

**Wood Supply Research Institute (WSRI)
Strategic Plan
October 1, 2017**

CORE IDEOLOGY

Core Purpose

“To generate and communicate information that enables the success of WSRI members and improves the overall wood supply value chain”

Core Values

- **Support collaboration and networking among all members**
- **Respect the diversity of member views and opinions in determining policy and direction**
- **Represent professionalism and integrity in the forestry industry**
- **Embrace change and continuous improvement**

VISION

WSRI is the leader, voice and resource for improving the efficiency, stability, and success of the wood supply value chain.

- **WSRI is known as the expert on forestry wood supply value chain trends and success factors.**
- **WSRI is known and respected as the source of wood supply value chain “best practice” information.**
- **WSRI members embrace best practices to improve efficiency, stability and success across the entire wood supply value chain.**
- **WSRI facilitates communication, collaboration and business relationships across the wood supply value chain**
- **WSRI is proactive in identifying and communicating emerging opportunities in the wood supply value chain.**
- **WSRI members view membership as integral to their success**

GOAL A: INFORMATION SOURCE AND RESOURCE

Objective: WSRI will develop/source and communicate information that promotes wood supply value chain efficiency, stability and success.

STRATEGIES

- A1. Define, conduct and source research on behalf of its members
- A2. Collaborate with research organizations to identify and communicate information relevant to its members
- A3. Collaborate with partner associations on joint research
- A4. Leverage and adapt existing research for the benefit of its members

GOAL B: RESOURCES CONTRIBUTING TO STAKEHOLDER SUCCESS

Objective: Members will view WSRI as a valued and reliable partner providing information, education, tools and resources that contribute to their success.

STRATEGIES

- B1. Effectively use WSRI communications platforms (face-to-face presentations, website, social media, etc.) to inform members of opportunities to improve the efficiency, stability and success in their segment of the wood supply value chain.
- B2. Develop **programs** that deliver actionable information from research findings that address specific needs of segments of the wood supply value chain

GOAL C: COMMUNICATION & COLLABORATION

Objective: Members will benefit from WSRI's facilitation of relationships and connections across the wood supply value chain.

STRATEGIES

- C1. Research/source and deliver information on market, product and service developments and innovations, as well as the use of leading edge data and technologies.
- C2. Encourage, facilitate and/or support networking opportunities across the wood supply value chain working with associations representing each segment.
- C3. Source and share (WSRI research) success stories and best practices