






VISION	MISSION	VALUES	REPUTATION
 <p>Oregon's forests and forest sector are healthy, sustainable and thriving.</p>	 <p>The Oregon Forest Resources Institute (OFRI) supports the forest sector and the stewardship of natural resources by advancing Oregonians' understanding of the social, environmental and economic benefits of our forests.</p>	 <ul style="list-style-type: none"> • perseverance • creativity • integrity • collaboration • accountability 	 <p>Oregonians depend on OFRI as a credible source of quality information and education about the complexity of managing and sustaining Oregon's forests for all the benefits they provide.</p>

PRIORITIES	MEASURES	ACTIONS
 <p>Strengthen OFRI's reputation</p>	 <ul style="list-style-type: none"> • Increase number of joint/co-invested projects with partners • Increase number of forums and conferences that OFRI participates in 	 <ul style="list-style-type: none"> • Strengthen outreach and engagement with partners • Integrate more partners in our work • Increase OFRI's visibility
<p>Better reach currently less-engaged audiences</p>	<ul style="list-style-type: none"> • Increase number of partnerships/sponsorships with those we haven't partnered with previously • Increase K-12 and landowner first-time program participants over fiscal year 2024-2025 baseline 	<ul style="list-style-type: none"> • Expand partnerships • Broaden the impact of our communications • Promote existing OFRI programs to increase participation
<p>Enhance effectiveness of external communications</p>	<ul style="list-style-type: none"> • Increase number of monthly visitors, engagement and inquiries with OFRI's websites • Increase number of digital and social media views, followers and engagement 	<ul style="list-style-type: none"> • Take an overall look at OFRI's public education strategy and re-tool where needed • Increase/diversify OFRI-generated digital media • Seek new opportunities to involve contractors and partners in external communications
<p>Support forest sector workforce development</p>	<ul style="list-style-type: none"> • Facilitate development of recommendations for how Oregon can move forward in a comprehensive way on forest sector workforce development 	<ul style="list-style-type: none"> • Convene and collaborate with a broad group of relevant state leaders on a coordinated effort to strengthen forest sector workforce development in Oregon • Continuously monitor and refresh OFRI forest career/professional development education programs and workshops

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