

2021 - 2026 Penn-Del ISA Strategic Plan

Mission

The mission of the Penn-Del Chapter of the ISA is to promote the science, technology, and safe practice of professional arboriculture through education and outreach to foster a greater appreciation of trees within the states of Pennsylvania and Delaware.

Vision

To grow the Chapter as a diverse, resilient, and sustainable organization that disseminates science-based information and resources, promotes safe work practices, and advocates for the arboricultural industry and the role of trees in sustaining our communities.

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Strategic Plan Overview

1. Public Outreach - To educate the public and get involved in outreach education through grade schools, regional technical schools, colleges & universities, and community organizations.
 - a. Student education
 - b. Community outreach/education
 - c. Collaboration with other organizations
2. Fundraising - To create a fundraising platform that will help the chapter remain solvent.
 - a. Identifying opportunities
 - b. Attendance at educational events (symposium, workshops, etc.)
 - c. At least 2 fundraising events per year
 - d. Create a platform to accept donations and 'direct ask' donations
3. Networking and Engagement - To increase the number of chapter members and increase the number of opportunities for the membership to engage with the chapter.
 - a. Increasing membership by 5% over the next five years
 - b. Engaging existing members to get involved/volunteer
 - c. Collaborating with other organizations
 - d. Networking
 - i. Through regional social events/gatherings
 - ii. Partnering with fundraising events
 - iii. At least 2 events per year (1 in the east/1 in the west)
 - e. New member engagement

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Strategic Plan Detailed Plan

4. Public Outreach
 - a. Student education – Identify and establish relationships with at least 4 contacts at the following
 - i. Involvement in career days (high school/collegiate)
 - ii. Engagement with elementary, middle, high schools
 - iii. Engagement with regional technical schools and trade schools
 1. Bidwell (Pittsburgh), LVCTI, Williams School, etc.
 2. Regional public & private schools
 - iv. Adult career development
 1. Ex: state prison arborist training – Shea Zwerver
 2. Mike Rowe Works??
 - b. Community outreach/education – have at least 3 new events that Penn-Del presented at
 - i. College/University involvement, local community groups
 - ii. Arbor Days of Service
 - iii. Speaking opportunities at public/private events
 - iv. TCC
 - v. Digital media (podcasts, online videos, etc.)
 - c. Collaboration with other organizations
 - i. PLNA, TCIA, Master Gardeners, Other ISA Chapters, Mt. Cuba
 - ii. Penn State Cooperative Extension, Tree Pittsburgh, DCNR, Morris Arboretum, etc., Tree PA, local community groups
5. Fundraising
 - a. Identifying opportunities
 - i. Silent auctions, golf outings, beverage tastings
 - ii. Cornhole competitions, lumberjack-style events
 - b. Attendance at educational events (symposium, workshops, etc.)
 - c. At least 2 fundraising events per year
 - d. Create a platform to accept donations and ‘direct ask’ donations
6. Networking and Engagement
 - a. Increasing membership – 5% over the course of the current Strategic Plan (3-5 years)
 - b. Engaging existing members to get involved/volunteer
 - i. Board/Committee Chairs actively solicit member input, desires, and needs
 - ii. Board/Committee Chairs recruit member involvement
 - iii. Each committee has a full complement of members
 - c. Collaborating with other organizations
 - i. Other ISA chapters, ISA organizations, TCIA
 - ii. Philly Flower Show, Ag Progress Days, Pittsburgh Garden Show
 - iii. Community Arbor Day Events
 - d. Networking
 - i. Through regional social events/gatherings

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1. Beverage tastings, etc.
2. Tying them with educational events, arbor day, tcc, etc.
- ii. Partnering with fundraising events
- iii. At least 2 events per year (1 in the east/1 in the west)
- e. New member engagement
 - i. Ascertain their interest in the chapter/industry
 - ii. Welcoming new members

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7. Public Outreach

a. Student education

- i. Identify and establish relationships with at least 4 contacts
 1. Career days (high school/collegiate)
 2. Grade schools
 3. Regional technical schools and trade schools
 4. Adult career development programs

b. Community outreach/education

- i. Hold at least 3 new events that representatives from the Penn-Del ISA have presented at
- ii. Present at least 3 times a year at a College or University or with local community groups
- iii. Continue to hold at least one Arbor Day of Service event annually while increasing volunteers, community engagement, and event promotion
- iv. Participate in at least 3 speaking opportunities at public or private events annually
- v. Increase public exposure to the annual TCC
- vi. Establish or partner with digital media outlets (podcasts, online videos, etc.) by creating at least one digital media resource annually

c. Collaboration with other organizations

- i. Establish a working relationship with at least 2 new organizations

8. Fundraising

- a. Identifying opportunities - Create 2 new fundraising opportunities
- b. Increase attendance at Penn-Del ISA educational events by 5%
- c. Hold at least 2 fundraising events per year
- d. Create a platform to accept donations and 'direct ask' donations

9. Networking and Engagement

- a. Increasing membership – 5% over the course of the Strategic Plan
- b. Increase member volunteerism by 5%
- c. All committees have an adequate amount of volunteers
- d. Collaborating with at least 2 new professional or community organizations
- e. Networking - Hold at least 2 networking events annually
- f. New member engagement
 - i. Establish a means to welcome new members
 - ii. Create a pathway to communication for new members