

Strategy Map

Vision: A thriving and inclusive society of engaged leaders

Values: Integrity, Collaboration, Service, Inclusivity,
Global Perspective, and Innovation

Members and Stakeholders

- share our members' stories
- facilitate access to new tools and science
- support those who help fulfill the SMA Mission

Internal Processes

- continuously improve efficiency and effectiveness
- develop and deliver programs that are specific to our Mission
- create an inviting and inclusive culture

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

Organizational Leadership

- attract, develop, and retain passionate leaders
- provide opportunities and recognition for meaningful service

Organizational Resources

- use our resources wisely
- build sustainable and diverse partnerships and funding