



Annual Report October 2021 – September 2022

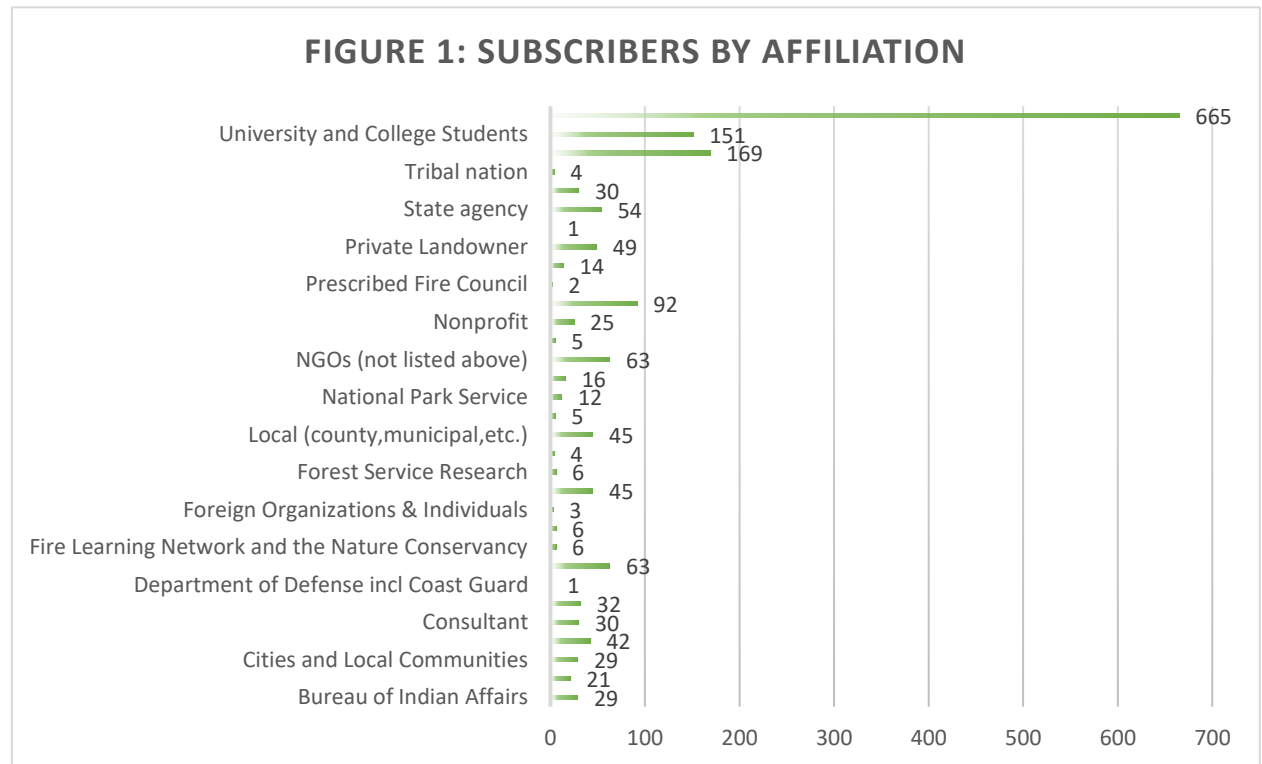
HIGHLIGHTS:

SRFSN expanded our support and services across all employed platforms of social media, partnerships, and outreach. New methods were employed to increase engagement, resulting in a total reach of 100,038 through MailChimp. Partnerships with neighboring FSENs and Network colleagues were leveraged to create meaningful and applicable knowledge exchange in two significant webinar series: one on the **latest science and field knowledge in salvage operations**, and another series addressing **firefighter health and wellbeing**. These webinars were well-attended by hundreds of participants and viewed online. Partnership continues in supporting the **Colorado Wildland Fire Conference**, now in its eighth year as a regional wildfire knowledge exchange event. SRFSN partnered with the Great Plains Fire Science Exchange for a **prescribed fire training for private ranchers and cattle producers**, resulting in one hundred rural attendees.

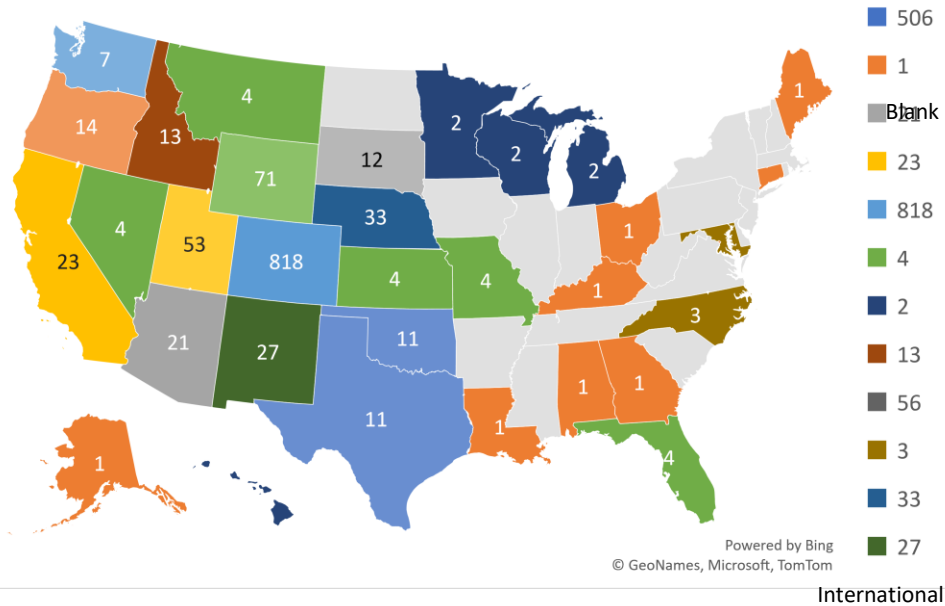
Ultimately, SRFSN created or facilitated a total of 28 in-person or face-to-face events (including webinars) for a total of 34,385 participants (including engagement through our facilitated TEDx presentation). Five hundred copies were produced for 2 guidebooks; 1,322 participants used another 4 publications. Social media posts and other online learning totaled 2,262 engaging a total reach of 106,951.

Organization: SRFSN increased organizational capacity by hiring and sharing time and expense for two professional program assistants with the Colorado Forest Restoration Institute. These assistants bring a new level of capability in social media applications, graphic design, events, and publication production resulting in social media engagement and event capacity.

As part of increased organizational capacity, SRFSN has created workflow to ensure activity and budget tracking. [Slack](#) messaging platform is used to communicate and track social media, newsletter, and event projects. [Smartsheets](#) is used to follow our proposed budget narrative compared to our actual activities and expenses. These spreadsheets will be modified to include all SRFSN Leadership Team members for project tracking. In this way, the Team can track activities and budget in one place – leaving more time to devote to project planning.



2022 SRFSN Subscribers by State



Participation and Growth: Figure 1 (previous page) shows SRFSN subscribers by self-identified affiliation. Subscribers total 1,719. Some variation may be present in affiliation and occupation since over 500 subscribers did not self-identify upon subscribing. SRFSN will be going through our list and re-assigning subscribers where known. SRFSN experienced a slight decrease in subscribership due to the termination of the @fs.fed.us e-mail extension in the Department of Agriculture (1,719 from 1,828). Figure 2 shows subscribers by occupation. We continue to have subscribers from across the spectrum of natural resource professions. Figure 3 shows subscribers by state showing our engagement nationwide (although over 500 non-identified subscribers impact these data).

Figure 2: Subscribership by Primary Occupation. Data was pulled from the MailChimp listserv of 1,719 subscribers. This data may not reflect full subscription rate or entire range of occupations due to the variation in self-reporting by registrants.

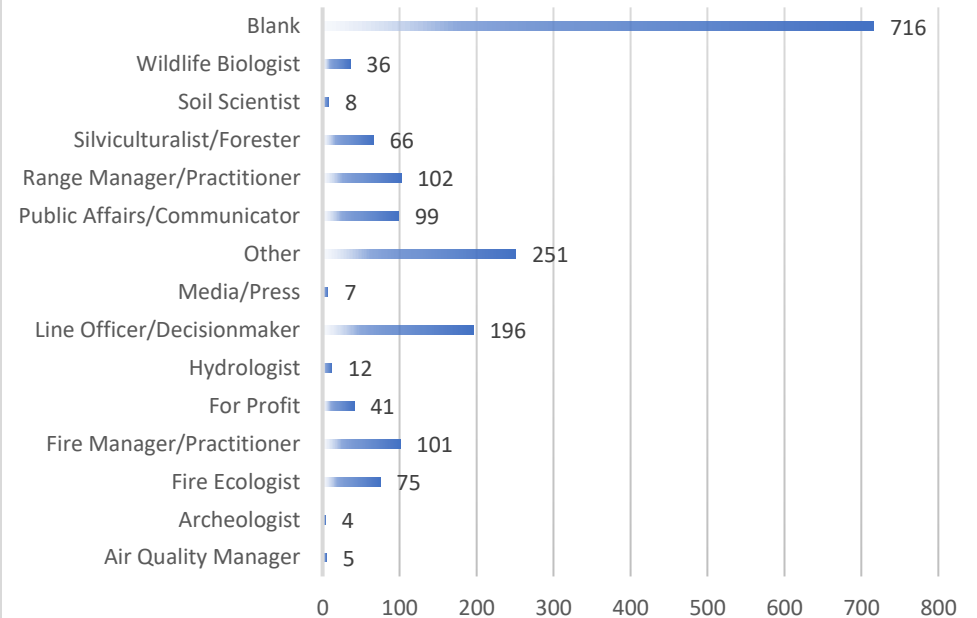
Figure 3: Subscribership by State Registered, showing interest in SRFSN information and activities nationwide.



Brad Piehl, from J.W. Associates, discusses mulching and logging operations and logistics with field trip group.

SRFSN produced a video of field trip on aerial mulching with J.W. Associates

FIGURE 2: SUBSCRIBERS BY OCCUPATION

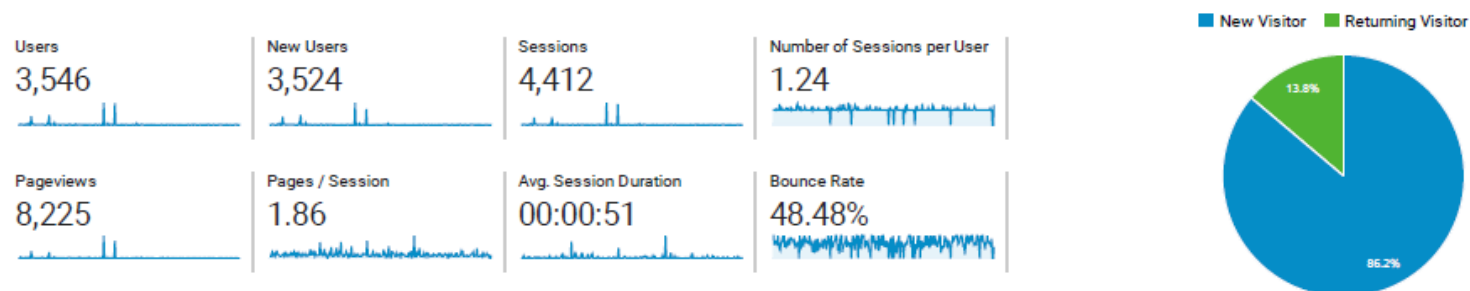


Online learning:

SRFSN uses a variety of social media platforms to convey regionally and nationally relevant knowledge and events. Since the inception of our project, new social media platforms have become established and used by many exchanges, such as Instagram, LinkedIn, and TikTok. SRFSN will continue with our established platforms until we have the capacity to maintain additional exposure.

Website: Our new website was launched in January 2022. We received many e-mails and verbal affirmations of improvements and benefits of the new website. Several FSEs have come forward asking for format and reference recommendations for using our website to adapt or improve their websites for their own regions. Figure 4 illustrates the number of new visitors using the website as a knowledge source.

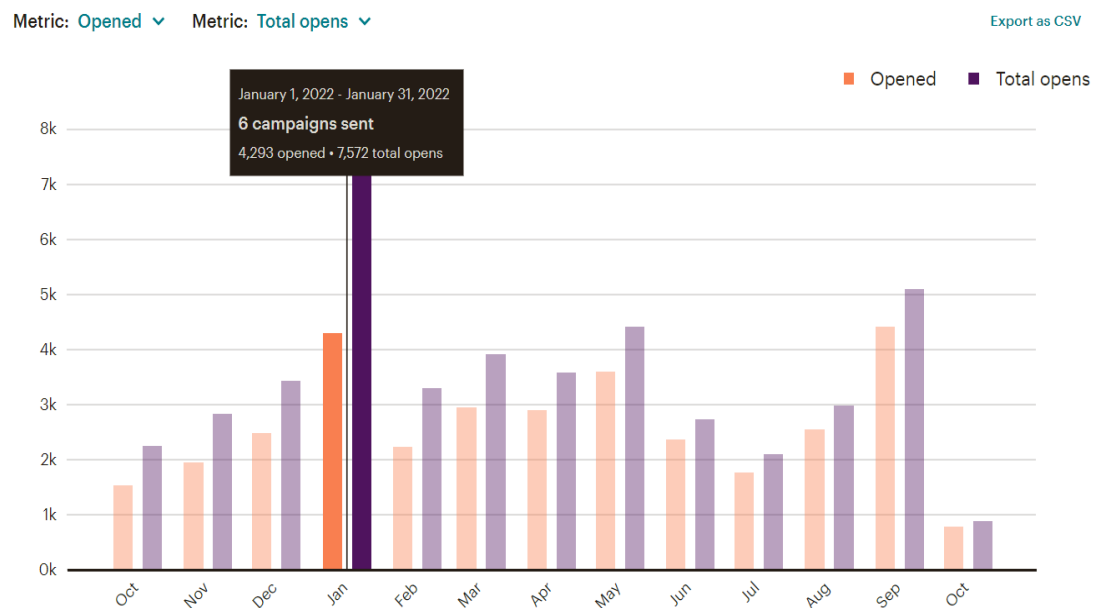
Figure 4: Website Engagement as of January 2022:



Webinars: These continue to be a major resource for knowledge exchange throughout our network. SRFSN directly supported five webinars with regional scientists and entities, plus two webinar series developed in cooperation with neighboring exchanges: the nationally relevant Firefighter Health Series (3 panel webinars) and a Salvage Science webinar panel on new technology. Total attendance for all webinars totaled 1,803, including archived views.

E-mails, Newsletters & Announcements: We instituted a new newsletter schedule and format for FY 2022, alternating full e-news (announcements, news, events, online learning, and publications) every other week with a single topic e-news that focuses on a regional highlight (webinars, databases or research/mapping tools, or special events). These newsletters now include images associated with every clickable asset, which has dramatically increased our engagement. **Figure 5 (right) shows increase in open rates.** SRFSN produced 56 newsletters within the last fiscal year with an average open rate of 63%.

Engagement



Anecdotally, e-news is one of the best tools that SRFSN employs to convey current research and exchange activities within our region and beyond. Figure 6 illustrates that genders of subscribers are becoming more evenly distributed. Data from Mailchimp illustrates total reach and a 75% increase from prior year.

Figure 6: Subscriber demographics and outreach:

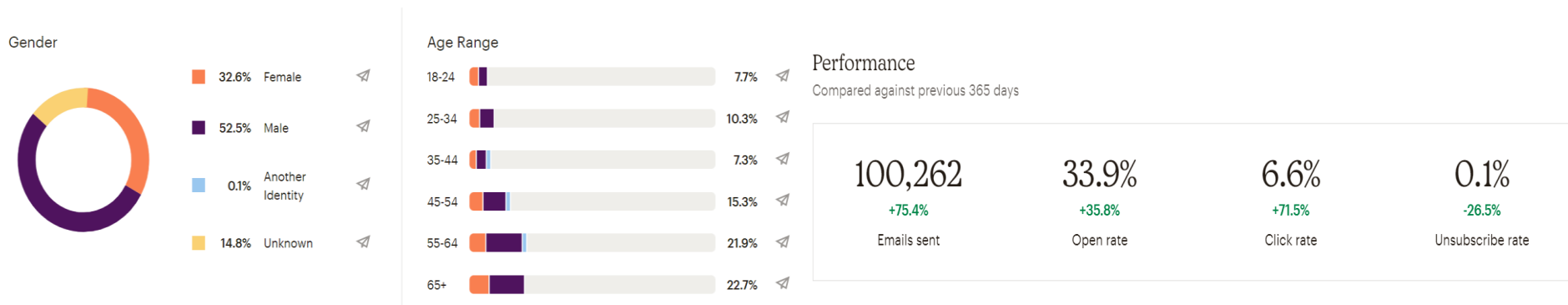


Figure 7: Global Twitter impact:

Twitter: SRFSN has increased our Twitter following from 1,737 in September 2021 to 1,869 in October 2022. We posted a total of 206 tweets with a reach of 2,448. Our worldwide reach and impressions in the commercial site [Tweepsmap](#) analytics site illustrates the worldwide impact of information from SRFSN (Figure 7):

Facebook: Now 523 followers (up from 415 in 2021).

YouTube:

- Total views 1.2 K (up from :9, 686 in 2021)
- Total subscribers: 166 (up from 28 in 2021)
- Increase in views due to the TEDx Talk in October 2021, and the Firefighter Health and Salvage Science Seminar webinar series.



Lessons Learned: Our work with the local Denver TEDx Talk series offered a unique opportunity to bring the western wildfire situation in front of an audience of more than a thousand. Specifically, SRFSN facilitated a large interactive display associated with the talk, employing tree cookies, fire scar records, forestry student volunteers, Good Fire vs Bad Fire photo guessing game, and firefighting equipment to demonstrate the role and challenge of wildland fire to an urban audience of over 300 people.

Our relationships with Fire Adapted Colorado, the Western Aspen Alliance, The Nature Conservancy, regional prescribed Fire Councils, neighboring FSEs and University Extension services continue to expand our audience and services.

IMPACT

Out of all 2022 SRFSN activities and products, 23 SRFSN activities met 3 or more of the 5 JFSP-designated societal impact areas per project.

Selected Successes by Categories of Social Impact (adapted and modified Meadow and Owen 2021):

Instrumental, Conceptual, Capacity Building, Connectivity, and Socio- Environmental	<p>The After The Disaster Guidebook: Boulder County was developed from the previous years' ATD Guidebook for Mesa County and was immediately modified and applied in cooperation with Boulder County Extension. Full hard copies and postcards were made available online, but more importantly hardcopies were distributed among disaster relief centers, housing and human services resource hubs, Sheriff's offices, community centers, YMCAs, and centers serving the Latino population. As a result, three more counties in Colorado are looking to use this template to create their own ATD guidebook.</p>
Conceptual, Capacity Building, Connectivity, Socio- Environmental	<p>The Firefighter Health Webinar Series was a combined effort led by NRFSN and supported by NWFSC, GBFSE, CFSC, and SRFSN that was months in planning. SRFSN participated in planning, speaker recruitment, and webinar facilitation and support. We are pleased that our work resulted in a series that embraced all challenges for mental, physical, and overall well-being. Almost 400 people participated in the two-day event, and archived views have been viewed 75 times.</p>
Conceptual, Capacity Building, Connectivity	<p>SRFSN lead coordination for the Aspen Science and Management Workshop in August 2022, working with the Western Aspen Alliance, The Nature Conservancy, US Forest Service, Colorado State Forest Service, American Forests, Colorado Parks and Wildlife, and others to unite scientists, vegetation and wildlife managers bridging disciplines, institutions, and political boundaries to address aspen management and fire challenges in central Colorado. Thirty-five attendees attended a field-based workshop to discuss process-based restoration and its applicability to aspen management, particularly impacts from the East Troublesome fire. The group identified next steps to support aspen management to move forward as a regional working group.</p>

Testimonials:

"You are a stalwart partner. Thank you. I can't tell you how much I appreciate your assistance. I have been drowning in a host of other associated ventures in the recovery area."
R.A. CSU Extension Agent

"Thank you so very much, I really appreciate all your efforts! It makes such a difference to our community!" L.L. CSU Extension Agent.

"Boundless thanks, it wouldn't have happened without your diligence & follow-up!" A. W. Boulder County Emergency Management Officer

"I just wanted to let you know that I really like the new website. It's even easy to use for someone like me who grew up without computers". – B. T. Wildfire Mitigation Ambassador



Figure 8: SRFSN is seeking solutions for this post-fire aspen management issue on behalf of the C Lazy U Ranch, impacted by the East Troublesome fire in 2020.