

## **Mission Statement: Florida Chapter**

Promote the scientifically based practice of arboriculture through research, education and public awareness.

## **ISA – Strategic Plan**

1. Enhance educational programs
  - 1A. Communicate certification benefits to providers and end-users (agreed: two different messages).
  - 1B. Provide advanced and/or focused regional programs.
  - 1C. Identify tree-related organizations and offer educational programs and/or speakers.
  - 1D. Increase student participation in ISA by 100%.
    - 1D.1 Reduced rates and scholarships to ISA functions.
    - 1D.2 Seek student advisors at college levels for student chapter.
    - 1D.3 Identify speakers to present arboricultural topics at industry related clubs.
  - 1E. Educate the public about the value of arboriculture.
    - 1E.1 Continue PSA development process.
    - 1E.2 Provide pre and post storm press releases.
  - 1F. Plan and implement annual “Trees Florida” conference.
  - 1G. Prepare bid by Dec. 2005 to host the International Conference.
2. Create arborist licensing
  - 2A. Establish enabling state legislation.
    - 2A.1 Identify sponsors in the House and Senate.
    - 2A.2 Obtain support.
    - 2A.3 Develop Program.
  - 2B. Implement Program.
  - 2C. Ensure license compliance/enforcement.
3. Increase membership and involvement
  - 3A. Communicate and market benefits.
    - 3A.1 Board members will make personal calls to non-renewing members.
    - 3A.2 Design and distribute flyer on membership benefits.
  - 3B. Increase communication with members.
    - 3B.1 Replace membership booth display.
    - 3B.2 Schedule and coordinate membership booth at ISA functions and others.
    - 3B.3 Board introduction at all programs with brief information about volunteer opportunities.  
Agreed to have the following “talking points” to ensure consistency: Mission statement, 6 strategies, update on your role with current status of committee, share names of other committees and ask for volunteers.
    - 3B.4 Improve newsletter communication by including Chapter news and Board updates.
  - 3C. Increase leadership pool.

- 3C.1 Put allied representative on Board. **(In process)**
- 3C.2 Schedule regional networking meetings.
- 3C.3 Review and evaluate committee effectiveness.

3D. Schedule and host work days for fund-raising and networking.

4. Create strong partnership

4A. Influence policy makers.

4A.1 Demonstrate value of certification, either tangible or intangible.

4A.2 Organize and participate in public forums.

4A.3 Recognize good results with awards/publicity.

4B. Establish relationships with non-arborist organizations.

4B.1 Identify target organizations.

4B.2 Demonstrate value of certification.

4B.3 Organize and participate in public forums.

4B.4 Recognize good results with awards publicity.

4B.5 Board creates policy for interaction.

5. Broaden research participation and funding in Florida

5A. Increase arboricultural research.

5A.1 Contact potential research institutions in Florida with information about Tree Fund dollars.

6. Determine the best use of the uncommitted funds for the long term (greater than 5 years)

6A. Agree on the best use of the funds: (1) Training and research facility **or** (2) Increase research funding.

6B. Create funds and continue saving.

6C. Seek grants and benefactors.