Funnel Concept for Arboretum Activities, Audiences, and Focus

Example:

Trees and Their Environments
Holiculture and Conservation

Focus of expertise

Green Industry Influence
City of Chicago
The City USA

Influence the health, value & practical ways to promote & apply Arboretum knowledge in

Reach beyond the Arboretum to build appreciation for

A wide variety of easily accessible ways for people

Learn & grow

Provide opportunities to

They are where people meet

Conduct active outreach

Advise, practices, advocate

Set standards, best
guidelines

Doing things and new ways of
Pioneer new thinking

Working in schools
Educational programs
Professional training programs
Community trees program
Plant clinic

Demonstration gardens
Symposia
Special exhibits &

Nature to open eyes to wonders of
cultural archeology
Engaging public programs
Exhibition and discovery of

Introduction
Woodland restoration
Research
Urban areas
Practical science