**Mission Statement:** to promote the growing of renewable forest resources on private lands while protecting environmental benefits and increasing public understanding of all benefits of productive forestry.

**Priority:**  
High  
Medium  
Low

1. Vision: Nurture an Inspector Corps that believes in the system  
   a. Goal: Recognition of forester efforts on behalf of State Tree Farm  
      i. Action: Inspecting forester update letters sent twice a year  
         1. Responsible  
         2. Date  
      
      ii. Action: Credit forester by name in press releases and newsletters for inspections and participation in State Tree Farm sponsored activities  
         1. Responsible  
         2. Date  
   
   b. Goal: Engage new Inspectors  
      i. Action: Support ATFS curriculum introduction at appropriate forestry schools  
         1. Responsible  
         2. Date  
      
      ii. Action: Provide Inspecting forester training annually  
         1. Responsible  
         2. Date  

2. Vision: A vibrant and growing Tree Farm program  
   a. Goal: Ensure Tree Farmers know they are connect to and part
of a larger network
   i. Action: Provide crossbar with Tree Farm name when sign is presented
      1. Responsible
      2. Date

b. Goal: Increase the number of Tree Farmers in State
   i. Action: Partner with state forestry association on annual new landowner mailing
      ● Follow-up phone calls with a sample of those receiving mailings
      1. Responsible
      2. Date

   ii. Action: Insure Tree Farm information is included as part of regular COVERTS training
      1. Responsible
      2. Date

   iii. Action: Host public informational meetings on Tree Farm program
      1. Responsible
      2. Date

c. Goal: Ensure Extension Foresters are familiar with Tree Farm
   i. Action: Meet with foresters and present information on Tree Farm and how it helps him/her achieve their outreach goals
      1. Responsible
      2. Date

3. Vision: State Tree Farm has effective and regular Communications with members and volunteers
a. Goal: Provide regular print and electronic communications to all Tree Farmers, Inspectors, and volunteers;
   i. Action: Include one Tree Farmer or forester profile in each quarterly newsletter
      1. Responsible
      2. Date

   ii. Action: Include one Tree Farm item in each monthly e-newsletter
      1. Responsible
      2. Date

   iii. Action: Send status update letter to all Tree Farmers annually;
      1. Responsible
      2. Date

b. Goal: Take advantage of social networking to expand reach of State Tree Farm program
   i. Action:
      1. Responsible
      2. Date

4. Vision: State Tree Farm program has an effective Education component
   a. Goal: Develop marketing campaign to show the benefits of the Tree Farm program to Tree Farmers, foresters and general public
      i. Action: Name a qualified person as Public Relations Chair
      1. Responsible
      2. Date
ii. Action: Work with communications professionals to quantify TF benefits and market through traditional and new media outlets
   1. Responsible
   2. Date

iii. Action: Create a one-page white paper on benefits of Tree Farm
   1. Responsible
   2. Date

iv. Action: Create media packet for distribution at Tree Farm events
   1. Responsible
   2. Date

b. Goal: Education of the public of the values and benefits of Tree Farm
   i. Action: Present information on Tree Farm to local high school science and forestry programs
      1. Responsible
      2. Date

   ii. Action: Utilize the tools developed in the marketing campaign to show the value of the Tree Farm program and the benefits it delivers to all
      1. Responsible
      2. Date

c. Goal: Effective educational programs for Tree Farmers
   i. Action: Utilize tools developed for marketing campaign to show the benefits of Tree Farm participation for Tree Farmers
1. Responsible
2. Date

ii. Action: Increase support and cooperation with State Landowners Association field events: Host on at least X Tree Farms in 2013, X+1 in 2014, and X+2 in 2015 highlighting how the Standard fits into a Tree Farm’s management
1. Responsible
2. Date

d. Goal: An effective program of training Inspecting Foresters
i. Action: Qualify at least 2 additional facilitators to present IF trainings
  1. Responsible –
  2. Date - Ap

ii. Action: Utilize tools developed for marketing campaign to show the benefits of Tree Farm participation for foresters
  1. Responsible
  2. Date

5. Vision: State Tree Farm operates in a professional, business-like manner and provides services in a manner expected as such.
a. Goal: Ensure conformity to ATFS certification requirements
  i. Action: implement relevant corrective actions as a result of Assessment
    1. Responsible
    2. Date

ii. Action: Achieve 100% of annual Required Inspections
  1. Responsible
6. Vision: State Tree Farm has sufficient Capacity to accomplish its mission, vision, and goals as described in this strategic plan
   a. Goal: Create additional capacity and provide a mechanism to support leadership recruitment and development
      i. Action: Expand the committee or include additional volunteers to accomplish goals set forth in the Strategic Plan
         1. Responsible
         2. Date
      ii. Action: Write and implement committee by-laws or charter
         1. Responsible –
         2. Date:
      iii. Action: Create and keep current a leadership handbook containing roles and responsibilities of committee members and purpose, process and product of subcommittees and standing rules for committee operations
         1. Responsible –
         2. Date:
   b. Goal: Develop collaborative relationships with like-minded organizations to promote the Tree Farm program to additional audiences
      i. Action: Identify organizations to partner sit and arrange for appropriate mechanism for discussion
         1. Responsible
         2. Date
7. Vision: State Tree Farm program is financially sustainable
   a. Goal: Identify annual program costs, current and future financial needs, revenues, and develop a strategy to bridge funding gaps
      i. Action: Convene Finance and Audit Committee to review financial records and plan future budgets
         1. Responsible -
         2. Date

      ii. Action: Determine future financial needs as a result of Strategic Plan activities; establish a fundraising plan and mechanisms to meet the needs
         1. Responsible -
         2. Date –

      iii. Action: Identify potential sources of partnership and funding
            • Industry
            • Tree Farmers
            • Foundations
            • Grants
            • Planned Giving
         1. Responsible
         2. Date

      iv. Action: Coordinate with ATFS to ensure that fundraising efforts do not overlap
         1. Responsible
         2. Date