

ISAT 2019 Work Plan

Goal	Innovation Objective	Priority level	Primary lead	Secondary lead	Notes
Governance	Determine appropriate staffing levels to meet organizational needs	High	Board of Directors		
Educational	Hire an event coordinator	Highest	Board of Directors		
Governance	Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual	Highest	Executive Director		
Public Awareness	Make allied professional CEU's available as applicable at ISAT events	Highest	Educational events	Certification	This happens at TTC: TDA, ASLA.
Educational	Increase Spanish language workshops by one each year for next 3 years	High	Educational events	Texas Tree Climbing Championship	Involved with 2 events annually now. SAA and Spanish language tree school. Oscar suggests sponsoring workshops in south TX and/or west TX. TFS can facilitate if ISAT brings in speaker. Chris suggests looking into running a Spanish track concurrent to planned English track, as opposed to separate workshop completely
Educational	Create a 3 year educational event plan covering diverse content, teaching levels, and geography	High	Educational Events		
Governance	Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff	High	Executive committee (Governance)		
Member Services	Coordinate annual day of service opportunity for members	Highest	Publicity + Outreach	Educational events	Potential for leveraging work already done with the TTCC
Public Awareness	Host arbor fair in conjunction with Texas Tree Climbing Championship	High	Publicity + Outreach	TTCC	Publicize!
Public Awareness	Explore how to promote/leverage Texas Tree Climbing Championship	High	Publicity + Outreach	TTCC	
Public Awareness	Kids climb – build framework for use and adoption globally	High	Publicity + Outreach		
Educational	Partner with other allied industries to support events	High	Publicity + Outreach		
Member Services	Plan for additional member outreach	High	Publicity + Outreach (Membership)		Recruitment of new members and outreach to existing members
Governance	Develop a volunteer management system including volunteer coordinator position description, recruiting and retention process, and a Volunteer Management manual	Highest	Publicity + Outreach (Outreach)	ED/Staff	
Member Services	Explore ISAT app development, to engage members through the use of technology	High	Publicity + Outreach (Social media)		What would be the scope of this project? BOD input needed. Micah needs to weigh in too.
Research	Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension	High	Research + Scholarships	Executive Director	
Educational	Partner with TAMU to develop field diagnostic guide for pest/pathogens	High	Research + Scholarships		
Research	Encourage applications to the TREE Fund for Texas-focused research proposals	High	Research + Scholarships		
Educational	Explore structuring annual conference sessions to offer relevant material for allied professionals	High	Texas Tree Conference		