

ILCA Strategic Plan 2015-2016

ILCA Mission Statement:

To enhance the professionalism and capabilities of members by providing leadership, education and valued services while promoting environmental awareness within the landscape industry.

GOAL I: *Improve the visibility, public presence, and consumer awareness of the landscape industry through improved marketing and a social media presence.*

Objective: Hire a staff member to handle marketing and membership.

Committee Responsibility: Staff led by Executive Director Scott Grams

Priority: High

Impact on Budget: High

Desired Result: After 18 months, expect an annual 15% growth in membership, an improvement in members' customer experience, consistency of marketing messages, more exposure to the public via the media, and a stronger social media presence.

Objective: Develop a social media campaign: Working Name: *The Follow*

Committee Responsibility: Staff led by Executive Director Scott Grams

Priority: High

Impact on Budget: Low

Desired Result: Have a staff member follow on Facebook, LinkedIn, and Twitter members and influential members of the industry/public. ILCA should be able to monitor conversations, and like, retweet, comment on posts that reiterate our core messages.

GOAL II: *Improve the visibility, public presence, and consumer awareness of the landscape industry by improving relationships with the media.*

Objective: Identify media targets that will best broadcast our message given our resources.

Committee Responsibility: ILCA Membership and Marketing Coordinator

Priority: Medium

Impact on Budget: High

Desired Result: To establish relationships with proper media (TV, newspapers, magazines, online media, social media, viral campaigns, Houzz, etc.) to best carry ILCA's message given our resources.

Objective: Promote ILCA expertise to our media targets identified in objective #1.

Committee Responsibility: ILCA Membership and Marketing Coordinator

Priority: High

Impact on Budget: Medium

Desired Result: ILCA will be recognized as a source for landscape, snow, and gardening related expertise and professionalism.

Objective: Identify sources of ILCA news to communicate – ILCA training and education events, iLandscape content, service projects, awards, etc.

Committee Responsibility: ILCA Membership and Marketing Coordinator

Priority: High

Impact on Budget: Low

Desired Result: Create a stronger awareness of the landscape industry in the consumer space.

Objective: Promote newsworthy ILCA items (as identified in #3) via our media outlets and social media sites.

Committee Responsibility: ILCA Membership and Marketing Coordinator

Priority: High

Impact on Budget: Medium

Desired Result: Members of ILCA will be recognized as the go-to experts for landscape, snow, and gardening related information.

Objective: Create a suite of sample press releases and announcements for members regarding employee attendance at education events, Awards, certifications, and community service.

Committee Responsibility: ILCA Membership and Marketing Coordinator

Priority: High

Impact on Budget: Medium

Desired Result: To improve the visibility of ILCA and our individual members.

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GOAL III: *Attract future employees to the industry at all levels.*

Objective: Reestablish the Student Outreach Committee.

Committee Responsibility: Board of Directors led by Rusty Maulding with staff leadership from the ILCA Membership and Marketing Coordinator.

Priority: High

Impact on Budget: Low

Desired Result: Identify a Chair and 8-10 people who will serve on the Student Outreach Committee with the expressed goal of reconnecting with schools and improving our materials.

Objective: Identify the best way to reach out to high school guidance counselors.

Committee Responsibility: Student Outreach Committee chaired by xxxxx.

Priority: Medium

Impact on Budget: Low

Desired Result: Reconnect with high schools and find out how best to equip them with information about horticulture and the landscape industry.

Objective: Develop a new presentation to attract students and young people to careers in the green industry.

Committee Responsibility: Student Outreach Committee chaired by xxxxx.

Priority: Medium

Impact on Budget: Low

Desired Result: Make this presentation available to all members to not saddle the Outreach Committee with making all the presentations.

Objective: Compile a list of educational institutions (junior high and high schools) to present the careers in the green industry presentation to. Make this list available to members.

Committee Responsibility: Student Outreach Committee chaired by xxxxx and ILCA staff led by Executive Director Scott Grams.

Priority: Medium

Impact on Budget: Low

Desired Result: To provide members with current contact information to reestablish connections at the junior high and high school levels. Members will be the key to a viral campaign.