

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

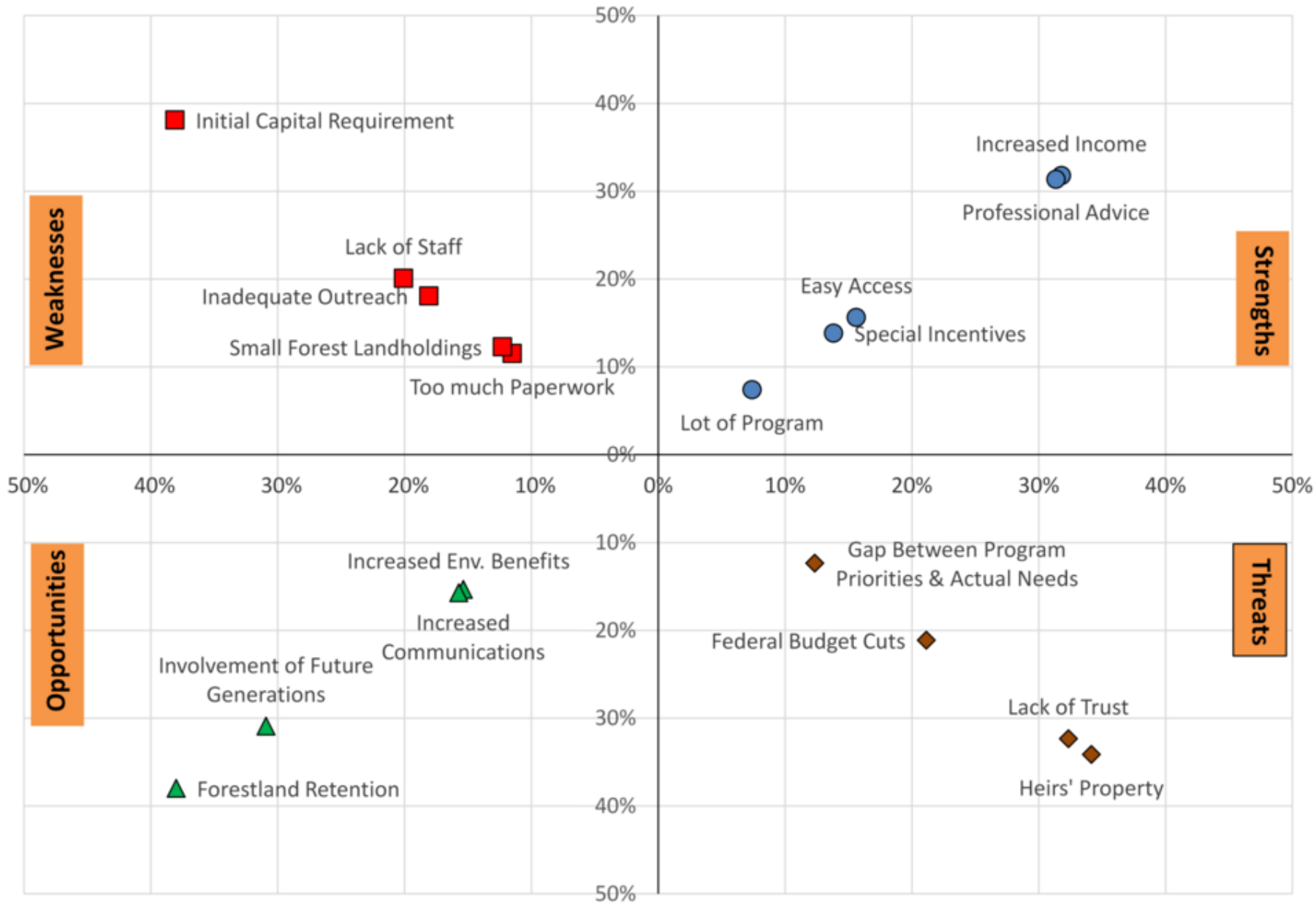
Timeline of Activities

- 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

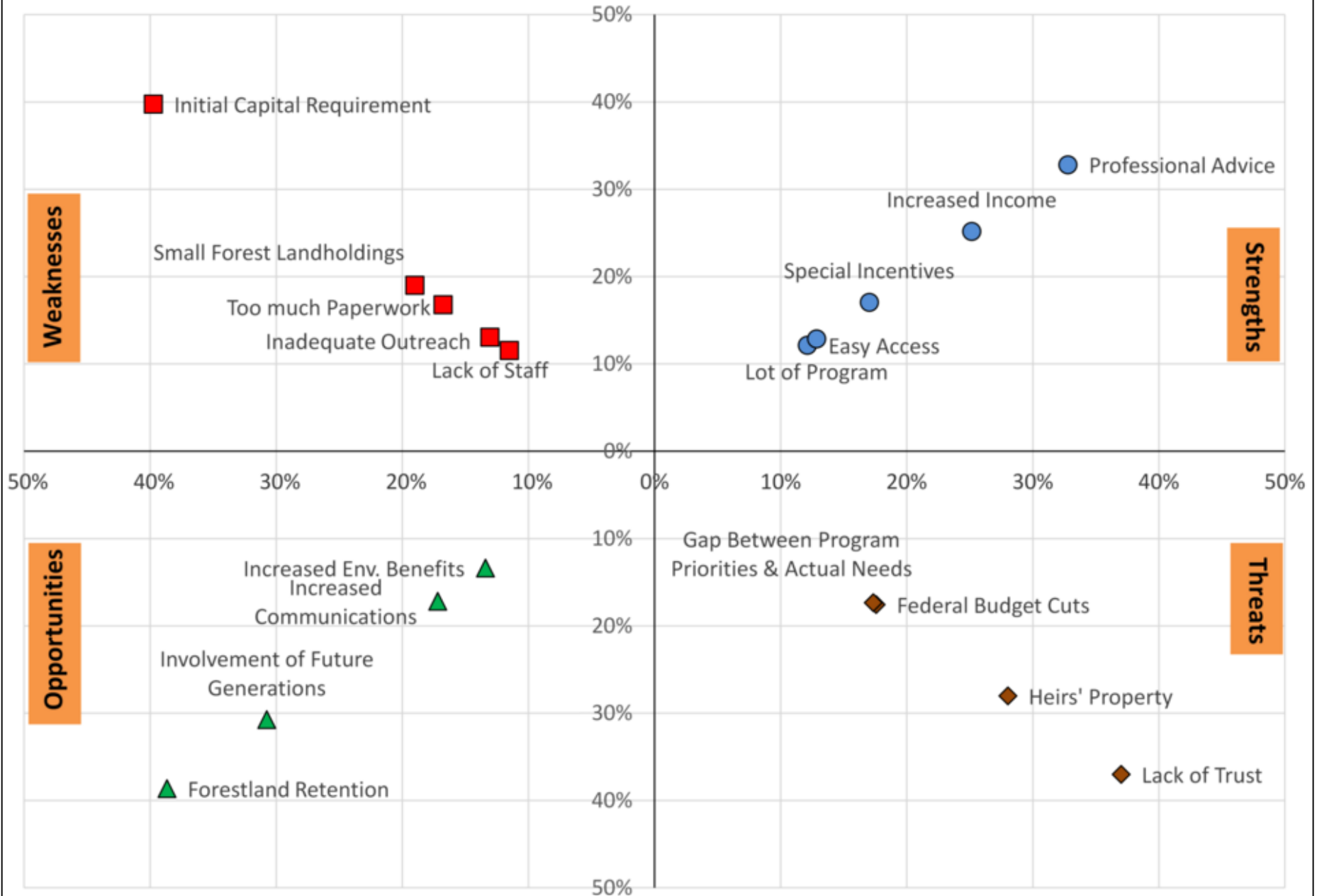
Perception Map of Non-Profit Stakeholder Group



Perception Map of Agency Stakeholder Group



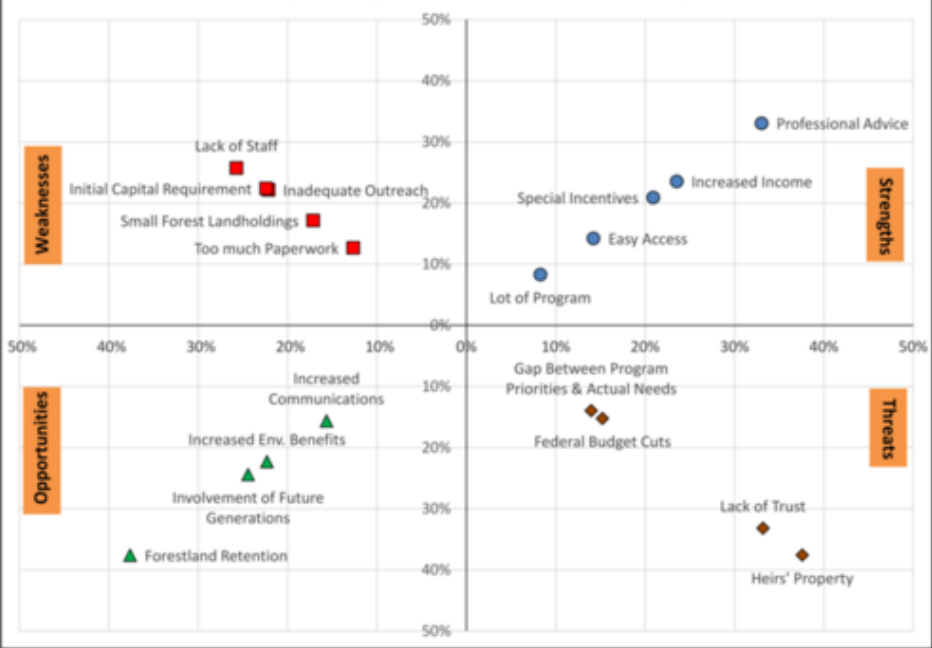
Perception Map of Landowner Stakeholder Group



Perception Map of Agency Stakeholder Group



Perception Map of Non-Profit Stakeholder Group



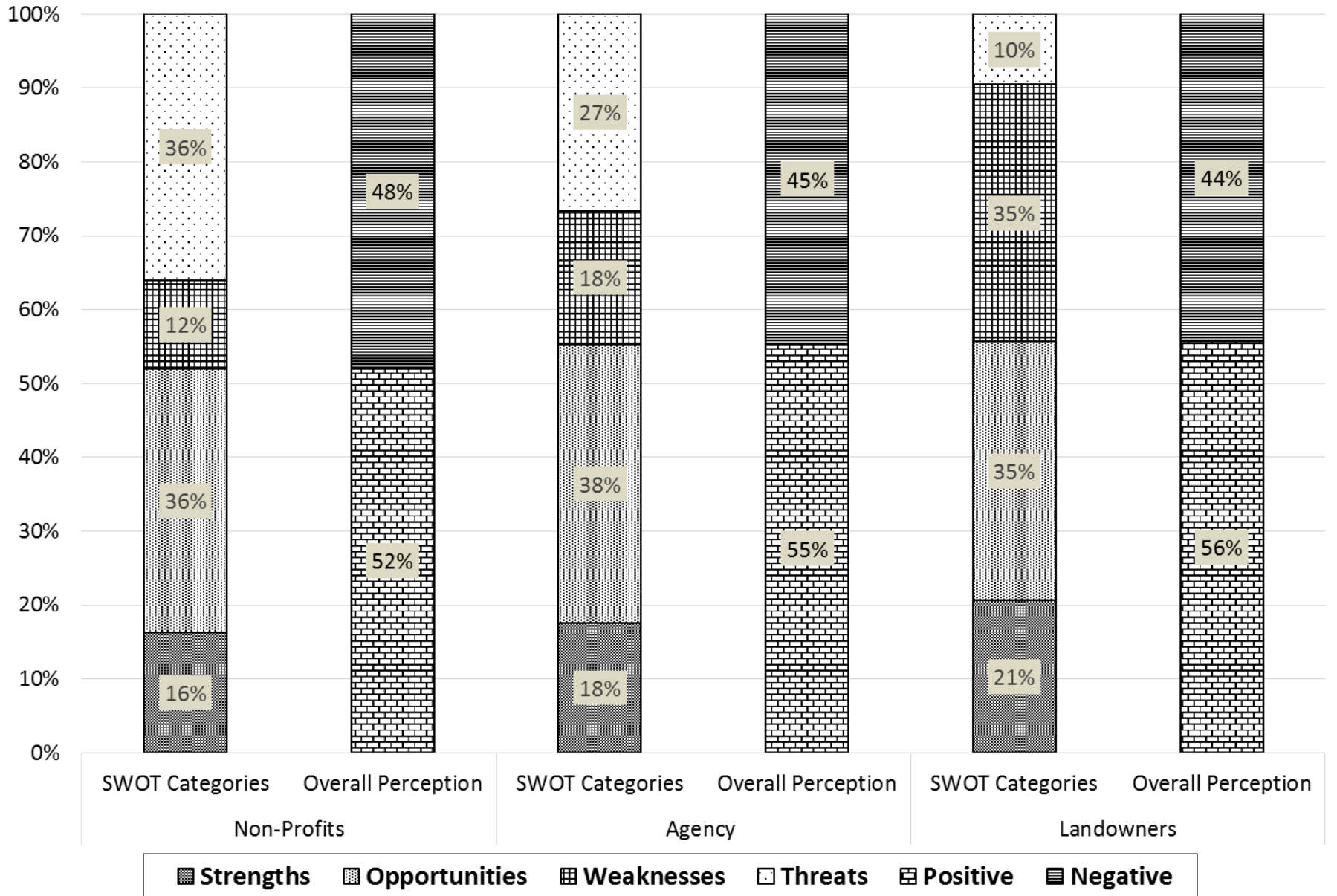
Perception Map of Landowner Stakeholder Group



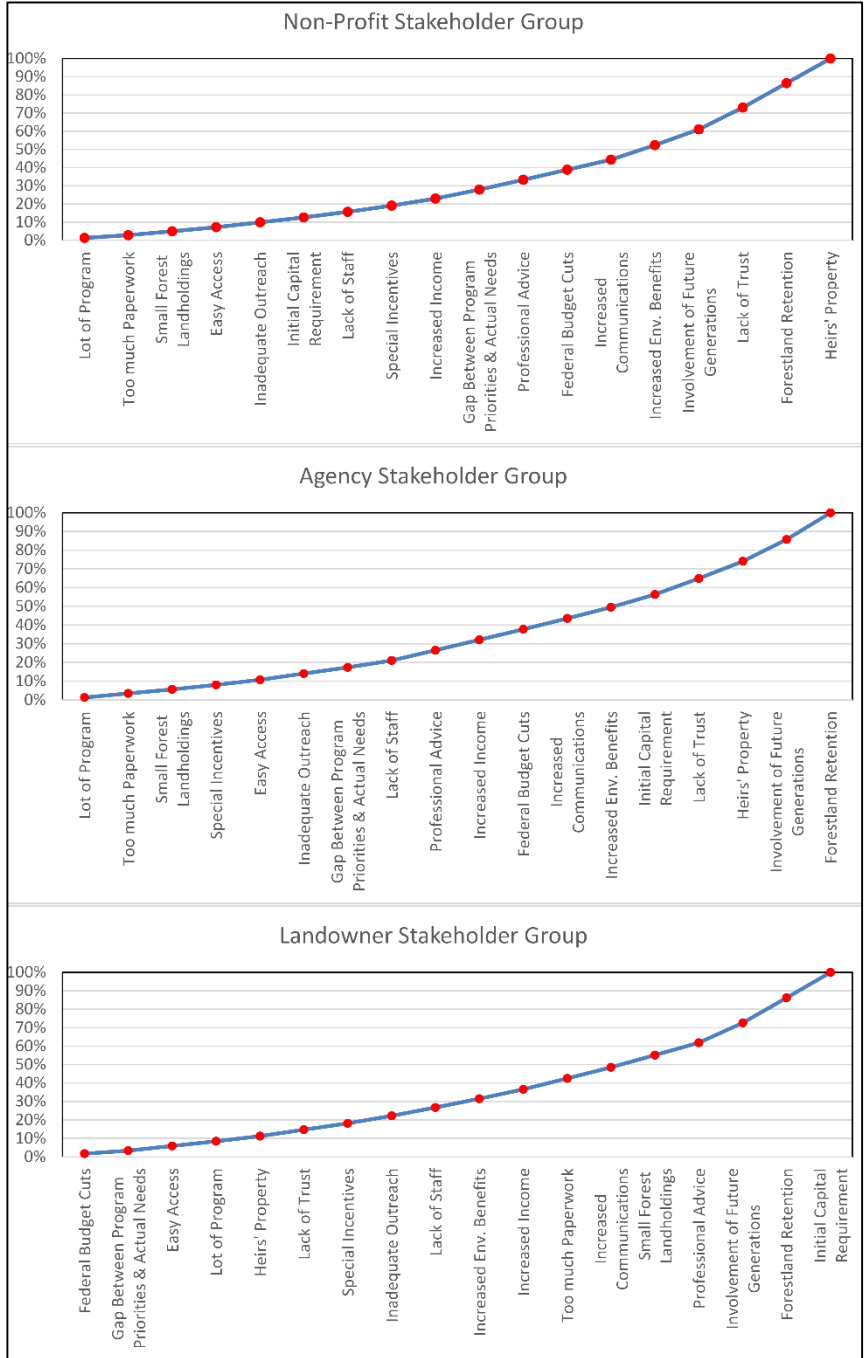
Timeline of Activities

- 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

Overall Perception



Factors Ordered Based on Final Priorities (cumulative)



Thanks!

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