Perceptions of Stakeholder Groups on Participation of African-American Forestland Owners in Federal Landowner Assistance Programs

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Timeline of Activities

• First Workshop (Aug 6, 2014 @ Halifax Community College)
  • Objective: To identify factors under Strengths, Weaknesses, Opportunities, and Threats (SWOT) categories in relation to federal landowner assistance programs for African-American forest landowners.
  • Stakeholder groups:
    1. African-American Forest Landowners
    2. Non-Profits
    3. Agency People
# Factors Under Each SWOT Category

## Strengths
1. Easy access
2. Increased income
3. Lots of programs
4. Professional advice
5. Special incentives for minority forest landowners

## Weaknesses
1. Inadequate outreach
2. Initial capital requirement
3. Lack of minority and specialized staff
4. Too much paperwork
5. Small forestland holdings

## Opportunities
1. Forestland retention
2. Increased communication
3. Increased environmental benefits
4. Involvement of future generations

## Threats
1. Lack of trust
2. Federal budget cuts
3. Heirs’ property
4. Gap between program priorities and actual needs
Timeline of Activities

• Second Workshop (Sep 24, 2014 @ Halifax Community College)

• Third Workshop (Oct 7, 2014 @ Greenville, SC)
  • **Objective:** To determine the relative contribution of each factor present within a SWOT category towards the perception of the SWOT category itself for each stakeholder group.
  • **Stakeholder groups:**
    1. African-American Forest Landowners
    2. Non-Profits
    3. Agency People
Perception Map of Non-Profit Stakeholder Group

Weaknesses:
- Lack of Staff
- Initial Capital Requirement
- Small Forest Landholdings
- Too much Paperwork

Opportunities:
- Increased Communications
- Increased Env. Benefits
- Involvement of Future Generations
- Forestland Retention

Strengths:
- Special Incentives
- Increased Income
- Easy Access
- Lot of Program

Threats:
- Gap Between Program Priorities & Actual Needs
- Federal Budget Cuts
- Lack of Trust
- Heirs' Property
Timeline of Activities

• Third Workshop (Oct 8, 2014 @ Greenville, SC)
  • Objective: To determine the relative contribution of highest priority factor present under each SWOT category towards the overall perception of strengths, weaknesses, opportunities, and strengths for each stakeholder group.
  • Stakeholder groups:
    1. African-American Forest Landowners
    2. Non-Profits
    3. Agency People
Factors Ordered Based on Final Priorities (cumulative)

Non-Profit Stakeholder Group

Agency Stakeholder Group

Landowner Stakeholder Group
Thanks!

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