

# ALCA 2024 Strategy Articulation Map

2025, 2026 & 2027

ALCA 2024 Strategy Articulation Map <small>(v10.19.24)</small>			
 <p><b>ALCA</b> ARIZONA LANDSCAPE CONTRACTORS ASSOCIATION</p> <p><u>ALCA</u> <u>Mission</u></p> <p>To provide the education and government representation resulting in the enhanced professionalism of members and the public's perception of the Landscape Contractors and the Green Industry</p>	Strategic Focus Areas	Objectives	Strategies
	1 Education	Expand education resources to recruit and develop skilled labor for the green industry	1.1 Create a committee to work directly with local universities and community colleges to education students on green industry and recruitment into industry
			1.2 1.2 Establish ALCA as the leader in water conservation education
	2 Membership	Improve member resources and community to increase the value of ALCA membership	2.1 Establish a grass roots approach to membership growth
	3 Operations	Create a comprehensive framework for the association to best support the identified needs and procedures of each level of the organization (for <u>it's</u> success)	3.1 Revise committee structure to reflect current and future needs of association
			3.2 Create onboarding procedure and operating agreement for board members to attract and retain a high functioning board
			3.3 Create study group to identify if expansion of services outside of Phoenix is necessary or not. If so, solidify specific strategy for those markets
	4 Outreach	Increase visibility to the community through all media, to promote sustainability, education and governmental affairs	4.1 Revise the perception of what it means to work in the green industry
			4.2 Develop community outreach program to educate public, HOA's, municipalities, etc. as to why SLM is so important to improve the perceived value of ALCA members