



**UCFS**  
URBAN & COMMUNITY  
FORESTRY SOCIETY

# 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 kinship and belonging for all.*



- Grow and retain membership
- Clarify, develop and activate State Liaison 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