

Script for City Arboreta PowerPoint presentation

Slide 1 - ArbNet The Professional Arboretum Network

What is ArbNet? It is a interactive, international community of arboreta and tree-focused professionals. Founded on Arbor Day, 2011, ArbNet is coordinated by The Morton Arboretum (Lisle, IL), in collaboration with the Botanic Gardens Conservation International (BGCI) and the American Public Gardens Association (APGA). So, why does ArbNet matter, why should you care? You will find out why today!

Slide 2 – ArbNet The Interactive Community of Arboreta

Here is a snapshot of their website. The website offers a variety of programs, initiatives and opportunities for funding, collaboration and resources. Such as, the Morton Register, The ArbNet Accreditation Program and various other resources, which I will highlight today.

Slide 3 – ArbNet The Morton Register of Arboreta

One aspect of their website is “The Morton register of arboreta” which is a comprehensive list and database of arboreta and public gardens that have a substantial focus on woody plants. It includes over 1500 arboreta, representing more than 100 countries. The purpose of the register is to identify and recognize organizations, globally, that collect and display trees, shrubs and other woody plants. It is an opportunity to connect with these organizations and build partnerships or initiate collaborations. Within the register, you can identify institutions that are accredited through ArbNet.

Transition: now what do I mean when I say “accredited through ArbNet”?, ArbNet, like I said before, offers a variety of programs, one of them being a professional arboretum accreditation program.

Slide 4 – ArbNet Arboretum Accreditation Program

ArbNet created its Arboretum Accreditation program to establish and share widely a recognized set of industry standards for the purpose of unifying the arboretum community. No other international program of accreditation exists that is specific to arboreta. Four levels of accreditation, listed out here on this chart, are awarded based on the arboretum’s abilities and capacity in increasing degrees of development, maintenance and collections. The chart shows the difference between the accreditation levels based on the various criteria each level needs to meet.

To become accredited, arboreta must submit an application for review. Once awarded official accreditation status, there are no other commitments to follow up on besides renewing your accreditation every five years by filling out a one-page form. Accreditation is based on self-assessment and documentation of an arboretum’s level of achievement of accreditation standards, including planning, governance, number of species, staff or volunteer support, education and public programming, tree science and research, conservation , etc. **It is free to apply!**

Slide 5 – ArbNet Arboretum Accreditation Program

list off the benefits on the slide , with the accreditation status, many arboreta have used it to leverage themselves for funding opportunities ...promote themselves to the community via social media, etc. make more connections with other institutions, and so much more

Transition: speaking of identifying opportunities for collaboration or being recognized for being a part of a larger, global community...

Slide 6 – ArbNet Arboretum Accreditation Program

ArbNet has grown substantially since its inception in 2011. Just this past year, 2019, ArbNet had 80 accreditations. You can see on this figure the number of accreditations, broken down by accreditation level and the type of arboreta that was accredited such as, a city or municipality. You can see that the majority of accreditations are Level I. So it is very common for institutions to become accredited at Level I, and they always have the option of upgrading if they want to down the line.

Not only that, but ArbNet grew, globally. They were able to accredit institutions from 12 different countries where they originally had zero accredited institutions. In total, ArbNet is reaching 28 countries, seen here on this map. The different colored, tree badges on this map, represent the four different levels of accreditation.

Transition: now that you've got a glimpse of ArbNet in the bigger picture, I am going to review examples of accredited arboreta, resources and opportunities that are specific to this audience.

Slide 7 – ArbNet Accredited Arboreta

A variety of institutions can become designated as an arboretum. Like snowflakes, arboreta are all unique. For example, they differ in terms of their collections, mission, location, size, and programming. The ArbNet community is comprised of traditional as well as many non-traditional arboreta. Examples of non-traditional arboreta are parks, cities, cemeteries, zoos, and, historical properties with a substantial focus on woody plants.

Slide 8 – ArbNet Accredited Arboreta (Atlanta Beltline)

For example, Atlanta Beltline arboretum is a dynamic urban collection of cultivated tree and woody plant species, along with native grasses and wildflowers. It is a perfect example of a “non-traditional” arboretum, and it showcases sustainable landscape management and restoration of urban ecosystems. The arboretum’s location is along a historic railway, which presents a unique opportunity to educate about utilizing plants to restore depleted soils and reconnect fragmented communities. The arboretum connects a network of public parks, trails and light-rail transit. They host a variety of walking tours

Atlanta Beltline received a capacity building grant from ArbNet to advance its professional capacity in either: arboretum management, education and public engagement, tree collections and tree science and conservation.

Slide 9—ArbNet Accredited Arboreta (Beltline Memorial Park)

Belton Memorial Park also received funding from the ArbNet Capacity Building grant to build an arboretum kiosk.

Slide 10 – ArbNet: Accredited Arboreta (West Chicago Park District)

Another example is the West Chicago Park District arboretum. This “non-traditional” arboretum is a series of parks and green spaces located all throughout west Chicago. Also, in terms of outreach and public engagement, they used GIS tech to make a self-guided tree tour for the public to use, they celebrate Arbor Day with a ceremonial tree planting, and they hold volunteer work days and education seminars on trees and native plants which residents can attend.

Slide 11—ArbNet Accredited Arboreta (Mt. Lebanon Arboretum)

Level I ArbNet Accredited Mt. Lebanon Arboretum is another example of a non-traditional arboreta which is a community of parks, green open spaces, etc.

Here is more info about the arboretum, which is taken straight from their website, so this is also a great example of how your arboretum’s website could be set up.

Transition: So, now that I have discussed the ArbNet Accreditation Program, and went over a few examples of “non-traditional” arboreta. If you are interested in becoming an accredited arboreta and you are unsure on where to start, the ArbNet website is a great place to look at for help

Slide 12 – ArbNet Resources

Also available on the ArbNet website are a variety of resources to assist arboretum staff in meeting professional standards. Resources here cover everything from creating an institution’s master plan and/or collections policy, how to manage staff/volunteers; and creating tree maps and databases to conducting a successful adult education course, which is especially valuable for arboreta with limited staff. Through the website we also share news and events related to tree care, global tree research, conservation and news from partners and accredited arboreta.

Slide 13 – ArbNet Resource Examples

For specific examples of the types of resources you can find on the ArbNet website.... They provide sample arboretum plans or collections policies that you can use to fill out directly or have as a guide when creating your plan/policy.

Slide 14 – ArbNet Labeling/Mapping Resources

Also, they have several resources for labeling. This is a comparison guide, comparing the different types of places you can buy physical labels from.

Or if you don't have much of a budget to buy labels, ArbNet also provides a comparison guide for online mapping/labeling shown here. For example, you can add points to google maps that represent the different trees at your arboretum

Slide 15 – ArbNet Mapping Resources

Plants Map which was listed on this online comparison guide, is a great tool to use to create your own personal map online through their website. ArbNet provides a "how-to" guide on how to do this.

Slide 16 – ArbNet Map Examples

Also, here are a few examples of maps or walking maps that city/park arboreta created for the public to use. GIS is a popular resource arboreta use to map the location of their trees.

Slide 17 – ArbNet Tree ID resources

Tree ID is a stumbling block for some arboreta, so ArbNet recommends these three resources to solve that problem.

Bartlett tree experts, Davey and International Society of Arboriculture (ISA) are all valuable outlets and resources to use for numerous things such as: tree identification, tree planting and management questions.

We have had several accredited arboreta utilize one or more of these resources to get their trees identified on their grounds before applying for accreditation.

Slide 18, 19 – ArbNet Public Engagement Examples

To be a Level I ArbNet Accredited Arboretum you have to engage the public in some sort of event or outreach each year. Here are some examples of easy, public events that other accredited arboreta have done. For example...

Greenwich tree conservancy hosted a tree contest. Also, they host a number of tree related walks throughout the year, as you can see listed here.

Finally, the rotary street tree arboretum posted interpretive signage around their trails, which engages the public to learn more about trees when visiting.

Another easy option is to plant a tree for arbor day!

Slide 20—ArbNet A Connected Community

One of the many ways ArbNet communicates and connects with its arboreta community is through its quarterly newsletter, featuring the work of accredited arboreta, new available resources on the website, as well as, any upcoming events or opportunities related to tree science and conservation from around the world. It is a great learning opportunity to gather more information about the community of arboreta ArbNet makes up. You can subscribe to the newsletter on the website!

Slide 21—ArbNet A Connected Community

Also, you can learn more about ArbNet and its connected community through their social media accounts. ArbNet shares accredited arboreta or tree conservation/science news regularly, to keep the community informed and showcase the amazing work that the accredited institutions are doing. Just another benefit of joining ArbNet!

Slide 22—ArbNet Shareworthy News

Becoming an official, accredited arboretum is an exciting achievement! The majority of newly accredited arboreta share this exciting news through articles, on their website, social media, etc. which you can see a few examples here

Slide 23—ArbNet Testimonials

Now, if that doesn't convince you, here is some more proof as to why ArbNet is a great opportunity, another feather to add to your cap.

Slide 24 – ArbNet Apply today!

Apply for ArbNet Arboretum Accreditation and become a part of the only international, professional arboretum network! IT IS FREE TO APPLY! For assistance with the application, feel free to reach out to ArbNet Coordinator, Sue Paist, or ArbNet Assistant, Amy Byrne. They are available to answer your questions about accreditation and the application process. Don't wait, become a part of a community that is working to plant and protect trees!