



Strategic Plan

Mission: Building the confidence, competence, and camaraderie of all professionals who manage trees and forests to create and sustain more livable communities

Vision: Empowering all professionals who cultivate community trees and forests

Confidence

Develop trusted leaders to deliver the promise of urban and community forestry.



- Define and affirm the promise of community forestry with allied professions and associations
- Support and grow student membership
- Train more leaders

Competence

Increase knowledge, skills and ability to continuously do something well.



- Activate the Municipal Forestry Institute Focus Year plan
- Develop and define an SMA scholarship program
- Review internal and external accreditation programs
- Provide clarity and support in the enhancement of industry credentials
- Connect people to workforce training programs

Camaraderie

Grow kinship and belonging for all.



- Grow and retain membership
- Clarify, develop and activate State Liason program
- Develop and grow local, regional, national and international relationships
- Establish relationship with educational institutions
- Develop a formal marketing plan to elevate the organization's profile

Capacity

Create a strong foundational ability to serve.



- Ensure staffing and volunteer committees properly support the organization
- Build capacity of board to meet industry and membership needs - focus on geographic and demographic diversity
- Leverage current and future partnerships
- Assess and grow international involvement