



## **Strategic Plan 2015-2018**

### **MISSION**

To increase awareness of the importance of community forestry and to enhance the professionalism of tree care in North Dakota.

### **VISION**

To be a national leader and premier resource for community forestry and tree care.

### **GOALS & OBJECTIVES**

- A. Promote high ethical standards in the practice of arboriculture.
  - 1. Provide support for and incentivize International Society of Arboriculture (ISA) certification to achieve ISA Certified Arborist® status among all tree care professionals (list certified arborists on website, offer exam prep course, etc.).
  - 2. Market and deliver training that emphasizes ethical and technical standards (ISA Best Management Practices, American National Standards Institute, etc.).
    - i. Provide a high-quality annual conference.
    - ii. Offer workshops in different areas of the state annually.
    - iii. Support member participation in the Municipal Forestry Institute.
  - 3. Establish a member-to-member mentoring program.
  - 4. Develop a recognition program that acknowledges high standards and commitment.
    - i. Recognize newly certified arborists.
    - ii. Establish an annual award program recognizing leadership in safety and best practices.
    - iii. Offer student scholarships.
- B. Advocate for sound policies and programs conducive to community forestry.
  - 1. Expand educational resources for members on the website.
    - i. Maintain updated species rating guide.
    - ii. Collect/prepare and post model ordinances and policies.
    - iii. Develop, post and assist members in providing presentations at city and county meetings, tree boards, civic groups, etc.
    - iv. Post links to up-to-date research.
  - 2. Partner with the North Dakota Forest Service to promote the Tree City USA program.
  - 3. Develop training and resources to empower members to be stronger advocates at the local and state level.
  - 4. Continue to partner with the North Dakota League of Cities and the North Dakota Recreation & Park Association by participating in events and providing magazine articles.
  - 5. Participate in days at the Capitol to educate legislators.
  - 6. Establish a community-to-community mentoring program.

- C. Support public education to develop greater awareness of proper tree care and the value of the community forest.
  - 1. Assist members in offering workshops, webinars, and technical assistance to the public.
  - 2. Enhance the use of social media to engage the public.
  - 3. Establish and strengthen partnerships with other organizations that educate various sectors of the public (North Dakota Forest Service; NDSU Extension Service; NDSU College of Agriculture, Food Systems and Natural Resources; public and private schools, etc.).
  - 4. Participate in established events to engage various constituencies (youth natural resource events such as FFA or 4-H, home and garden shows, etc.).
  - 5. Increase media presence through newspaper, television and radio (distributing news releases on NDUCFA activities, developing public service announcements, participating in talk shows, etc.).
  - 6. Determine opportunities to fund a statewide advertising campaign (media buys, electronic billboards, sandwich boards, church and religious bulletins, etc.).
  - 7. Develop and host statewide events (special events to raise awareness of issues such as EAB, Arbor Day event/competition, etc.).
  
- D. Establish a recognized voice for community forestry through association leadership and development activities.
  - 1. Identify and secure financial resources.
    - i. Research and submit grants.
    - ii. Determine opportunities to develop business partnerships.
    - iii. Explore opportunities to solicit private donors.
  - 2. Build an effective and engaged leadership team that ensures value and professionalism of all association activities.
    - i. Restructure the board and committees based on the mission, vision and goals.
    - ii. Ensure association leadership reflects the statewide membership by establishing board recruitment guidelines.
    - iii. Provide leadership training for new and potential board members.
    - iv. Hold regular board development sessions.
  - 3. Evaluate the annual conference partnership with the North Dakota Nursery and Greenhouse Association (financials, location, timing, engagement with and training for nursery professionals, etc.).
  - 4. Continue partnerships with North Dakota Forest Service and NDSU Extension Service and explore new partnerships.
  - 5. Expand opportunities for member engagement and networking.
    - i. Explore use of distance technology for meetings.
    - ii. Establish communication tools to connect members (website, newsletter, listserv, etc.).
    - iii. Develop and implement a membership retention and recruitment plan.