



2023-2026

Strategic Plan

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VISION

Enhancing careers, lives, and the environment through the care, growth, and preservation of the landscape.

MISSION

Empowering grounds professionals and developing leaders through:

- Transformative Education
- Promotion and Celebration of Excellence
- Innovative and Collaborative Partnerships
- Cultivating Community and Peer Engagement

Cultivating Educational Excellence

GOAL PGMS® is the recognized leader in education and training through innovative methods that meet professionals where they are today while preparing them for tomorrow.

Strategies

- Provide education that advances green industry professionals, whoever they are, wherever they are.
- Continually evaluate and update educational platforms to ensure programs meet the changing needs of our membership.
- PGMS® has a strategic, multi-level committee to design our educational programs.

By the end of 2026, we will have:

- Redesigned our learning platforms to meet the needs of our members based on how they best learn.
- Enhanced our conference and community experience at both the national and local levels.
- Designed educational curriculum to provide the industry with resources that support grounds management best practices.
- Reviewed and updated School of Grounds Management core-competencies to meet the challenges of today and tomorrow.

Building Strategic Alliances

GOAL Partnerships between complementary organizations that drive the PGMS® mission.

Strategies

- Partnership Outreach Taskforce to bring discussions with potential partners (national and regional) with recommendations to the Board regarding visibility.
- Increase ROI for partners and value to members.
- Create stronger partnerships with agricultural and educational institutions to engage youth and generate interest in the grounds management profession.

By the end of 2026, we will have:

- Developed long-term relationships to enhance awareness and interest in the grounds management profession.
- A robust Supplier Council network that provides thought leadership to advance PGMS® and the grounds profession.
- Developed and engaged partnerships with organizations that support and promote PGMS® educational programs.

Fostering Fellowship & Engagement

GOAL PGMS® has a strong network of community and collaboration that advances the Grounds Management profession.

Strategies

- Cultivate strong professional networks, mentorship and collaboration.
- Position members to achieve their goals.
- Build and celebrate the vibrant, diverse and inclusive member community through awareness and engagement.
- Empower members to communicate the vitality of the grounds profession.

By the end of 2026, we will have:

- Improved the Society's pipeline through committee and task force design and training, and provided development tools that allow for a more cohesive volunteer experience.
- Developed a mentor/mentee network, and in doing so, increased student and young professional membership and engagement.
- Expanded member engagement through active involvement with education offerings, task forces, committees, or online communities.

Promoting & Celebrating Excellence

GOAL PGMS® promotes best management practices that enhances the environment and celebrates professionalism.

Strategies

- Develop, update and promote Best Management Practices (BMPs).
- Elevate and celebrate those who receive awards and certifications.
- Enhance awareness of the value of PGMS® programs that recognize excellence.

By the end of 2026, we will have:

- Best Management Practices are recognized and promoted industry-wide.
- Developed an awards committee to expand the recognition pool.
- Increased the number of certified individuals and Green Star Award winners.
- Provided resources and initiatives for members to articulate the impact of membership on company outputs, leadership and culture.