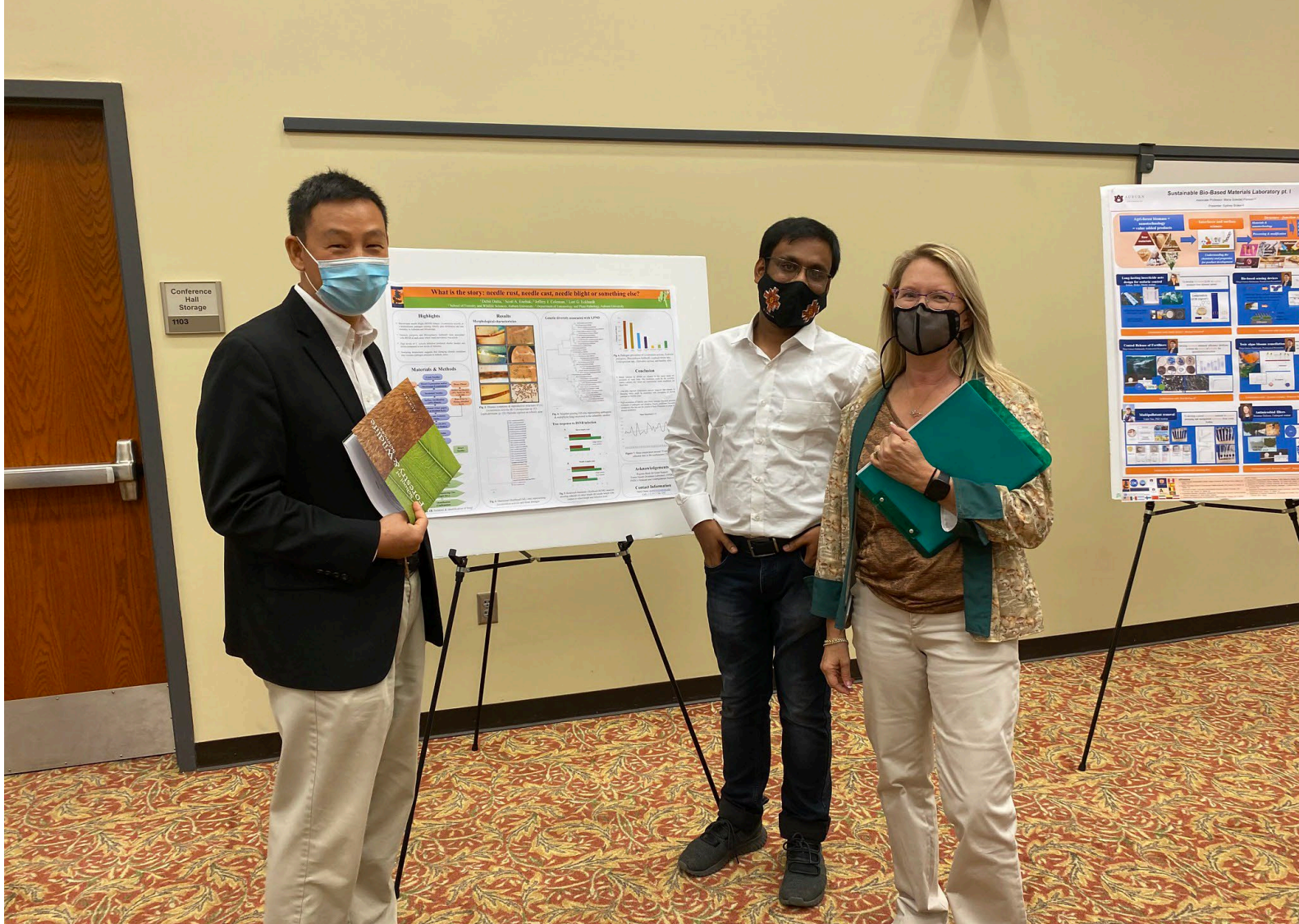


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**TOTAL
UNDERGRADUATE
ENROLLMENT
FALL 2015 - 2021**

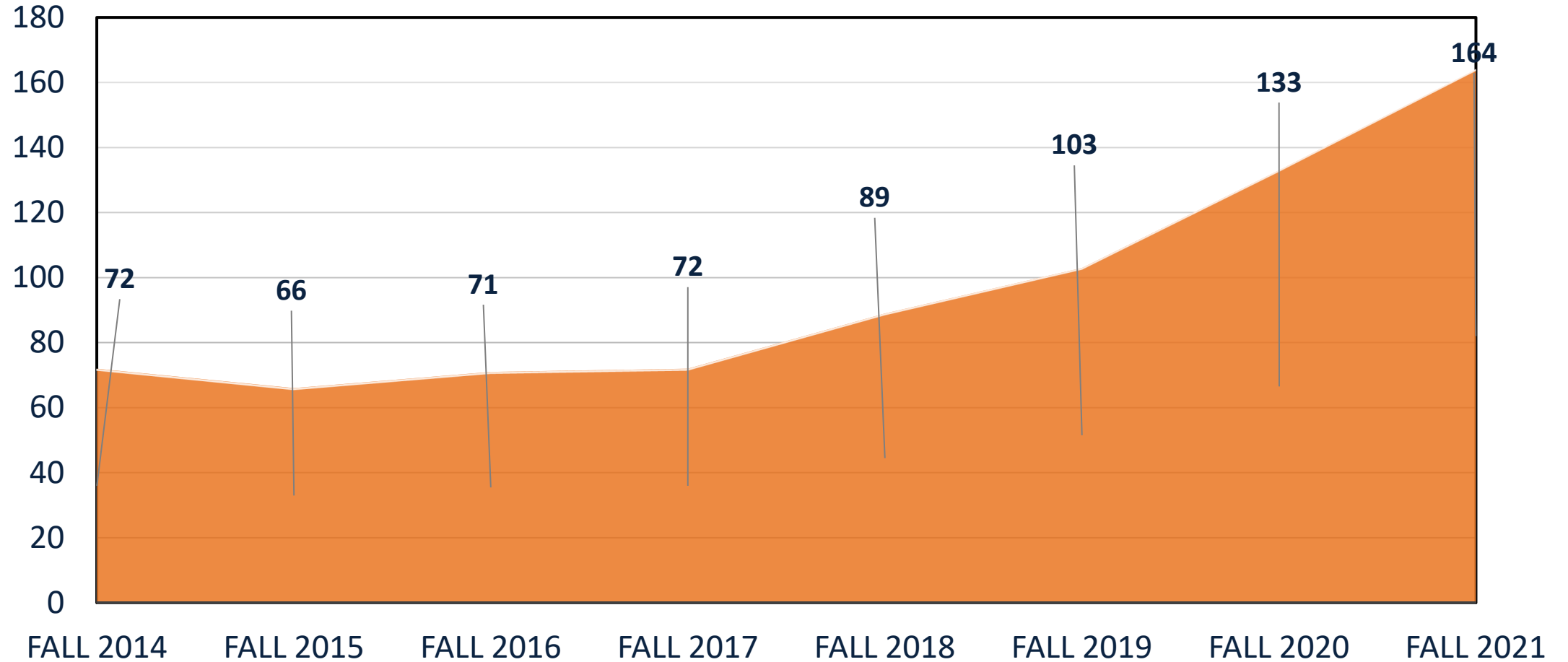
DEGREE	FALL 2015	FALL 2016	FALL 2017	FALL 2018	FALL 2019	FALL 2020	FALL 2021
Forestry	108	106	113	121	104	95	106
Wildlife Ecology & Management	121	111	132	152	150	136	133
Wildlife Sciences Pre-Vet	50	51	55	66	52	44	58
Natural Resources Management	50	52	56	52	43	42	47
Geospatial Informatics & Environmental 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**

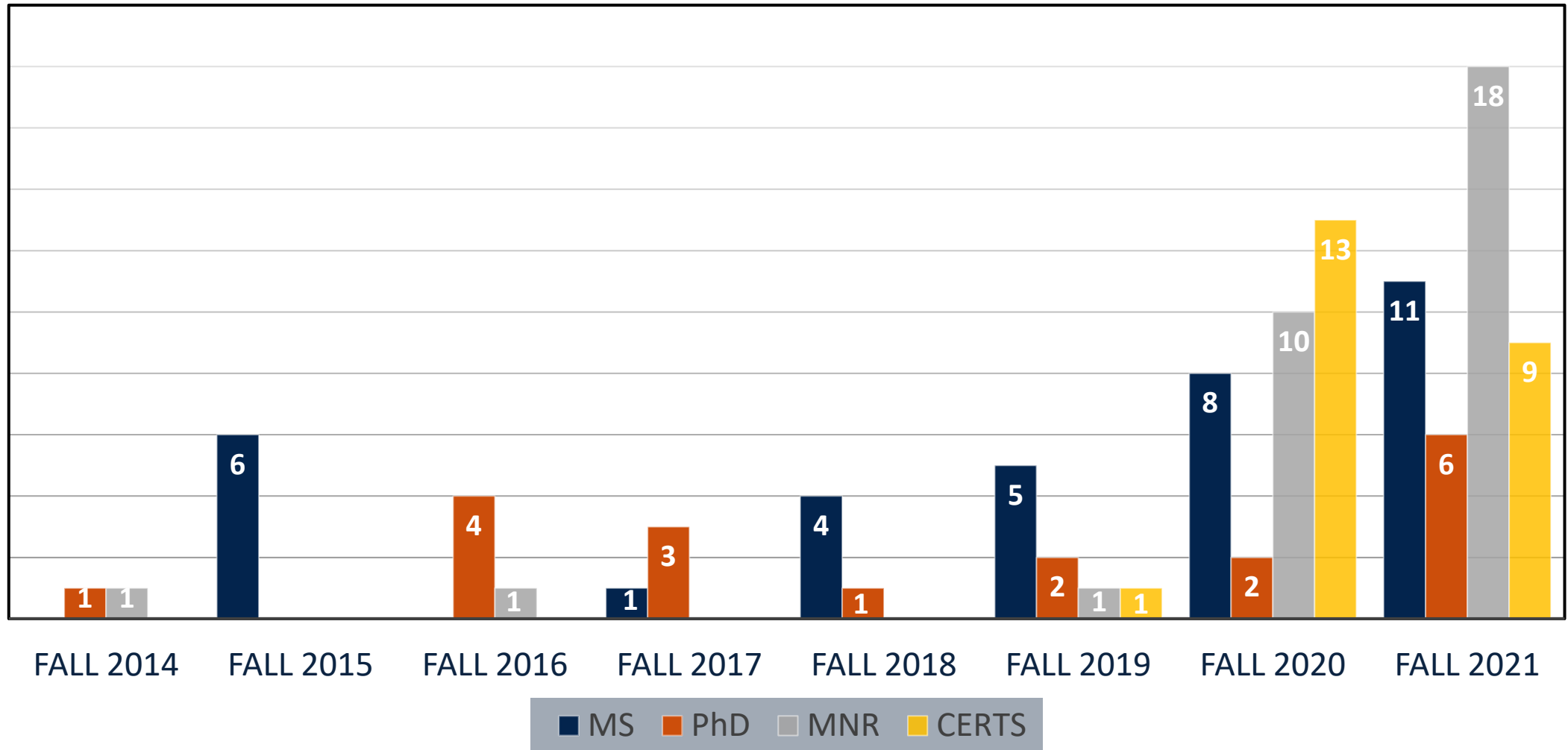


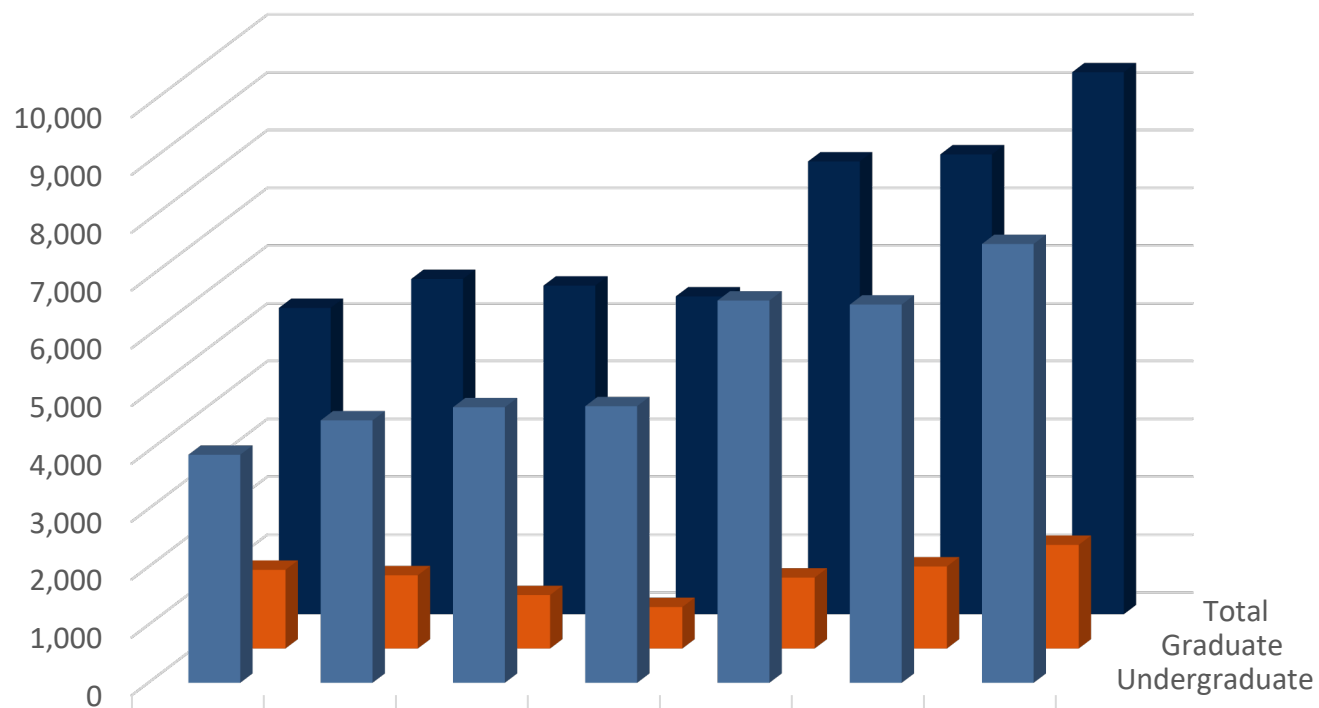
GRADUATE
EDUCATION

GRADUATE STUDENT ENROLLMENT 2014 - 2021



CONFERRED GRADUATE DEGREES & CERTIFICATES





	FY14-15	FY15-16	FY16-17	FY17-18	FY18-19	FY19-20	FY20-21
Undergraduate	3,938	4,533	4,760	4,779	6,608	6,538	7,587
Graduate	1,359	1,265	923	717	1,225	1,417	1,790
Total	5,297	5,798	5,683	5,496	7,833	7,955	9,377

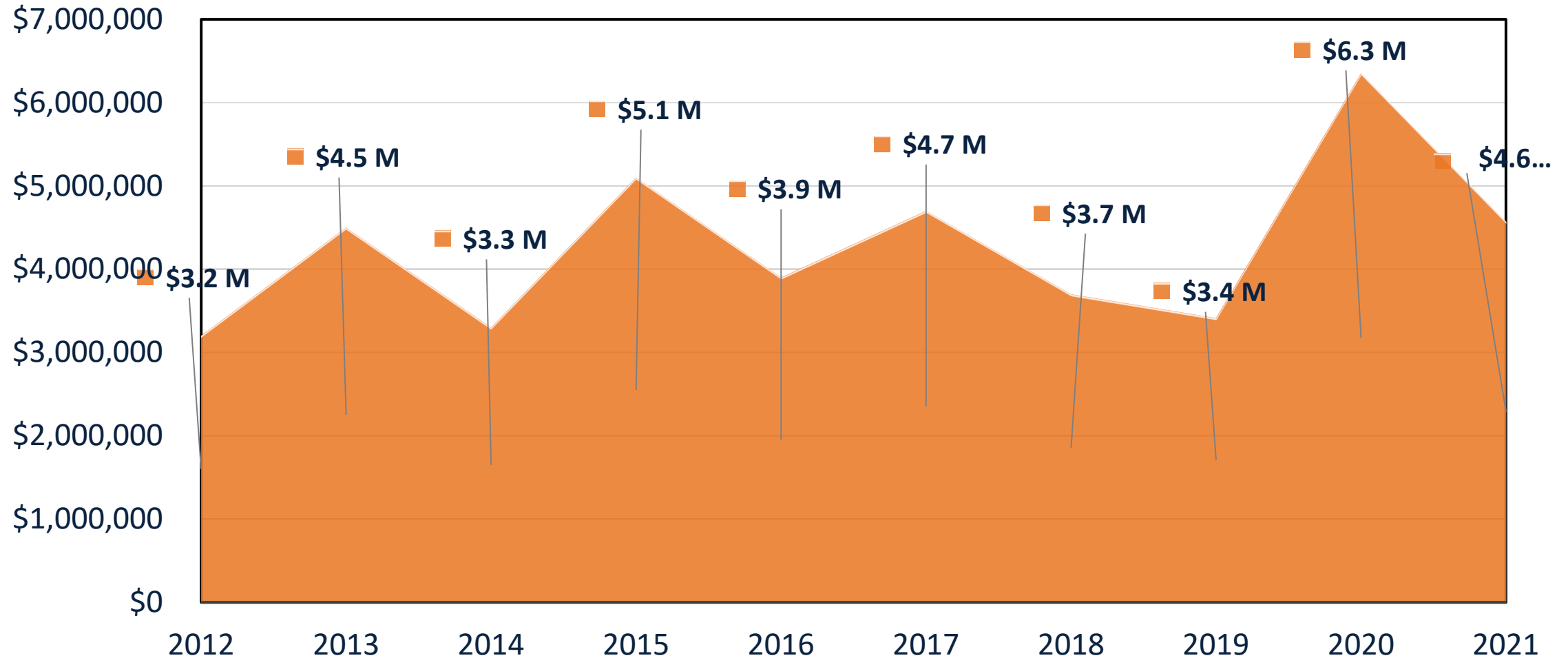
Undergraduate Graduate Total

CREDIT HOUR PRODUCTION FY14/15 - 20/21

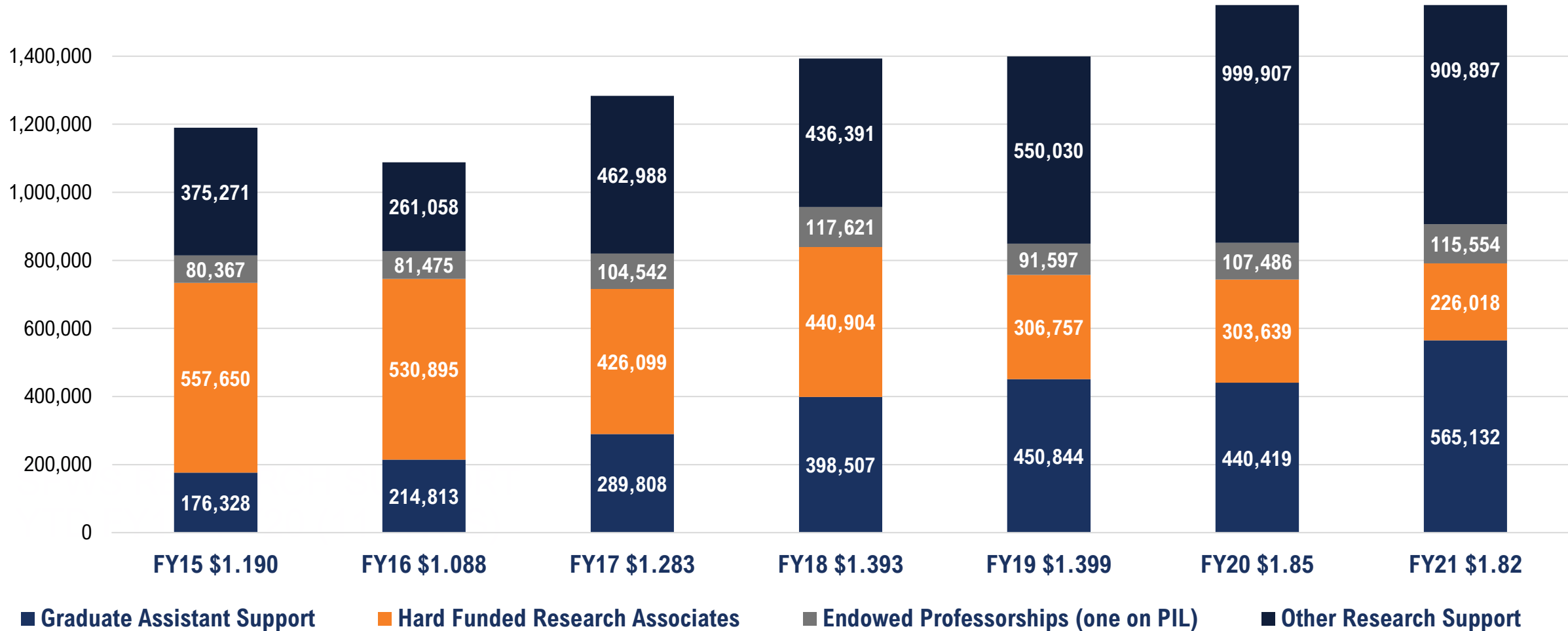


RESEARCH SUPPORT & GRANTS FUNDING

EXTRAMURAL FUNDING BY FISCAL YEAR: 2012-2021



RESEARCH SUPPORT FY15 - FY21





FORESTRY, WILDLIFE AND NATURAL RESOURCES EXTENSION

ALABAMA COOPERATIVE EXTENSION SYSTEM

Participants in Auburn University's Alabama Extension Forestry, Wildlife and Natural Resources team programs report increased interactions with natural resource technical service providers (Extension, Forestry Commission, NRCS, and Registered Foresters) leading to the development of forestland management plans and better understanding of the resource which are shown to improve forest health, create and improve wildlife habitat, increase the quality and value of timber, and protect water quality. For more information on our Alabama Extension FWNR team impacts visit:

<https://www.aces.edu/blog/topics/forestry/forestry-wildlife-natural-resources-team-impacts-2021/>



Based on an annual harvest volume of 40,177,166 tons and 2,091 PLM loggers, it is estimated that 2021 participants had a direct impact on 28% of the tons of wood harvested in Alabama.

ALABAMA COOPERATIVE EXTENSION SYSTEM

SIGNATURE PROGRAMS FOR 2021-2022

- Alabama Master Naturalist: This statewide program's goal is to promote awareness, understanding, and respect for Alabama's natural world. Lead: Dr. Wesley Anderson
Total contacts: 338
- Learn to Burn Workshops and Other Prescribed Fire Training: This project provided training to landowners and professionals using hands-on workshops, webinars, and a Prescribed Burn Manager Certification course. Lead: Ryan Mitchell Total contacts: 248
- Forest Business Resources: This project educates landowners on how practicing forest management can enhance the health and resiliency of forests and enhance opportunities to generate income. Lead: Dr. Adam Maggard Total contacts: 1,993
- Professional Logging Manager (PLM) & Continuing Forestry Education (CFE): Alabama Extension programs with Alabama PLM and CFE credits give loggers and forestry professionals needed training in sustainable forestry practices and logger safety. Lead: Dr. Richard Cristan
Total contacts: 2,062
- Natural Resources Webinar Series: Twenty-five webinar sessions were hosted with 76% of surveyed participants implementing a practice discussed in the webinar series. Lead: Norm Haley and Bence Carter Total contacts: 2,235
- Backyard to the Back 40 e-newsletter: Content contributed by Alabama A&M and Auburn University affiliated Regional Agents and Specialists Total Contacts: 985



OUTREACH

KREHER PRESERVE & NATURE CENTER



HIGHLIGHTS

- Overall program attendance in 2021 was over 2,000 - nearly double that of 2020
- Public school field trips are finally coming back this semester for the first time since the initial COVID shutdown
- 2nd year of Holiday Walk in the Woods was a huge success, with nearly double the attendance of previous year
- Huge demand for 2022 camps, filling over 200 registrations in the first day - nearly sold out in the first week
- Sensory Forest under development: accessible trail designed to engage the senses through nature
- Woodland Wonders in it's third year with as many on the waitlist as are enrolled - offering full-day classes for the 2022/23 school year and already sold out
- Successful prescribed burn on about 15 acres
- Planted approximately 1,000 short leaf pines



OLON DIXON FORESTRY EDUCATION CENTER



FACILITIES, USER GROUP & MANAGEMENT HIGHLIGHTS

- Alabama Forestry Commission Academy
 - Hosted 4-week training academy October 2021 and will return April 2022
- USFS - Wildland Firefighter Apprenticeship Program (WFAP)
 - Hosted three separate four-week academies (January - March 2022)
- Auburn University Scheduled Events
 - Auburn Summer Practicum (May - July, 2022)
 - Forestry Procurement Practicum (April 1-3, 2022)
 - Auburn Prescribed Fire Class (April 1-3, 2022)
- Forest Management
 - 1,134 acres burned, 178 acres of site-preparation and reforestation, 190 acres timber harvest
- Received \$650,000 funding from the State of Alabama for repaving the entry road to the Dixon Center

FACULTY, STAFF AND STUDENT DEVELOPMENT



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



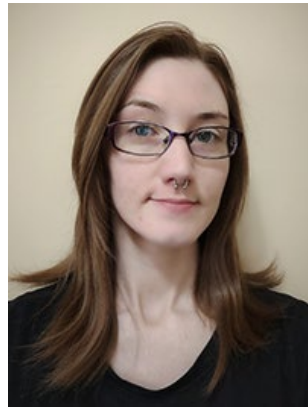
APPOINTMENTS

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

NEW EMPLOYEES SINCE FALL 2021

In order as shown:

- Filiz Guneyasu Atasoy, Postdoctoral Fellow
- Hannah Leeper, Research Associate
- Brooke Martin, Student Recruitment
- Matt McDonough, Research Associate
- Bethany O'Neil, Research Assistant II
- Noah Shepard, Research Associate III
- Seamus White, IT Specialist



AWARDS, HONORS AND MILESTONES

- Dr. Latif Kalin was named Fulbright Scholar
- 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 (ALANREP) - 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. Susan Pan was selected as 2020 MIT Visiting Fellow by MIT Joint Program on the Science and Policy of Global Change
- 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 (ALANREP)
- Milestone Anniversaries: Dr. Graeme Lockaby (35 years), Dr. Steve Ditchkoff (20 years), Dr. Chris Anderson, Dr. Latif Kalin and Joel Martin (15 years), Laura Bell and Dr. James Shepard (10 years), Jamie Anderson and Audrey Grindle (5 years)

AWARDS, HONORS AND MILESTONES

- Dr. Jodie Kenney, Director of Student Services chosen as the 2022 Auburn University Outstanding Advising Administrator
- Dr. Daowei Zhang was chosen as a recipient of the 2022 Auburn Author Awards
- Dr. Sanjiv Kumar was selected to serve a four-year term on the Predictability, Predictions and Applications Interface, or PPAI, Panel of the U.S. Climate Variability and Predictability Program
- Summia Rahman won the Auburn University's Three Minute Thesis, or 3MT, competition and competed at the SEC championship for the university
- Manisha Parajuli was chosen for 1st place poster presentation and Arjun Rijal won 2nd place during the 2022 SESAF conference in Pine Mountain, Georgia
- Nisham Thapa won Best Student Presentation and Schyler Brown won Best Poster at the 13th Southern Forestry and Natural Resource Management GIS Conference in Athens, Georgia
- Amanda Alva and Lynn Von Hagen were selected as recipients of the Ecological Society of America's 2022 Katherine S. McCarter Graduate Student Policy Award
- Javier Hernandez Diaz won first place and master's student Sydney Brake won third place for oral presentations at the 72nd Southeastern Regional Meeting and Exposition of the American Chemical Society in Birmingham, Ala.



AUBURN
ADVANCEMENT

2022 Progress Update

AUBURN ADVANCEMENT

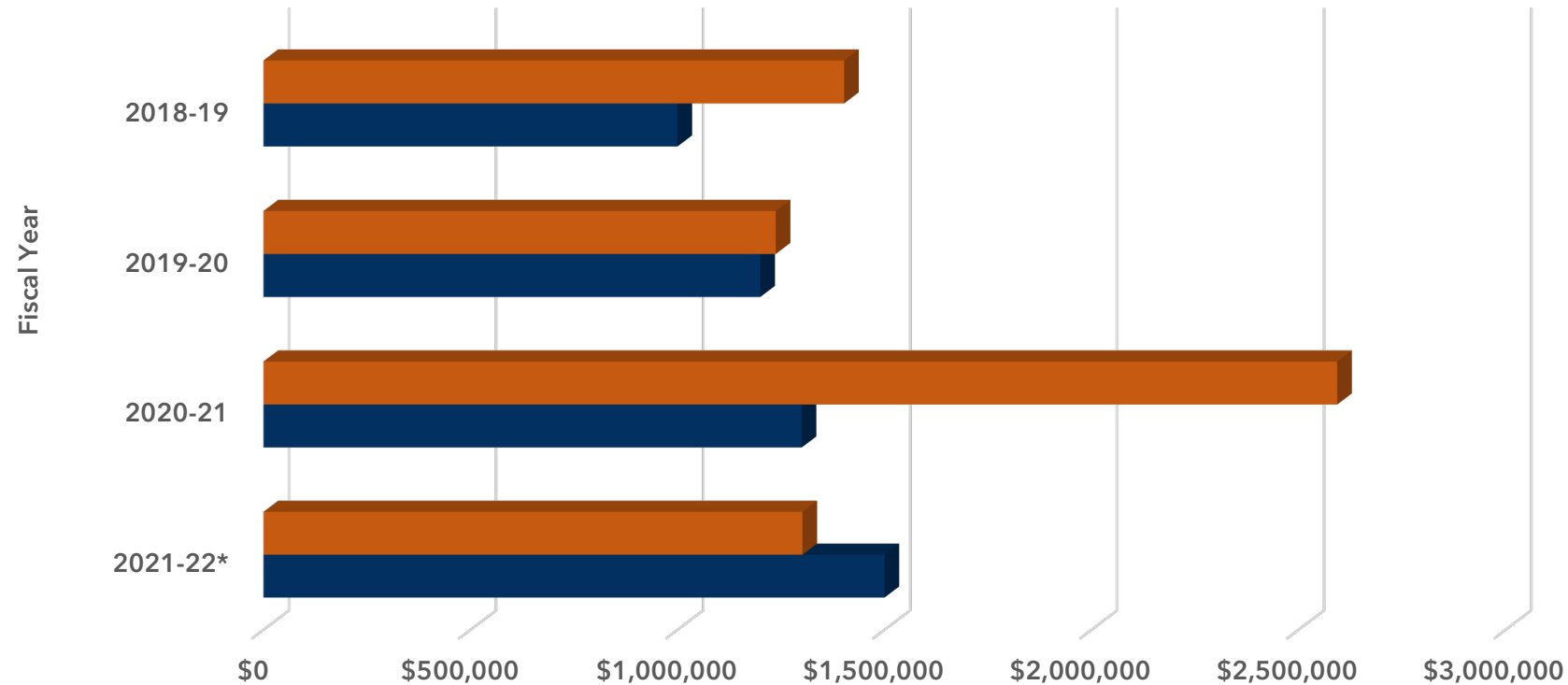
2020-21 PROGRESS & ACCOMPLISHMENTS

2020-21 Total Dollars Raised	\$2,593,498 (185% of Goal)
2020-21 Total Gifts	1,745 gifts
Average gift amount	\$1,485
2020-21 Woodlands & Wildlife Society Members	357 members (27% increase)
2020-21 Compass Circle Members	28 (4% decrease)
CFWS Alumni Participation	5.1% (1% increase)
Auburn University Alumni Participation	12.7% (.03% decrease)
Gifts of Property	3 (368 acres in Bibb/Covington counties)
2020-21 Tiger Giving Day Results	
Shooting Sports	\$15,410 (154% of Goal, 75 donors)
Kreher Preserve	\$13,360 (111% of Goal, 130 donors)



AUBURN ADVANCEMENT

CFWS FUNDRAISING HISTORY



	2021-22*	2020-21	2019-20	2018-19
Amount Raised	\$1,301,762	\$2,593,498	\$1,237,287	\$1,402,404
Goal	\$1,500,000	\$1,300,000	\$1,200,000	\$1,000,000

*-totals through 3/18/22, 50% year elapsed

Amount Raised Goal

AUBURN ADVANCEMENT

CURRENT DEVELOPMENT PRIORITIES

- 1) Create a Named Deanship (\$1M+) for 75th Anniversary Celebration
- 2) Establish a Named Endowment to support the FEWL Leadership Academy (\$300k)
- 3) Kreher Preserve & Nature Center Woodlands Wonders Nature Pre-School Building
- 4) Endow 5 additional matching scholarships provided by Bashinsky Foundation
- 5) Annual & Endowed Scholarship and Program Support for new majors
- 6) Kreher Preserve & Nature Center Endowment for Program Support
- 7) Naming of College
- 8) CFWS Building Naming



AUBURN ADVANCEMENT

UPCOMING EVENTS

Auburn University Petrie Society Recognition
CFWS Birmingham Luncheon
CFWS Cullman Reception
CFWS Scholarship & Fellowship Reception
CFWS Mobile Reception
CFWS Huntsville Reception
Auburn University Black Alumni Weekend
Woodlands and Wildlife Society/Compass Circle Tailgate

April 29, 2022
June 23, 2022
June 23, 2022
August 27, 2022
September 2022
October 2022
Sept 30-Oct. 2, 2022
October 29, 2022



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

COMMUNICATIONS AND MARKETING

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 media campaigns to highlight student experiential learning and advisement through video and graphic stories
- Launched digital marketing campaigns to promote online graduate programs and undergraduate degree programs
- Developed communications and marketing resources and campaigns to promote the CFWS CLT conference, the first of its kind in the South



COMMUNICATIONS AND MARKETING

ANALYTICS, Mar. 2021 -2022

Website Statistics:

- 137k sessions
- 471k page views
- 97k unique users
- 89.1% new visitors, 13.9% returning visitor
- 39.1% visits from organic search results
- 44.6% visits from direct search
- 10.7% visits from referral or paid advertising
- 3.43 pages viewed per session
- 53% view on a desktop computer
- 47% view on a mobile device or tablet

Social Media Followers:

- Facebook – 3,614
- Instagram – 1,314
- Twitter – 679
- LinkedIn – 956

Top 10 Webpages Visited:

- | | |
|------------------------|-------------------------------------|
| 1. Home page | 6. Online MNR |
| 2. Faculty Directory | 7. Research Faculty Directory |
| 3. Online FBI Degree | 8. Staff |
| 4. Explore SFWS Majors | 9. Wildlife Enterprise Management |
| 5. Graduate Degrees | 10. Restoration Ecology Certificate |



FORESTRY & WILDLIFE



for support please email sfwsitd@auburn.edu



INFORMATION TECHNOLOGY

INFORMATION TECHNOLOGY

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.
- Hired 3rd full time position



AUBURN UNIVERSITY

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