

Mission Statement: Dedicated to promoting the thoughtful stewardship of Vermont's privately-owned working forests

Vision	Goal	Action	Who	When
1.Vermont has an inspector corps that believes in the system.	A. Recognize forester efforts on behalf of VTF	Internal communication: Maintain ongoing electronic communications – thanks for actions, reminders on inspections, who is a tree farmer, programs & events, recognition & awards, online refresher, how to stay current.	Kathy (or inspector facilitator) to send email	monthly
	B. Engage inspectors in completing inspections and promoting the program	External communication: Credit forester by name in press releases and VWA newsletters for inspections and participation in VTF sponsored activities. Promote online refresher for all inspectors Create tree farm inspector packet and distribute	MAC, committee	Ongoing
	C. Engage/educate foresters about tree farm	Support ATFS curriculum introduction at appropriate forestry schools, forester events: UVM forestry class/club Vocational Schools	Committee	ongoing
	D. Maintain adequate number of inspector facilitators	Train at least one facilitator per year at NLC (or other training). Host at least two inspector trainings per	TF Facilitator(s) and committee	annually

		year (and as needed).		
	E. Achieve 100% of annual required inspections	Send status report to all inspectors annually w/info on TFs due for inspection Align reinspection schedule to match UVA plan updates	Kathleen Alan Robertson, Kathleen, Mary, Allen	Post audit & annually thereafter Annually based on update year
2. Vermont has a vibrant and growing Tree Farm program	A. Ensure Tree Farmers know they are connected to and part of a larger network	Provide VWA sign of good forestry and/or offer purchase of sign with name Use new GIS map to show TFs theirs and neighboring tree farms. Organize tree farmer gatherings in regions around the state (or virtual meetings)	Alan Robertson to check pricing Alan Robertson, Laura French, Rick Bizzozero MAC, Mary Sisock, committee	Ongoing 2020 w/annual updates annually
	B. Increase number of Tree Farmers in Vermont	Partner with VWA on cooperative memberships, co-promotions (1 year comp, pioneering TFs) Develop mentorship with tree farmers Investigate Woods Camp or LMPs for smaller parcels Investigate 2010-2015 AFF template Tree Farm 101 webinar and workshops Tree Farm walk in the woods (or virtual)	MAC, and committee MAC, and committee Al Robertson Committee, Alan Robertson Mary Sisock and committee Committee Committee Kathleen	Ongoing

		<p>WWW collaboration</p> <p>Include TF information in Coverts training (need TF collateral and presenters – Allen Yale)</p> <p>Introduce carbon markets to tree farm</p>	<p>Allen Yale</p> <p>Al Robertson & Kathleen</p>	
	C. Update and maintain tree farm website	Keep basic design; add timely information	Check w/MAC (Kate has developer who can do this for less than \$2,000)	Jock and Kathleen
3. VT Tree Farm has effective and regular communications with members and volunteers	A. Maintain or Increase content for joint print and electronic communication, social media, to all Tree Farmers, Inspectors, and VWA members	<p>Include one Tree Farmer or forester or committee member profile in each quarterly newsletter. Use this to ask for information updates. Ask TFC to submit photos and bio.</p> <p>Tree farm feature in first Wednesday e-news.</p>	<p>KW to develop interview template.</p> <p>MAC to do phone interviews</p> <p>MAC, committee</p> <ul style="list-style-type: none"> • John Bingaman • Len Cadwallader • David & Susan Priest • North Woods • Shelburne Farms • Chad Virkler – family tree farm 	<p>Now</p> <p>Monthly beginning June</p>
	B. Send status update letter to all Tree Farmers annually	Mail merge personal info for each TF	MAC & Mary	Post audit feedback and annually thereafter
4. VT Tree Farm has an effective outreach	A. Develop marketing campaign to show the	A qualified person as Public Relations chair for VTF	MAC	Ongoing

component	benefits of the Tree Farm program to Tree Farmers, foresters, and general public.	<p>Create media packet for distribution to inspectors and at VTF events. Tree Farmer stories.</p> <p>Tell the story of local wood – local good to end user of products from Vermont Tree Farms</p>	<p>Kathy, Mary, and committee</p> <p>MAC and committee</p>	<p>2020</p> <p>ongoing</p>
	B. Develop effective educational programs for Tree Farmers	<p>Utilize tools developed for marketing campaign to show the benefits of Tree Farm participation for Tree Farmers</p> <p>Increase support and cooperation with VWA on Walk in the Woods and tree farm events:</p>	MAC and committee Committee	ongoing
5. Coordinate with PLT and SFI to engage Tree Farmers	A. Actively integrate tree farmers into programs hosted by PLT hubs	Recruit individuals to participate in training workshops as appropriate; obtain a commitment to participate in PLT activities	Kathleen	ongoing
6. VT Tree Farm operates in a professional business-like manner and provides services in a manner expected as such	A. Ensure conformity to ATFS certification requirements	Implement relevant corrective actions as a result of assessments	Committee	Post assessment

<p>7. VT Tree Farm has sufficient capacity to accomplish its mission, vision, and goals as described in this strategic plan</p>	<p>A. Create additional capacity and provide a mechanism to support leadership recruitment and development</p>	<p>Expand the committee or include additional volunteers to accomplish goals set forth in strategic plan</p> <p>Review and update leadership handbook containing roles and responsibilities of committee members and purpose, process, and product of subcommittees and standing rules for committee operation. Review bylaws.</p>	<p>Committee, MAC</p> <p>Committee</p>	<p>Ongoing</p> <p>Annually</p>
	<p>B. Develop collaborative relationships with like-minded organizations to promote the Tree Farm program to additional audiences</p>	<p>Identify organizations to partner with and arrange for appropriate mechanism for discussion. For example:</p> <ul style="list-style-type: none"> Ecological Education Organizations Coverts Northwoods Stewardship Center Northern Woodlands Land Trust (VLT and local) Windham Regional Nature Conservancy Audubon Conservation Districts – all FPR Career Centers – forestry programs NWOA NEFF USF&W Merck ACF – VT/NH 	<p>Communications for potential partners</p>	<p>Begin now & ongoing</p>
<p>8. VT Tree Farm is financially sustainable</p>	<p>A. Create annual budget</p>	<p>Meet with VWA officers to determine services provided, annual program costs, financial needs, and current revenues</p>	<p>Committee</p>	<p>annually</p>

	B. Create avenues to increase revenue	Advertising, donations, grants, special programs, etc. Identify potential sources of partnership and funding. Planned giving – RMDs, wills, trusts	MAC and committee	Annually
	C. Grow endowments and funds	Create legacy society (in conjunction w/VWA), Long term TFers, TFOYs, forestry companies Generate list of potential donors, sponsors, etc.	Allen Yale Committee	2020 2020 & annually