



New England Chapter of the International Society of Arboriculture Strategic Plan 2015-2020

MISSION STATEMENT

We promote professional arboriculture, research and awareness of the benefits of trees in New England.

OVERALL GOALS

Goal 1: Be a leader in providing arboricultural education in New England.

Goal 2: Advance arboriculture research locally and internationally.

Goal 3: Increase public awareness of the profession of arboriculture and the benefits of trees.

Goal 4: Be a progressive organization that meets the needs of its members and stakeholders in an impactful and sustainable manner.



GOAL 1: Be a leader in providing arboricultural education in New England.

Objective A. Provide and support educational opportunities for members and credential holders.

	Tasks	Metric	Responsible
1A1	Provide an annual conference of excellence with innovative, current topics and top speakers.	Increase new attendee to our conference by 10%.	Conference Committee
1A2	Provide a variety of topic specific educational/CEU opportunities in a variety of locations (each state) annually.	<i># of people per event, # CEU's issued per state, per year.</i>	Education Committee

GOAL 1: Be a leader in providing arboricultural education in New England.

Objective B. Provide membership with state of the art portals, venues, opportunities, platforms, resources, and networks

	Tasks	Metric	Responsible
1B1	Provide CEU opportunities & job postings through the newsletter, website, e-mail, & Facebook	# hits for website. Annual survey results.	Education Committee and Executive Assistant
1B2	Website updated.	New Website	Marketing Committee and Executive Assistant

GOAL 1: Be a leader in providing arboricultural education in New England.

Objective C. Partnering with other entities

	Tasks	Metric	Responsible
1C1	Partnering with state associations and partnering organizations in producing educational events and needs.	Number of partnered events per year.	Education Committee and Executive Assistant
1C2	Partnering with universities, high schools, etc. in providing research updates and producing educational events and needs.	Host 1 event at a new university.	Research Committee



GOAL 2: Advance arboriculture research locally and internationally.

Objective A. Identify research priorities in the NE area.

	Tasks	Metric	Responsible
2A1	Include this inquiry in the survey: research priorities.	Placed in survey	Research Committee

GOAL 2: Advance arboriculture research locally and internationally.

Objective B. Create opportunities to support research.

	Tasks	Metric	Responsible
2B1	Work with the TREE Fund in identifying local research opportunities that the chapter can assist in funding.	Plan in place	Research Committee and Executive Assistant
2B2	Generate proceedings from 1C2.	Paper Written	Research Committee

GOAL 2: Advance arboriculture research locally and internationally.

Objective C. Deliver research results

	Tasks	Metric	Responsible
2C1	Include in annual report, newsletter, website, etc.	Written in annual report, etc.	President



GOAL 3: Increase public awareness of the profession of arboriculture and the benefits of trees.

Objective A. Promote value of professional arboriculture.

	Tasks	Metric	Responsible
3A1	Create a strategic marketing plan around the NE ISA Chapter.	Plan is Created	Marketing Committee, ISA & EA

GOAL 3: Increase public awareness of the profession of arboriculture and the benefits of trees.

Objective B. Create cooperative public and private partnerships.

	Tasks	Metric	Responsible
3B1	Annually host a "Work Day" event.	Work Day is Completed	Education Committee
3B2	Collaborate work with Saluting Branches	Partnership is Ongoing	Executive Assistant

GOAL 3: Increase public awareness of the profession of arboriculture and the benefits of trees.

Objective C. Enhance outreach about the benefits of trees

	Tasks	Metric	Responsible
3C1	Improve marketing of Arbor Day Grant recipient	1 article in newspaper, and article in Citizen Forester, and award recipient a Gold Leaf award.	Marketing Committee and Executive Assistant



GOAL 4: Be a progressive organization that meets the needs of its members and stakeholders in an impactful and sustainable manner.

Objective A. Regularly communicate, solicit and utilize input from members and stakeholders.

	Tasks	Metric	Responsible
4A1	Annual survey of member needs utilizing survey monkey and method to report to Board.	Survey Complete. 10% Response Rate	Committee Chairs, ISA Staff, President and Executive Assistant
4A2	Annual report by the board to the membership at the annual conference lunch.	Report at Annual Conference Luncheon	President and Executive Assistant

GOAL 4: Be a progressive organization that meets the needs of its members and stakeholders in an impactful and sustainable manner.

Objective B. Provide a structure for the organization to operate in a fiscally responsible and proactive manner to its members and stakeholders.

	Tasks	Metric	Responsible
4B1	Review existing and create new committees where needed (Education, Finance, Nominations, TCC, Research, Marketing, Membership, etc.)	Appropriate Committees in place	ISA and Executive Assistant
4B2	Comprehensive review of chapter policies and procedures, creation of new ones as needed or required.	Proper Documents in place	ISA and Executive Assistant
4B3	Create a policy outlining how workshops are conducted.	Policy is in place	ISA and Executive Assistant
4B4	After committees are formed, create structural roadmap for each.	Written Roadmaps	Committee Chairs and Executive Assistant

GOAL 4: Be a progressive organization that meets the needs of its members and stakeholders in an impactful and sustainable manner.

Objective C. Create a strategy to recruit, retain, and reward volunteers.

	Tasks	Metric	Responsible
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4C1	Form Volunteerism Committee that will work to achieve this objective	Organized List of Volunteers Organized List of Volunteer Opportunities Volunteer Recognition in Place	Volunteerism Committee
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