



Oregon Forest
Resources Institute



RISING TO THE CHALLENGE

Overcoming unusual circumstances

Like the rest of the world, the Oregon Forest Resources Institute (OFRI) was thrown a curveball last spring. Suddenly we had to figure out how to achieve our mission of advancing public understanding of Oregon's forests, forest management and forest products during a global pandemic.

To help keep our staff and everyone we serve safe, we closed our offices and canceled in-person educational events for the public, forest landowners, and K-12 teachers and students. But rather than dwell on what we couldn't do, the OFRI team got straight to work, from home, to continue to deliver our core programs.

The OFRI K-12 education program created a new webpage with a library of downloadable educational materials that teach about Oregon's forests, and a series of lessons designed for at-home learning. The landowner education program helped develop a new webinar series for forest landowners. And in public education, we released a special report summarizing scientific research that examined the effects of forest management on drinking water.

The COVID-19 crisis has shifted the relationship Oregonians have with our forests. As we stick closer to home, a record number of us are rediscovering the joys of visiting local forests for recreation. When the pandemic hit, the necessity of forest products became immediately evident when toilet paper flew off store shelves. More recently, a surge in home improvement projects has led to unprecedented demand for lumber and plywood produced right here in Oregon.

During these unprecedented times, I have no doubt OFRI will continue to help Oregonians understand the importance of our forests and how forest stewardship meets the social, environmental and economic needs of both present and future generations.

— Tyler Freres, chair, OFRI board of directors



OFRI by the numbers

MAJOR REPORTS

- *Keeping Drinking Water Safe* – a special report summarizing Oregon State University's *Trees to Tap* study examining the impacts of forest management on drinking water quality

NEW OR UPDATED PUBLICATIONS

- County Economic Fact Sheets – offering a snapshot of how the forest products industry impacts each of Oregon's 36 counties
- *Inside Oregon's Forests* – forestry curriculum for high school teachers
- *K-12 Forest Education Opportunities* – a directory of forestry education programs and materials available to Oregon educators and students
- *Oregon Forests as Habitat* – a cornerstone publication in the *Wildlife in Managed Forests* series, offering the latest scientific findings on actions forest landowners can take to help wildlife
- *Resources for Family Forests* – a guide to technical, financial and educational resources for family forest landowners
- *Where's All The Carbon?* – a classroom poster illustrating the role of forests and wood products in the carbon cycle

DIGITAL

- Blog (14,630 visits)
- Facebook (7,033 likes)
- Instagram (1,070 followers)
- Twitter (1,561 followers)
- YouTube (244,700 views)

VIDEOS

- 2020 Educational Advertising: "Rings" and "Devices"
- The award-winning *Forest Team GO!* educational video for fourth- through sixth-grade students, highlighting forest careers
- *Thank You Wauna Mill* video thanking the workers at the Wauna toilet paper mill in Clatskanie

EVENTS

- Career-related presentations/ events for students: 50
- Community outreach presentations: 5
- Conference booth displays: 9
- Conferences or forums sponsored or co-sponsored: 7
- Forest tours: 1
- Landowner workshops and events: 78
- Oregon Envirothon 2020 high school natural resources knowledge competition (held online): attended by 100 students

MEDIA OUTREACH

- Number of contacts with news media: 27



LANDOWNER EDUCATION

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

Tree School goes online

With the cancelation of many in-person forest landowner education programs due to the pandemic, OFRI's landowner education program responded by working with partners and securing a grant from the Oregon Department of Forestry and the U.S. Forest Service to start a new webinar series.

OFRI and other members of the Partnership for Forestry Education, a collaboration of state, federal and private organizations dedicated to providing educational

resources to Oregon's forest landowners, managers and operators, hosted Tree School Online this past spring and summer. The webinars featured experts who'd planned to present at the canceled 2020 Tree School Clackamas, Oregon State University Extension's annual educational event for forest landowners.

By the end of June, 3,850 people had either attended the webinars or watched recordings on KnowYourForest.org.

OREGON FORESTS AS HABITAT UPDATED

OFRI updated its *Oregon Forests as Habitat* publication with the latest scientific findings regarding actions forest landowners can take to help provide wildlife habitat. *Oregon Forests as Habitat* is the cornerstone publication for the Institute's *Wildlife in Managed Forests* outreach program, which helps landowners and managers understand how to simultaneously manage their forests for wildlife habitat, timber and other objectives.

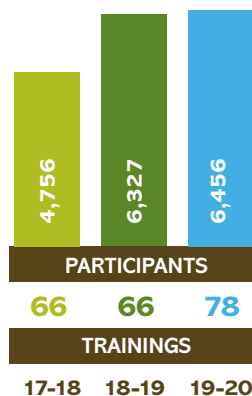
NEW LANDOWNER RESOURCE GUIDE

OFRI published the 2020-22 edition of the Partnership for Forestry Education's *Resources for Family Forests* guide to technical, financial and educational resources for Oregon's family forest landowners. The 16-page booklet details the many resources available to family forest landowners across Oregon.



Partnership for
Forestry Education

EDUCATING MORE LANDOWNERS



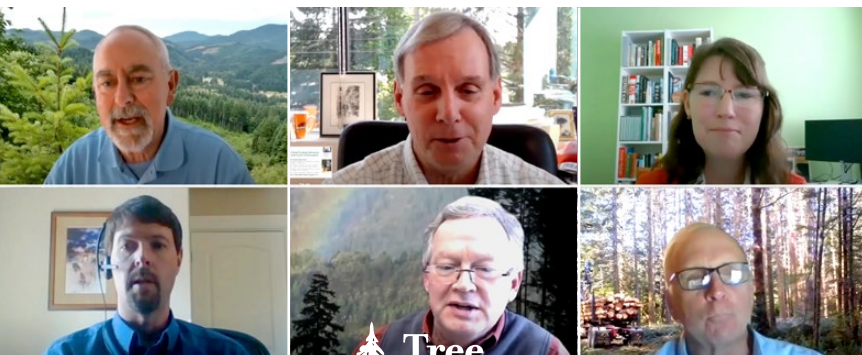
In 2019-20, OFRI helped educate more landowners and forest professionals, mostly through webinars, than previous fiscal years.

Below, from left:

OFRI gave a grant to the Oregon Small Woodlands Association to host a series of educational Neighbor to Neighbor Woods Tours for forest landowners across the state.

OFRI helped organize 20 Tree School Online webinars for forest landowners.

The Cafferata family, 2017 Outstanding Oregon Tree Farmers of the Year, were featured on the cover of *Resources for Family Forests*.



Tree
School
ONLINE



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.



Report: High-quality tap water starts in forests

Oregon's forests provide high-quality source water for public water providers across the state, according to an extensive science-based review of the effects of forest management on drinking water, led by Oregon State University's Institute for Natural Resources and funded by a grant from OFRI.

to safeguard the quality of drinking water sourced from Oregon's forests.



More information about *Trees to Tap* is available at OregonForests.org/TreesToTap.

Below, from left:

OFRI's new educational ads informed Oregonians of state laws requiring replanting and protecting water as well as fish and wildlife habitat.

The OFRI board of directors toured the Deschutes National Forest to examine collaborative forest restoration work aimed at improving fire-resiliency.

Forest watershed scientist Ashley Coble served on the steering committee for the *Trees to Tap* study, and is featured in OFRI's *Keeping Drinking Water Safe* report.

OFRI produced and shared a short video on social media thanking workers at the Wauna toilet paper mill in Clatskanie for working long hours to keep stores stocked.

The *Trees to Tap* report is the product of two years of work by faculty from the OSU College of Forestry. As a companion piece, OFRI published *Keeping Drinking Water Safe*, a 24-page publication summarizing the report's key findings.

The highest-quality source water comes from forested watersheds versus other land uses, the *Trees to Tap* report concludes. Because logging, forest roads and the use of herbicides can affect water quality, the report emphasizes that best management practices, laws, regulations, monitoring and scientific research are all needed

NEW EDUCATIONAL ADS DEBUT

OFRI aired two new educational advertisements on television, online streaming services and social media during the Institute's annual statewide advertising campaign aimed at educating Oregonians about Oregon's forests, forest practice laws and protections. The new ads highlight how these protections help ensure Oregon's forests continue to provide a host of social, environmental and economic benefits.



DIGITAL REACH


Average monthly web visits	16,259
Total blog visits	14,630
Total YouTube views	244,700
Facebook likes	7,033
Twitter followers	1,561
Instagram followers	1,070

FY 2019–20

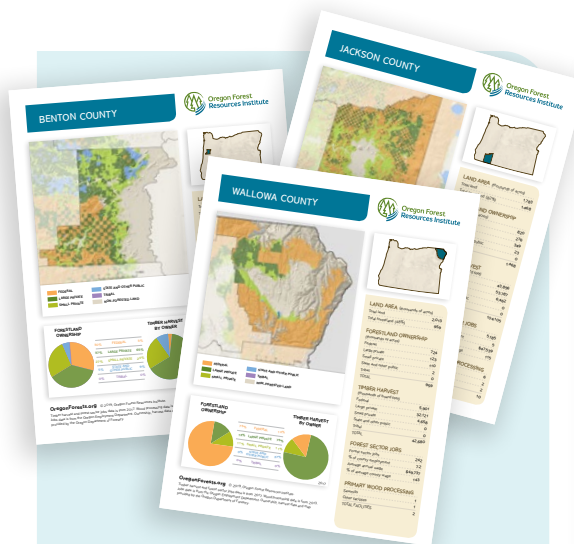
OFRI continues to expand its social and digital media presence with five active websites, a blog, a YouTube channel and a growing number of followers on Facebook, Twitter and Instagram.

Oregon Forest Resources Institute - OFRI
August 25 at 12:03 PM · 🌐

Another plant that you are probably seeing around Oregon right now is the pink-flowered Douglas spirea. It is a shrub that is adaptable to many conditions, but often used for wetland restoration and is listed as a national wetland indicator species. <https://extension.oregonstate.edu/gardening/flowers-shrubs-trees/douglas-spiraea>



EXTENSION.OREGONSTATE.EDU
Douglas-spiraea
Information on the Douglas-spiraea (*Spiraea douglasii*).



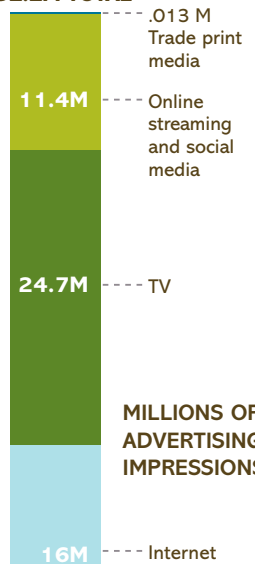
COUNTY ECONOMIC FACT SHEETS UPDATED

OFRI updated its County Economic Fact Sheets, which offer a snapshot of how the forest products industry impacts each of Oregon's 36 counties. The fact sheets contain county-level information regarding topics such as forest sector employment, timber harvest levels and forest ownership.

A State of Oregon Economic Fact Sheet showing the overall economic impact of Oregon's forest sector is also available. All 37 fact sheets can be downloaded from OregonForests.org.

EDUCATIONAL ADVERTISING IMPRESSIONS

52.2M TOTAL



FY 2019–20

OFRI's educational advertising appears on TV, billboards and the internet, with an increasing focus on online streaming and social media placements.

LEGISLATORS TOUR DESCHUTES NATIONAL FOREST

The OFRI board of directors hosted a forest tour in Bend for state legislators, policymakers, media and other interested parties that highlighted collaborative efforts to restore the fire-resiliency and health of fire-dependent federal forests in central and eastern Oregon. Approximately 50 people attended the tour, held last October, including Sen. Jeff Merkley. Tour attendees visited various sites in the Deschutes National Forest to examine forest restoration work led by the Deschutes Collaborative Forest Project.



K-12 EDUCATION

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

Forest learning at home

While schools were closed due to the COVID-19 pandemic, OFRI's K-12 education program pivoted to offering free downloadable educational materials for at-home learning about Oregon's forests.

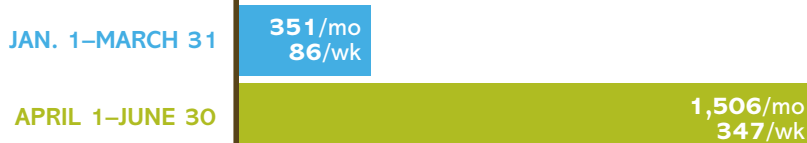
OFRI created a new page on its website for K-12 education, LearnForests.org, that offers teachers, parents and students a range of educational resources designed specifically for different grade-level ranges. The page includes a series of "mini lessons" using OFRI's educational materials, designed for at-home learning. Each lesson explores a forest-related topic through a combination

of reading, writing and scientific investigation.

With many schools across the state continuing distance learning for at least part of this fall, students and their families are encouraged to visit LearnForests.org/Forests-Learning-at-Home to find an array of educational materials to try at home.

LEARNFORESTS.ORG DOWNLOADS SURGE

Average number of downloads from LearnForests.org in 2020:



OFRI HOSTS EDUCATOR CONFERENCE

About 75 teachers from 49 high schools across Oregon attended an OFRI-hosted professional development conference that focused on ways to educate students about the social, economic and ecological aspects of the state's natural resources. Held last December at The Oregon Garden, the OFRI Natural Resources Educator Conference included breakout sessions on teaching high school students about forests, forestry practices and wildlife, as well as a discussion of best practices for natural resources education.



While schools are closed due to the COVID-19 epidemic it can be difficult to keep students engaged in learning. The Oregon Forest Resources Institute (OFRI) has been building a library of grade-appropriate resources – each aligned to state education standards – to help teach students about the wonders of the forests throughout our state.

All of OFRI's educational materials are available for FREE DOWNLOAD.

Here are some sample "mini lessons" using our materials designed for at-home learning. Each lesson explores a forest-related topic through a combination of reading, writing, scientific investigation and other fun, engaging activities. This is just a sampling of the many resources we have to offer for K-12 education. Explore our online learning library to find more educational materials to try at home.

We wish you good health, good spirits, and a good time learning about Oregon's forests.

Grades K-2 (Grades 3-5) (Grades 6-8) (Grades 9-12)

SAMPLE ACTIVITY CLUSTERS:

What's the Forest?



BACKYARD FORESTS

What are urban forests? Over 130 million acres of America's forests are located right in our cities and towns. Urban forests come in many different shapes and sizes. They include urban parks, street trees, gardens, greenways, river corridors, wetlands, nature preserves, you name it.

Even though it may seem like Oregon's forests are "out there," many of the ecosystems and scientific principles of the forest can be found as close as a neighborhood park, or



OFRI HELPS CREATE NEW OUTDOOR SCHOOL

OFRI helped develop a new non-residential Outdoor School pilot for Salem-area students to learn about forestry and natural resources from professionals who work in those fields. OFRI, in collaboration with the Salem-Keizer Outdoor School Coalition, founded the Plants, Animals, Water, Soil (PAWS) Outdoor School, which hosted 120 students from Keizer Elementary School last October. They participated in hands-on, science-based lessons taught by professionals while rotating through three different field sites.

Right: Keizer Elementary School students complete a forestry lesson in the OFRI-managed Rediscovery Forest at The Oregon Garden, which served as one of the field sites for a new Outdoor School pilot program.



OREGON ENVIROTHON GOES VIRTUAL

OFRI hosted the 2020 Oregon Envirothon competition for high school students virtually for the first time this year. After having to cancel the in-person event at The Oregon Garden in Silverton due to the pandemic, OFRI conducted the statewide natural resources knowledge competition online. More than 100 students participated, completing online tests in five categories: aquatic ecology, forest ecology, wildlife ecology, soils and land use, and a revolving current issue, which for this year was water.

A team of students from Amity High School won first place and were congratulated in a virtual awards ceremony.



VIDEO HIGHLIGHTS FOREST CAREERS

Forest Team GO!, OFRI's newest educational video for fourth- through sixth-grade students, showcases the range of careers in Oregon's forest sector and how these professionals work together to manage our forests. The video, which won a first-place Outstanding Educational Materials Award from the Association of Natural Resources Extension Professionals, is narrated by Lauren Grand (pictured above), an Oregon State University Extension forester serving Lane County, who adds a fun element to learning about forestry.

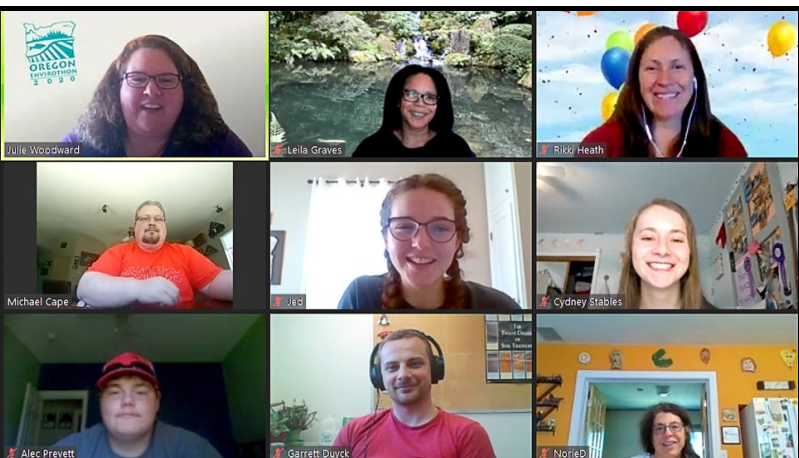
Below, from left:

When schools closed due to the pandemic, OFRI created a Forest Learning at Home webpage with resources for K-12 students to learn about Oregon's forests from their homes.

OFRI updated its *Where's All The Carbon?* classroom poster, which illustrates the role of forests and wood products in the carbon cycle, using the latest stats and information.

The Amity High School students who won the virtual 2020 Oregon Envirothon competition were congratulated via Zoom.

More than 800 people participated in the 2019 Home School Day, an annual event hosted by OFRI and The Oregon Garden that offers environmental education for home-school students.





◀ **Tyler Freres**
Chair
Freres Lumber Co. Inc.



Jennifer Phillippi ▶
Vice Chair
Perpetua Forests Co.



◀ **Jerry Anderson**
Hancock Forest
Management



Audrey Barnes ▶
Nickel Mountain LLC
(small woodland owner)



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



Kristopher Elliott ▶
Outdoor School
Program Leader,
OSU Extension
(public representative)



◀ **David Hampton**
Hampton Lumber



Matt Hegerberg ▶
Heron Timber

◀ **Jon Irvine**
Oregon AFL-CIO
(employee
representative)

Steve McNulty ▶
Weyerhaeuser Co.

◀ **Quincy Powers**
Powers Ranch Co.

Casey Roscoe ▶
Seneca Family of
Companies

◀ **Eric Schooler**
Collins

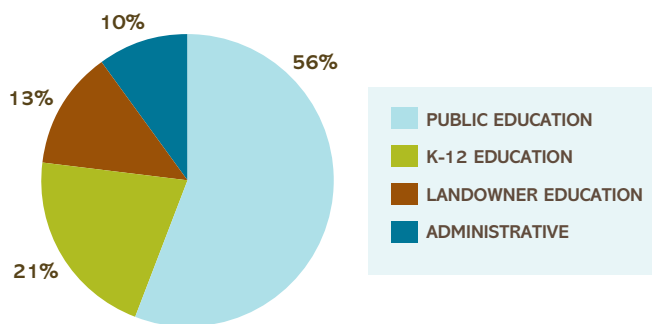
Lena Tucker ▶
Oregon Department
of Forestry (liaison)



OFRI board of directors

A 13-member board of directors governs OFRI. Board members represent timber producers, small woodland owners and industry employees. *Ex officio* 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 18 years, OFRI has received the state controller's "Gold Star" award for timely and accurate financial reporting.

OFRI STAFF An eight-person staff delivers OFRI programs:

Inka Bajandas, Public Outreach Manager
Jordan Benner, Senior Manager of Public Outreach
Mike Cloughesy, Director of Forestry
Norie Dimeo-Ediger, Director of K-12 Education Programs
Rikki Heath, Environmental Educator
Erin Isselmann, Executive Director
Kathy Storm, Senior Manager of Business Operations
Julie Woodward, Senior Manager of Forestry Education

OFRI MISSION STATEMENT The Oregon Forest Resources Institute is dedicated to advancing the public's understanding of how forest stewardship meets the social, environmental and economic needs of both present and future generations.



**Oregon Forest
Resources Institute**

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