

# Strategic Plan

## **Mission:**

Building the confidence, competence, and camaraderie of all professionals who manage trees and forests to create and sustain more livable communities

**Vision:** 

Empowering all professionals who cultivate community trees and forests

#### **Confidence**

Develop trusted leaders to deliver the promise of urban and community forestry.



- Define and affirm the promise of community forestry with allied professions and associations
- Support and grow student membership
- Train more leaders

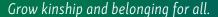
#### **Competence**

Increase knowledge, skills and ability to continuously do something well.



- Activate the Municipal Forestry Institute Focus Year plan
- Develop and define a scholarship program
- Review internal and external accreditation programs
- Provide clarity and support in the enhancement of industry credentials
- Connect people to workforce training programs

### **Camaraderie**





- Grow and retain membership
- Clarify, develop and activate State Liasion program
- Develop and grow local, regional, national and international relationships
- Establish relationship with educational institutions
- Develop a formal marketing plan to elevate the organization's profile

#### **Capacity**

Create a strong foundational ability to serve.

- Ensure staffing and volunteer committees properly support the organization
- Build capacity of board to meet industry and membership needs focus on geographic and demographic diversity
- Leverage current and future partnerships
- Assess and grow international involvement