



## Strategic Long-Range Plan (2020-2022)

Approved February 14, 2020

### WNLA MISSION STATEMENT

Our mission is to bring inspiration and innovation to every landscape and nursery professional in Wisconsin.

### WNLA VISION STATEMENT

The Wisconsin Nursery and Landscape Association is the recognized go-to source in the green industry providing indispensable value to companies, employees, clients, peers, and the communities we serve.

### WNLA VALUE STATEMENT

As professionals, we passionately embrace and impact quality of life through green space design, creating important, valuable and sustainable environments for homes, businesses, and communities.

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### STRATEGIC GOALS

#### STRATEGIC GOAL # 1: MEMBERSHIP GROWTH AND COMMUNITY BUILDING

*Grow membership and build an advantageous network as the premier association of Wisconsin professionals in the Green Industry*

#### STRATEGIC GOAL # 2: ADVOCACY AND OUTREACH

*Elevate the identity and impact of WNLA representing the industry and its professionals*

#### STRATEGIC GOAL # 3: PROFESSIONAL DEVELOPMENT RESOURCE

*Facilitate sharing industry knowledge*

#### STRATEGIC GOAL # 4: MARKETING AND BRANDING – “WE CELEBRATE GREEN”

*Develop initiatives for association brand advancement and market recognition*

#### STRATEGIC GOAL # 5: ORGANIZATIONAL OPERATIONS AND LEADERSHIP DEVELOPMENT

*Support a sustainable governance culture utilizing best association leadership practices*

## TACTICS

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### STRATEGIC GOAL # 1: MEMBERSHIP GROWTH AND COMMUNITY BUILDING

***Grow membership and build an advantageous network as the premier association of Wisconsin professionals in the Green Industry***

- |     |                          |  |
|-----|--------------------------|--|
| 1-A | Membership Growth        | Launch recruiting campaign to aggressively attract and recruit members |
| 1-B | Next Generation Outreach | Target younger potential members                                       |
| 1-C | Community Engagement     | Stage engagement experiences and events                                |
| 1-D | Owners and Managers      | Consider a special interest group for owners and managers              |

### STRATEGIC GOAL # 2: ADVOCACY AND OUTREACH

***Elevate the identity and impact of WNLA representing the industry and its professionals***

- |     |  |
|-----|--|
| 2-A | Support Workforce Development Skills                                 |
| 2-B | Review national groups for public awareness opportunities            |
| 2-C | Look for collaborations in business development for member companies |

### STRATEGIC GOAL # 3: PROFESSIONAL DEVELOPMENT RESOURCE

***Facilitate sharing industry knowledge***

- |     |   |
|-----|---|
| 3-A | Build on the <b><i>Spring Start Up</i></b>  |
| 3-B | Play a part in the <b><i>iLandscape Event</i></b>   |
| 3-C | Participate in the <b><i>Garden Expo</i></b>  |
| 3-D | Seminars / Webinars / Website / Social Media Focused on trends, skills, insights, innovations |
| 3-E | Evaluate an affinity program  |
| 3-F | Generate an RFP program to Invite presentations from guest speakers                           |

### STRATEGIC GOAL # 4: MARKETING AND BRANDING – “WE CELEBRATE GREEN”

***Develop initiatives for association brand advancement and market recognition***

- |     |  |                             |
|-----|--|-----------------------------|
| 4-A | Develop brand statements expressing the vision of the organization | Compelling why Join message |
| 4-B | Launch a comprehensive PR Campaign                                 |                             |
| 4-C | Promote the <b><i>Awards Program</i></b>                           |                             |
| 4-D | Promote the <b><i>“Plant of the Year”</i></b> Campaign             |                             |
| 4-E | Stage networking connections at events, open houses, meet ups      |                             |
| 4-F | Promote conferences and industry events                            |                             |
| 4-G | Promote professional development seminars and offerings            |                             |
| 4-H | Evaluate potential direct member benefit programs                  |                             |

### STRATEGIC GOAL # 5: ORGANIZATIONAL OPERATIONS AND LEADERSHIP DEVELOPMENT

***Support a sustainable governance culture utilizing best association leadership practices***

- |     |                                       |   |
|-----|---------------------------------------|---|
| 5-A | Board Operations                      | Calendarize live and virtual meetings                             |
| 5-B | Review structure and committees       | Establish a refreshed committee structure with job descriptions   |
| 5-C | Leadership Development                | Identify, invite and onboard new board and committee members      |
| 5-D | Maintain a Long-Range Strategic Focus | Check progress against the strategic plan at least twice per year |

## Implementing Task Forces

**Membership Task Force...Targeting the next generation and new members, develop an action plan to grow membership. Utilize compelling "Why Join" messages developed by the Brand Management Task Force.**

- 1-A Membership Growth      Launch recruiting campaign to aggressively attract and recruit members
- 1-B Next Generation Outreach      Target younger potential members
- 1-D Owners and Managers      Consider a special interest group for owners and managers

**Professional Development Task Force...Provide oversight and support for WNLA Expo and Spring Start Up events. Develop a list of hot topics for webinars, seminars, and social media through interviews and surveys. Identify speakers and a program delivery plan for professional development.**

- 1-C Community Engagement...Stage engagement experiences and events
- 2-A Support Workforce Development Skills
- 3-A Build on the Spring Start Up
- 3-B Play a part in the iLandscape Event
- 3-C Participate in the Garden Expo
- 3-D Offer Seminars / Webinars / Website / Social Media...Focused on trends, skills, insights, innovations
- 3-F Generate an RFP (Request for Presentations) program to Invite presentations from guest speakers
- 4-E Stage networking connections at events, open houses, meet ups

**Brand Management Task Force...Based on the powerful statements of the strategic plan, launch a comprehensive public relations campaign. Update website and other printed materials and launch during the spring start up event on March 12.**

- 4-A Develop brand statements expressing the vision of the organization  
    Work with Membership Task Force creating compelling "Why Join" messages
- 4-B Launch a comprehensive PR Campaign
- 4-C Promote the Awards Program
- 4-D Promote the "Plant of the Year" Campaign
- 4-F Promote conferences and industry events
- 4-G Promote professional development seminars and offerings

**Board Oversight...Part of ongoing Board operations and oversight, focus on the following**

- 5-A Board Operations...Calendarize live and virtual meetings
- 5-B Review structure and committees  
    Appoint Strategic Plan Task Forces  
    Establish a refreshed committee structure as needed with job descriptions  
        i.e., Hall of Fame Awards; Spring Startup
- 5-C Leadership Development...Identify, invite and onboard new board and committee members
- 5-D Maintain a Long-Range Strategic Focus  
    Check progress against the strategic plan at least twice per year
- 2-B Review national groups for public awareness opportunities
- 2-C Look for collaborations in business development for member companies
- 3-E Evaluate an affinity program
- 4-H Evaluate potential direct member benefit programs