

Outcomes	Strategies	Tactics	Leader	Partners/Tools	Budget	Time Begin	Time End	Evaluation Tools	
1. The members will value their association and use it to increase their knowledge of community forests.									
	A. Provide members with relevant and meaningful educational opportunities throughout the year.	Create citizen and professional tracks at annual conference	Conference Chair	AUFC board, AFC, USFS, Extension, AR Tree Elist		Aug-01	Aug-02	Type of speakers, Attendance	
		Continue and enhance annual conference	Conference Chair	AUFC board, AFC, USFS, Extension, AR Tree Elist	10,000-20,000	Jan-02	ongoing	Number of participants, number of sponsors, members recruited, leadership attendance	
		Offer certification for attendance to conference (create a piece of paper certifying attendance)	Education	Education Existing Staff & resources	\$100 for supplies & postage	Jan-02	ongoing	Number of certificates given, Membership indicates value	
		Encourage grant recipients to attend Annual conference by providing scholarships	Grants Committee	Evaluation criteria in grant app	\$2,500 (in kind)	Jan-02	Aug-02	Response of grant recipients, Increased membership	
		Co-sponsor workshops with ISA chapter	Education	AUFC board		Jan-03		Community interest, Professional interest, Number of memberships that result	
		Advocacy workshops	Education			Jan-04	Attendance, Number of participants that follow through to end goals	1A	
		Create citizen training program "Tree Stewards" (amended 1-8-02)	Education			Jan-04	Awareness of program, Number of certificates given annually	1A	
		Offer certification program for neighborhood associations, classrooms, etc as part of the Tree Steward program	Education			Jan-05	Awareness, Number of Programs, Measureable results of individual program	1A	
		Consider offering regional conferences v. one statewide	Conference Chair	I think this is a bad idea; it's difficult & costly enough to have one. Maybe we can offer more scholarships.		Jan-07	Increase in conference attendance, Increase in memberships	1A	
	B. Recognize grant recipients and standardize the process	Newsletters	Public Relations	AFC		Jan-02	ongoing	Number of articles, Number of memberships, Consistency of articles and placement	1B
		Regional events	Public Relations			Jan-02	ongoing	Attendees (number and quality), Media coverage	1B
		Media releases	Public Relations			Jan-02	ongoing	Local media coverage	1B
		Traveling trophy	Grants Committee			Jan-03		Local media coverage	1B
				Membership		Jan-06		Membership numbers	1C
	D. Promote AUFC certification	Radio PSAs, print PSAs	Public Relations			Jan-04	Number of inquiries, Number of new members	1D	
2. The Council will develop active members and a financially strong organization									

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	A. Recruit more members	Solicit professional and government groups	Membership	Arkansas Green Industry Association; AR Planning Assoc; Master Gardeners; Garden Clubs; AR Tree E-list	No Cost	Jan-02	On going	Number of members, Number of participating partners	2A
		Make solicitations specific to specific organizations	Public Relations	Arkansas Green Industry Association; AR Planning Assoc; Master Gardeners; Garden Clubs; AR Tree E-list; Brochures for Welcome Wagon	\$500 for brochures	Jan-02	Ongoing	Marketing Letters, # of organizations Newsletter articles	2A
		Create AFC urban reps information packets and implementation tool box	Membership	Urban Reps - AFC	1,000	Jan-02		Number of communities & org who see and use toolbos ; number of spoinors; number of memberships	2A
		Insert AUFC accomplishments in membership brochure	Public Relations	Membership	Cost to create & print brochure \$1,000	Jan-02	Immediate	Brochure with new copy	2A
		Establish incentive awards for recruiting new members	Membership	Corporate sponsors; All expense paid conference		Jan-06		Number of corporate sponsors; Number of new members	2A
	B. Utilize website for more information connections	Investigate cost of establishing hot links with other orgs	Public Relations		No Cost	Jan-02		Hot links made available; number of sponsors, number of hits	2B
		FAQ	Public Relations	AFC; Extension		Jan-02		List prepared; number of hits; inauiries made	2B
		Create resource library and make available in easy-to-use format such as a bibliography on the website	Public Relations			Jan-02		Number of hits; number of new members	2B
		Create speaker's bureau and inform participants of AUFC resources	Public Relations	Membership	Cost to create & print materials for distribution - \$1000	Jan-02		Number of topics available presentations given; number of brochures handed out; number of new memberships; number of requests for speaker information via website	2B
		Links to other relevant websites such as certified arborists, AFC, and extensions services	Public Relations	ISA, NADF, USFS, Society of Municipal Arborists, Treelink, Society of Consulting Arborists		Jan-03		Number of links; number of inquiries; number of new members	2B
		Create connections to Annual Conference vendors	Public Relations	Conference chair; Firewise Steering Committee Mailing List; ISA Southern Chapter Vendor List; ISA Publication; web listings		Jan-04		Number of vendors, Number of pass throughs to speaker sites	2B

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	C. Utilize conference as a key fundraising opportunity	Create connections o Annual Conference vendors	Fundraising	Conference chair; AR RC&D Council; Farm Bureau, Weyerhaeuser; Georgia Pacific; International Paper; AR Firefighters Assoc; West Tree Service; Entergy; Eddie Bauer; AR Homebuilders; Walmart; other N Little Rock mfg	Jan-02	Ongoing	Number of sponsors; amount of funds raised	2C
		Increase number of & quality of silent auction items	Fundraising	Sponsors; AUFC Board members; Committee members	Jan-02	Ongoing	Number of items; amount raised	2C
	3. The Council is recognized as an AFC partner for program planning and technical assistance to facilitate education on community tree management for all Arkansans.							
	A. Compile and refine existing resources	Identify paper resources, people resources, and others	Public Relations	Education; AR Tree E mail list	Jan-02		Number of newspapers; number of tv & radio; number of newsletters; date collected	3A
	B. Promote AUFC Certification	fact sheet, membership update, etc	Public Relations		1/1/2002 complete		Fact sheet membership update	3B
	C. Disseminate resources	Send planning councils such as Arkansas Planning Association and Regional Planning Commissions information on AUFC conference, website and fact sheet	Public Relations	AR Planning Assoc; Community Development Districts	Jan-02		Number of contacts; Number requesting further information; Number attending	3C
		Send organizations identified as potential source of members or leaders information on AUFC website and fact sheet	Public Relations	Master Gardeners, Garden Clubs, Real Estate/ Developers Assoc., Power Companies, AFC districts, ISA, Ark. Forestry Association	Jan-02		Number of hits on website; number of inquiries; number of new members	3C
		Send Fact sheet to targeted reporters with contact info	Public Relations	Newspaper list	Jan-02		Number of reporters; number of calls; number of media placements	3C
		Give all urban reps of AFC AUFC fact sheet and direct them to AUFC website	Public Relations	AFC	Jan-03		Number of hits; number of inquiries; number of f/t items	3C
		Put onto website links to all standards for all aspects of tree management (forestry manual)	Public Relations	USFS, ISA, NAA, Treelinks	Jan-03		Number of hits; number of inquiries; number of f/t items	3C
	D. Create a series of 12 articles "Tree Talk"	Place articles in newsletter	Public Relations	Education, Board members expertise; past talks at conferences	Jan-02		Number of media placements; number of articles printed; number of calls from articles	3D
		Place articles in AUFC website	Public Relations		Jan-02		Number of hits; number of inquiries; number of f/t items	3D
	E. Tree Plantings	Encourage local groups to hold tree plantings	Community Service Projects	Urban reps- AFC Master Gardeners	Jan-04		Number held	3E
	4. The Council will identify potential partners in local communities that share our values and work with in partnership to create community forestry plans.							
	A. Identify organizations that share AUFC values	Send newsletter, membership brochure, fact sheet	Community Service Projects	Education, shows; workshops, displays	Jan-02	ongoing	Number of materials distributed; Number of inquiries back to AUFC	4A

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		Distribute Fact sheet	Public Relations	Education, shows; workshops, displays	Jan-02	ongoing	Number of list	4A
		Invite to workshops and conferences	Conference Chair		Jan-02		Number attend	4A
		Target elected officials, developers, chambers of commerce, utilities companies, tree care personnel, neighborhood organizations, Keep Arkansas Beautiful; Tree City orgs, Master Gardeners; Cooperative Extensions; Certified Arborists	Education	Legislative and Public Relations	Jan-03		Number of contacts; number of packets sent; number of follow through inquiries; number of organizations identified; number of information packets sent	4A
	B. Reach out to organizations and institutions that are most affected by community forestry plans to help develop understanding and benefits of community forests.	Offer "Building with Trees" fact sheet	Education		Jan-02		Number distributed	4B
		Identify organizations such as home builders association, realtors, utility companies, and others	Education		Jan-02		Number on list	4B
		Provide articles to them for industry publications that reflect green communities planning	Education		Jan-03		Number of articles published	4B
		Send information regarding Tree City USA	Education		Jan-03		Number of follow through obtaining Tree City designation	4B
		Involve in discussions of appropriate tree planning	Legislative committee		Jan-04		Number of conversations; number who want to work with AUFC	4B
5. Community leaders will understand and be motivated to articulate the value of and need for sustainable community forests.								
	A. Target 25 cities to be reached over five years	Five cities per year--target cities include Little Rock, Fayetteville, Springdale, Rogers, Bentonville, Conway, Hot Springs, Pine Bluff, Alma, West Memphis, Jonesboro, North Little Rock, Texarkana, Fort Smith, and others as identified.	Board	Municipal League	Jan-03		# identified; Plan	5A
		Identify 10 leaders in each city	Legislative committee		Jan-03		Names, Contact information	5A
		Leaders from elected groups, real estate, business developer, educator, utility companies, citizen advocate	Legislative committee		Jan-03			5A

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	B. Inform and Educate Community leaders	Involve personally in specific local projects	Community Service Projects			Jan-02	Number of projects with participation	5B
		Distribute best practices information	Legislative committee			Jan-03	Amount of information distributed; Number of inquiries from information	5B
		Encourage Chambers to use Tree City USA, make available the manual for how to become a Tree City USA	Legislative committee			Jan-03	Number of cities adopting Tree City USA	5B
		Promote website via newsletters, articles, collateral material such as coffee mugs, etc	Public Relations	Staff & members		Jan-03	Number of hits	5B
		Create economic incentives for joining, ie, waiving of fees, members receive higher priority for grant money, etc.	Membership			Jan-04	Number of memberships	5B
		Invite to workshops and conferences	Education			Jan-04	Number of participants, number of sponsors, members recruited, leadership attendance	5B
		Organize and make face-to-face presentations	Legislative committee		Education	Jan-05	Number of meetings	5B
	C. Inform and educate community leaders constituents	Place articles in newspapers and other media	Public Relations			Jan-03	Number of media placements	5C
		Inform grant recipients of local activities their elected and c community leaders are engaged in	Grants Committee	Public Relations and Education		Jan-03	Number of grant recipients participating	5C
		Speaker's bureau to civic orgs, etc.	Public Relations	Education, County Judge Assoc., Mayors Assoc., Rotary, Lions Club, Audubon Society, Sierra Club		Jan-04	Number of presentations	5C
		PSA campaign	Public Relations	Education		Jan-04	Survey to determine increased in awareness	5C
	6. Communities will adopt practices that lead to the proper management of their community forest.							
	A.	Promote AFC booklet	Legislative committee	Education and Public Relations		Jan-03		6A
		Hold workshops	Education	Legislative and Public Relations		Jan-04		6A
		Put natural resource management information on website	Education			Jan-04		6A
		Add information to fact sheet	Public Relations			Jan-04		6A
		Hold press conference about best practice development	Public Relations			Jan-04		6A

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	Create and encourage special events such as Arbor Day plantings, etc that highlight best practice	Education				Jan-05			6A
B. Inform and Educate elected officials, community leaders, and others in targeted cities	workshops, manuals, fact sheets, special events etc for five cities per year adding new five to existing five to create overlap of educational process	Legislative	Public Relations and Education	1,000		Jan-02	Jan-06	continuity of communication, number of tree cities approved, number of trees planted, number of ordinances adopted, number of ordinances implemented, number of leaders recruited, number of arbor days conducted, additional dollars spent on trees, number of committees formed, number of personnel assigned/hired	6B
	Change Arbor day to fall event	Legislative	nurseries, education, Public relations			Jan-03		Number of sites agreeing; Number of events held	6B
7. Public policy will be developed that will contribute to the proper management and improvement of Arkansas community forests									
A. Work with Ark state plant board to change tree surgeons license to reflect proper management of trees make this statewide	Develop tree management model	Legislative	Education, State Plant Board, AGIA			Jan-02	Jan-03	People involved; Sources used	7A
	Distribute tree management model for input	Education	AR Green Industry Association			Jan-03		Number of groups involved, Input received	7A
	Distribute tree management model to state officials	Legislative				Jan-03		Number of meetings, Willingness to discuss partners who attend	7A
	Visit with key state officials to review tree management and discuss ways to implement changes	Legislative				Jan-03		Quality of input, Support, Number of people involved, Types involved	7A
	Manage change in licensure	Legislative	State Plant Board			Jan-03		License amended	
B. Establish statewide management standards for communities and individuals to adopt	Publicize urban forestry manual as standards for tree management, Ansi A300 pruning standard and other standards	Public Relations	Education, USFS, AGIA, State Plant Board, ISA, Society of Municipal Arborists			Jan-03		Number of outlets that agree to promote as standard	7B
	Send information directly to target audiences in target cities	Education				Jan-04		Number sent, Follow through action	7B
	Follow up with target audiences through workshops, publications, etc	Education				Jan-04		Number of workshops; Number of attendees	7B
	Create feedback mechanism for target audiences	Public Relations				Jan-04		Feedback received	7B
	Create model for standardization	Education				Jan-05		Model	7B

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	Involve all constituents in review of model	Education	Public Relations	Jan-05	People involved; Input received	7B
	Manage standards implementation	Education	Public Relations	Jan-06	Agencies/Organizations that partner; Time to implement	7B
	Create fee for services to state for managing implementation across State	Board		Jan-06	Number received; REcognition of value received	7B
C. Assist communities in developing ordinances and staffing	Provide education workshops, etc	Legislative		Jan-03	Number attending; Type of attendees	7C
	Provide with articles for various media	Public Relations	Finderbinder	Jan-03	Media placements	7C
	Provide sample ordinance	Legislative	AFC Model Ordinance	Jan-04	Number of communities taht request this	7C
	Create toolbox for community implementation	Public Relations	Tree City USA Manual	Jan-04	Number that use this; Number of ordinances adopted	7C
D. Incentives for adoption of policies	Special consideration to cities that are already Tree Cities	Grants Committee		Jan-01	Number of new Tree City USA	7D
	Find state financial incentives	Legislative	LeadAR graduates	Jan-05	Incentives; Publication of incentives	7D
	Assist communities in applications for awards to recognize their success	Education	Urban reps; Community Development Districts	Jan-06	Number of applications submitted; Number of awards made	7D
E. Tree Plantings	Identify industries	Memberships		Jan-02	Number of industries	7E
	Invite to workshops and conferences	Conference Chair		Jan-02	Number of attendees	7E
	Ask individuals to serve on planning committee for conference	Conference Chair		Jan-03	Number accepting invitations; Types accepting invitations	7E
	Seek advice and input on standards and best practice development	Education		Jan-04	Number who offer advice; Quality of input	7E
	Involve in all aspects of AUFC	Board		Jan-05	Number who became involved	7E
	Inform legislators of industry involvement	Legislative		Jan-06	Response of legislators	7E
F. Establish and work with community leaders	Work with ISA	Legislative		Jan-02	Quality of work; Information distribution	7F
	See strategies and tactics under community leaders will understand and be motivated outcome				SAA	7F
8. Government entities will develop and implement procedures, local ordinances and laws that conserve community forests.						
A. Establish benefits of ordinances	Provide a toolbox for becoming Tree City USA	Public Relations	AFC	Jan-02	Number printed; number mailed; Number used	8A
	Fact sheet on becoming Tree City USA distributed at fairs, mail, etc	Public Relations	Education, AFC, Municipal League	Jan-02	Number printed; Number response to program	8A

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	Workshops at conference on becoming Tree City USA	Education	NADF	Jan-03	Number of participants promotional materials; workbook (AFC TCUSA Manual	8A
	Work with city administrators to change city codes to reflect best practices	Legislative committee	Education	Jan-06	Number of community participate	8A
B. Connect with grant recipients	Inform them of local AUFC efforts	Grants Committee	Public Relations, AFC	Jan-03		8B
	Provide recipients with tools to communicate AUFC mission and vision	Grants Committee	Media Kit, Tree City Manual	Jan-03	Number of grants implementing procedures	8B
C. Recognize success stories with media	Target reporters in communities where AUFC has focused efforts	Public Relations	Finderbinder, Media Kit	Jan-02	Number of articles	8C
D. Identify key legislators	draft legislation, find sponsor	Legislative	League of Women Voters	Jan-03	Sponsor, Legislation proposed	8D
E. Establish a green coalition	Utilize Arbor Day poster more effectively	Legislative	State Capitol, Extension	Jan-03	Arbor Day events that are sponsored by coalition	8E
	Invite political figures and expand partners	Legislative		Jan-04	Number of political figures, Number who attend events, accept meetings, act on plan	8E
F. Institute Governor's conference on trees	Invite all mayors	Legislative	Public Relations	Jan-03	Number of conference, Number of mayors who attend	8F
G. Connect with LeadAR Program and other state leadership programs	AUFC board members participate in LeadAR	Education		Jan-03	Number of AUFC Board members who participate; Number of LeadAR graduates who work with AUFC	8G
	Get urban forestry on the agenda of LeadAR	Education		Jan-02	Times on agenda	8G
	Identify projects for LeadAR	Community Service Projects		Jan-02	Projects adopted	8G