

2021 Work Plan - Goals set by the ISAT BOD at the November 2020 Board meeting based on the Texas Chapter ISA 2018-2021 Strategic Plan					
Strategic Plan Goal Category	Goal number	Innovation Objective	Committee / Primary lead	Secondary lead	Status (Date)
Educational	E.05	Create a 3-year educational event plan covering diverse content, teaching levels, and geography	Educational		In development, adding Webinar Schedule
Educational	E.02	Explore streamlined methods for event management and operational details	Executive	Executive	Surveyed other Chapters. ISA is changing member management software - advised to wait to adopt a new system.
Educational	E.03	Plan for a branding and marketing mechanism to increase event attendance	Educational	Membership	See E. 02
Governance	G.01	Develop a succession management plan for all EC, Director, and Committee Chair positions, as well as future ISAT staff	Executive		
Governance	G.03	Develop clear job descriptions and duties for staff, board and volunteers as part of a Board Manual	Governance		<u>2019-2020 Committee list with Board leads and responsibilities.</u>
Member Services	From 2020 Membership Plan	Get testimonials from members – video and put on social media	Membership		
Member Services	From 2020 Membership Plan	Recruiting volunteers to be brand ambassadors	Membership		
Member Services	From 2020 Membership Plan	Send membership appreciation email to the entire membership for maintaining their membership through this difficult year, reminding them of their benefits and upcoming things to look forward to in 2021	Membership		
Public Awareness	P.01	Develop a plan for public awareness that includes goals, platforms for information dissemination	Outreach	Certification	Weekly postings on FB, Twitter, Instagram. Conducted Texas Tree Showdown to boost social media.
Public Awareness	P.07	Explore how to promote/leverage Texas Tree Climbing Championship	Outreach	TTCC	2020 event cancelled
Research	R.01	Strategize for future development of in-state arboriculture researcher or extension faculty in partnership with TFS, USFS, and AgriLife Extension	Executive		
Research	R.02	Develop criteria for undergraduate research related to the industry	Students and Scholarships		Student Scholarship Committee working with SFA on issue

[Texas Chapter ISA 2018-2021 Strategic Plan](#)