

**TEMPLATE - ACTION PLANNING – 2022 THROUGH 2026  
Member Self-improvement**

**Broad Initiative and Objectives**

**Facilitating member competitiveness in competencies, performance and customer satisfaction**

- *Improved availability and awareness of standards and certifications and associated training  
Process to allow members to compare themselves with the sector*

Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
<b>Benchmarking</b>	Identify areas of need-sector/issue i.e. greenhouse/nursery/land cons./land.maint./other	Approach committees and/or board chairs for survey question input- Fall 2023		Committee chair and committee time- prep and meeting- 8 hours	Committee chairs and ex-officio board members
		Create survey- October 2023			Committee chairs and ED
	Survey development and completion based on sector need and scale at the time- Fall	Send out the survey- November 2023		Survey development- 8 hours	ED/Comm.coor.
		Summarize survey results- November 2023		Communications coordinator- survey creation in chosen media/results- 6 hours	
	Have focus group/committee meetings January/February	Meet and segregate (based on size and scope) as focus groups to discuss results- Jan/Feb. 2023		Focus group meetings- ½ day each ED Time- results analysis, etc. – 8 hr	ED
Have CNLA Rep. and committee chairs lead this- identify background	Fall 2022				

	data/survey's available for MBNLA use				
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<b>Standards and Certification</b>	Identify relevant <u>certifications</u> that benefit members e.g.: <ol style="list-style-type: none"> <li>1. Apprenticeship Training, Apprenticeship- Start now</li> <li>2. CNLA horticulture certifications (technician, manager, designer, company)- Fall</li> <li>3. Arborist licensing, Fall</li> <li>4. Pesticide licensing, Fall</li> <li>5. Specific training e.g. class 3 licensing/load securement.</li> <li>6. COR or C-COR Cert.</li> </ol>	C: Identify stakeholders to promote certifications to members. Find a liaison for each certification listed. Have that liaison work with board / professional development committee to develop a promotion program for their designation.  C.5. Create specific training / education opportunities as requested by members (micro courses) e.g. Train the Trainer		½ day	C. Professional Development Rep / committee / ex officio board member  PDC member and identified “expert”
				2 x ½ day	
				C.5. ½ day as required	
<b>Standards</b>		S1: Identify who is familiar with the CLS and who is applying it.  S2: Create information sessions for members to familiarize the CLS  S3: Promote the CLS to		S1 ½ day	PDC
				S2: multiple ½ day sessions	PDC

<p><b>Apprenticeship</b></p>	<p>Comprehension and Implementation of the Canadian Landscape Standard</p>	<p>institutions creating tender documents to align the specifications with industry standards.</p>		<p>S3: as individual opportunities present.</p>	<p>PDC/ Government Relations</p>
	<p>A1: quarterly updates and promotion</p>	<p>A1: MBNLA can maintain a quarterly update in the newsletter.</p>		<p>PDC rep and communications to prepare newsletter / email content</p>	<p>Professional Development Rep / committee / ex officio board member</p>
	<p>A2: Promote enrolment for new Level 1 classes</p>	<p>A2: October November email campaign to reach capacity</p>		<p>E+R Board Chair</p>	
	<p>A3: November</p>	<p>A3: Remind instructors to distribute scholarship materials</p>		<p>E+R Board Chair</p>	
	<p>A4: Congratulate graduates January</p>	<p>A4: Congratulate grads and acknowledge supporting member companies</p>		<p>Guy Dowhy</p>	
	<p>A5: Create awareness of Designated Trainer Application process</p>	<p>Promote on website, social, newsletter</p>		<p>PDC</p>	
	<p>A6: Build tighter community of LH Red Seals</p>	<p>Build a comprehensive list of Journeypersons in MB (with contact information)</p>		<p>PDC</p>	
<p>A6: Make young people aware of the program</p>	<p>Plan event for networking</p>	<p>PDC</p>			
<p>A7: Identify who is certified to act as advocates</p>	<p>Determine where and when for job fairs at highschoools</p>	<p>PDC</p>			
		<p>Contact schools for permission (find out what is required)</p>			
		<p>Attend job fairs</p>			

				Signage promo materials 2 volunteers	PDC
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**TEMPLATE - ACTION PLANNING – 2022 THROUGH 2026  
MBNLA Health and Sustainability**

**Broad Initiative and Objectives**

**Continual growth and improvement of organization**

- *Growth of member numbers*
- *Understanding and meeting of member needs*
- *Sufficient resources to undertake needed work*
- *Member trust in MBNLA stewardship and operations*

Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
<b>Effectiveness and Efficiency</b>	Prioritize actions/timing and resources for the next 12 months- October	Assign leads and deadlines- November 1		Lots!	Board  Committee chair and members
	Fall Planning for winter months for all chairs and committees- October/November	Regular updates to the board- all board meetings			ED
	Board/committee work/input- Ongoing (focus on November-March)				
	More newsletters (6)	Develop ongoing communications to members- newsletter/communiques/website/social media- quarterly newsletter/as required.	\$1500		Comm.Coor.

**TEMPLATE - ACTION PLANNING – 2022 THROUGH 2026  
Regulatory and Administrative Regimes**

**Broad Initiative and Objectives**

**Engagement as Stakeholder**

- *A regulatory regime sensitive to practicalities of the sector*
- *Influence institutions which issue RFPs and oversee competitive processes*

Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	

<b>Government Relations</b>	Identification of primary targets – by end 2022	Identify problem sectors or areas of interest/concern - Fall Winter 2022/23	N/A	1/4 day (BM)	Board Meeting
	At city, municipal, and provincial levels	Identify sectors to include, Ex. pesticide regulation, vrs. boul. tree approvals, low voltage wiring - Fall Winter 2022/23	N/A	1/4 day (BM)	Board Meeting
	Identify an external resource to assist	Build & maintain document listing contacts & assistants/admin - Fall Winter 2022/23	N/A	1/2 day	Board member
		Write Intro Letter	N/A	1/4 day	ED
		Establishing contact with government agencies for introduction / letter Winter - 2023	N/A	1/4 day (email)	ED
		Maintain relationship through corporate invites and bi-annually	N/A	1/4 day	BM - reviewed by Rob
		Voicing concerns at board level	N/A	Board Meetings	BM / member
		Communication concerns to government level	N/A	1/4 day	ED - action it.



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Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	

<b>Recruitment and Retention (MEMBERS)</b>	<b>Identify why existing members leave</b>	<b>Develop Strategy for recruitment Fall 2022 based on why members currently join</b>	<b>N/A</b>	<b>1 day</b>	<b>Board &amp; Ed</b>
	<b>Identify why members join</b>	<b>Design introduction letter for new members and contact strategy</b>	<b>N/A</b>	<b>1 day</b>	<b>BM with review ED</b>
	<b>Develop Strategy for recruitment</b>				

## **Media Connections**

### **Broad Initiative and Objectives**

#### **Awareness Campaigns**

- *Public awareness of value of professionally recognized work*  
*Media awareness of sector and value of MBNLA as spokesperson*

Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
<b>Media Connections</b>	Identify the media outlets	Create a list of contacts	0	2 hours	BM
	Compile a list of expertise and what we do, how many and who are members are	Reach out by phone and in person meetings to the identified media outlets to foster relationships		½ day	ED/BRD
	Contact our ED the	Draft a letter to let them know who MBNLA is. We are associated with the CNLA. To communicate through our ED			
		Sell them on the benefit on how many members we have with expertise in our fields			
		Identify the specific fields within our organization that they can reach out to for expert knowledge, data and statistics			

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- Improved availability and awareness of standards and certifications and associated training  
Process to allow members to compare themselves with the sector*

**Improvement of member practical benefits**

*Broad availability and uptake of practical and desirable benefits, both national and local or regional*

Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
<b>Recruitment and Retention (MEMBERS)</b>	<b>Identify why existing members leave</b>	Create survey questions related to recruitment	N/A	1/2 day	Board Meeting
	<b>Identify why members join</b>	Create a survey or make a phone call related to membership departure	N/A	1 day	Board & Ed
		Track why a new member signs up	N/A	1/2 day	BM with review ED
		Develop Strategy for recruitment Fall 2022 based on why members currently join	N/A	1/4 day	ED
			N/A	1/4 day	

		<p>Design introduction letter for new members and contact strategy - Fall 2022</p> <p>Email letter to prospective members Follow up to letter/email</p> <p>Create cost analysis for existing companies for publishing in newsletter</p> <p>Board to identify 1-2 potential members for each board meeting and follow up with phone call.</p>	N/A	1/2 day	ED  Member company
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Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
Benefit Awareness	Identify Benefits	Document benefits in a presentable format	0	1 day	BM
	Identify to make aware of benefits	Identify benefits for all members new and existing  Pointers for new members, ex new member award vs long term existing members award	0	1 hour	ED
	Create the content	Create list of who to direct market as a possible new member. Get list of existing members  How to effectively convey our benefits			

	Distribute content	<p>Written and video testimonials with photo of member attached</p> <p>½ pamphlet</p> <p>talking points for a verbal conversation</p> <p>Insert testimonials into our monthly newsletter one at a time</p> <p>Distribute the 1/2 page pamphlet via email</p> <p>Make phone calls to targeted members or possible new members.</p>	0	<p>1.5 day</p> <p>30 min</p> <p>1 day</p>	<p>BM</p> <p>ED</p> <p>BM</p>
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Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
<b>Engagement and Events</b>	Identify different sectors within MBNLA	Identify a rep from each sector	0	15min	Board meeting
		Lobby identified rep to write a testimonial with benefits including the education and networking at these events	0	15min	Board meeting
		Get the testimonial on the website	0	½ day	Identified members
		Include testimonial in each newsletter			
		Include and identify in detail one benefit per newsletter possibly attaching a member's experience using the benefit	200	2 hours	ED

		Add additional social events-Bowling, additional activities at social events	0	2 hours	ED
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Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
<b>Local Benefit Additions</b>	Identify local businesses willing to provide discount	Contacting companies – fall 2022	Nil	1 day	Board member plus ED
	Both those who are current suppliers/and new ones who don't serve our market	Creating documents to provide to businesses/ members – fall/winter 2022	Nil	1 day	Board member plus ED
		Communicating new discounts/benefits to existing members - GROW/spring 2023	Cost of wage/ 1hr	1 hr	Board Member plus ED
	Identify sectors and suppliers	Survey and review uptake of new local member benefits – fall/winter 2023	Nil	1-2 weeks	Board Member
	Identify parameters around who to approach and		Nil	1 day	

	the creation of agreement	Contact companies... - to be completed annually			Board Member plus ED
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## TEMPLATE - ACTION PLANNING – 2022 THROUGH 2026

### Public and Media Awareness

#### Broad Initiative and Objectives

#### Awareness Campaigns

- *Public awareness of value of professionally recognized work*
- *Media awareness of sector and value of MBNLA as spokesperson*

Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
			\$	Time	
<b>Public Awareness</b>	IDENTIFY NEW METHODS OF COMMUNICATION TO THE PUBLIC	PRIORITIZE LISTINGS FOR COMMUNICATION METHODS Summer 2022	N/A	1/4 DAY/SURVEY	BOARD MEMBERS
	(H&G SHOW, PUBLIC ENVIROMENTS, PAMPHLETS HANDSOUTS, ETC.)	PREPARE DOCUMENTS/MEDIA DIRECTION FOR GABRIEL Summer 2022	N/A	1/2 DAY	1 BM & ED REVIEW
	UTILIZE EXISTING METHODS BETTER (SOCIAL MEDIA)	PRINT MEDIA (PHAMPLETS) AND SECURE QUOTES Fall 2022	\$1500	1/4 DAY + OTHERS	ED
		ED SEND AWARD INFO TO GABBRIEL Summer 2022	N/A	1/2 DAY	ED
		GABRIEL TO PUBLISH AWARD WINNERS Summer 2022	\$250	NIL	ED
		NEGIOATE RATE WITH H&G OR OTHER SHOWS Winter 2022/23	N/A	1/2	ED & 1 BM
		BOOK SPACE @ SHOWS Winter 2022/23	TBD (\$1500?)	1/4 DAY	ED
		(PAMPHLETS) DISTRIBUTION	N/A	1/4 DAY	

		Spring 2023 SET UP BOOTH, STAFF BOOTH As needed	N/A OR COST	4 DAYS	ALL BOARD MEMBERS ED...?
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			\$	Time	

<b>Public Awareness</b>	<b>IDENTIFY NEW METHODS OF COMMUNICATION TO THE PUBLIC</b>	PRIORITIZE LISTINGS FOR COMMUNICATION METHODS Summer 2022	N/A	1/4 DAY/SURVEY	BOARD MEMBERS
	<b>(H&amp;G SHOW, PUBLIC ENVIROMENTS, PAMPHLETS HANDSOUTS, ETC.)</b>	PREPARE DOCUMENTS/MEDIA DIRECTION FOR GABRIEL Summer 2022	N/A	1/2 DAY	1 BM & ED REVIEW
		PRINT MEDIA (PHAMPLETS) AND SECURE QUOTES Fall 2022	\$1500	1/4 DAY + OTHERS	ED
	<b>UTILIZE EXISTING METHODS BETTER (SOCIAL MEDIA)</b>	ED SEND AWARD INFO TO GABBRIEL Summer 2022	N/A	1/2 DAY	ED
		GABRIEL TO PUBLISH AWARD WINNERS Summer 2022	\$250	NIL	ED
		NEGOIATE RATE WITH H&G OR OTHER SHOWS Winter 2022/23	N/A	1/2	ED & 1 BM
		BOOK SPACE @ SHOWS Winter 2022/23	TBD (\$1500?)	1/4 DAY	ED
		(PHAMPLETS) DISTRIBUTION Spring 2023	N/A	1/4 DAY	ALL BOARD MEMBERS
		SET UP BOOTH, STAFF BOOTH As needed	N/A OR COST	4 DAYS	ED...?

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			\$	Time		
<b>Resourcing and Capacity</b>	Identify more fundraising activities for MBNLA and Hort. Foundation (registered charity)	Add another event	\$100 square payment system	1 hour	ED/BRD	
		Add fundraising opportunities at each event i.e. 50/50				
		Other				
	Investigate/Apply for Grant opportunities	Look at government timing of these- Fall 2022	\$500	10 hours		ED/BRD
		Apply				
	Contract someone for advocacy	Investigate availability of someone like this- fall 2022	\$3000 annually	30 hours		ED/BRD
Rainy day fund	Establish rainy day fund- fall 2022	\$20,000	n/a	ED/BRD		
	Establish reserves- i.e. Benefits promotion/Advocacy etc.	75% of annual net income split amongst	n/a	ED/BRD		



	Lean on committees to more work under board delegation and direction	Transfer to rainy day or other reserves every October. Establish directives for each committee every fall	decided upon reserves \$300	8 hours	ED/BRD
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Critical Component	Preparatory Work (if any) & Timing	Action Steps & Schedule	Resources Required		Responsibility
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<b>Stakeholder Awareness</b>	Identify stakeholders  Members Public Media Govt. Educators  Identify priority stakeholders  Identify priority messages	Develop the relevant messages for the specific stakeholder and issue- January 1, 2023.  Members- benefits package and tangible value of benefit- January 15, 2023.  Public- value of hiring a professional and MBNLA members- January 15, 2023.  Media- make them aware that MBNLA is first point of contact- January 15, 2023.  Govt.- make them aware that MBNLA is first point of contact- January 15, 2023.  Allied organizations- Urban Forest Council/MALA/ISA Prairie Chapter/ACC/Recreation MB/MGSA/  Educators- MBNLA can act as the funnel for all education/training awareness and opportunities- January 15, 2023.	Volunteer-\$0.00  ED time- built in based on hour demand	Volunteer time at board and committee level	Respective committees to develop relevant messages and media preferences- i.e. website/press release/e-mail/social media  ED to facilitate and carry out communication through the various media's

		Maintaining relationships on a regular basis (quarterly/biannual/other)- ongoing			
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