

Forest Products University Graduates: What Does the Industry Need?

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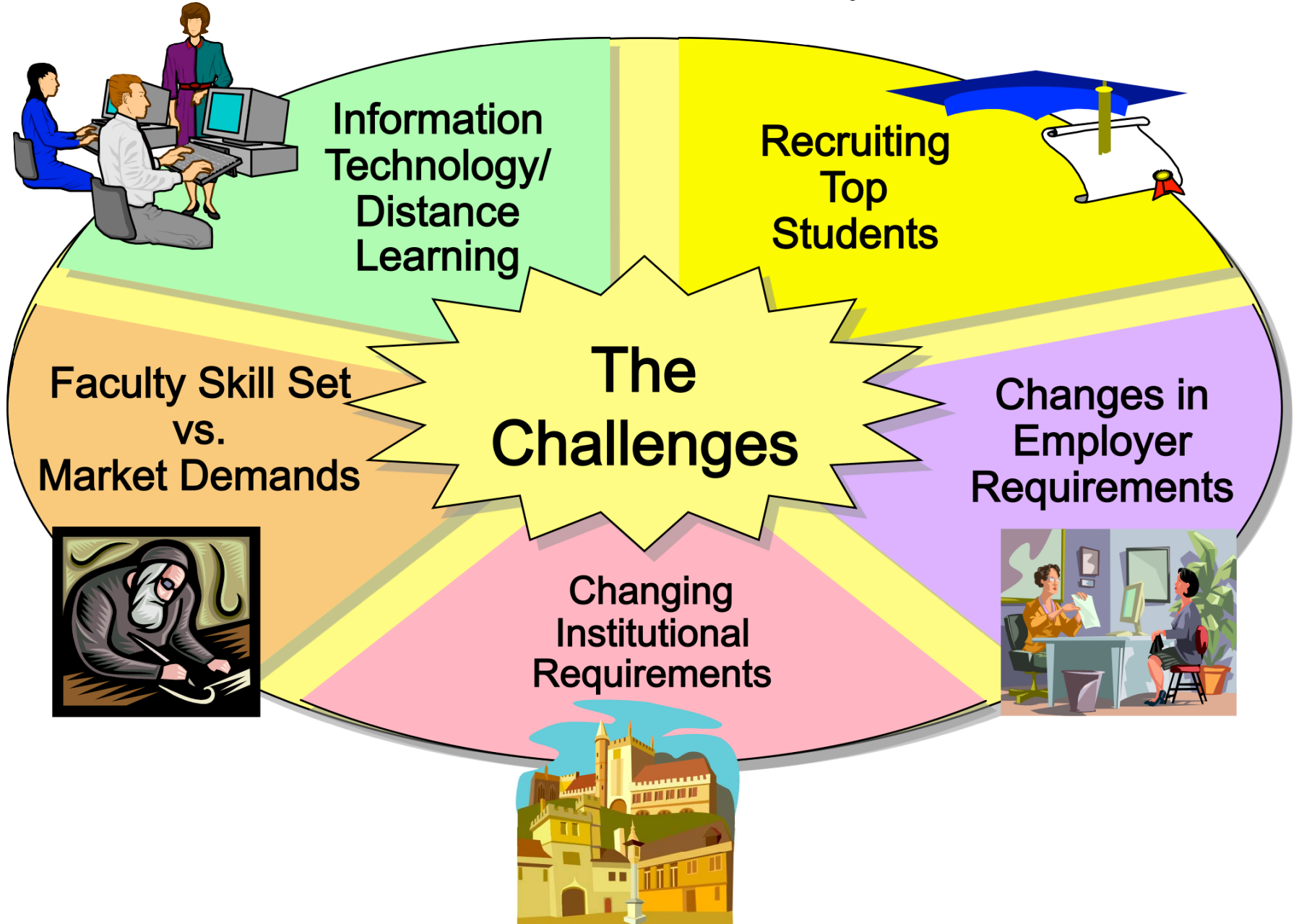
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University-Industry Dyad

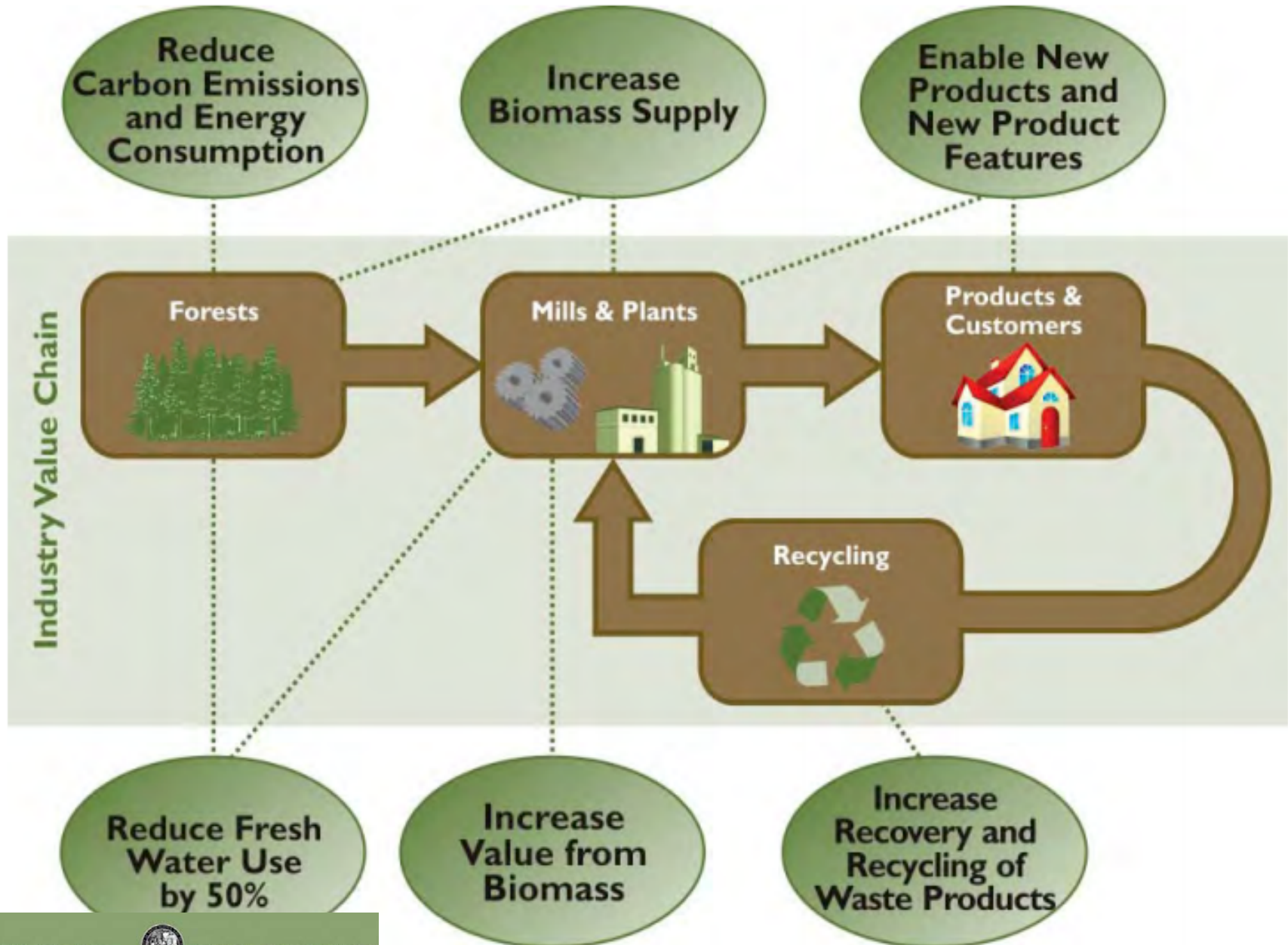


- Universities need to prepare undergraduate and graduate students for the marketplace, with the right faculty skill sets.
- The industry needs to continue growing and innovating, and communicate in-demand jobs to academic AND technical institutions.

Forest Products Educational/Industry Disconnects



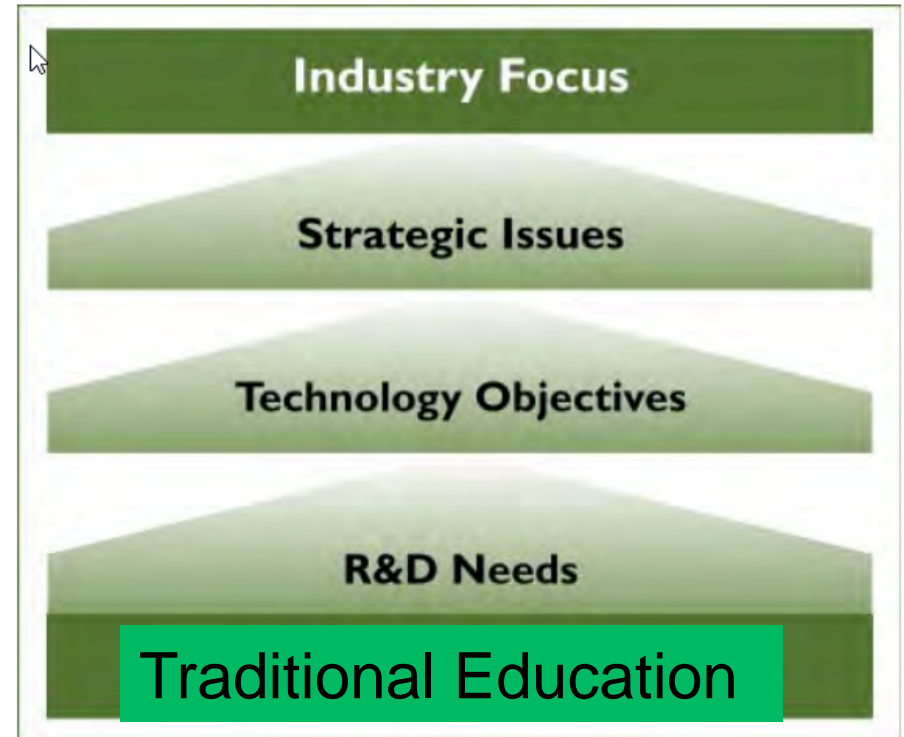
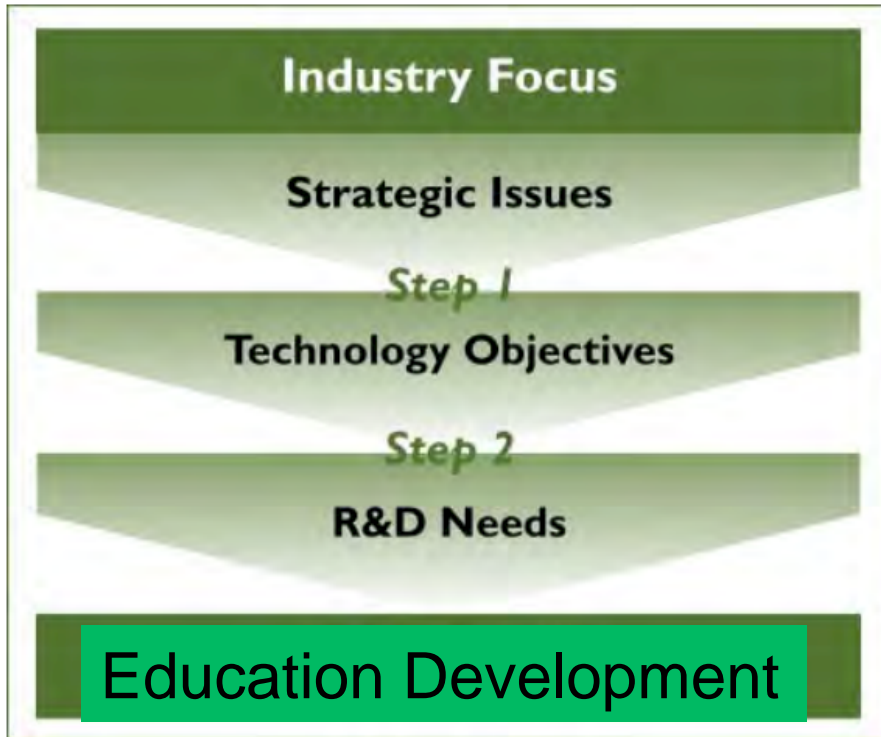
Need to Align with New Industry Paradigms



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Which Path is Appropriate?



Changing University Program, Department, and College Names (& Focus?)

**You can put lipstick
on a pig...**



But it's still a pig!

Examples of Old (Traditional) and New Academic Unit Names (Not Matched)

Old	New
School of Forestry	Biomaterials Engineering
College of Agricultural Sciences	College of Natural Resources
Department of Forest & Wildlife Sciences	Department of Forest Biomaterials
Department of Forest Resources	Department of Sustainable Bioproducts
Forest Engineering & Management	Forest Ecosystems & Society
Forest Products Manufacturing	Forest Operations, Bioproducts & Bioengineering
School of Forestry & Wildlife Management	Geospacial & Environmental Informatics
School of Forestry, Wildlife & Fisheries	Natural Resource Science & Management
Wood Science	School of Renewable Natural Resources
Wood Science & Technology	Sustainable Biomaterials
	Sustainable Biomaterials & Packaging
	Sustainable Forest Management

Curricular-Industry Interfaces



FP Innovations Flagship Innovation Program

- Next Generation Building Solutions
- Next Generation Pulps and Papers Energy and Chemicals from Forest Biomass
- Novel Bioproducts from Forest Biomass
- Integrated Value Maximization

SWST Research Needs Assessment Core Areas

- Manufacturing and Processing Building Systems Fundamentals/Material Science
- Environmental Issues
- Sustainability
- Marketing
- Modification Technology



Education

SWST Research Needs Assessment

Wood Properties

- Wood Quality/Material Characterization
- Nanotechnology
- Genetic Traits and Enhancement
- Assessment & Modeling

SWST Research Needs Assessment Processing

- Adhesion/Adhesive
- Composite Optimization
- Nanocomposites and Nanoprocessing
- Composite Modeling

SWST Research Needs Assessment Products

- Technology Transfer/Standardization
- Hybrid Products/Integrated Processing
- Product Enhancement

I Believe that Forest Products Education Should Be:

- Offering what the market (industry & students) wants, not what we know (faculty oriented)
- Quality (instruction and students) driven, not volume driven-quantity (seats filled)
- Differentiated, not commodity education offering
- Systematic & timely strategic and tactical planning
- Future orientation

