



ISA ONTARIO

2024 STRATEGIC PLAN



Our mission is to enhance and promote the care and benefit of trees for present and future generations in Ontario through education, research and awareness.

**EDUCATE
ADVOCATE
RESEARCH**

2024 STRATEGIC PLAN

A strategic plan is a roadmap that outlines an organization's goals, priorities, and actions to achieve long-term success. It defines key strategies and goals to guide the organization. In 2023/2024, the ISAO Board conducted a review of our strategic plan. Below are the three key principles outlined in the 2024-approved plan, including the top priorities and goals for each principle of ISA Ontario. This updated plan will serve as a roadmap to guide the Board's decisions and initiatives, ensuring alignment with our mission and long-term vision

EDUCATE

To identify and promote educational opportunities for our members to meet their continuing education needs

Top Priorities & Goals

- Perform a gap analysis on training needs for the industry
- Provide educational opportunities
- Continue collaborating to deliver educational opportunities

ADVOCATE

To promote the awareness and professionalism of our industry, certification and member interests

Top Priorities & Goals

- Actively pursue opportunities to streamline daily association operations
- Expand our network
- Grow our member base
- Advocate for member interests
- Promote ISA Certification
- Increase public awareness of the industry

RESEARCH

To foster tree care related research and a broader understanding of our industry

Top Priorities & Goals

- Maintain & enhance present research relationships
- Perform a research needs assessment
- Improve communication of research initiatives to membership

LEADERSHIP

INTEGRITY

SERVICE

Core values are the fundamental beliefs and principles that guide an organization. They shape decision-making, behaviour, and culture by defining what is most important. In 2024, the Board approved 3 core values that will help to guide the organization in carrying out our Mission & Strategic plan.