

## 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.