

STAFF REPORT

Agenda Item No.:	G
Topic:	Vision for Oregon's Forests: Rollout Update
Contact Information:	Joy Krawczyk, Public Affairs Director

SUMMARY

This consent agenda item is intended to provide an overview of the internal rollout plan for the *Vision for Oregon's Forests*, which was adopted by the Board of Forestry in January 2025, with board members.

COMMUNICATION OBJECTIVES

For this initial phase of rollout activities, the communication objectives are:

1. **Shared understanding:** Develop a shared understanding of the Vision for Oregon's Forests (VFOF) and the context in which it guides our work. Everyone at ODF should understand the mission, vision and values (MVV) as well as the five priorities (Resilient Forests, Resilient Communities, Address the Wildfire Crisis, Climate Leadership and Organizational Excellence).
 - a. All managers should understand the intent and expectations from the Board of Forestry and agency leaders and actively promote those expectations among their staff.
 - b. All programs and teams should seek opportunities to align their activities with the VFOF.
 - c. All employees should broadly understand the VFOF's purpose and know where to readily find the document.
2. **Create change champions:** In addition to understanding and accepting the VFOF, agency leaders and managers support its adoption and look for opportunities to align operations.
3. **Enable operation alignment:** Staff should be coached and empowered to align their program objectives, strategies and decisions to realize the updated MVV and the VFOF.

TIMELINE

Intent	Action	Timing
Initial introduction	Agencywide email	July 14, 2025
Initial introduction	Virtual all-staff meeting	July 23, 2025
Build understanding	More in-depth discussions with Leadership Team members by Executive Team members during small group/one-on-one meetings	August & September 2025

Intent	Action	Timing
Build understanding Create change champions	Facilitated Leadership Team discussion during quarterly meeting	September 23-25, 2025
Build understanding Create change champions	In-depth discussions with subordinate managers by Leadership Team members during small group/one-on-one meetings	October & November 2025
Build understanding Create change champions	In-depth discussions with direct reports by managers in team/one-on-one meetings	November & December 2025
Maintain understanding Encourage operational alignment	Incorporation of MVV and priorities into quarterly performance accountability and feedback meetings for all levels of ODF	January 2026
Maintain understanding Encourage operational alignment	Reinforcement of VFOF through discussions in various groups and one-on-one	Throughout 2026

ATTACHMENTS

- None