



## Ohio Chapter ISA Board of Directors 2023-2027 Strategic Plan

### INTRODUCTION

This strategic plan is designed to support the activities of the Ohio Chapter ISA to guide the organization for a five-year period encompassing calendar years 2023 through 2027.

### VISION STATEMENT

- *Thriving trees and urban forests that enhance the quality of life for all Ohioans*

### MISSION STATEMENT

- *To advance the practice of responsible tree care while promoting the benefits of trees.*

### CORE ORGANIZATIONAL VALUES

The Ohio Chapter ISA values investing in the future of professional arboriculture through education, research, safety and communication while maintaining integrity and credibility.

### GOALS

Our goals are broad statements of big-picture activities that will be monitored and evaluated by the Board. The goals will be carried out through **on-going** objectives that maintain the organization, and **new** objectives representing areas of growth that help the Chapter become more efficient and effective, and to have a broader impact. Each new objective is rated High (H), Medium (M), or Low (Low) based on the potential for completing it during this plan. The following goals and objectives will guide the organization:

#### Goal 1 - Healthy Organization: *Growing an engaged, healthy organization*

On-going Objectives	New Objectives
<ul style="list-style-type: none"> <li>• Facilitate and support volunteer involvement</li> <li>• Identify and develop future leadership through a structured mentoring program</li> <li>• Retain a professional and qualified staff</li> <li>• Grow membership with marketing activities</li> <li>• Maintain a finance committee</li> </ul>	<ul style="list-style-type: none"> <li>• Create Volunteer position descriptions/manual (H)</li> <li>• Review Risk Management plan (H)</li> <li>• Quantify and show the value of membership (H)</li> <li>• Establish a workforce development plan (H)</li> <li>• Implement workforce development plan (L)</li> <li>• Identify sustainable sources of funding (M)</li> <li>• Educate municipal officials and state legislators to make arboriculture and certification more relevant (L)</li> <li>• Explore the feasibility of state licensing of arborists (M)</li> <li>• Create a video with marketing messages highlighting arboriculture practices (H)</li> <li>• Hire a firm to market the video and message to recruit youth into the industry (L)</li> <li>• Increase reserve fund carryover to twice our annual budget (M)</li> </ul>

**Goal 2 - Membership:** *Providing members with a community that adds value to their lives.*

On-going Objectives	New Objectives
<ul style="list-style-type: none"> <li>• Educational opportunities in different areas of the state</li> <li>• Publish membership credential and area of expertise</li> <li>• Maintain mentor program</li> <li>• Publish Buckeye Arborist and email blasts</li> <li>• Provide member discount opportunities</li> <li>• Maintain <i>Find-An-Arborist</i> service</li> </ul>	<ul style="list-style-type: none"> <li>• Re-establish the membership committee (H)</li> <li>• Increase and incentivize membership of non-arborist individuals (M)</li> <li>• Increase social opportunities (recreational climbing, social events, etc.) to create community (M)</li> <li>• Encourage involvement of membership in volunteer activities related to trees or tree care (H)</li> <li>• Create Chapter branding availability for members (H)</li> <li>• Explore public member category at lower benefit level (H/M)</li> <li>• Increase member engagement by incentivizing members to offer outreach activities in exchange for CEUs or discounts on Chapter activities (L)</li> </ul>

**Goal 3 – Education:** *Providing educational opportunities to improve the practice of arboriculture*

On-going Objectives	New Objectives
<ul style="list-style-type: none"> <li>• Provide monthly webinars on current topics</li> <li>• Host an annual conference that provides education, demonstrations, and industry products</li> <li>• Creating a self-paced learning series about oak wilt</li> <li>• Promote updated planting standards and trainings</li> <li>• Provide regularly scheduled certification training sessions</li> <li>• Promote educational offerings from other organizations</li> <li>• Use TCC to provide educational programming</li> <li>• Promote the availability of the Ohio Chapter educational grant</li> </ul>	<ul style="list-style-type: none"> <li>• Expand online educational offerings (M)</li> <li>• Develop a network where current research can be found and digested (M)</li> <li>• Develop training for advanced arboriculture topics (H)</li> <li>• Collaborate with professional green industry organizations to cross promote educational information (H)</li> <li>• Develop a plan to expand and sustainably fund Chapter scholarships (H)</li> <li>• Explore options for making Conference events more interactive (H)</li> <li>• Develop an intensive climber training program to offer to tech schools, colleges, arboreta, etc. (L)</li> </ul>

**Goal 4 – Communications/Outreach:** *Promoting public awareness of professional arboriculture and the benefits of trees.*

On-going Objectives	New Objectives
<ul style="list-style-type: none"> <li>• Participate in OGIA Ohio High School Landscape Olympics and 4-H Camp Canopy to promote careers in arboriculture</li> <li>• Participate in the annual Paul Bunyan Show</li> <li>• Maintain informative Arbor Day displays</li> <li>• Staff information booth at regional ODNR conferences</li> <li>• Host annual Ohio Tree Climbing Championship</li> <li>• Maintain marketing committee to promote recruiting younger members &amp; members' services</li> <li>• Provide scholarships to students and for new professional development</li> </ul>	<ul style="list-style-type: none"> <li>• Create a social media campaign to increase internet presence</li> <li>• Improve search engine optimization (M)</li> <li>• Create a training/volunteer opportunity with local educational institutions to offer a community day program across the state (H)</li> <li>• Develop a community day program aimed at youth (M)</li> <li>• Explore options for an annual tree climbing demonstration or competition exhibition at the Ohio State Fair in conjunction with ODNR (H)</li> <li>• Expand scholarship committee to focus on workforce development (H)</li> </ul>

<ul style="list-style-type: none"> <li>• Maintain a speakers' bureau and mentoring program</li> <li>• Maintain a website for members and the public that allows for quick access to information</li> <li>• Support an awards program that recognizes members and partners</li> <li>• Promote Trees4Ohio License plate program</li> </ul>	
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**Goal 5 – Research:** *Engaging with scientific research to advance the practice of arboriculture*

On-going Objectives	New Objectives
<ul style="list-style-type: none"> <li>• Provide \$1,500 per Ohio rider per year for Tour des Trees</li> <li>• Raise funds for the TREE Fund through silent auction at OTCC, sale of head gaiters, etc.</li> <li>• Offer sponsorship opportunities to promote research activities or dissemination of findings</li> <li>• Promote application of research findings for oak wilt and proper tree planting initiatives</li> <li>• Bring expert researchers to OTCC to report on new advances in the field</li> </ul>	<ul style="list-style-type: none"> <li>• Advertise availability of research fundings (H)</li> <li>• Create a membership forum for research needs/topics (H)</li> <li>• Create training and research subcommittee under the education committee (H)</li> <li>• Sponsor the travel costs for three Tour des Trees riders (M)</li> <li>• Publicize past research studies that affect Ohio trees (H)</li> </ul>

**STRATEGIC INITIATIVES**

Strategic initiatives are specific areas of focus for the organization during the time covered by the plan. For the next five years, the Chapter will focus on increasing diversity and inclusiveness, and capacity building.

**Increasing diversity and inclusiveness** – As part of this strategic plan, we are including a strategic initiative to increase diversity and inclusiveness across all our programs. As part of this effort, we will pursue the following strategies:

- Reach Hispanic/Latino arborists
- Increase outreach to potential members in the utility sector
- Focus Chapter initiatives to reach under-served or under-canopied communities
- Increase geographic outreach to southeastern Ohio
- Revisit the feasibility of Spanish language certification preparation course
- Explore making Chapter communications available in Spanish
- Find ways to embrace youth as the future of the Chapter

**Capacity Building** – People are key to advancing our Chapter. Growing our capacity to achieve our goals involves Board, Staff, and Volunteers. As part of building additional capacity, we will pursue the following strategies:

- Increase capacity to successfully use social media for members and the public
  - Hire a part time person, find a volunteer, or explore intern possibilities
  - Explore a collaborative staff or consultant with other green industry non-profits
- Focus on personal asks to members – promote strategic plan and volunteer options
- Add a volunteer job board to the website
- Collaborate with other organizations and partners to leverage education efforts and trainings
- Explore additional contracting capabilities

**CONCLUSION**

This plan was developed by Ohio Chapter ISA leadership with the assistance of Insightful Nature LLC. Guided by this strategic plan, the organization will advance its mission, benefitting all Ohioans.