

# **Iowa Urban and Community Forestry Council**

## **FY2011-14 Strategic Plan**

DATE

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

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### Strategic Goals

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**Iowa Urban and Community Forestry Council  
2011-14 Strategic Plan  
Guiding Statements**

**Our Mission**

**Our Vision**

**Our Guiding Principles**

**Top Strategic Goals**

- 1. Build Public Support of Urban Forestry**
- 2. Expand Urban and Community Forest Education**
- 3. Expand and Nurture Volunteer Participation**
- 4. Protect and Enhance the Urban Forestry Resource**

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Goal 1 – Build Public Support of Urban Forestry

Lead: Ralph

Team: Tom Hazelton, Laura Wagner, David

### Strategy 1: Increased public and private funding for urban and community forestry

Measures: 1)

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			
5.			
6.			
7.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

**Strategy 2: Increase awareness of the Iowa Urban and Community Forestry Council**

**Measures:** 1)

**Lead:**

**Team:**

	<b>Actions</b>	<b>Person(s) Responsible</b>	<b>Due By</b>
1.			
2.			
3.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 3: Improve relationships with allied professionals

Measures:

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			
5.			
6.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 4: Recruit and engage council members

Measures:

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			
5.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Goal 2 – Expand urban and community forestry education

Lead: Chris

Team: Jan, Jeff, Mark V.

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### Strategy 1: Best practices

Measures: 1)

Lead:

Team:

	<b>Actions</b>	<b>Person(s) Responsible</b>	<b>Due By</b>
1.			
2.			
3.			
4.			
5.			
6.			
7.			



# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 2: Use existing technologies

Measures: 1)

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
1.			
2.			
3.			
4.			
5.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 3: Tree Stewards

Measures: 1)

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			
5.			
6.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Goal 3 – Expand and nurture volunteer participation

Lead: Patty

Team: Mark M., Matt B, David

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### Strategy 1: Recognition

Measures: 1)

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

**Strategy 2: Nurture existing council members**

**Measure:** 1)

**Lead:**

**Team:**

	<b>Actions</b>	<b>Person(s) Responsible</b>	<b>Due By</b>
1.			
2.			
3.			
4.			
5.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 3: Use existing information / resources

Measures: 1)

Lead:

Team:

	<b>Actions</b>	<b>Person(s) Responsible</b>	<b>Due By</b>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Goal 4 – Protect and enhance urban forestry resource

Lead: Terry

Team: John B., Brandt, Emma

### Strategy 1: Diversity of trees

Measures: 1)

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			
5.			
6.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 2: Right tree right place

Measure:

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			
5.			

# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 3: Maintenance

Measures: 1)

Lead:

Team:

	Actions	Person(s) Responsible	Due By
1.			
2.			
3.			
4.			



# Iowa Urban and Community Forestry Council 2011-14 Strategic Plan

## Strategy 4: Disease and Insects

Measures: 1)

Lead:

Team:

Actions	Person(s) Responsible	Due By
1.		
2.		
3.		

Iowa Urban and Community Forestry Council  
2011-14 Strategic Plan  
SWOT Analysis

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**S**trengths

**W**eaknesses

**O**pportunities

**T**hreats

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**Iowa Urban and Community Forestry Council  
2011-14 Strategic Plan**

**Communicating Our Guiding Statements**

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