

#forestproud

Growing the Next Generation of Forestry

Forestry programs are facing enrollment pressures, evolving workforce needs, and increasing competition for student attention. #forestproud, the outreach program of SAF, collaborates with universities to strengthen recruitment, student engagement, and forestry career pathways.

How We Support Forestry Programs

Recruitment Support

Attracting and inspiring future foresters.

- # Career pathway maps that clarify forestry education options
- # Highlight university programs and student experiences
- # Showcase diverse career paths and backgrounds
- # Spotlight internships, apprenticeships, and field-based learning opportunities

Outcome: Increased awareness and interest in forestry as a career choice.

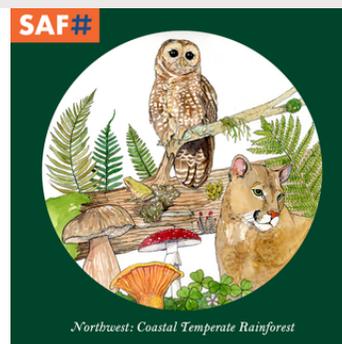
Student Learning Resources

Reinforcing classroom concepts with shareable tools.

- # Word Wednesday industry literacy series
- # Student-friendly blogs explaining forestry topics
- # Wood Innovation film series
- # Educational campaigns, like our Life Under the Canopy series
- # Spotlight features on emerging professionals and student leaders

Outcome: Students who better understand the profession they're preparing to enter.

Examples of our Resources



Coastal Temperate Rainforest

TYPICAL TREE SPECIES: western hemlock, Sitka spruce, and western redcedar (dominant), with Nootka cypress, Port Orford cedar, Douglas-fir, grand fir, Pacific silver fir, bigleaf maple, red alder

WILDLIFE AND UNDERSTORY SPECIES KEY:

1. Northern spotted owl (*Strix occidentalis caurina*)
2. Western sword fern (*Polystichum munitum*)
3. Licorice fern (*Polypodium glycyrrhiza*)
4. Deer fern (*Strathopleris spicata*)
5. Oregon spikemoss (*Selaginella selaginoides*)
6. Curly hatch moss (*Dicranoweisia cirrata*)
7. Lady fern (*Athyrium filix-femina*)
8. Nuttall's yellow moss (*Homalothecium nuttallii*)
9. Pacific tree frog (*Pseudacris regilla*)
10. Frog pelt lichen (*Peltigera neopolydactyla*)
11. Brown-eyed sunshine lichen (*Polypodium Canadensis*)
12. Lipstick powderhorn lichen (*Cladonia Macleanii*)
13. King bolete (*Boletus edulis*)
14. Fly agaric (*Amanita muscaria*)
15. Lobster mushroom (*Hypomyces lactifluorum*)
16. Redwood sorrel (*Oxalis organa*)
17. Cougar (*Puma concolor cougar*)



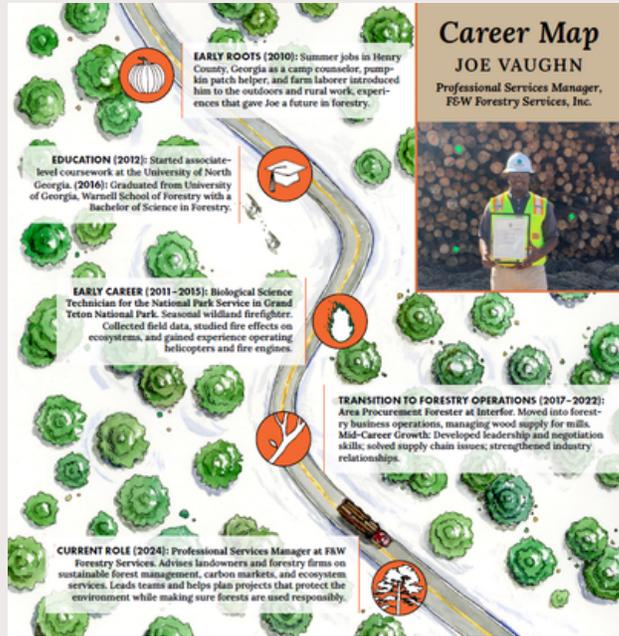
Student and Workforce Blogs:

- # [Why do People Choose Forestry?](#)
- # [Supporting the Next Generation of Forestry](#)
- # [Rooted in Purpose: UW Stevens Point](#)
- # [From Forests to Communities](#)
- # [Inspiring the Next Generation](#)
- # [Fueling the Future](#)

Impact, Investment, and Future Growth

How We Work With Universities and Colleges

- # Coordinate with program leadership to align recruitment messaging with workforce realities
- # Develop resources that highlight career pathways relevant to your students
- # Amplify your program and the university's voice in forestry
- # Integrate #forestproud materials into student-facing communications



What We Delivered in 2025

- # 8 student-focused blogs published
- # 48 university and SAF student chapter features
- # 7 educational campaigns developed in
- # Reach across 50 states and internationally
- # Social media audience of 111, 882 with an average engagement rate of 6.8%

Current Funding Has Enabled:

- # Development of the Life Under the Canopy series
- # Continuing education with our Wood Innovation film series
- # Creation of Word Wednesday literacy resources
- # Spotlight features on students and early-career professionals
- # Student and workforce blog highlights

Why Additional Funding Is Needed

Demand for forestry career information is increasing, particularly among students seeking nontraditional and field-based careers. However, current funding levels limit:

- # The number of universities featured annually
- # Development of structured curriculum pathway maps
- # Dedicated student-facing campaigns
- # Expansion into K–12 and pre-college audiences

Sustained investment allows consistent outreach rather than intermittent campaigns.

Read more about our University Supporter Tiers [here](#).

Projected Impact and Outreach Goals

With expanded university participation, #forestproud projects:

- # 50% increase in university features
- # Development of 15 or more structured career pathway maps
- # Expanded K–12 exposure to forestry programs
- # Increased student awareness of diverse forestry career paths

