

Mid-Atlantic Chapter
International Society of Arboriculture
Strategic Plan 2016-2018

Approved by MAC-ISA Board of Directors 1-15-16

The Mid-Atlantic Chapter of the International Society of Arboriculture, a chapter of the International Society of Arboriculture since 1978, is comprised of dedicated professionals in the field who are engaged in and committed to the profession of arboriculture. We support the mission of the ISA which is as follows:

Through research, technology, and education, the ISA will promote the professional practice of arboriculture and foster a greater worldwide awareness of the benefits of trees.

The mission of the Mid-Atlantic Chapter of the International Society of Arboriculture supports the overall ISA mission and reads as follows:

Our mission is to promote a culture of safety while fostering education and research that supports the care and benefits of trees.

Our chapter area includes the District of Columbia, Maryland, Virginia and West Virginia.

This Strategic Plan is the vehicle with which the Chapter seeks to implement its mission through new initiatives. The chapter also has an operating plan with all of our basic services. Both documents guide the chapter's daily operations.

The following Functional Areas provide the framework within which the organization operates. Each Functional Area has a variety of objectives and tasks (listed below each objective) to be accomplished by the standing committees within that Functional Area. Yearly action plans are developed from selected tasks.

Functional Area: A group of related committees that is overseen by a member of the Board of Directors.

Committee: A group of members seeking to accomplish one or more tasks assigned in the Action Plan in order to meet the stated objective of the Strategic Plan.

Committee list by Functional Area:

Administration – Board of Directors, Executive Board, Staff

Finance – Scholarships, TREE Fund, Budget, Grants

Membership Services – Annual Meeting, Awards, Election, Newsletter, Publication/ Sales, Volunteers

Professional Development – Credentials, Demonstrations, Partnerships, Safety, Seminars, Tree Climbing Championship

Public Education & Relations – Articles/PSA's, Displays, Legislative, Web Pages

2017 ISA Annual Meeting – (added for this strategic plan only)

Administration

Goal: To provide guidance and leadership to the staff and members that result in a proactive, dynamic, inclusive and professional Chapter.

Objective 1: Maintain the Chapter by-laws, policies and procedures and recommend changes to the Board as needed.

- Prepare a Board procedures manual (include step-by-step task lists for various standard processes; include processes for each position; awards programs; certification, TCC)
- Reevaluate the use of the SharePoint site (procedure for document repository)
- Explore the elements needed for a corporate review
- Set up a procedure for evaluating insurance and liability annually
- Conduct a corporate review (do after Board procedures manual)

Objective 2: Evaluate staff resources for growth and MAC-ISA initiatives

- Conduct a current and future needs analysis (Time analysis)
- MAC-ISA programming and future opportunities
- Resource planning (what is needed in revenue to support expansion)

Finance

Goal: To maintain the financial solvency of the Chapter in order to support the Chapter programs and initiatives.

Objective 1: Seek out and manage grants for various projects in the Chapter

- Investigate opportunities for 2017 grants for ISA Annual Conference

Objective 2: Manage scholarship programs.

- Complete scholarship policy and procedures
- Investigate and identify additional opportunities for scholarships
- Expand and fund professional MAC-ISA scholarship programs

Objective 3: Support the TREE Fund.

- Obtain \$100,000 in donations for Bonnie Appleton Memorial Fund
- Reevaluate support for TREE Fund

Membership Services

Goal: To maintain and increase Chapter membership and provide in-chapter services that result in a proactive, dynamic and inclusive membership that is engaged and supports the Chapter's mission.

- Objective 1:** Manage membership retention, growth and diversification – evaluate, survey, adapt to membership fluctuations.
- Evaluate the gap between membership and number of certified arborists
 - Establish and support additional “student branches”
 - Develop outreach program for high school students
 - Develop a retention program
- Objective 2:** Prepare and conduct an annual meeting that includes sessions on current and relevant topics to the membership.
- Create an agenda for annual 2017 chapter meeting
- Objective 3:** Recruit and manage volunteers to accomplish chapter tasks
- Write job descriptions for all volunteer positions
- Objective 4:** Develop regional programming
- Strategically target and create social networking opportunities
 - Offer regional Day of Safety with same program and strategically located
 - Create and utilize a Day of Safety template
 - Create interactive student outreach efforts through partnership with schools to educate students about the field of arboriculture
- Objective 5:** Enhance technology and communication tools (Social media - communications includes website)
- Identify audiences for social media (who and why)
 - Reevaluate and determine delivery mechanism (how and what) for social media
 - Website re-design
 - Explore Spanish language section for Canopy Coverage and the website

Professional Development

Goal: To provide safety and science based educational programs that result in increased knowledge regarding safe and professional tree care.

- Objective 1:** Promote safety throughout the organization and to the public
- Recruit additional members for Safety Committee
 - Review and evaluate need for outlines for DOS programs
 - Develop procedures and agreement for the safety policy
- Objective 2:** Develop MAC programming and opportunities for Spanish language audience

- Find translators for MAC-ISA
- Offer at least one program in Spanish or translated program - Review adding an offering or segment in Spanish language during Day of Safety
- Investigating offering ESL for arboricultural terms

Objective 3: Manage and promote ISA Credentials at the Chapter level

- Market TRAQ re-qualification process
- Evaluate and analyze the effects of requalification and prepare for potential shift in revenue
- Market Certified Tree Worker Program

Objective 4: Manage an annual Tree Climbing Championship

- Enhance TCC event by providing education, public outreach, etc.
- Address the insurance and waiver situation for TCC (liability and exposure)
- Complete TCC policy and procedure manual
- Adjust timing of MAC TCC event because of ITCC timing

Objective 5: Support “ISA Field Arborist Program”

- Increase Certified Tree Worker activity
- Support development and rollout of ISA Field Arborist program
- Engage field arborists in social media, technology and awards

Public Education and Relations

Goal: To provide science-based information regarding the field of arboriculture that results in public recognition of the benefits of safe and professional tree care.

Objective 1: Active outreach to the public

- Inform public of relevant legislation affecting the chapter area
- Invite public to 2017 arbor fair
- Investigate and increase opportunities for display booth/outreach to the public
- Prepare and/or seek out articles, PSAs, internet links, etc., on topics relevant to the field of arboriculture and distribute to the membership and the public

ISA 2017 Meeting

Goal: Support the 2017 ISA Annual Meeting and ITCC

- Provide oversight and communication process for committees
- Develop outreach to policy makers to advance profession of arboriculture and promote the professionals within the chapter and the MAC-ISA
- Offer professional scholarship opportunities to members for conference registration
- Explore creation of 2017 ISA Annual Meeting staff position
- Investigate other programming opportunities before and after meeting, (TRAQ, tours etc.)
- Marketing to area and members
- Reach out via social media throughout the meeting
- Cultivate and maintain partnerships with other green industry organization