

SUFC Strategic Engagement Working Group Call August 29, 2014

Participating: Carrie Gallagher, Dan Lambe, Jen Hinrichs, Anne Buckelew

- **Strategic Partnerships:** Jennifer spoke with Scott Jamieson several times re: partnership and @ ISA Conf. he agreed that this seemed a good move for Bartlett.
 - ✓ **ACTION ITEM:** Carrie will follow up with Scott Jamieson @ Bartlett re: SUFC strategic partnership (invoicing will be late Dec. or early Jan. for calendar year).

- **Focusing on building stronger relationship within current SUFC membership** with reduced (i.e., KAB) or lighter touch with Coalition. Sept. 18-19 Don and Jen will meet with WEF senior management, and Kevin O'Hara, NRPA, and National Association of Regional Councils (NARC). NARC is NOT a member but we have some overlapping work/grants for UF.

- SUFC is organizing an SUFC social on Sept. 18 in DC for all local SUFC members and supporters. Details TBD.

- **Narrowed external SUFC outreach:**
 - Dan had limited success with DOE outreach @ EE – Jen offered to see if she could uncover best contact for UF outreach @ DOE as well.
 - Youth engagement: After some discussion, we determined the youth outreach “sweet spot” for SUFC purposes is not necessarily the K-8 audience (who some SUFC members address with their programming) but older youth audiences – high school and young adult. Reasons for focusing on this age range is the entire Pk-young adult range is too large and we/SUFC is interested in “replacing ourselves” in several years time. We are looking to cultivate a diverse base of young people interested in urban forestry from research to community development gov't to private practice/arbiculture. This last area – arbiculture is also a complement to the growing interest (and movement) of several SUFC members to expand and grow arbiculture education (ISA, TCIA, private sector+).

- ✓ **ACTION ITEM:** Dan to make inquiries into ASHE and Carrie to reflect on which organizations she may reach out to with this narrowed “micro population.”

- **At SUFC Annual Meeting,** we should be clear about ALL the membership benefits (vs. just being a partner/hanger-on) to SUFC. Also, be interesting to see (visually) how many annual meeting attendees are members vs. other.