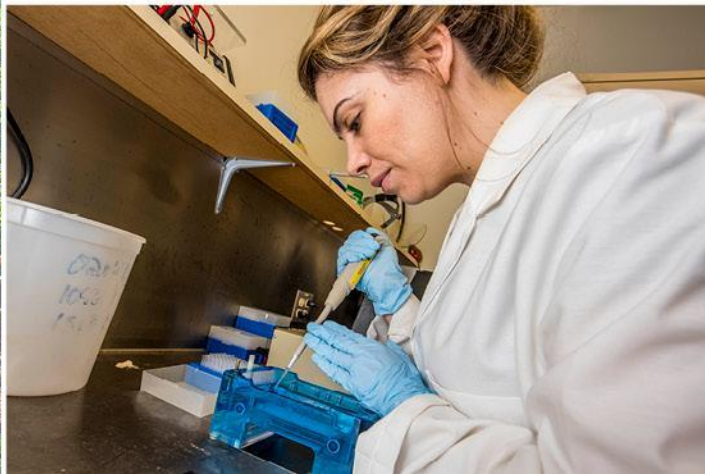




Assessing Social Impact

Sue Wagner
Vice President Education and Information
The Morton Arboretum
Lisle, Illinois USA



Assessing social impact



Arboretum Mission and Vision



Mission

Collect and study trees from around the world,
display for people to study and enjoy,
learn how to grow to enhance environment.
Goal is to encourage planting and conservation
for a greener, healthier, and more beautiful world.

Vision

The Morton Arboretum will be
the leading center of tree expertise,
inspiring the world to plant and protect trees.

Current Strategic Plan

Effective January 1, 2016



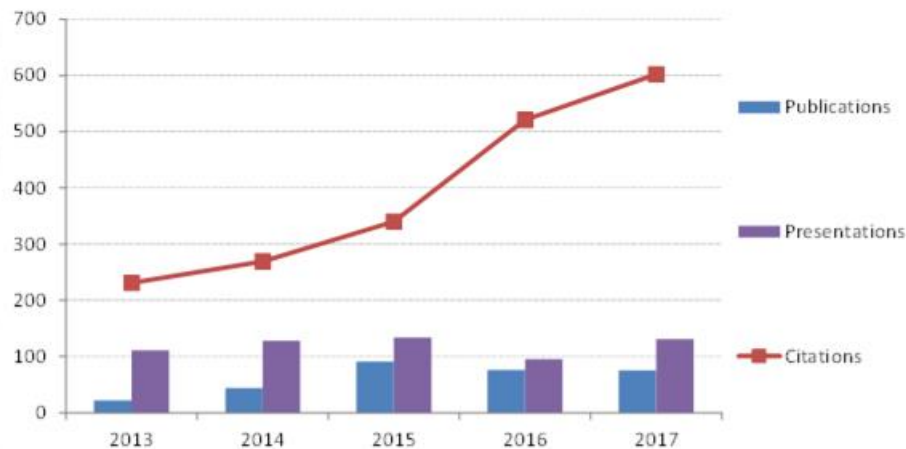
1. Strengthen the Arboretum's leadership in tree science and conservation.
2. Inspire, encourage, and catalyze tree advocates
3. Position the Arboretum as a leading nonprofit organization in the Chicago region
4. Develop and sustain the assets and resources needed to ensure institutional quality and long-term success

Strategic Dashboard – TREE EXPERTISE

Developing and delivering expert tree knowledge and experience



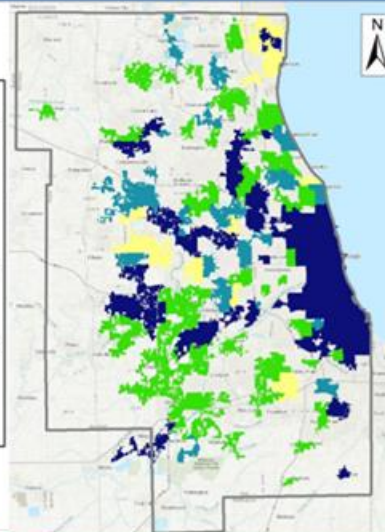
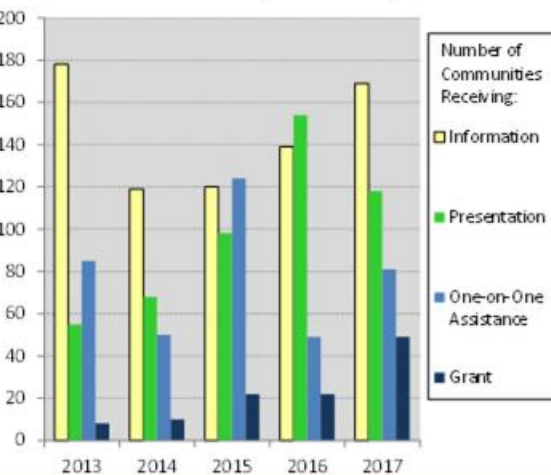
Professional Publications and Presentations



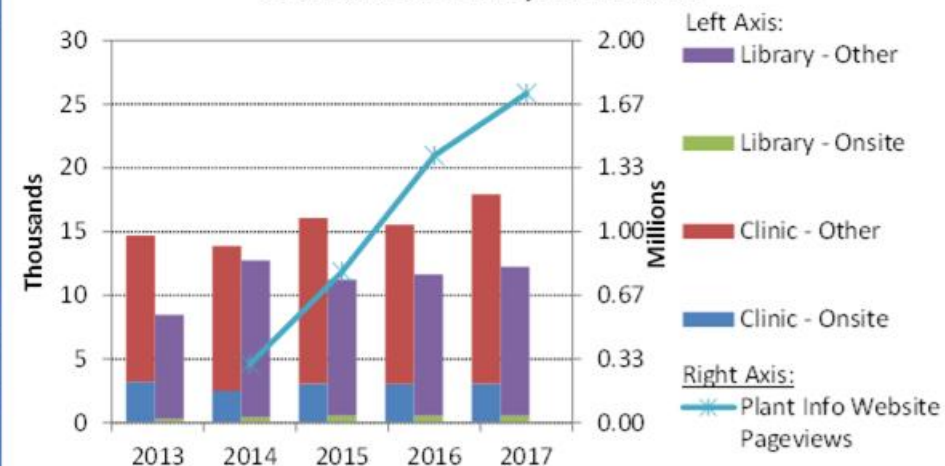
Grant Activity



Community Trees Activity



Plant Clinic & Library Interactions

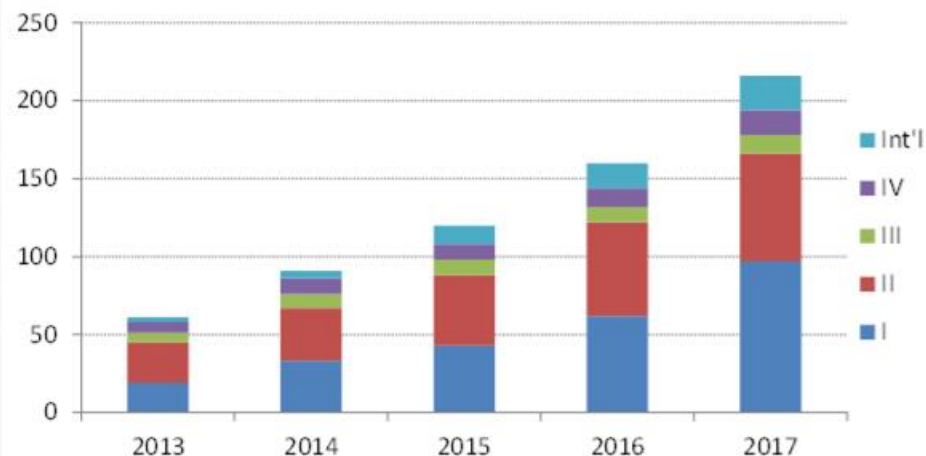


Strategic Dashboard – CATALYSIS

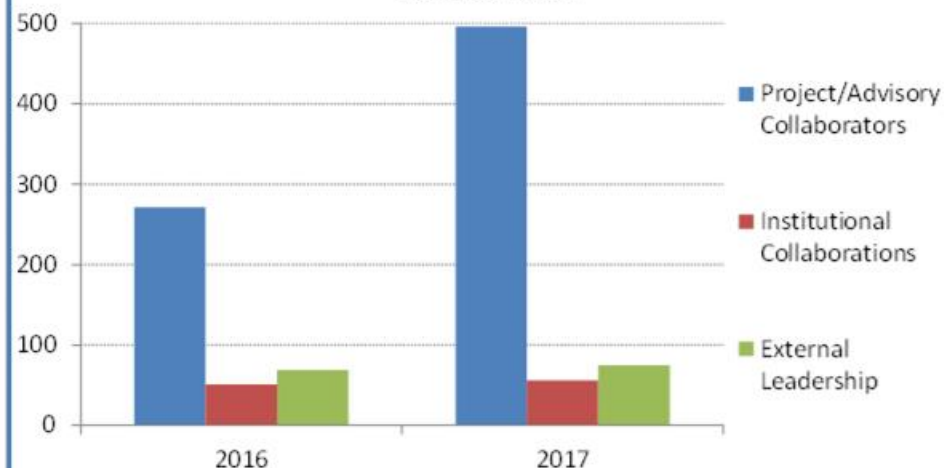
Inspiring other organizations and individuals to pursue and achieve objectives related to the Arboretum's mission



ArbNet-Accredited Institutions



Collaboration

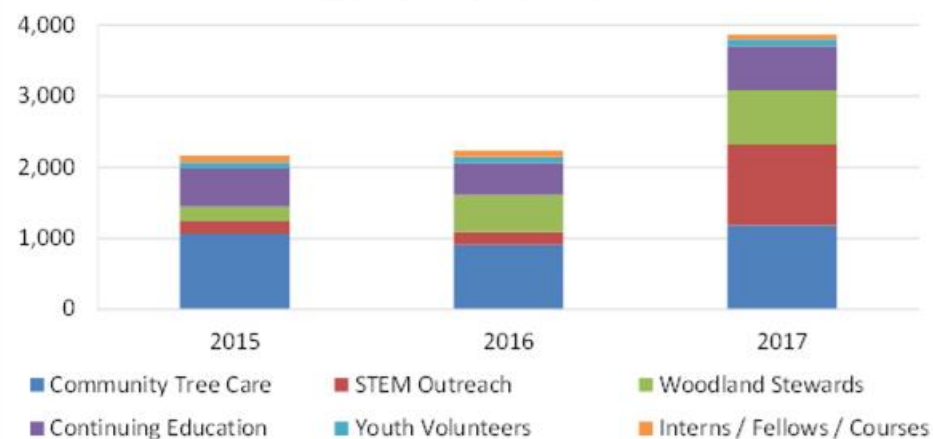


New Plant Development - Nursery Plant Sales

varieties



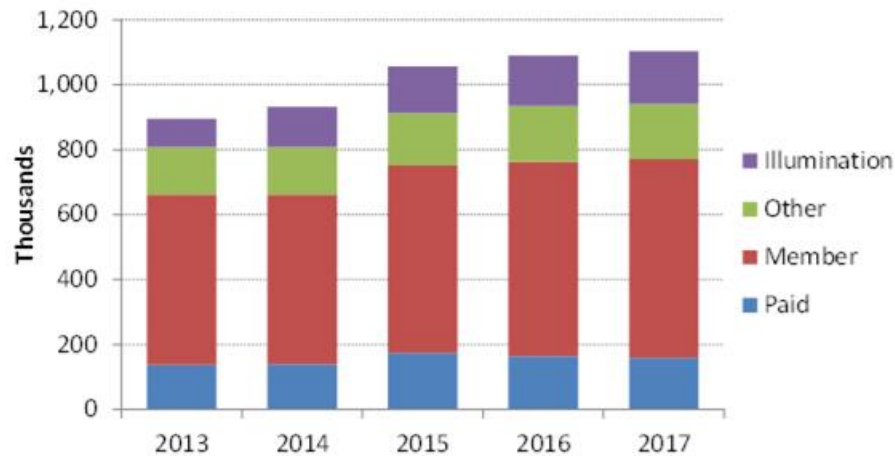
Expert Training - Participants



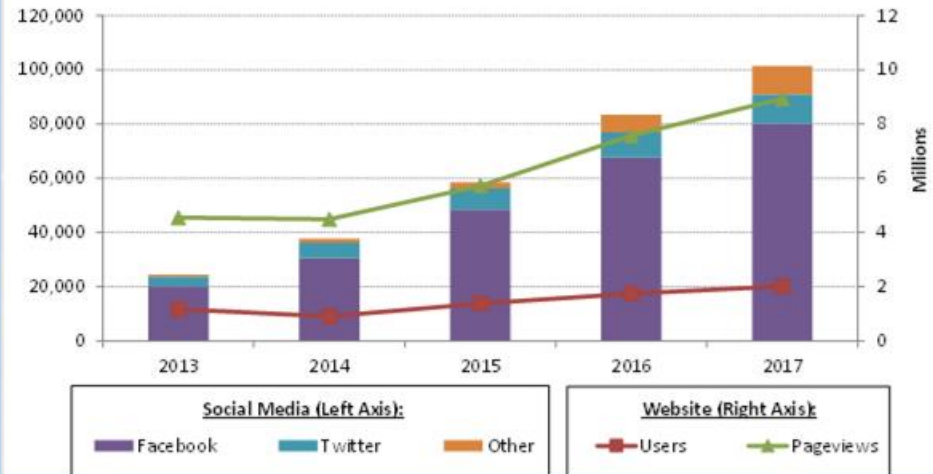
Strategic Dashboard – PARTICIPATION

Active engagement at the Arboretum and in its mission activities

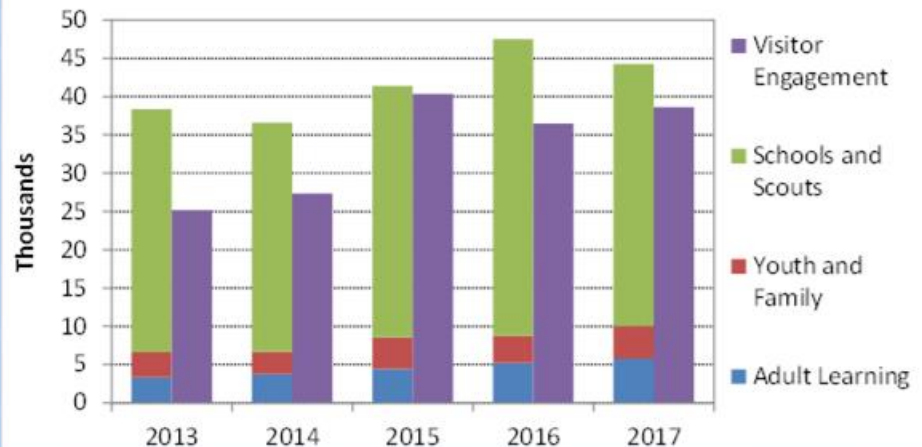
Attendance



Online Participation



Education Program Participants

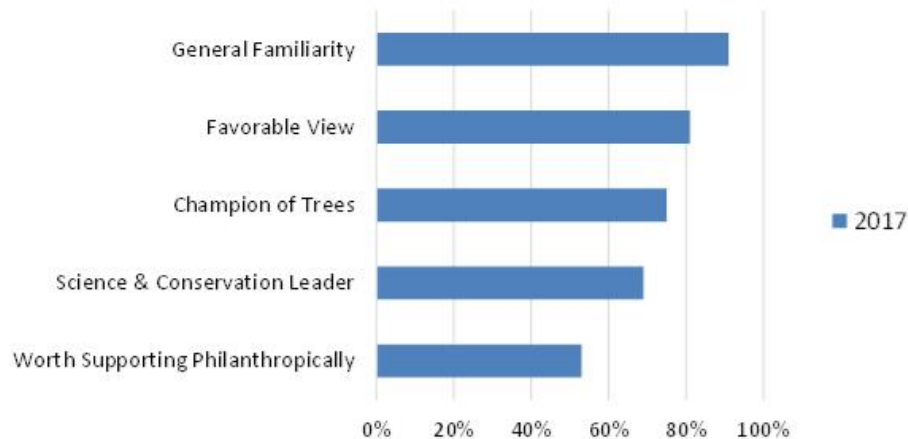


Strategic Dashboard – REPUTATION

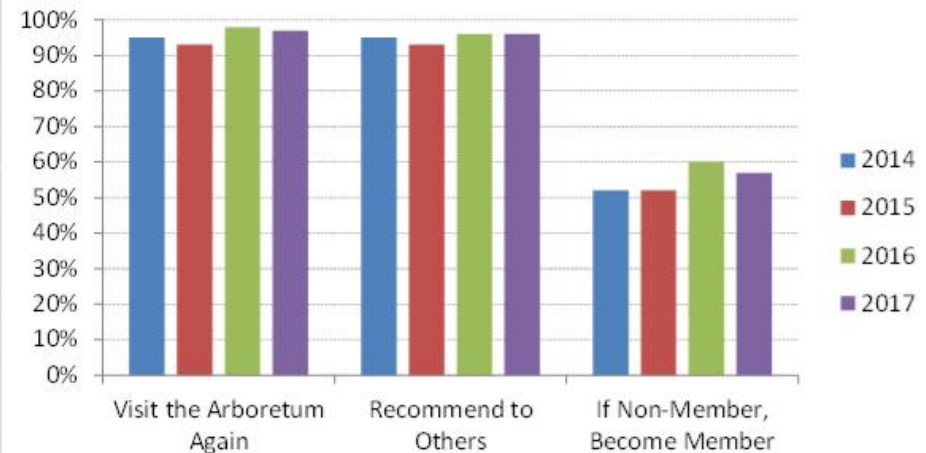
Earning a high level of brand and mission-impact recognition in the professional realm, in the community and other audience segments, in philanthropic circles, and with the media



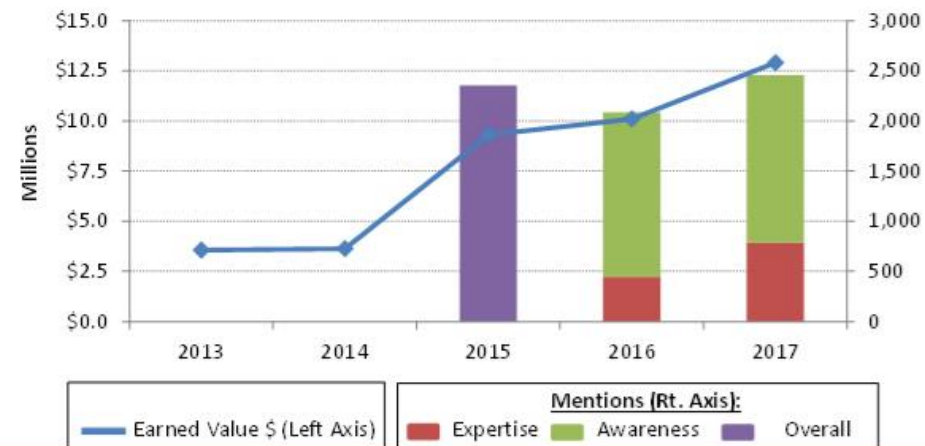
Reputation Survey



How Likely Visitors Are To:



Media Awareness

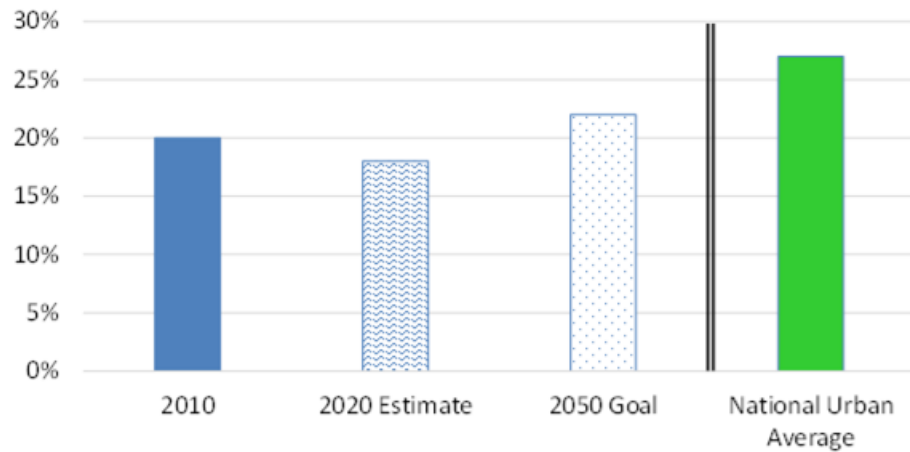


Strategic Dashboard – IMPACT

The results of the Arboretum's tree planting and conservation mission



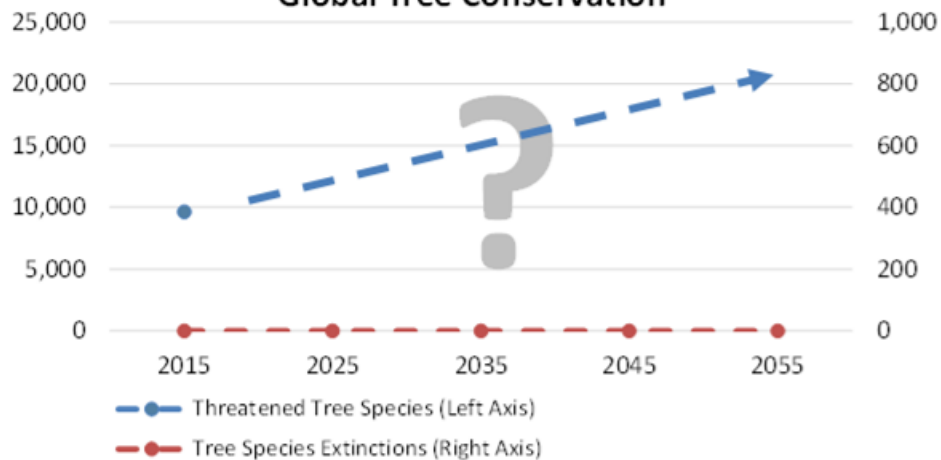
Chicago Region Tree & Shrub Cover



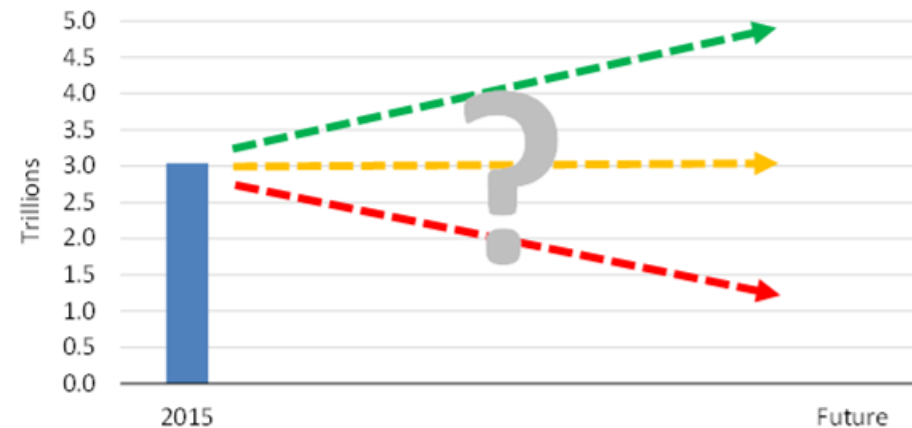
Chicago Region Urban Forest Features

	<u>2010</u>	<u>2020 estimate</u>	<u>2050 goal</u>
Number of trees	157,142,000	↓	↑
Carbon sequestered (tons / year)	677,000	↓	↑
Pollution removed (tons / year)	18,080	↓	↑
Top 10 species, % of total population	59.0%	?	↓

Global Tree Conservation

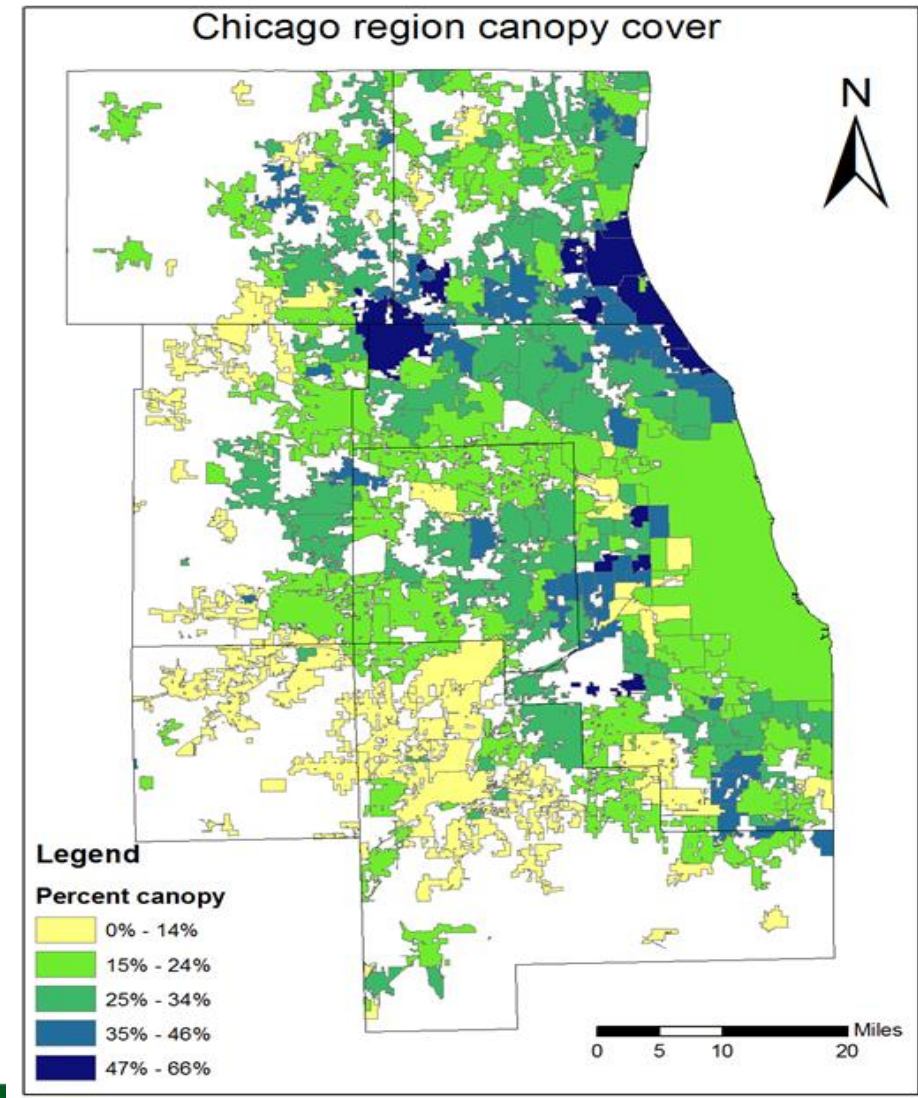


Trees on Earth



Chicago Region Trees Initiative

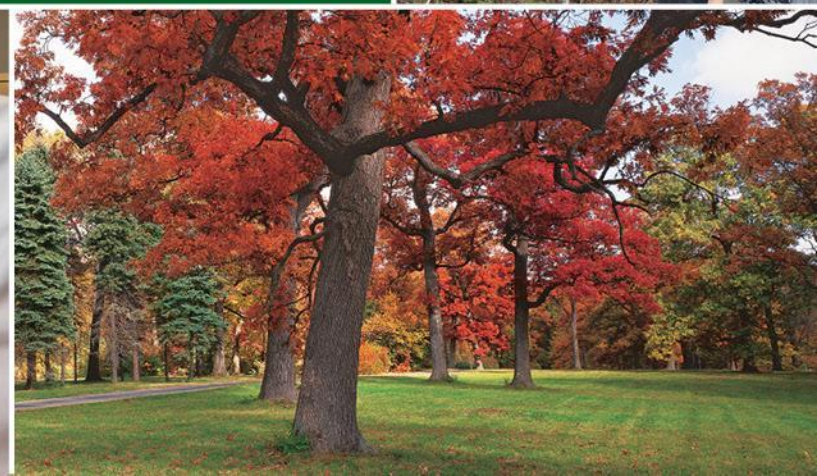
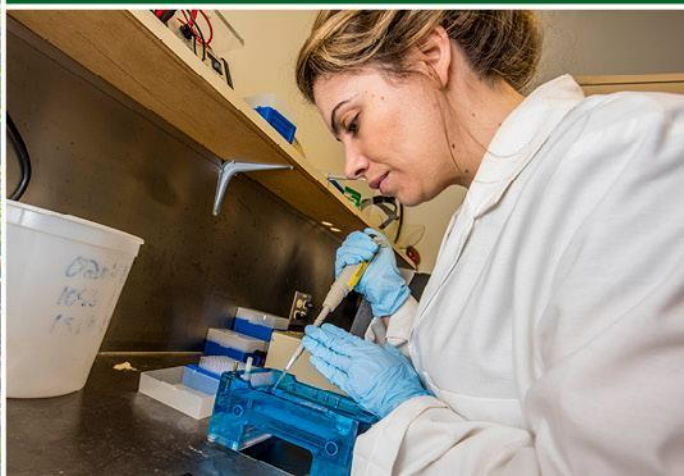
- Why tree canopy is important
- Training to care for trees
- \$51.2 billion in compensatory benefits to the community



Do we catalyze action?

- Increased self-efficacy in managing trees on private land
- Improve public policy through ordinances and developmental practices







THE
CHAMPION
of **TREES**

4100 Illinois Route 53
Lisle, Illinois 60532
mortonarb.org • 630-968-0074

To collect and study trees, shrubs, and other plants from around the world, to display them across naturally beautiful landscapes for people to study and enjoy, and to learn how to grow them in ways that enhance our environment.

Our goal is to encourage the planting and conservation of trees and other plants for a greener, healthier, and more beautiful world.