



Virginia Department of Forestry

Mission, Vision and Values

Forestry Topic 24

May 2015

Mission

We protect and develop healthy, sustainable forest resources for Virginians.

Vision

The Virginia Department of Forestry envisions a healthy, abundant, forest resource providing economic and environmental benefits to the Commonwealth on a sustained basis. We see a resource whose scenic beauty enhances natural surroundings and whose protected environment supports clean water and wildlife. We further see a diverse forest resource as a part of natural ecosystems. We envision the economic benefits of forest industry to be in balance with the environmental values of the resource.

We envision the Department as the most effective forestry agency in the nation and as a leader in managing and protecting the resource.

We see an agency built on solid technology backed by strong ethics, one that is able to stay ahead of change and is quick to respond to citizens' needs, and one that is a leader in providing forest resource information. We see the Department responding to its employees' needs through leadership characterized by open communication.

We envision a focused, well-trained, creative workforce that is adaptive to change and that has the time and tools to provide exceptional forestry services to landowners, citizens and organizations. We see employees who are knowledgeable, motivated, pro-active and enabled to make decisions. Finally, we envision a workforce whose professional, unbiased recommendations positively impact an informed public and whose efforts result in complete customer satisfaction.

Values

In dealing with our customers we believe in:

- ◆ Exceeding customer expectations by delivering quality products and services in a response, professional manner.
- ◆ Treating customers courteously, honestly and respectfully.
- ◆ Actively listening, appreciating, understanding and responding to customer needs.
- ◆ Being trustworthy professionals who seek to ensure the integrity of the forest resource.

In working together, we believe in:

- ◆ Providing a well-trained, well-equipped, technologically advanced and responsive workforce.
- ◆ Communicating in an open, honest, effective manner.
- ◆ Being helpful and supportive to one another, demonstrating the spirit of cooperation/teamwork and mutual trust and respect for each other.
- ◆ Providing a working environment that fosters quality and creativity, rewards team performance, is challenging and enjoyable.
- ◆ Clearly defining, communicating and understanding vision, strategies, goals, objectives, roles and responsibilities.

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