

**TEXAS CHAPTER ISA  
STRATEGIC PLAN OVERVIEW  
2018-2021**



<i>Direction</i>	<i>Goals</i>	<i>Priority Tasks</i>	<i>Delivery Method</i>
<p><b>VISION</b></p> <p><i>Texas communities are enhanced when trees and urban forest resources are cared for and managed by qualified professionals using best practices.</i></p>	<p><b>HEALTHY and STRONG ORGANIZATION</b></p> <p>Ensure organizational capacity and structure that supports a healthy chapter</p>	<ul style="list-style-type: none"> <li>• Develop a succession management plan for key roles (staff, volunteer, board)</li> <li>• Create policy and procedure manual</li> <li>• Develop clear job descriptions and duties for staff, board and volunteers</li> <li>• Determine appropriate staffing levels to meet organizational needs</li> <li>• Build pathway to recruit future board members, committee members and volunteers</li> </ul>	<p><b><u>Governance</u></b></p> <p>Regular BoD meetings ISA representation ED supervision and support Planning and leadership Policy and oversight</p>
	<p><b>MEMBER SERVICES and NETWORKING</b></p> <p>Provide services in an efficient manner that results in value for members, access to credentialing, and facilitate opportunities for networking</p>	<ul style="list-style-type: none"> <li>• Explore ISAT app development</li> <li>• Evaluate additional social media platforms</li> <li>• Coordinate annual day of service opportunity for members</li> <li>• Expand networking opportunities</li> <li>• Explore advertising opportunities</li> </ul>	<p><b><u>Member Services</u></b></p> <p>Web page Newsletter TreeMail Credentialing Day of service</p>
<p><b>MISSION</b></p> <p><i>Empower members to provide professional arboricultural and urban forestry services through education, research, and networking, creating greater public awareness of the value of trees.</i></p>	<p><b>EDUCATION</b></p> <p>Support continuing education programming to meet the needs of members</p>	<ul style="list-style-type: none"> <li>• Create a 3-year educational event plan</li> <li>• Partner with other allied industries to support events</li> <li>• Develop mechanism for event participant survey data tracking</li> <li>• Hire an event coordinator</li> <li>• Explore structuring annual conference sessions to offer relevant material for allied professionals</li> </ul>	<p><b><u>Educational Events</u></b></p> <p>Annual Texas Tree Conference Texas Tree Climbing Championship Regional Education Seminars Webinars and other Technology</p>
	<p><b>PUBLIC OUTREACH</b></p> <p>Foster greater public awareness of credentialed arborists and proper tree care</p>	<ul style="list-style-type: none"> <li>• Make allied professional CEU's available as applicable at ISAT events</li> <li>• Establish framework for service projects (annual work day)</li> <li>• Promote ISAT professional development opportunities to allied professionals</li> <li>• Host webinars targeted to allied professionals</li> <li>• Develop public communications plan</li> </ul>	<p><b><u>Public Education</u></b></p> <p>Promote Arbor Day Promote partnerships that advance tree care Provide storm response PR</p>
	<p><b>RESEARCH</b></p> <p>Promote and support arboricultural research</p>	<ul style="list-style-type: none"> <li>• Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension</li> <li>• Encourage applications to the TREE Fund for Texas-focused research proposals</li> <li>• Update policies for promoting and supporting research and fundraising</li> </ul>	<p><b><u>Research</u></b></p> <p>Tree Fund Texas A&amp;M and SFA Workshops</p>