

**Forest Products Society  
Executive Board**

**Issues & Opportunities to Explore Through Strategic Planning**

*NOTE: This is a working document intended to capture our collective thoughts. Please add as many new ideas as you would like. Please also do not comment on nor edit other Board member's ideas on this document. The purpose of this document is to generate as many ideas as possible in order to inform our strategic planning this year.*

- VISION AND MISSION -- Examine the basic elements of the current vision and mission of FPS.
  - Are the current statements still pertinent, effective, and aligned with the needs of our current and future members and target clientele.
  - Balance academic, science, industrial, and other wood-related professional interests
  
- ORGANIZATIONAL STRUCTURE -- Should we change the way we organize our members. Does the current geographic section organization make sense? Would subject matter sections, regional centers of member concentration, or restructured Technical Interest Groups make more sense?
  - Guidelines for leadership and operation of groups and subgroups
  - Financial guidelines and obligations of groups and subgroups
  - explore opportunities to reinvigorate member participation in activities
  
- MEMBERSHIP -- reevaluate our target clientele and core membership. How to we expand our membership base?
  - Is our membership fee structure appropriate?
  - How do we improve the student to full member conversion?
  - Better identify the needs of our international clientele
  
- STRATEGIC PARTNERS -- Who are our strategic partners and how do we improve our relationships with them?
  
- TECHNICAL CONFERENCES -- reevaluate the importance of conferences, how to identify important and emerging needs, guidelines for investment and implementation.
  
- TECHNICAL PUBLICATIONS -- reevaluate the importance of journals, proceedings, books, and niche market publications. Are there opportunities for foreign language publications?
  
- NEW MEDIA -- how do we best take advantage of new media/communication technology to better serve our mission