

Green = Complete  
 Red = Incomplete  
 Blue = Ongoing

ARKANSAS URBAN FORESTRY COUNCIL  
 STRATEGIC PLAN  
 2004-2009

Accomplished	Strategies	Tactics	Leader	Partners/Tools	Budget	Time Begin	Evaluation Tools		
<b>1. The members will value their association and use it to increase their knowledge of community forests.</b>									
Apr-05	A. Provide members with relevant and meaningful educational opportunities through out the year.	Create citizen and professional tracks at annual conference	Pete, Chuck	AUFC board, AFC, USFS, Extension, AR Tree EList	7,000	Jul-04	Type of speakers, Attendance, Members		
		Encourage grant recipients to attend Annual conference by providing scholarships	Grants Committee	Evaluation criteria in grant app	Scholarship only	Jan-06	Response of grant recipients, Increased membership		
		Co-sponsor workshops with ISA chapter	Education	AUFC board; ISA Southern Chapter	\$250 printing; postage	Jan-04	Community interest, Professional interest, Number of memberships that result		
		Advocacy workshops	Education			Jan-04	Attendance, Number of participants that follow through to end goals		
	B. Recognize grant recipients and standardize the process	Newsletters	Public Relations	AFC		Jan-04	Number of articles, Number of memberships, Consistency of articles and placement		
		Regional events	Public Relations			Jan-04	Attendees (number and quality), Media coverage		
		Media releases	Public Relations			Jan-04	Local media coverage		
	D. Promote AUFC certification	Radio PSAs, print PSAs	Public Relations			Jan-04	Number of inquiries, Number of new members		

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<b>2. The Council will develop active members and a financially strong organization.</b>									
	A. Recruit more members	Solicit individuals, professionals, governmental employees, other organizations	Membership	Arkansas Green Industry Association; AR Planning Assoc; AR Tree E-list, Master Gardeners, ISA members, ASLA members	Postage & Printing \$150	Jan-06	Number of members, Number of participating partners		
Jan-04		Insert AUFC accomplishments in membership brochure	Public Relations	Membership	\$100 Cost to create & print insert for current brochure	Jan-04	Brochure with new copy; New members		
		Jamboree	Public Relations	Professional Arborists		Jan-04	New members		
		Establish incentive awards for recruiting new members	Membership	Corporate sponsors; All expense paid conference		Jan-04	Number of corporate sponsors; Number of new members		
Jan-05	B. Utilize website for information connections	Investigate cost of establishing hot links with other orgs	Public Relations		No Cost	Jan-04	Hot links made available; Number of sponsors, Number of hits		
Jan-05		FAQ - Focus on Tree-topping and Tree City USA	Website	AFC; Extension	In-kind (members volunteer to create/answer questions) plus \$100 to create new web page	Jan-04	List prepared; number of hits; Inquiries made		
		Make resource library and make available in easy-to-use format such as a bibliography on the website	Website Education		Will require creation of new web page \$100; Ex Secy time to post/update \$50 per year	Jan-04	Number of hits; Number of new members		
		Look at bookstore on website	Fundraising; Education		Cost of books				
		Post speaker's bureau and inform participants of AUFC resources	Public Relations; Website; Education	Master Gardeners; Powerpoints		Jan-04	Number of topics available presentations given; Number of brochures handed out, Number of new memberships; Number of requests for speaker information via website		
Jan-05		Links to other relevant websites such as certified arborists, AFC, and extensions services	Website	ISA, NADF, USFS, Society of Municipal Arborists, Treelink, Society of Consulting Arborists		Jan-04	Number of links; Number of inquiries; Number of new members		
		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		



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<b>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.</b>									
	A. Compile, refine, and disseminate existing resources	Identify paper resources, people resources, and others	Public Relations	Education; AR Tree E mail list	Arkansas Tree E List complete	Jan-04	Number of newspapers; Number of tv & radio; Number of newsletters; Date collected		
		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; Tree Service Companies	\$25 postage	Jan-04	Number of hits on website; Number of inquiries; Number of of new members		
		Send Fact sheet to targeted reporters with contact info using Tree Topping Fact Sheet	Public Relations; Education	02 Conference packet revised, press kit	\$25 postage	Jan-04	Number of reporters; Number of calls; Number of media placements		
		Display at meetings, workshops, conference	Public Relations	Master Gardeners Conference May 19-21, 2003; Municipal League Fall Conference, December 15-17, 2002. Gree Industry Trade Show, February 7-8, 2003	\$600	Jan-04	Number of contacts, Number of new members; Number of requests for information and workshops scheduled		
		Give all urban reps of AFC AUFC fact sheet and direct them to AUFC website	Public Relations	AFC	Info is available; \$5.00 for postage	Jan-04	Number of hits; Number of inquiries; Number of f/t items		
Jan-05		Put onto website links to all standards for all aspects of tree management (forestry manual)	Public Relations	USFS, ISA, NAA, Treelinks	Links are on website	Jan-04	Number of hits; Number of inquiries; Number of f/t items		
	B. Review grant applications	Using criteria that promotes tree management planning in communities	Patti	AFC, USFS, grant application		Jan-06	Number of communities using grants for tree management		
	C. Create a series of 12 articles "Tree Talk"	Place articles in newsletter (need articles)	Public Relations	Education, Board members expertise; past talks at conferences	No Cost	Jan-04	Number of media placements; Number of articles printed; Number of calls from articles		
		Place articles in AUFC website	Website			Jan-04	Number of hits; number of inquiries; number of f/t items		
	D. Tree Plantings	Encourage local groups to hold tree plantings	Education Public Relations	Urban reps- AFC Master Gardeners		Jan-04	Number held		

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<b>4. The Council will identify potential partners in local communities that share our values and work with in partnership to create community forestry plans.</b>									
	A. Identify contacts that share AUFC values	Send newsletter, membership brochure, fact sheet	Membership; Public Relations	Education, shows; workshops, displays; Master Gardeners; Garden Clubs, Council & Board members	Materials are available; \$110 postage	Jan-06	Number of materials distributed; Number of inquiries back to AUFC; Number of memberships		
		Distribute Fact sheet	Public Relations	Education, shows; workshops, displays	\$50 to reproduce	Jan-04	Number of list		
		Invite to workshops and conferences	Conference Chair			Jan-04	Number attend		
	Target 5 cities; Benton, Conway, Ft. Smith, Springdale, W. Memphis	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. Display at festivals	Education	Legislative and Public Relations	Materials available; \$50 postage	Jan-06	Number of contacts; Number of packets sent; Number of follow through inquiries; Number of organizations identified; Number of information packets sent		
	B. Reach out to organizations and institutions that are most affected by community forestry plans to help develop understanding and benefits of community forests.	Implement Arborist Service Day	Chuck	Tree Service Companies, Arborists	550	Jan-06	Number distributed		
		Identify organizations such as home builders association, realtors, utility companies, and others	Education		No Cost	Jan-04	Number on list		
		Provide articles to them for industry publications that reflect green communities planning	Education		No Cost	Jan-04	Number of articles published		
		Take information regarding Tree City USA to 5 selected cities.	Education	NADF: TCUSA Brochure; AFC TCUSA Manual	\$150	Jan-04	Number of follow through obtaining Tree City designation		
		Involve in discussions of appropriate tree planning	Legislative committee	Meetings		Jan-04	Number of conversations; Number who want to work with AUFC		
Cabot, Conway, Jacksonville, Jonesboro, Siloam Springs	C. Target 10 cities to be reached over four years.	Five cities per year--Benton, Conway, Ft. Smith, Springdale, W. Memphis	Board	Municipal League; Informational Kit; natural Resource Publication (already printed)	\$50	Jan-06	# identified; Plan		

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		Identify leaders in each city	Legislative committee; Public Relations		No Cost	Jan-04	Names, Contact information		
		Leaders from elected groups, real estate, business developer, educator, utility companies, citizen advocate	Legislative committee; Public Relations; Education	Articles in publications	No Cost	Jan-04	Number of press releases & Speeches by leaders who mention sustainable dev.		

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<b>5. Community leaders will understand the importance of tree conservation and adopt practices that lead to the proper management of their community forest.</b>									
Mar-04, Mar-05	A. Inform and Educate Community leaders - City Council, Mayors, State Representatives, County Judges	Create and encourage special events that highlight best practices and involve personally by inviting to event	Public Relations	Arbor Day tree plantings, city departments, schools, local organizations	Cost of local project; \$250 advertising, printing, postage, plus \$200 for trees	Jan-04	Number of projects with participation		
		Distribute Natural Resource Management and Tree City USA Information and newsletter	Legislative committee	AFC, "NRM in the Urban Forest" and Tree City USA booklets; displays, Municipal League Conferences	\$50 postage \$500 for conf expenses	Jan-06	Amount of information distributed; Number of inquiries from information, number of one on one communication		
		Encourage Chambers to use Tree City USA - provide Tree City USA manual	Legislative committee	Chamber of Commerce mailing lists; articles in Chamber pubs; Annual meeting	Manuals are ready; \$150 postage	Jan-04	Number of cities adopting Tree City USA		
		Promote website via newsletters, articles	Public Relations Website	Staff & members; mailings and printed materials	No Cost	Jan-04	Number of hits		
		Create economic incentives for joining, ie, waiving of fees, members receive higher priority for grant money, etc.	Membership			Jan-04	Number of memberships		
		Organize and make face-to-face presentations	Legislative committee	Education		Jan-05	Number of meetings		
	B. Inform and educate community leaders constituents - Civic Organizations, CofC, Economic Development Council, Tourism Bureau, Garden Clubs, Master	Place tree topping press releases in newspapers and other media and hold press conferences	Kelley, Board	Extension trainer for article development, use examples like "Woodland Edge"	No Cost	1/1/06 Quarterly	Number of media placements		
		Incorporate tree care as part of Master Gardener curriculum	Gene, AI		No Cost	Feb-06			
		Fall Community Tree Planting Day based on environmental disasters	Chuck	Nurseries, targeted community			Number of sites agreeing; Number of events held		
		Inform about grant recipients and their activities	Grants Committee, PR & Education	News articles in newsletter and on website	Can do with listserv; No Cost	Jan-04	Number of communities reached		
		Offer workshops related to tree care; Pruning & Planting workshop, Tree Health Care workshop, Tree City USA workshop	Tamara, Chris, John Pressgrove, Patti, Mike John Slater, Tamara			Feb-06			

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		Speaker's bureau to civic orgs, etc. tree planting activities		Education, County Judge Assoc., Mayors Assoc., Rotary, Lions Club, Audubon Society, Sierra Club	\$500 (mileage, supplies, food, engagement fee)	Jan-04	Number of presentations and tree plantings		
		PSA campaign	Public Relations	Education; NADF video	\$10,000 (TV); Radio (?)	Jan-04	Survey to determine		
	C. Recognize communities through projects	Select 4 regional projects per year and publicize winners		Newspapers, newsletters (AUFC, CofC, etc.) website					
Sep-05		Feature current Tree Cities in newsletter	Kelley			Sep-05			



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<b>6. Public policy will be developed that will contribute to the proper management and improvement of Arkansas community forests</b>									
	A. Work with Ark state plant board to change tree surgeons license to reflect proper management of trees; make this statewide	Develop tree management license using Urban Forestry South Manual	Lynn, Mike, Pete, Chris	Education, State Plant Board, AGIA	No Cost if Leg Committee volunteers time	Jan-06	People involved; Sources used		
		Distribute tree care standards for input	Education	AR Green Industry Association	\$50 postage unless hand delivered (personal visit)	Jan-04	Number of groups involved, Input received		
		Distribute tree care standards importance to legislatures	Lynn, Mike, Pete, Chris		Same as above	Jan-06	Number of meetings, Willingness to discuss partners who attend		
		Visit with key state officials to review tree care standards and discuss ways to implement changes	Lynn, Mike, Pete, Chris		Same as above	Jan-06	Quality of input, Support, Number of people involved, Types involved		
		Manage change in licensure	Legislative	State Plant Board	No Cost	Jan-04	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	Cost to publicize i.e. ads in prof journals \$1000+	Jan-04	Number of outlets that agree to promote as standard		
		Send information directly to target audiences in target cities	Education		\$100 postage	Jan-04	Number sent, Follow through action		
		Follow up with target audiences through workshops, publications, etc	Education			Jan-04	Number of workshops; Number of attendees		
		Create feedback mechanism for target audiences	Public Relations			Jan-04	Feedback received		
		Create model for standardization	Education			Jan-05	Model		
		Involve all constituents in review of model	Education	Public Relations		Jan-05	People involved; Input received		
		Manage standards implementation	Education	Public Relations		Jan-06	Agencies/Organizations that partner; Time to implement		
		Create fee for services to state for managing implementation across State	Board			Jan-06	Number received; Recognition of value received		

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	C. Assist communities in developing ordinances and staffing	Provide education workshops, etc	Legislative	USFS Tree Manual; Treeling.org	\$2500 inc. publicizing w.s., associated educ materials, speaker costs	Jan-04	Number attending; Type of attendees		
		Provide with articles for various media	Public Relations	Finderbinder	\$120	Jan-04	Media placements		
		Provide sample ordinance	Legislative	AFC Model Ordinance		Jan-04	Number of communities that request this		
		Create toolbox for community implementation	Public Relations	Tree City USA Manual		Jan-04	Number that use this; Number of ordinances adopted		
	D. Incentives for adoption of policies	Special consideration to cities that are already Tree Cities	Grant Review Committee	Grant evaluation criteria		Jan-04	Number of new Tree City USA		
		Find state financial incentives	Legislative	LeadAR graduates; Key contacts		Jan-05	Incentives; Publication of incentives		
		Assist communities in applications for awards to recognize their success	Education	Urban reps; Community Development Districts		Jan-04	Number of applications submitted; Number of awards made		
	E. Tree Plantings	Identify industries to support funding of tree planting	Membership	Provide membership to corporate sponsors	No Cost	Jan-04	Number of industries		
		Invite industries to workshops and conferences	Conference Chair		\$25 postage	Jan-04	Number of attendees		
		Ask individuals to serve on planning committee for conference	Conference Chair		No Cost	Jan-04	Number accepting invitations; Types accepting invitations		
		Seek advice and input on standards and best practice development	Education			Jan-04	Number who offer advice; Quality of input		
		Involve in all aspects of AUFC	Board			Jan-05	Number who became involved		
		Inform legislators of industry involvment	Legislative			Jan-04	Response of legislators		
	F. Promote certified arborists	Work with ISA to increase arboriculture profession	Pete, Patti	Workshops; Jamboree \$\$\$, ISA exams	No Cost	Jan-06	Quality of work; number of certified arborists		
		See strategies and tactics under community leaders will understand and be motivated outcome					SAA		

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<b>7. Government entities will develop and implement procedures, local ordinances and laws that conserve community forests.</b>									
Paper complete	A. Establish benefits of ordinances	Provide a toolbox for becoming Tree City USA paper and electronic	Public Relations	AFC, TCUSA Manual; Press Kit		Jan-04	Number printed; Number mailed; Number used		
	Format as other fact sheets	Fact sheet on becoming Tree City USA and Arbor Day distributed at fairs, mail, etc	Public Relations	Education, AFC, Municipal League, Manual	\$100 time to create; printing	Jan-06	Number printed; Number response to program		
		Workshops at conference on becoming Tree City USA target theme	Education	AUFC Conferences; NADF; Municipal League	No Cost if presenter is member	Jan-04	Number of participants promotional materials; Workbook (AFC TCUSA Manual)		
		Work with city administrators to change city codes to reflect tree management	Legislative committee	Education		Jan-06	Number of community participate		
	B. Connect with grant recipients	Inform them of local AUFC efforts using Fact Sheets, Speakers Bureau/ Offer one free registration for Tree City USA	Grants Committee	Public Relations, AFC, Conf booklet	Create listserv	Jan-04			
		Provide recipients with tools to communicate AUFC mission and vision	Grants Committee	Media Kit, Tree City Manual	No Cost	Jan-04	Number of grants implementing procedures		
	C. Recognize success stories with media	Target reporters in communities where AUFC is focusing efforts	Kelley	Finderbinder, Media Kit, Tree topping press release		Jan-06	Number of press releases printed		
	D. Identify key legislators	Draft legislation, find sponsor	Lynn, Mike, Pete, Chris	League of Women Voters; State reps	No \$ cost but lots of time and legwork	Jan-06	Sponsor, Legislation proposed		
		Utilize Arbor Day more effectively	Legislative	State Capitol, Extension	No Cost (see above)	Jan-04	Arbor Day events that are sponsored by coalition		
		Invite political figures and expand partners	Lynn, Mike, Pete, Chris			Jan-06	Number of political figures, Number who attend events, accept meetings, act on plan		
	F. Connect with LeadAR Program and other leadership programs and other state leadership programs	AUFC board members participate in LeadAR	Education			Jan-04	Number of AUFC Board members who participate; Number of LeadAR graduates who work with AUFC		
		Get urban forestry on the agenda of LeadAR	Education		No Cost	Oct-04	Times on agenda		
		Be a resource for LeadAR projects	Community Service Projects		No Cost	Oct-04	Projects adopted		