



**2017-2019 Strategic Plan**  
*Update & Progress Report – November 2017*

**I. GOALS/OBJECTIVES**

- A. Wild Ones Mission Statement:** *Wild Ones: Native Plants, Natural Landscapes promotes environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities.*

*Guided by the philosophy of Lorrie Otto... “If suburbia were landscaped with meadows, prairies, thickets, or forests, or combinations of these, then the water would sparkle, fish would be good to eat again, birds would sing and human spirits would soar.”*

*Wild Ones continues to lead the natural landscaping movement as we explore, teach, and change the practice of gardening in our communities and around the country to using native plants.*

- B. Chapter Goal Statement:** *Tennessee Valley Wild Ones advocates increasing biodiversity through focused inclusion of regional native plants into all landscapes: commercial, public and private. We are a regional resource using the collective assets and understanding of our members, partners, and the national organization to educate, demonstrate, and increase public awareness.*

- C. Chapter Overarching Goal: H.O.P.E. – “Helping Our Planet Earth”**  
[Note this is a guiding internal principle for our chapter. This statement is not a substitute for “Healing the Earth, One Landscape at a Time,” our tagline in publicity materials.]

#### D. Measurement Criteria / Success Indicators

1. # of individuals educated/year
  - CNP attendance
  - Symposium attendance
  - TVWO program attendance
  - TVWO speaker's bureau event attendance
2. # of "certified" landscapes (see II.B.3. below)
  - Public spaces, business/corporate, homeowners, other
3. # of media mentions, including TVWO programs and events, landscaping best practices, etc.
4. # of members and membership renewal rate; # members joined because of CNP

	2014		2015		2016		2017 YTD thru September	
	# events	Attend.	# events	Attend.	# events	Attend.	# events	Attend.
Monthly Speaker Programs	5	188	4	208	7	223	6	235
Special Program/Workshops	2	79	4	77	3	155	1	8
CNP Programs**	13	264	4	53	4	91	7	139
Symposium	1	140	1	198	1	187	1	205
Symposium Workshop							1	24
Symposium Dinner			1	26	1	25	1	26
Public Info Tables*	6		9		9		7	
Member Hikes/Outings	8	65	7	72	4	50	3	23
Landscapes in Progress	1	16	2	46	4	71	3	63
New Member Orientation							1	25
Member Social Events	2	62	2	64	3	83	1	7
Partner Events	1	45			2	100	2	70
Speaker Events	5	225	6	151	12	376	14	368
<b>TOTAL</b>	<b>44</b>	<b>1,084</b>	<b>40</b>	<b>895</b>	<b>50</b>	<b>1,361</b>	<b>48</b>	<b>1,193</b>

\* Attendance figures not available

\*\* 2014-15 CNP programs managed by RRANC

	2012	2013	2014	2015	2016	Current
Total # Members	71	122	160	165	190	201

Next Steps: Current/base levels for the above measurements will be obtained during 2016-17. Benchmark measurements for other Wild Ones chapters will also be sought. By early 2018, specific three-year goals for all measurement criteria will then be established by the Executive Committee and approved by the Board.

## II. SPECIFIC STRATEGIES & ACTIONS

FIVE key strategic initiatives have been identified for 2017-19, including:

- Generate REVENUE from flagship programs (Symposium & CNP)
- ADVOCATE and PARTNER for the use of native plants in landscapes
- Increase MEMBERSHIP involvement and retention
- Build INFRASTRUCTURE
- Enhance MARKETING & PUBLICITY

### A. Generate REVENUE from Flagship Programs

#### 1. Annual Native Plant Symposium

Actions Taken: The fifth annual Native Plant Symposium was presented on Saturday, March 18, 2017 at the University of Tennessee at Chattanooga. The 2017 Symposium also featured the Native Plant Marketplace for the second year. New in 2017 was a Friday all-day hands-on workshop featuring Claudia West. The 2017 Symposium weekend programs netted \$2,151. The Symposium itself broke even.

Responsibility: Symposium Committee

#### 2. Certificate in Native Plants Program

Actions Taken: The CNP, managed by TVWO in partnership with Reflection Riding Arboretum & Nature Center and the Tennessee Native Plant Society, was re-launched in July 2016. A full year of monthly programs will be presented annually in 2017. To date, nine individuals have received the Certificate award. In 2016, the CNP netted TVWO \$5,760. The 2017 CNP will generate positive income for the chapter.

Responsibility: CNP Committee

#### 3. Native Plant Garden Tour

New Initiative: Introduce an annual one-day “tour” of three local native plant gardens in fall 2018.

Next Step: By fall 2017, appoint a committee to plan the 2018 Native Plant Garden Tour. This event is expected to generate revenue for the chapter.

#### 4. Chattanooga Area Pollinator Partnership

New Initiative: Consider selling pollinator plant/seed kits in spring 2018  
Responsibility: CHAPP Committee

### B. ADVOCATE and PARTNER for the Use of Native Plants in Landscapes

#### 1. Present public programs that educate individuals about native plants and responsible, sustainable landscaping practices, including introduction of new programs that appeal to younger and more urban audiences.

Actions Taken: The 2017 monthly program lineup includes:

January – *Invasive Plants* with Dan Simberloff

February – *Pollinator Protection in the Tennessee Valley*

March – *Designing Plant Communities* with Claudia West + Symposium

April – *Myths & Realities of Native Plants* with Wilf Nichols

May – *Riparian Plants* with Bill Phillips

June – *Prairie Restoration* panel discussion

July – *Plant This, Not That* with Lisa Huff

August – *History of Botanical Drawing* with Linda Fraser

October – *Saving an Old Growth Forest from the Grip of Invasive Plants*  
with Eli Dickerson

Next Steps: Revitalize the Program Committee and offer greater variety in program formats, including local activities like touring rain gardens, sponsoring invasive pulls, and reactivating the plant rescue program, and different venues to attract new audiences and encourage socializing.

Timing: 2018

Responsibility: Program Committee

#### 2. Continue to exhibit, have a presence, and partner with other organizations at local community events related to native plants and responsible landscaping.

Actions Taken: TVWO has been involved with the Chattanooga Area Food Bank *Garden Tour*, Reflection Riding *Spring & Fall Native Plant Sales*, the *Pollinator Palooza* at Crabtree Farms, the *Weed Wrangle*, the Tennessee Federation of Garden Clubs District III *Day of Gardening*, the Hamilton County Master Gardeners' *Garden Expo*, Bachman Community Center *Home & Garden Show*, Lafayette GA *Honeybee Festival*, Reflection Riding *Pollinator Rally*, Crabtree Farms *Fall Plant Sale*, Hamilton County Fair, and more.

Next Steps: Continue this strategy.

Responsibility: Public Information Committee

**3. Organize a “speakers bureau” to offer presentations to local/regional groups and organizations about native plants and responsible, sustainable landscaping practices.**

Actions Taken: In the past year, the number of presentations has increase significantly. At least eight TVWO members have made community presentations. Demand for such presentations is increasing.

Next Steps:

- Speakers Bureau Coordinator has been appointed and will act as the “point person,” scheduling and overseeing logistics for all presentations.
- Develop a “bank” of presentations that can be used by TVWO volunteers.
- Continue to train and develop volunteer speakers.

Timing: Fall 2017

Responsibility: Public Information Committee

**4. Continue to develop the Chattanooga Pollinator Partnership (CHAPP) to improve pollinator habitat in the Chattanooga area for butterflies, bees, moths, bats, hummingbirds and other beneficial insects/animals.**

Actions Taken: The Chattanooga Area Pollinator Partnership (CHAPP), modeled after Greater Atlanta Pollinator Partnership, was launched in 2017. CHAPP Committee established. Mission and goals have been articulated. The website, *chapollinator.org*, and the mapping function is now operational. A CHAPP exhibit was presented at the Hamilton County Fair in September. CHAPP representatives met with the Tennessee Federation of Garden Clubs District III Director and agreed to support their efforts to get area towns and cities to become Bee City USA designated.

Goals:

1. Increase pollinator habitat.
2. Educate and inform about pollinator conservation.
3. Cultivate the Chattanooga area community to value, promote, and support pollinator conservation research, citizen science projects, and pollinator habitat restoration.
4. Develop clear guidelines for pollinator-friendly habitat design and installation, and restoration of abandoned/endangered sites.
5. Incorporate school participation.
6. Involve program partners and Southeastern citizens to advocate for pollinator conservation and gardens.

Next Steps:

- Coordinate with Public Information to incorporate CHAPP’s message in chapter table events
- Help coordinate pre-symposium and symposium events such as a Bee City/Campus meeting and Pollinator Habitat design workshop

- Make sure the 2017 SFE Fund is transferred to the 2018 Chapter budget
- Complete work on a partnership proposal template
- Work on K-12 education modules
- Develop a Pollinator Habitat Toolkit

Responsibility: CHAPP Committee

## **5. Establish and expand the Landscape Recognition Award and offer Landscape “Certification.”**

Actions Taken: Three Landscape Recognition Awards were presented at the 2017 Symposium:

Next Steps:

- Develop and refine the process for nominations and judging of the Landscape Recognition Awards. Refine and publish the selection criteria. Involve landscape architects in the judging process.
- Increase awareness and engagement with the Landscape Recognition Awards. Work with TVWO Publicity & Public Relations Coordinator to develop strategies to obtain media coverage.
- Develop criteria for a “healthy garden” and develop a process for application, certification and recognition of ALL local landscapes that meet the criteria. Publicize the list of “certified” landscapes. Consider offering signage for such gardens.

Timing:

- Annual Landscape Recognition Award presentation at Symposium.
- Landscape “certification” timetable TBD.

Responsibility: Landscape Recognition Award Committee

## **6. Influence regional policy- and decision-makers regarding laws and regulations affecting the use of native plants.**

Actions Taken:

TVWO representative(s) attended the November 1-3, 2016 Southeastern Partners in Plant Conservation Conference in Atlanta. TVWO representatives were at the TN-AL-GA Plant Conservation Alliance on May 19, 2017 and the TN Plant Conservation Alliance meeting the following day. TVWO was assigned to the volunteer coordination task group.

Next Steps:

Develop more focused goals and strategic plans. Possible tactics include:

- Articulate standards for “healthy” landscape practices and share with elected officials or government agencies we wish to influence.
- Develop partnerships - City of Chattanooga Water Quality, Parks Department, Tennessee Department of Environment and Conservation, etc.
- Contact and meet with elected officials with authority to influence actions, including Tennessee Department of Transportation.
- Build partnerships with other organizations to enhance credibility and influence.
- Attend events/meetings so that we are aware of planning.
- Appoint a Publicity and Public Relations Coordinator to write articles for local newspapers magazines, website, TV interviews.
- Encourage members to stay engaged by writing letters and making calls.
- Educate members on how/why advocacy is important (include in any materials we produced or have a website page), providing them with the knowledge of how to be an advocate.
- Invite officials to event(s) when Landscape "Certifications" are awarded.

Timing: 2017-18

Responsibility: Executive Committee and Board

**7. Develop strategies to broaden influence and interactions with professional landscapers.**

Next Steps: TBD

Timing: TBD

Responsibility: Board

**8. Assist in the creation of new Wild Ones chapters in the state and region**

Next Steps:

- Focus on establishment of chapters in Nashville and Memphis  
Share resources and offer joint programs with other regional chapters
- Consider designating funds to support such efforts.

Timing: Ongoing

Responsibility: Board

## C. Increase MEMBERSHIP involvement and retention

### 1. Throughout the year, continue to offer a variety of members-only programs that will attract, retain and educate members.

- Landscapes in Progress – 3 programs in 2017
- In addition to regularly-scheduled *Landscapes in Progress* programs, offer “Pop-Up” *Landscapes in Progress* programs to help give members more opportunities to get hands-on experiences and to meet other members.
  - Former LIPs hosts can choose to offer a “last minute” LIPs program.
  - Send notices to members whenever such programs are available.
- Hikes and trips to regional locations with native plants of interest
- Plant/seed swaps, co-op buys and plant giveaways
- Annual Meeting
- Social Events, e.g., summer picnic, holiday celebration, plant swaps, etc.

Timing: Ongoing throughout the year

Responsibility: Program Committee, with support from the Membership and Communications Committee

### 2. Offer a “New Member Orientation Day” in the spring.

- Provide the opportunity to ask specific landscaping/gardening questions.
- Offer a free plant or other incentive for attendance, along with the TVWO member discount on plant purchases.

Actions Taken: First New Member Orientation held on April 29, 2017 after LIPs program.

Next Steps: Offer annual orientation program

Responsibility: Membership & Communications Committee

### 3. Make welcome phone calls to each new member.

- Identify a volunteer to make phone calls.
- Obtain Member Directory information during this phone call.

Timing: Launch in 2017 or 2018

Responsibility: Membership & Communications Committee



#### **4. Create and send a “New Member Welcome Packet” to all new members.**

Action Taken: New Member packets developed and distributed at New Member Orientation. Monthly mailing of packets to new members continues.

Responsibility: Membership & Communications Committee

#### **5. Implement Greeter Program and Member Directory**

Actions Taken:

- Greeter Program implemented beginning in 2016
- Member Directory available August 2016. Updated Directory to be distributed annually in December via e-mail.

Next Steps: Appoint Hospitality Coordinator to oversee Greeters; invite new members to become involved in this activity.

Responsibility: Membership & Communications Committee

### **D. Build INFRASTRUCTURE**

#### **1. Increase volunteer involvement by appointing a “Volunteer Coordinator” who helps cultivate and ask members to be volunteers**

Actions Taken: Lena Hall appointed as Volunteer Coordinator in late 2016. Online volunteer signup process implemented. “Job guidelines” and summaries of responsibilities for Program, Symposium, Membership and PI Committees have been developed.

Next Steps:

- Formalize the Volunteer Coordinator position as a member of the Board.
- Continue to expand volunteer involvement by filling positions
  - Publicity & Public Relations Coordinator
  - Hospitality Coordinator
  - Native Plant Garden Tour Committee
  - Intro Positions: Greeters, Meeting Hosts, other

Timing: 2017-18

## **2. Improve ways for the public and members to contact the chapter**

### Actions taken:

A phone number has been published on the website – 423.847.2012.  
Volunteers have been assigned to monitor and respond/forward emails and calls

### Next Steps:

- Mailing address
- Consider “virtual assistant”

Timing: 2017-18

Responsibility: TBD

## **3. Obtain necessary equipment to ensure professional presentations (e.g., screen, projection technology, microphone/sound system, etc.)**

Next Step: The Speakers Bureau Coordinator will be responsible for housing equipment and making it available as needed for presentations and meetings.

Timing: 2017

Responsibility: TBD

## **4. Ensure that website is user-friendly**

- Payments and registration
- Mobile phone-friendly format
- Online resources for classes
- Online teaching and videos

Timing: 2018

Responsibility: TBD

## **E. Enhance MARKETING & PUBLICITY**

### **1. Develop a Marketing Plan that includes low/no cost strategies to increase awareness of TVWO among the general public and to grow program participation and membership.**

#### Next Steps:

Appoint a Publicity & Public Relations Coordinator; consider making this a Board role.

Timing: 2018

Responsibility: Board

### III. Volunteer Levels/Roles

