



Texas A&M Forest Service Strategic Communications Plan 2023 - 2026
*Incorporates Texas A&M Forest Service Strategic Plan, Texas Forest Action Plan and
the Texas Wildfire Protection Plan Priorities and Objectives*

Mission:

Texas A&M Forest Service provides statewide leadership and technical assistance to ensure trees, forests and related natural resources are sustained for the benefit of all. The agency supports the state's incident response capability, protecting against wildfire and responding to a range of all-hazard incidents.

Vision:

The future to which Texas A&M Forest Service aspires:

Abundant, healthy and sustainable landscapes across Texas that provide environmental, economic, social, and health benefits to all, free of catastrophic wildfire, and full of people knowledgeable on how to steward the land, prevent and prepare for wildfire, and actively do so.

Purpose:

The purpose of the Texas A&M Forest Service Strategic Communications Plan is to guide agency leadership and personnel on approaching, prioritizing and delivering communications projects, efforts and training in support of the agency's mission and vision.

Agency Goal 1: *Conserve and protect working forest landscapes and enhance benefits associated with trees and forests.*

Objective 1:

Conserve working forest landscapes and their benefits by reducing the rate of conversion to other, non-forested uses.

Objective 2:

Enhance and promote the suite of public and private quality of life benefits associated with trees and forests. These benefits include increasing renewable materials (bioenergy, building materials, paper products), promoting economic attributes (employment, enhanced property values, reduced heating and cooling costs), and contributing to social values (drinking water filtration, reduced flood risk and impact, clean air and water, buffering of climate change, open space protection, fish/wildlife habitat, outdoor recreation, conservation education).

Communications Objectives:

- Position Texas as the premier forestry resource in the state, region and nation
- Communicate directly with key audiences regarding the benefits of conserving healthy forest landscapes.

- Train/inform/assist Texas A&M Forest Service personnel on how to effectively communicate key urban and rural forest and tree management messages.

Agency Goal 2: *Protect the lives, property and natural resources of Texas from harm resulting from wildland fires, disease, insects and invasive species and natural or human-caused disasters.*

Objective 1:

Protect the state from the damaging effects of wildland fires through implementation of the Texas Wildfire Protection Plan.

Objective 2:

Enhance our ability to serve as one of the state's Incident Management agency as directed by the State Emergency Management Plan to respond to all significant natural and man-caused disasters occurring within Texas.

Objective 3:

Protect forests, community trees and related natural resources from harm by reducing threats to forest health and productivity associated with wildfire, disease, insects and nonnative invasive species.

Objective 4:

Strengthen the agency's reputation across all programs as the trusted source of information to the public, local government, elected officials and decision-makers.

Communications Objectives:

- Position Texas A&M Forest Service as the premier forestry, wildfire and incident management resource in the state, region and nation.
- Educate cooperators and stakeholders on wildfire mitigation, fuel reduction methods and community wildfire protection planning.
- Increase landowners' awareness of forest pest and disease prevention methods and wildfire prevention.

Agency Goal 3: *Increase the effectiveness of Texas A&M Forest Service programs through improved resources, planning and development.*

Objective 1:

Strengthen internal communications, promote a positive agency culture, and pride in service.

Objective 2:

Hire and develop employees to meet the increasing and changing needs of the agency; strive to provide each one with challenging and fulfilling employment.

Objective 3:

Develop and maintain an effective level of institutional infrastructure that utilizes up to date technology.

Communications Objectives:

- Strengthen internal communications to promote a positive agency culture, cohesiveness and pride.
- Develop internal training and working groups to maximize employee abilities in communications
- Promote diversity and cultural respect through personal conduct and communications products.
- Support the recruitment and retention of quality employees.