

FISCAL YEAR 2023-24



Oregon Forest
Resources Institute

ANNUAL REPORT



A new direction

Last fall, I joined the rest of the Oregon Forest Resources Institute (OFRI) board of directors in unanimously approving a five-year strategic plan for the Institute. It sets a new strategic direction for OFRI aimed at ensuring we continue to provide high-quality forest education programs while hopefully reaching an even broader set of Oregonians across the state.



During the past year, OFRI's public, K-12 and landowner education programs have undertaken an array of initiatives that are helping meet our strategic planning priorities while staying true to our mission to support the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests.

Our public education program launched a public awareness campaign highlighting the importance of reforestation to sustain our forests for future generations. It included an educational video series explaining what it takes to replant Oregon's timber-producing forests.

After an extensive process that involved close collaboration with the Oregon Department of Forestry and many stakeholders in the forest sector, the landowner education program released a new digital edition of our *Illustrated Manual*, incorporating the historic changes to the Oregon Forest Practices Act resulting from the Private Forest Accord, which significantly expanded habitat protections for fish and amphibians.

Our K-12 education program continued to provide professional development for teachers to help them bring forestry and natural resources education into their classrooms. We also updated educational resources for students; supported classroom and field forest education programs, including outdoor school; and sponsored and organized the annual Oregon Envirothon natural resource skills competition for high schoolers.

Read on to learn more about OFRI's efforts in 2023-24 to educate Oregonians about forests and the many benefits they provide to our state.

— Paul Betts, chair, OFRI board of directors

OFRI by the numbers

MAJOR REPORTS

- *Oregon Forest Resources Institute Strategic Plan 2023-28* – a plan outlining OFRI's strategic priorities for the next five years
- *Sourcing from Sustainable Forests* – a special report about how forest sustainability connects with architectural sustainability

NEW OR UPDATED PUBLICATIONS

- *Eastside Forest Stream Protection Diagrams* – a set of diagrams intended to help eastside landowners interpret new stream protection rules
- *Forest Activity Sheet* – an updated coloring and activity sheet that helps children learn about Oregon's forests
- *K-12 Forest Education Opportunities* – an updated guide to forestry education programs and materials for Oregon teachers and students
- *Oregon's Forest Protection Laws: An Illustrated Manual* – revised fourth edition updated to include recent changes to state forest regulations
- *Resources for Family Forest Landowners* – revised 2024-26 edition of the resource guide for Oregon's family forest landowners
- *Westside Forest Stream Protection Diagrams* – a set of diagrams intended to help westside landowners interpret new stream protection rules
- *Wildlife in Managed Forests: Native Bees* – an educational publication for forest landowners about Oregon's native bees

DIGITAL METRICS

- Blog (13,807 visits)
- Facebook (11,462 "likes")
- Instagram (1,598 followers)
- LinkedIn (713 followers)
- Threads (438 followers)
- X (1,882 followers)
- YouTube (1,366,260 views)

VIDEO

- 2024 educational advertising: "Always Replanting" and "Planting for the Future"
- Video series: "Reforestation in Oregon"
- Timelapse video: "A Forest Begins"

EVENTS

- Community outreach presentations: 11 (with 580 participants)
- Conference booth displays: 12 (with 3,485 participants)
- Conferences or forums: 17 (with 3,603 participants)
- Wildlife and Biodiversity Field Tour: 40 attendees
- Forest education professional development workshops: 853 teacher attendees
- Landowner workshops: 62 (with 4,244 participants)
- Oregon Envirothon 2024 (statewide high school natural resource knowledge competition): 130 student attendees representing 17 schools
- K-12 student forest field trips supported by OFRI bus transportation funding: 272
- State of the State (forest health webinar): 400 participants

OFRI STRATEGIC PLAN

The *Oregon Forest Resources Institute Strategic Plan 2023-28* and a plan summary sheet are available to download at OregonForests.org/about-ofri.

LANDOWNER EDUCATION

OFRI encourages sustainable forestry by helping to educate landowners and forest professionals. For more information, visit KnowYourForest.org.

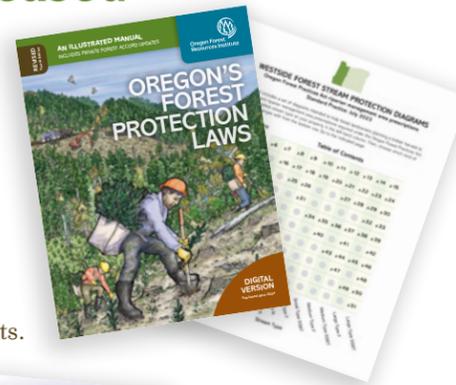
New digital edition of *Illustrated Manual* released

OFRI updated *Oregon's Forest Protection Laws: An Illustrated Manual* to include information about a new set of rules created during the most significant revision to Oregon's forest practice laws in 50 years.

The new revised fourth edition of the manual is only available as a free digital download.

Print copies of the updated manual will be available to order by early 2025.

To assist landowners with interpreting Oregon's new stream protection rules, OFRI also released two new publications with diagrams detailing the different regulations for westside and eastside forests.



OFRI HIRES LANDOWNER EDUCATION MANAGER

Forest Landowner Education Manager Margaret Miller joined the OFRI staff in 2023.

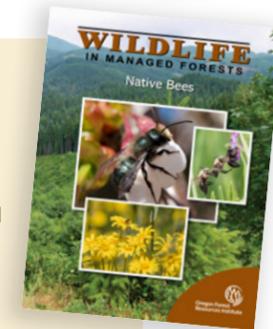
Margaret is a Society of American Foresters certified forester responsible for providing forestry education to Oregon forest landowners through OFRI's landowner education program, as well as overseeing management of the Institute's demonstration forest at The Oregon Garden in Silverton.

She earned both a graduate certificate in forest carbon science, policy and management and a bachelor's degree in forestry from Michigan State University.

PUBLICATION, WEBINAR FOCUS ON NATIVE BEES

OFRI released a new educational publication and hosted a free webinar highlighting the vast variety of native bees found in Oregon's forests, and the ways in which forest landowners and managers can support them.

Wildlife in Managed Forests: Native Bees is the latest publication produced by OFRI's Wildlife in Managed Forests program, which offers scientific research-backed guidance on managing forests to support healthy wildlife populations.



Below, from left:

OFRI hired certified forester Margaret Miller in 2023 to serve as the Institute's forest landowner education manager.

OFRI helps sponsor and provides educational materials for events such as the Tree Farmer of the Year tours hosted by county chapters of the Oregon Small Woodlands Association.



PUBLIC EDUCATION

OFRI works to advance public understanding of the social, environmental and economic importance of Oregon's forests. For more information, visit OregonForests.org.

Ads, video series highlight reforestation

In 2023-24, OFRI returned to broadcasting a perennial message it has for Oregonians: Replanting trees after timber harvest is key to sustaining our forests for future generations.

OFRI's fall 2023 and spring 2024 educational advertising campaigns featured two new video ads highlighting the importance of reforestation. The ads appeared on digital and traditional media across the state.

TIMELAPSE VIDEO SHOWS RAPID TREE GROWTH

OFRI released a two-minute video called "A Forest Begins" with footage from timelapse cameras the Institute installed in a reforested area on private timberland in Oregon's Coast Range to capture the growth of 4-year-old and 9-year-old trees that were planted in a clearcut.

Footage from the solar-powered cameras, which filmed the fast-growing young trees for seven years, shows how a new forest has filled in the timber harvest within 15 years of planting seedlings.

The video can be viewed on OFRI's YouTube channel.

The Institute also released a new three-part educational video series on its YouTube channel that explores what it takes to reforest Oregon's timber-producing forests. Each three-minute video in the "Reforestation in Oregon" series focuses on a different part of the reforestation process, such as growing and collecting seeds from native and genetically bred trees, or hand-planting seedlings on steep terrain and in brutal weather during Oregon's replanting season.



NEW REPORT ABOUT FOREST AND WOOD SUSTAINABILITY

OFRI published a new special report that highlights the connections between sustainable forestry and sustainable architecture.

The 36-page report, *Sourcing from Sustainable Forests*, examines what it means for forests to be managed sustainably, and how architects and builders can ensure the wood used for their projects comes from sustainable sources. This includes exploring how sustainable forestry practices are regulated and encouraged, how voluntary practices can further promote sustainability, and how forest certification programs document sustainability. The report also features case studies that exemplify the ways some mass timber builders are exploring sustainable wood product sourcing.



DIGITAL REACH

Average monthly web visits	13,261
Total blog visits	13,807
Total YouTube views	1,366,260
Facebook "likes"	11,462
X (Twitter) followers	1,882
Instagram followers	1,598
LinkedIn followers	713
Threads followers	438

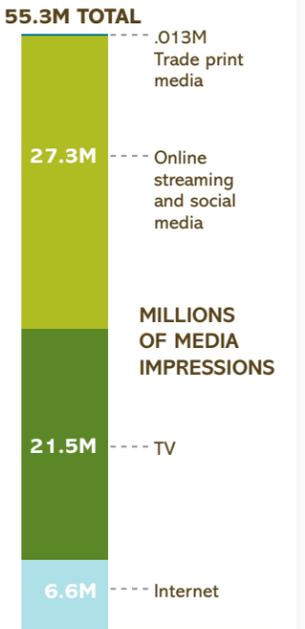
OFRI continues to expand its social and digital media presence with five active websites, a blog, a YouTube channel, and a growing number of followers on Facebook, X, Instagram, LinkedIn and Threads.



SIGN SHOWCASES OREGON-GROWN WOOD

OFRI developed a new interpretive sign for the Discovery Pavilion in the Reddiscovery Forest at The Oregon Garden in Silverton focused on the wide variety of Oregon-grown wood. The sign educates visitors to the OFRI-managed demonstration forest about the Oregon wood products used to construct the pavilion that protects school groups and other visitors from the elements. The structure features wood from six types of native trees that grow in different parts of Oregon.

EDUCATIONAL ADVERTISING IMPRESSIONS



OFRI's annual educational advertising campaign includes trade print media, TV and online placements, as well as ads on digital streaming services and social media.

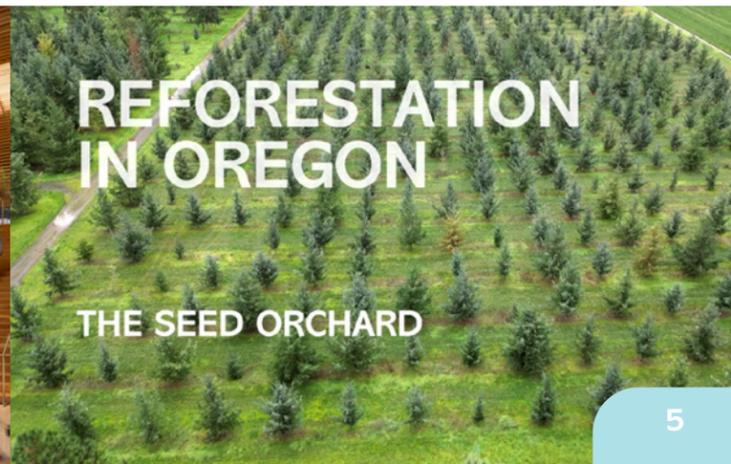
Below:

OFRI's two newest educational ads focus on the importance of reforestation.

Next page:

(Bottom left) The new OFRI special report *Sourcing from Sustainable Forests* details how sustainable forestry connects with sustainable architecture.

(Bottom right) The three-part, OFRI-produced "Reforestation in Oregon" video series highlights the work that goes into reforesting Oregon's timber-producing forests.



K-12 EDUCATION

OFRI provides curriculum, classroom materials, workshops and field trip opportunities to increase forest literacy among K-12 teachers and students. For more information, visit LearnForests.org.

OFRI organizes annual natural resources competition



More than 130 high school students, representing 17 schools from across the state, participated in the 2024 Oregon Envirothon, an annual environmental sciences competition OFRI sponsors and organizes each year.

During the 2024 statewide competition, held on May 3 at The Oregon Garden in Silverton, small teams of students completed a series of tests involving hands-on activities such as assessing water quality, identifying native wildlife species and using forestry tools to demonstrate their skills in various natural resource disciplines. Students also gave oral presentations and were tested on their knowledge of this year's current issue, "Renewable Energy for a Sustainable Future."

A team of students calling themselves "The Rogue Pack" from Logos Public Charter School in Medford won the 2024 Oregon Envirothon, qualifying them to compete against students from across North America in the 2024 NCF-Envirothon, which is organized by the National Conservation Foundation.

DIRECTOR OF K-12 EDUCATION RETIRES

Norie Dimeo-Ediger, OFRI's longtime director of K-12 education programs, retired in 2024 after 25 years at the Institute, with plans to spend more time with family and friends.

Norie led OFRI's K-12 education program, including coordinating teacher professional development and overseeing the production of an array of educational publications, curriculum and other resources aimed to help students from preschool through high school learn about forests and the many benefits they provide to Oregonians.

OFRI is grateful to Norie for her more than two decades of service to the Institute and all she has done to promote forest education in Oregon, helping inspire an interest and appreciation for forestry and environmental stewardship in the next generation.



OFRI HOSTS CONFERENCE FOR HIGH SCHOOL TEACHERS

OFRI's K-12 education program hosted a conference for high school teachers at The Oregon Garden in Silverton that covered an array of current issues related to forestry, natural resources and environmental education.

More than 100 teachers attended the 2023 Natural Resource Career and Technical Education High School Conference. Topics covered at the conference included creating connections through climate science, opportunities in the green workforce, fire mitigation, and noninvasive wildlife monitoring.

The following day, OFRI provided a training session for 45 teachers whose students were planning to participate in the 2024 Oregon Envirothon.



Previous page:

(Bottom left) High school students from across Oregon tested their natural resources knowledge and skills in the 2024 Oregon Envirothon competition organized and sponsored by OFRI.

(Bottom right) In partnership with The Oregon Garden, OFRI hosted Home School Day, a day of outdoor learning activities for homeschool students.

Below:

OFRI offers an outdoor school for Marion County students as part of a coalition of organizations dedicated to environmental education.





◀ **Paul Betts**
Chair
Miami Alternatives LLC



◀ **Jennifer Beathe**
Starker Forests Inc.



◀ **Dr. Thomas DeLuca**
Oregon State
University College of
Forestry (dean)



◀ **Courtney Griesel**
Sierra Pacific
Industries



◀ **Garren Hitner**
Century Forest
Management



◀ **Madeleine
Thompson Rudolph**
Thompson Tree Farm



◀ **Mike Shaw**
Oregon Department
of Forestry (liaison)



Dan Newton ▶
Vice Chair
Newton Forestry LLC



Gordon Culbertson ▶
Whitewater Forests
LLC (small woodland
owner)



**Dr. Kristopher
Elliott** ▶
Oregon State
University Extension
(public representative)



Mike Hicks ▶
IAM-AW District
W24 (employee
representative)



Kristin Rasmussen ▶
Hampton Lumber &
Family Forests

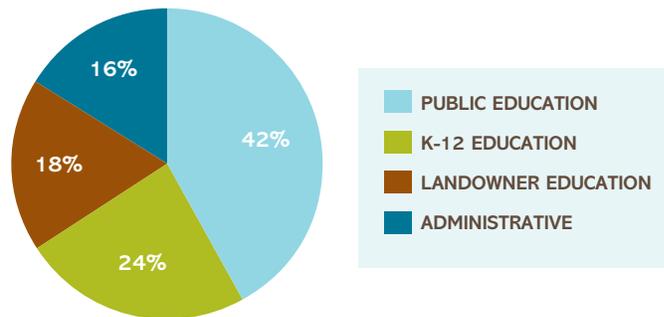


Brian Trenholm ▶
Weyerhaeuser

OFRI board of directors

The Oregon Forest Resources Institute is governed by a board made up of 11 voting members appointed by the state forester, plus two non-voting members. Board members represent timber producers, small woodland owners and forest products industry employees. Non-voting members include a public representative and the dean of the Oregon State University College of Forestry. An Oregon Department of Forestry liaison assists the board.

ADMINISTRATIVE COSTS VS. PROGRAM COSTS



In each of the past 22 years, OFRI has received the state controller's "Gold Star" award for timely and accurate financial reporting.

OFRI STAFF

- Inka Bajandas**, Public Affairs Manager
- Jordan Benner**, Director of Communications
- Rikki Heath**, Environmental Educator
- Margaret Miller**, Forest Landowner Education Manager
- Joni Nebril**, Executive Assistant
- Jim Paul**, Executive Director
- Kathy Storm**, Director of Business Operations
- Henry Thomas**, Social Media Intern
- Julie Woodward**, Deputy Director and Director of Forestry

OFRI MISSION STATEMENT The Oregon Forest Resources Institute supports the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests.



**Oregon Forest
Resources Institute**

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