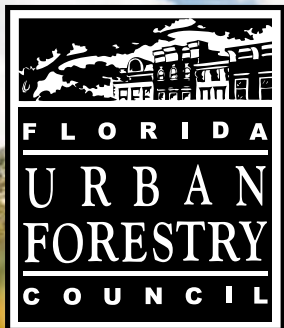




MISSION STATEMENT



The Florida Urban Forestry Council promotes the value, enhancement and sound management of urban forests through leadership, collaboration, guidance, and education.



PURPOSE

This Strategic Plan creates a vision for Urban and Community Forestry in Florida and its communities so that the resources are allocated resulting in optimal urban forests for the benefit and enjoyment of Florida residents. This plan is developed by the Florida Urban Forestry Council in cooperation with the Florida Forest Service.

For more information on educational resources, Council membership, annual conference and awards programs, please contact:

Florida Urban Forestry Council

Post Office Box 547993
Orlando, FL 32854-7993

407.872.1738
Fax 407.872.6868

info@fufc.org
www.fufc.org



A Vision for Urban and Community Forestry



2020-2025

A strategic plan developed for the benefit of Florida and its communities by the Florida Urban Forestry Council in cooperation with the Florida Forest Service.

Strategic Plan

Educate the residents, professionals, and communities of Florida on the values, benefits, and management of Florida's urban forests through a variety of methods and media platforms.

Objectives:

1. Facilitate an annual Urban Forestry Institute.
2. Facilitate educational programs.
3. Conduct annual youth education or green industry workforce programs.
4. Maintain and promote a Speakers Bureau.
5. Maintain and produce Right Tree, Right Place posters and develop new posters when appropriate.
6. Produce and distribute a quarterly newsletter.
7. Ensure FUFUC's web site is updated regularly and provides timely information.
8. Produce and distribute e-newsletters and communications.
9. Continue to identify and utilize multiple social media platforms.

Activities identified for meeting objectives:

- Develop plans—including, but not limited to, theme/topic, speakers, educational sessions, location, etc.-- for the annual Urban Forestry Institute (UFI) to include a preliminary two-year schedule. Develop a plan for involvement of developing communities invited to attend the UFI.
- Host two educational experiences each year and define the themes/topics one year in advance.
- Develop plans for youth education or green industry workforce programs throughout the state (e.g., *TreeCircus*, *Florida Project Learning Tree*, and *other partners*) and secure program sponsorships to offset any program costs.
- Update and confirm individuals participating in the Speakers Bureau and continue to recruit regional speakers with representation for the entire state.
- Review the existing Right Tree, Right Place posters a minimum of once per year every three to five years to ensure information is current with industry standards and develop an understory tree poster.
- Produce and distribute *The Council Quarterly* newsletter to members and database contacts on a regular basis.
- Review and update www.fufuc.org regularly in order to provide timely information.
- Compose and distribute the monthly e-news *In a Nutshell* publication and/or additional electronic communications.
- Produce postings to share on current social media platforms (e.g., *Facebook*, *Instagram*, *Twitter*).

Promote the development and enhancement of urban and community forestry programs and practices throughout Florida.

Objectives:

1. Promote Arbor Day Foundation programs.
2. Acknowledge successful communities and projects through the FUFUC annual Awards Program.
3. Provide guidance and resources to incorporate S.O.A.P. (staff, ordinance, advocacy, plan) principles into urban forestry programs.

Activities identified for meeting objectives:

- Using Arbor Day Foundation program information, actively promote the Tree City USA, Tree City USA Growth Award, Tree Line USA, Tree Campus USA, Tree Campus K-12, and Tree Cities of the World programs to Florida communities, utility companies, colleges/universities, and schools.
- Continue to offer an annual awards program to include the existing (six) categories, add one new category to recognize an outstanding electric utility and encourage additional nominees.
- Send pertinent information to developing communities included in the Florida Forest Service's database and target those communities needing assistance with any of the S.O.A.P. principles (staff, ordinance, advocacy, or management plans) in order to assist them in moving forward to reach managing community status.



Procure financial, human, and environmental resources to sustain the FUFUC.

Objectives:

1. Grow an upward trending membership base that contributes more revenue to FUFUC and expands the audience and impact of FUFUC projects / programs.
2. Enhance existing partnerships with member organizations and cultivate partnership opportunities with allied organizations.
3. Diversify revenue through sponsorships, grants and additional revenue sources.
4. Support functioning of the Executive Committee and standing and/or ad-hoc committees and retain contracted services of an Executive Director to support the programs and projects of the Council.
5. Review and evaluate proposed Council projects for their relevance to the current Strategic Plan in addition to adequate resources for accomplishment.
6. Review the current FUFUC Five-Year Strategic Plan.

Activities identified for meeting objectives:

- Increase the membership base through new member recruitment and member retention through direct contact and recognition. Provide outreach to all members encouraging their participation in FUFUC activities (e.g., *annual membership meeting*, *educational experiences*, *30th Anniversary Celebration*, *display booth opportunities*, etc.).
- Increase collaboration with existing FUFUC member organization partnerships and cultivate new partnership opportunities.
- Contact existing sponsors and reach out to potential new sponsors to increase annual sponsorship revenue. Seek additional revenue via merchandise sales and pursuing grant opportunities.
- Support the programs and projects of the Council through holding regular Executive Committee meetings, standing and/or ad hoc committee meetings, and retaining the contracted services of an Executive Director.
- Ensure proposed programs and projects are relevant to the goals and objectives identified in the current Strategic Plan confirming there are resources available for implementation and that the activities are tenable for completion in a timely fashion.
- Provide assistance to the Florida Forest Service in promotion of the Urban and Community Forestry Grant program and participate in the application review process and with any other initiatives as requested.
- Conduct an annual review of the Strategic Plan to ensure goals and objectives are relevant to the Council's mission and being completed.