



# STRATEGIC PLAN

Our mission: To build the confidence, competence, and camaraderie of all professionals who manage trees and forests to create and sustain more livable communities.

## COMPETENCE

**The Competence of UCFS members will grow as the organization provides education to increase the knowledge and skills to continuously do something well.**

- Build a best-in-class education system that empowers members and makes our organization the destination for educational offerings.
- Evolve the UCFS conference experience through member-driven insights and strategic partnerships to ensure it remains relevant, valuable, and impactful.

## CAMARADERIE

**To grow Camaraderie among its members, UCFS will deliver opportunities that grow kinship and belonging for all.**

- Create a vibrant online community where technology makes it easy for members to connect, share, and belong.
- Foster meaningful connection by empowering members to create and lead their own geographic and affinity meet-ups.

## CAPACITY

**UCFS's Capacity to serve its members will be enhanced as the organization creates a foundational ability to serve.**

- Ensure UCFS has the staff capacity and empowered volunteer leadership needed to advance its mission and strategic priorities.
- Ensure UCFS's financial health and stability to provide a strong, sustainable foundation for long-term impact.

## CONFIDENCE

**Confidence in the urban forestry profession will grow as the reputation and credibility of UCFS grows.**

- Position UCFS Accreditation as the gold standard that defines urban forestry excellence and drives sector-wide impact.
- Activate educational offerings that encourages professionals to pursue and excel in the ISA Certified Urban Forest Professional.
- Champion the urban forestry industry by building strategic partnerships that elevate our members' voices and advance the field.
- Develop and implement a marketing plan to elevate the profile of the organization and the profession.