

ISA Strategic Plan

The ISA Strategic Plan ensures that we move purposefully and thoughtfully toward a specific set of goals. This plan, which identifies priorities and desired outcomes, is a forward-looking map that will guide our efforts and actions. These statements and supporting objectives are the framework for growing and advancing the mission of ISA over the next ten years.

If you have questions or would like to know more about any of these end statements and objectives, please contact any of the champions that are listed under each end statement. The champions are members of the Board of Directors who have particular interest in and passion for a particular area. The Board members welcome the opportunity to talk about this strategic plan.

Research: ISA is focused on research and the dissemination of results to contribute to a world with healthier trees, sustainable communities, and a green economy.

Board of Directors Champions: Francesco Ferrini, Bill Fountain

Objectives to be addressed by committees:

- Collaborate with three other industry associations to develop joint research projects to do more research more effectively, in an effort to maximize synergy with other organizations so that the research has more value to all involved and will have a greater impact on public awareness.
- Strengthen the alliances with the TREE Fund, and other research-minded organizations.
- Facilitate action and communication among funding sources, researchers, and end users regarding the importance and benefits of research to all stakeholders.

Public Awareness: ISA is recognized by the public as the worldwide network for science based information on the benefits and care of trees.

Board of Directors Champions: Melinda Myers, Colin Bashford, Mike Marshall

Objectives to be addressed by committees:

- Develop co-branding opportunities with component organizations and other like-minded organizations to maximize our resources, influence, and exposure.
- Educate publicly recognized experts about proper tree care information.
- Develop a targeted public awareness campaign for storm damage preparation and clean up, utilizing a multi-media and multi-channel distribution model.

Public Awareness: The public recognizes the value of trees, the need for proper tree care, and the benefits of trees to the environment.

Board of Directors Champions: Melinda Myers, Colin Bashford, Mike Marshall

Objectives to be addressed by committees:

- Develop relationships with allied professionals, including ISA component organizations, to reach the public with proper tree information.
- Embrace and leverage the green movement to connect in a meaningful way the benefits of trees and importance of their care to the public.



Membership: ISA is a proactive, dynamic, and inclusive organization that provides for the needs of its diverse membership, resulting in engaged members that value the mission.

Board of Directors Champions: Michelle Mitchell, de Gourét Litchfield

Objectives to be addressed by committees:

- Attract and retain arborists in diverse markets by identifying and providing for their needs.
- Work with component organizations to recruit volunteers and create pathways to increase involvement.
- Provide opportunities for people interested in the field of arboriculture to physically network, create relationships, exchange ideas, and discuss alternative approaches.
- Develop clearly defined memorandums of understanding based on ISA Core values with ISA Components to improve communication, strengthen partnerships and service to members.

Professional Development: ISA is a cohesive, inclusive network of practitioners, scientists, and students that is recognized as the global source for arboricultural information and knowledge.

Board of Directors Champions: Terry Flanagan, Mark Roberts

Objectives to be addressed by committees:

- Reach out and build bridges internationally to establish ISA as the central, global source for arboricultural information.
- Develop a plan to create future professionals within the industry.
- Maintain, improve and promote members knowledge and skills

Promoting the Profession: Arborists are recognized as qualified, competent, and safe tree care professionals who are sought out the by the public, government organizations, and other professions.

Board of Directors Champions: Frank Gifford, Ward Peterson, David Scharfenberger

Objectives to be addressed by committees:

- Promote the value of ISA credentials to policymakers, academic researchers, allied professionals, and the public.
- Promote the adoption of best management practices and established industry standards.

Safety: Professional tree care practitioners have the required knowledge, training, and expertise to perform proper tree care safely.

Board of Directors Champions: Brian Phelan-Steve Ketner

Objectives to be addressed by committees:

- Reduce accidents and injuries in the tree care profession through a culture built on training, education, and peer accountability.
- Educate all tree care practitioners in the utilization of safe work practices and cultures throughout the arboriculture profession.
- Collaborate with industry organizations to lobby and educate the insurance industry to promote a safety culture.