



STRATEGIC PLAN 2017-2019

OUR MISSION

To promote horticulture and inspire people to pursue careers working with plants.

OUR VISION

We envision a U.S. where: Everyone understands and values the importance of plants and the people who work in the art, science, technology and business of horticulture.



AWARENESS

Create a favorable perception of horticulture and increase awareness of careers working with plants among youth and youth influencers.



EDUCATION

Engage and excite youth about horticulture and careers working with plants.



WORKFORCE DEVELOPMENT

Increase the skilled workforce in horticulture and develop a strong pipeline of future talent.



PARTNERSHIPS

Cultivate and strengthen partnerships and collaborations to advance our mission; and to diversify and broaden the base of volunteers, advocates and supporters.



RESOURCE DEVELOPMENT

Diversify funding sources and increase financial supporters to ensure sustainability of the movement.