Strategic Plan 2025

Mission	Promote professional arboriculture, research, and the awareness of the benefits of trees in New England			
Unique Purpose	Be an organization that connects people to the world of professional arboriculture			
Strategic Goals	**Education** Share arboricultural information and knowledge	**Resilience** Practice mindful, responsible, and inclusive stewardship of the association to ensure organizational longevity	**Engagement** Create personal connections to share knowledge and experiences to foster chapter involvement	**Membership** Attract, recruit, and retain members and provide professional growth opportunities

Strategic Objectives

Education	• Provide accessible and relevant learning opportunities • Identify, obtain, and promote scholarships and grants • Identify, develop, and promote arborist career pathways • Ensure education aligns with the needs of the professional arboriculture industry	**Engagement**	• Connect with students, teachers, and institutions • Create capacity for a consistent social media presence • Create events to foster interpersonal connections and community • Strengthen involvement with underrepresented populations in the industry • Increase opportunities for member participation

Resilience	• Develop and ensure leadership and chapter succession planning
	• Leverage technology for process improvement and efficiency
	• Utilize the strategic advancement model (plan-act-do-check)
	• Review and develop the organizational infrastructure
		Membership	• Engage the Arborcurious™
			  • Engage certified, non-member arborist
			  • Engage former members with lapsed members
			• Define specific professional growth opportunities that our membership is seeking
			• Evaluate our current membership model