

Midwestern International Society of Arboriculture
Long-Range Strategic Plan
(Adopted January 2007)

Mission

To promote a healthy organization in support of its members, the International Society of Arboriculture (ISA), trees and arboriculture

Core Values – How will we act and what do we value?

- Professionalism in Arboriculture including the highest regard for integrity and ethics
- Service and Value to Members
- High quality arboricultural practices including support of research, education and certification
- Public awareness and education of the value of trees, the care of trees and the importance of certified arborists
- Support of ISA Mission

Vision – Where will we be in the future?

- A major source for regional arboricultural information including Certification and technical material
- The regional ‘Public Face’ and ‘go to’ Organization of the arboriculture industry
- A professional, effective, financially viable organization, worthy of its member’s time and effort
- A regular source for training opportunities, including rotating conferences throughout the entire seven-state region
- An efficient organization with business activities and operation
- Focused on operating strategically, regularly updating and utilizing the Chapter’s Strategic Plan to guide all Chapter business and activities

Strategic Plan

Strategy I – Maintain a viable organization

Objective A. Establish guidelines and protocols/policies & procedures for routine chapter tasks

Tactic 1) Committee chairs develop procedure manuals/guidelines for on-going regular tasks

Tactic 2) Update Committee budget with dollars and contacts

Objective B. Review Chapter's organizational structure

Tactic 1) Organizational structure committee appointed to examine current structure for inefficiencies and potential problem areas utilizing the Strategic Plan as guide

Tactic 2) Develop job descriptions for members of the Executive Board

Tactic 3) Develop job description for Executive Director

Objective C. Increase chapter membership

Tactic 1) Define targeted prospects e.g. ISA members in Chapter who are not Chapter members

Tactic 2) Determine annual percent increase

Tactic 3) Determine whether to offer Chapter-only membership

Tactic 4) Develop recruiting materials and membership applications and determine means of distributing

Objective D. Increase membership involvement in Chapter activities

Tactic 1) Identify prospective Supervisory Committee Chairs

Tactic 2) Advertise opportunities to serve on Supervisory Committees in newsletter, website, Annual Conference posting

Objective E. Review and update the Chapter' Strategic Plan annually/routinely

Tactic 1) Each Supervisory Committee reports in format tied to Strategic Plan – Listing of tasks completed/uncompleted with identified obstacles indicating needed changes

Tactic 2) Report progress and prospective changes as needed and at least annually

Strategy II – Promote and recognize the implementation of high quality arborist practices to the profession to the profession

Objective A. Encourage professional development through ISA certification

Tactic 1) Increase the number of certified individuals within the Chapter

Tactic 2) Review amount and exam locations held within the Chapter to enhance testing opportunities

Tactic 3) Review and recommend number of needed test proctors to meet annual testing needs

Tactic 4) Review and recommend amount of annual training opportunities for certification candidates – Provide at least 10 CEUs annually through Chapter-sponsored events

Objective B. Recognize high quality arboricultural practices and work through comprehensive awards program

Tactic 1) Present Chapter awards at the annual meeting

Tactic 2) Investigate qualified candidates and nominate at least one Chapter member annually for an International Award

Tactic 3) Publicize all award winners

Objective C. Provide and support professional educational activities and materials

Tactic 1) Investigate conducting and/or supporting educational seminars and workshops annually in addition to the annual conference

Tactic 2) Investigate developing a Species Rating index to be used in the region, possibly one for the north and one for the south

Tactic 3) Review and report on production of Chapter newsletter

Tactic 4) Participate in a successful ISA Annual Conference in 2008 and report on progress and results up to and immediately following conference

Objective D. Promote ISA Code of Ethics

Tactic 1) Place Code of Ethics on Chapter website

Tactic 2) Post Code of Ethics in Chapter newsletter annually at minimum

Strategy III – Promote public awareness and the understanding of trees, externally, to:

Objective A. Youth/Students

Tactic 1) Provide career opportunities to educators

Tactic 2) Provide annual Chapter-funded scholarship opportunities throughout Chapter

Tactic 3) Provide information on ISA and other scholarship opportunities in Chapter newsletter and on Chapter website

Objective B. Other organizations (e.g. HBA, ASLA, ANLA, state organizations, political entities)

Tactic 1) Identify organizations

Tactic 2) Determine best connections for each organization identified

Tactic 3) Look at possible partnerships with affiliate organizations

Tactic 4) Encourage public entities to mandate regulations requiring use of only Certified arborists

Objective C. General public

Tactic 1) Support Arbor Day activities

Tactic 2) Provide information and resources valuable to the general public on Chapter website

Strategy IV – Support and communicate arboricultural research for the Chapter

Objective A. Raise funds for arboricultural research

Tactic 1) Review Chapter Constitution in relationship to TREE Fund and arboricultural research money

Tactic 2) Review past Chapter donations to TREE Fund

Tactic 3) Review and recommend one method to raise funds in addition to Silent Auction

Objective B. Communicate Chapter needs to researchers

Tactic 1) Gather information on researchers located within Chapter region to develop database of urban tree researchers

Tactic 2) Solicit research ideas at Chapter annual conference

Objective C. Communicate research projects to Chapter members (technology transfer)

Tactic 1) Establish procedure to publish research reports in each Chapter newsletter

Tactic 2) Prepare research information for each Chapter newsletter

Tactic 3) Select method to encourage conference speakers to bring published research for distribution at Chapter annual conference

Definitions

Mission – Why we are here

Core Values – How we will act

Vision – Where will we be in the future (e.g. five years)

Strategy – The way in which we will accomplish our mission (1-5 year duration)

Objective – The way in which we will accomplish our strategies (1-2 year duration)

Tactics – The way in which we will accomplish our objectives (less than 1 year duration, detailed)