

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

2. Date

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