



## SUFC Structure and Leadership

2011

### Steering Committee:

The SUFC Steering Committee (SC) is the leadership committee principally responsible for fulfilling the Coalition's purpose; the SC is accountable for the Coalition's operations as it meets that purpose. The SC typically meets on a quarterly basis to review Coalition activities and progress as well as address challenges or emerging issues requiring efficient resolution.

### Chairperson:

The chairperson acts as the official spokesperson of the SUFC and provides strategic leadership to the Coalition as a whole. The chairperson is a member of the Steering Committee and other ad hoc committees or working groups as available. The chairperson works closely with the Convener and oversees this contractual position (with support from ISA as the grant manager).

All incoming chairs must be endorsed by the current Steering Committee.

---

### Policy Working Group<sup>1</sup>:

The working group develops the Coalition's annual federal policy platform. Members of the working group bring proposed federal legislation, federal agency rulemaking opportunities or other policy-related issues to the group for vet, discuss and potentially to recommend to the larger Coalition. The working group may recommend endorsing a wide variety of legislation that positively impacts urban forestry (from green infrastructure to energy conservation) or pro-actively address an identified need within the urban forestry/green infrastructure sector. The working group meets approximately once a month or more often depending on the need.

---

<sup>1</sup> Direct advocacy is undertaken by individual members of the SUFC and no Forest Service funds are used to support these activities. The SUFC also has a separate fund to support any costs associated with its limited advocacy activities. (Resources spend on behalf of SUFC advocacy is not counted against the match hours for the FS grant.

### **Policy Working Group Lead:**

The policy lead is the point-person for the working group and larger coalition. The lead provides guidance to the convener and other working group members as needed. The lead also initiates meetings, identifies opportunities for the coalition around policy education and outreach, and spearheads strategic activities of interest to the working group. The lead participates in Steering Committee meetings as available to facilitate effective communication and provide input to larger coalition management and planning.

---

### **Outreach/Communications Working Group:**

The working group oversees all strategic outreach and membership recruitment for the Coalition as well as external communication. The working group provides big-picture guidance regarding all external communication (eNewsletter, website, eBulletin, other) and specific content suggestions. Together, the working group and the Convener are responsible for developing clear Coalition messages, keeping a steady flow of information from the SUFC and establishing the SUFC as a key “go-to” resource for information on urban forestry and green infrastructure.

### **Outreach/Communications Working Group Lead:**

The outreach and communications policy lead is the point-person for the working group and larger coalition. The lead provides guidance to the convener and other working group members as needed. The lead initiates meetings (typically quarterly or as needed), identifies for general education and outreach to targeted audiences, and spearheads strategic activities of interest to the working group. The lead participates in Steering Committee meetings as available to facilitate effective communication and provide input to larger coalition management and planning.

---

### **Convener:**

The convener is the key point of contact for the Coalition and acts as the Coalition’s administrator and coordinator. He/she facilitates structured and informal communications among SUFC partners; captures and develops SUFC decisions and resulting plans; oversees all formal SUFC external communications, supports outreach efforts, and acts as central project coordinator and manager for the SUFC.