



**Our Mission:**  
The Florida Urban Forestry Council promotes the value, enhancement and sound management of urban forests through leadership and education.



The purpose of this Strategic Plan is to create a vision for Urban and Community Forestry in Florida and its communities, so that the resources will be allocated resulting in optimal urban forests for the benefit and enjoyment of Florida residents. This plan has been 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:*

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2015-2020

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

A Vision for Urban and Community Forestry

Educate the citizens of Florida, ensuring inclusion of underserved populations, on the value and management of Florida's urban forests.

**Objectives:**

1. Facilitate an annual Urban Forestry Institute.
2. Facilitate regional workshops.
3. Conduct annual youth education programs.
4. Develop and implement a Speakers Bureau.
5. Review Right Tree, Right Place posters for applicable updates and develop new posters when appropriate.

**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 to include a preliminary two-year schedule. Develop a scholarship program to provide to underserved communities to increase their participation at this annual event.
- Host three workshops each year to include one in each region (North, Central and South Florida) and define the themes/topics and locations two years in advance.
- Develop plans for two weeks of youth education programs throughout the state (e.g., Trail of Trees) and secure program sponsorships to offset program costs.
- Complete development of the Speakers Bureau and continue to solicit speakers for all parts of the state and develop a process for speaker evaluation.
- 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 assist Florida Native Plant Society with development of an understory tree poster.

Grow FUFC through increasing membership, partnerships and funding opportunities.

**Objectives:**

1. Grow an upward trending membership base that contributes more revenue to FUFC and expands the audience and impact of FUFC projects / programs.
2. Enhance existing partnerships with allied organizations and cultivate new partnership opportunities.
3. Diversify revenue through sponsorships, grants and additional revenue sources.

**Activities identified for meeting objectives:**

- Increase the membership base through new member recruitment and member retention through direct contact. Provide outreach to all new members encouraging their participation in FUFC activities (annual membership meeting, 25th Anniversary Celebration, membership survey, display booth opportunities).
- Prepare a summary of FUFC accomplishments with feedback questions to provide to existing partners and allied organizations to determine how to enhance the existing partnerships. Develop a list of new partners for potential opportunities and provide those organizations with information regarding the FUFC.
- Contact existing Sustaining Sponsors, reach out to potential new Sustaining Sponsors to increase annual sponsorship revenue, seek corporate and individual sponsors for events and the awards program, seek additional revenue via merchandise sales, and apply for grant funding.

Advance the development and enhancement of urban forestry programs throughout Florida.

**Objectives:**

1. Promote Tree City USA, Tree Line USA and Tree Campus USA programs.
2. Acknowledge successful communities and projects through the FUFC annual Awards Program.
3. Provide technical support to advance urban forest communities to incorporate programs to achieve managing status using S.O.A.P. (staff, ordinance, advocacy, plan).
4. Compile existing tree inventory and canopy analysis data for use by interested communities.
5. Provide framework for urban forestry and emergency management to communicate.

**Activities identified for meeting objectives:**

- Using Arbor Day Foundation data, determine the percentage of Florida Tree City USA communities retained and number of new cities and reach out to new communities to promote participation in the program; sustain the current number of Florida Tree Line USA utility companies and recruit one new utility company to participate in the program and promote/recognize these companies at FUFC's annual conference; and solicit five college or university campuses and solicit a minimum of one campus to participate in the Tree Campus USA program.
- Continue to offer awards in the existing (six) categories and add one new category to recognize the city/county with the most inclusive tree ordinance and encourage additional nominees.
- Send pertinent information (staff, ordinance, advocacy, management plan) to developing communities included in the Florida Forest Service's database and target those communities needing assistance in moving forward to becoming managing community status.
- Partner with an academic institution to take on the project of compiling the existing tree inventory and canopy analysis data, determine data caps on the information and encourage lacking communities to update data or conduct working documents and develop materials from compiled data to assist urban forestry programs in making informed decisions.
- Host a forum / workshop to begin communication at all levels to generate commonalities between emergency management and urban foresters—the “how to minimize debris problems before the storm”—and take the findings from the workshop and develop best management practice materials to provide to government leaders, politicians and residents.

Communicate the FUFC mission through a variety of media platforms.

**Objectives:**

1. Produce and distribute a quarterly newsletter.
2. Ensure FUFC's web site is updated regularly and provides timely information.
3. Produce “In a Nutshell” electronic publication for distribution to individuals included in the E-mail database and post on the web site for the site visitors.
4. Enhance social media presence to facilitate communication in order to remain
5. Update, produce and distribute printed promotional materials to reflect current branding.
6. Distribute articles to small circulation outlets.
7. Produce media spots for TV, radio and print.

**Activities identified for meeting objectives:**

- Develop and distribute *The Council Quarterly* newsletter electronically and via mail (for members without E-mail) on a regular basis.
- Review and update [www.fufc.org](http://www.fufc.org) regularly in order to provide timely information.
- Develop and distribute *In a Nutshell* electronically and post on web site.
- Produce postings to share on Facebook, LinkedIn, or The Grove and secure an intern or group to take on the development of a social media plan for FUFC that will include goals and guidelines for achieving and implementing the plan to expand and implement outreach across various media platforms.
- Update current promotional materials with current branding and distribute to appropriate recipients including tracking the number of materials provided at various events.
- Create a list of small circulation outlets and share existing articles for distribution through their contacts to expand communication efforts.
- Create a media list by regions throughout the state in order to prepare and provide public service announcements for broadcast via television, radio and/or print (e.g., FUFC 25th anniversary, work day releases, conferences, etc.)

