CAMPUS ARBORETUM 2021 STRATEGIC PLAN

Purpose: to mitigate the impacts of urbanization on environmental and human health.

1. Develop and implement sustainable landscapes on campus.
2. Leverage partnerships with UA researchers in environmental and human health fields.
3. Educate students as the future scientists, civic leaders and land managers.
4. Engage citizens as landscape stewards through education, citizen science and outreach.

2021 Vision: To be a global leader in sustainable urban landscape development by bringing together and communicating UA expertise to the community and beyond. To achieve this goal, the UA Campus Arboretum will function as a living laboratory, demonstrating the UA commitment and expertise in environmental, social and economic sustainability. To achieve this vision, the Campus Arboretum will unite and fully integrate into, the UA administrative processes overseeing landscape development and management, create partnerships with UA researchers and develop programs that engage students and citizens in formal and outreach education. These efforts will enhance campus development so that it strategically aligns to support, compliment and display UA research and educational expertise in environmental and health sciences. The Campus Arboretum will provide guidance and expertise to campus development and engage students in its implementation. Educational programs will train and involve both students and the community through interpretive, educational opportunities aimed at connecting the current and future population in this and other urban, arid regions globally, with the technologies generated and innovations developed by the UA to reduce resource consumption, promote healthy ecosystems, individuals and communities. The creation of these tangible displays will not only further establish the UA as a leader in environmental, urban stewardship but also enhance the UA role as a major destination for conservation education. Collectively, these efforts serve to promote citizenship and aim to mitigate the negative environmental and human health impacts of a rapidly growing and increasingly urban population.

Mission: The UA Campus Arboretum is a living laboratory promoting stewardship and conservation of urban trees through research, education and outreach.   To realize this vision will require:

- Active support from the UA administrative units with oversight for campus landscape development and management.
- Strong collaborative ties with UA research and instructional units to develop landscape exhibits for formal and outreach educational programs.
- Development of resources and web-based tools which make the campus model accessible globally.
- Independently funded programs devoted to the development and implementation of sustainable landscapes for urban, arid climates.

Shared Values: The world's population is growing and humanity has largely adopted urban areas as its primary choice of habitat. Urbanization has concentrated the impacts of population growth and has created profound environmental, economic, and social implications for the world's future. Urbanization has resulted in catastrophic loss of biodiversity, ecosystem degradation, landscape fragmentation, climate change as well as a cultural disconnect between the environment and the population it supports. Although trees are fundamental to healthy ecosystem and provide cultural, social and therapeutic benefits for humans, current landscape development and management practices significantly reduce their longevity and are ineffective in restoring the ecosystem services lost during urban development. As a major urban population in an arid climate, the UA campus location affords a unique opportunity to leverage its expertise as a Tier I research school, develop sustainable management practices, catalog and expand biodiversity and display these innovations on the campus grounds as a model of sustainably living with less in an increasingly populous world. Further, historic preservation and cultural significance of the campus collections increase the potential for impact by creating community connections, generating loyalty and attracting a variety of visitors.

Summary: This document represents a single goal with supporting actions that will position the UA Campus Arboretum to 1. develop innovative solutions to landscape sustainability, 2. enhance landscape development that showcases UA expertise in environmental conservation, 3. engage a broad audience , including students, researchers and citizens aligned with our mission to maximize the environmental, economic, social and cultural benefits landscapes provide. Included in this document are plans for establishing and enhancing connections to UA research, instruction and administrative units as well as other community, regional and national entities.

STRATEGIC GOAL ONE:
Expand/enrich Undergraduate Experience and Success

A. Current situation and gap between current situation and desired situation

The Campus Arboretum continues the century long tradition of the UA College of Agriculture in promoting the land stewardship critical to sustain population growth and the health of people and the environment in an arid climate with limited natural resources. The campus grounds serve as a living laboratory providing resources to support research, promote biodiversity, model conservation and preserve the culture and history of the region. Because of the global relevance and regional significance of these objectives, the Campus Arboretum seeks increased visibility, enhanced opportunities for participation in campus development and management as well as additional resources to engage students, develop vigorous extension programs and engage students and the public through outreach and service.

The Campus Arboretum aims to:

1. Participate in campus planning and management decisions.
2. Increase and catalog collections biodiversity and expand and disseminate accessions data.
3. Develop and implement sustainable landscape practices appropriate for the SW and other arid urban settings.
4. Increase visibility and utility of arboretum resources to a broad regional and global audience.
5. Actively engage students, faculty and industry through educational programs, outreach and online technologies.
6. Continue to support arboretum programs through donations and other extramural funds.

B. Strategies to achieve goal

1. Establish a steering committee to develop and institutionalize the Sustainable Sites landscape standards.
2. Establish a collaborative CALS Center for Biodiversity.
3. Develop extension programs addressing urban sustainability.
4. Increase marketing and publicity locally, and expand our online presence.
5. Create a student club and connect with the community in other ways through outreach industry partnerships.
6. Develop targeted sponsorship campaigns.

C. Actions | **Time Period**

1. Create a Facebook page.	FY12
2. Upgrade website to improve data access and promote interaction with the public.	FY12
3. Develop web-based tools for collection of grounds maintenance data and future decision-support.	FY12-13
4. Provide and market public tree tours (Master Gardener's Tree Stewards)	FY12
5. Create partnerships with local nurseries to increase collection diversity.	FY12
6. Develop, implement and institutionalize sustainable sites landscape standards on campus.	FY13
7. Establish a CALS Center for Biodiversity.	FY13
8. Identify campus collections or sites to focus a sponsorship campaign.	FY13
9. Organize students to form a club to support the UA Community Gardens, harvest events and tours.	FY13
10. Organize public harvesting events for olives (fall) and citrus (spring).	FY13
11. Install new signs and improve interpretive plaques. (QR codes)	FY14
12. Compete the arboretum inventory. (succulents, cacti, shrubs, vines and ground covers)	FY14

D. Inputs needed to achieve the goal

- Database management, IT support and web development. (actions 2, 3 and 7)
- Grounds liaison to facilitate database content management. (actions 3, 6, 9 and 10)
- Administrative, marketing, publicity and development support. (actions 4, 8, 9 and 10)
- Educational program and volunteer coordinator. (actions 4, 6, 7, 9, 10, 11 and 12)
- Student workers or volunteers. (actions 4, 9, 10, 11, 12)

E. Objective metrics that will be used to track progress towards attaining goal

- Funding and donations.
- # of sponsorships.
- Online resource use. (web hits)
- # tours.
- # of participants in tours and outreach events.
- # talks, workshops and attendees.
- # of industry partnerships.
- Size of student club.
- # of club activities.
- # of volunteer hours.