



New England Chapter of the International Society of Arboriculture Strategic Plan 2011-2014

MISSION STATEMENT

To support the art and science of arboriculture through education, research and practice.

OVERALL GOALS

Goal 1: Enhance member benefits within the Chapter & Certified Arborist Programs.

Goal 2: Be a leader in providing arboricultural education in the Northeast.

Goal 3: Create and maintain a viable organizational structure.

Goal 4: Support arboriculture research.



GOAL 1: Enhance member benefits within the Chapter & Certified Arborist Programs.

Objective A. Solicit input from Chapter membership.

	Tasks	Responsible
1A1	Develop and administer a yearly membership survey after the annual meeting to align member benefits with membership needs/desires.	Executive Assistant
1A2	Offer and promote opportunities for membership to communicate with the Board of Directors (BOD) including allocating time at the Annual Conference.	President, Executive Assistant
1A3	Encourage membership to provide feedback on member benefits. Consider 'Question of the Quarter' where BOD seeks membership input.	President, Newsletter Editors, Website Editor

GOAL 1: Enhance member benefits within the Chapter & Certified Arborist Programs.

Objective B. Promote arboriculture, certification programs.

	Tasks	Responsible
1B1	Form a committee to oversee development and implementation of a Chapter marketing plan. Plan shall include strategies to advertise Chapter events, Member Benefits and Certification opportunities to the membership as well as to advertise NEC certified arborists and the profession to the general public and other green industry service providers.	BOD and Executive Assistant

GOAL 1: Enhance member benefits within the Chapter & Certified Arborist Programs.

Objective C. Provide membership with portals for sharing information.

	Tasks	Responsible
1C1	Develop social networking site.	Executive Assistant
1C2	Maintain Newsletter and Website.	Newsletter Editors, Website Editor
1C3	Investigate opportunities to target membership alerts for events and news.	Executive Assistant



GOAL 1: Enhance member benefits within the Chapter & Certified Arborist Programs.

Objective D. Support a tree climbing competitions (TCCs) throughout New England.

	Tasks	Responsible
1D1	Clarify the ownership, storage and usage of the Chapter-owned gear, and develop BOD approved policies on such.	TCC Committee
1D2	Set guidelines for each state to host a TCC including use of insurance.	TCC Committee
1D3	Develop a state guidebook on 'How to Host A State Competition.'	TCC Committee

GOAL 2: Be a leader in providing arboricultural education in the Northeast.

Objective A. Provide and support educational opportunities for all of ISA certifications.

	Tasks	Responsible
2A1	Establish an Education Committee.	BOD
2A2	Offer at least one NEC-ISA sponsored workshop in each NE state per year in addition to the Annual Conference.	Education Committee
2A3	Develop guidelines for educational events including establishing budget, administering program evaluations and offering CEUs.	Education Committee, Executive Assistant
2A4	Develop speakers bureau.	Education Committee
2A5	Capture all CEU events and disseminate through portals.	Website Editor, Executive Assistant
2A6	Explore alternative CEU options (e.g. Webinar).	Education Committee

GOAL 2: Be a leader in providing arboricultural education in the Northeast.

Objective B. Promote awareness and encourage compliance with current industry standards of arboriculture.

	Tasks	Responsible
2B1	Annually, promote to membership ISA educational resource i.e. "Why Not Top Trees?" and www.treesaregood.com .	Website Editor, Newsletter Editors



2B2	Provide updates and links on the Chapter's website about industry standards: Z-133, ANSI A300, 1910.269.	Website Editor, Newsletter Editors
2B3	Provide information and links on Chapter website about state tree and arborist licensing laws. When relevant, add municipal regulations.	Website Editor, State Representatives
2B4	Maintain and manage NE presence on industry wide Compliance and Safety Committees.	BOD

GOAL 2: Be a leader in providing arboricultural education in the Northeast.
Objective C. Create cooperative public and private partnerships.

	Tasks	Responsible
2C1	Work with state agencies and allied professions to establish and maintain partnerships to co-sponsor NEC-ISA educational events.	BOD
2C2	Create opportunities in our outreach tools for partners to highlight their mission, activities, and relevance to our membership.	Newsletter Editors
2C3	Utilize partner's communications to promote our messages and activities.	Executive Assistant

GOAL 2: Be a leader in providing arboricultural education in the Northeast.
Objective D. Enhance media outreach about the art and science of arboriculture.

	Tasks	Responsible
2D1	Consider formation of an Outreach/Communications Committee.	BOD
2D2	Work with state partners to disseminate ISA press releases to the media.	Executive Assistant
2D3	Develop and implement a plan to distribute existing ISA information to media outlets.	Executive Assistant
2D4	Work with ISA to develop NEC-ISA resource pages.	Executive Assistant, Website Editor



2D5	Annually, identify events to host a table/booth and recruit representatives to serve at the event.	BOD
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GOAL 2: Be a leader in providing arboricultural education in the Northeast.

Objective E. Promote awareness of career paths in arboriculture.

	Tasks	Responsible
2E1	Utilize the 'Careers in Arboriculture' program.	BOD
2E2	Recruit and train NEC-ISA members to become ambassadors to the 'Careers in Arboriculture' program.	BOD, Executive Assistant
2E3	Continue to support and increase promotion of NEC-ISA student educational scholarships and Shigo Support Fund.	Chair, State Representatives
2E4	Identify and maintain communications with public and private educational institutions and programs.	Executive Assistant
2E5	Develop internship program.	Educational Committee
2E6	Develop mentor program for arborists in school.	BOD
2E7	Revise Arbor Day grant program to support this objective.	BOD

GOAL 3: Create and maintain a viable organizational structure.

Objective A. Maintain an effective BOD that carries out policies & bylaws of the chapter.

	Tasks	Responsible
3A1	Ensure BOD nominees review position job description before inauguration.	President Elect
3A2	Advertise BOD vacancies and responsibilities of position through Chapter communications.	Executive Assistant
3A3	Review/Revise BOD job descriptions, configuration and committee structure, policies and procedures as needed.	BOD, President
3A4	Hold annual BOD retreat to create synergy among members.	President, Executive Assistant
3A5	Seek opportunities to enhance communication with BOD members.	President, Executive Assistant
3A6	Nominate board members prior to the Annual Meeting.	Past President



GOAL 3: Create and maintain a viable organizational structure.

Objective B. Enhance communication with membership.

	Tasks	Responsible
3B1	Provide membership with regular BOD operations updates, meeting minutes and agendas through Chapter communications.	Executive Assistant, BOD Secretary
3B2	Identify and advertise volunteer opportunities.	Executive Assistant, BOD

GOAL 3: Create and maintain a viable organizational structure.

Objective C. Maintain financial responsibility.

	Tasks	Responsible
3C1	Prepare annual budget for the first meeting for approval by BOD.	Finance Committee
3C2	Annually, explore financial and investment opportunities.	Finance Committee

GOAL 3: Create and maintain a viable organizational structure.

Objective D. Ensure staffing meets Chapter's needs.

	Tasks	Responsible
3D1	Annually evaluate Chapter's staffing, technology and office needs.	BOD, President
3D2	Maintain and advertise set hours of office operation and methods to get in touch with the Chapter.	Executive Assistant
3D3	Perform annual performance review of staff.	Executive Committee

GOAL 4: Support arboriculture research.

Objective A. Identify research priorities in the New England Region.

	Tasks	Responsible
4A1	Develop a mechanism to gather research priorities from membership, education institutions, utilities, tree care companies and government.	Education Committee



4A2	Annually, review Tree Fund donations.	Tree Fund liaison
GOAL 4: Support arboriculture research.		
<i>Objective B. Create opportunities to support research priorities.</i>		
	Tasks	Responsible
4B1	Establish a NEC-ISA grants program to support NE research priorities.	Education Committee
4B2	Promote Tree Fund grant opportunities.	Education Committee

GOAL 4: Support arboriculture research.		
<i>Objective C. Disseminate research results.</i>		
	Tasks	Responsible
4C1	Develop webpage highlighting research and NE projects.	Website Editor
4C2	Establish a research column in the newsletter.	Newsletter Editors
4C3	Incorporate time at the annual meeting to highlight research.	Education Committee