

Oregon Landscape Contractors Board

At A Glance Strategic Plan: 2024 – 2028

Our Vision

We elevate the standard of professionalism and integrity in the industry.
We efficiently serve all stakeholders and are a model of effective and compassionate administration working on behalf of the public's interest.

Our Mission

The Oregon Landscape Contractors Board is a state agency with a strong commitment to serve the public, consumers, and licensees of the State of Oregon. The primary mission of the Board is consumer protection. We achieve this by promoting contractor competency in the landscape contracting industry through five (5) major program areas:

- Education
- Examinations
- Licensing
- Claims and Dispute Resolution
- Enforcement

Our Core Values

Core values are non-negotiable and actionable; they express what is important to the organization and how individuals within it carry out its mission and vision.

Engaged
Equitable
Transparent
Informed
Proactive
Responsible
Compassionate

Our Equity Statement Preamble

The **Oregon Landscape Contractors Board** (LCB) is committed to ensuring an equitable landscaping contractor licensure and related consumer protection system for all people in Oregon. We believe that all Oregonians, regardless of their background or identity, deserve equitable access to LCB services.

(Full statement available at <https://www.oregon.gov/lcb>)

Key Strategic Initiatives

Strategic Initiative #1

Provide Equitable Pathways to Licensure.

Metric: Beginning FY 2024-25, evaluate current industry demographics alongside state demographics on an annual basis, including year over year, monitoring diversity of licensees in parity with state population demographics. LCB will see a 10% increase in the total number of Spanish language tests taken and passed, demonstrating quality of translated resources and exams.

1. 100% Spanish study and testing materials option.

2. Reduce barriers to completing testing in a manner that does not lower standards for entry into the industry.

3. Measure licensee demographics on an ongoing basis.

Strategic Initiative #2

Adopt Technology to Increase Educational Opportunity Awareness, Access and Payments.

Metric: By May 2028 appropriate technology is in place, communicated, and utilized, resulting in 20% increase in traffic to current website and social media sites, and ACH and other payment platforms available.

1. Develop and create media to assist in licensing processes for English and Spanish speaking populations.

2. Enhance payment processing program.

3. Develop social media and improve website to increase agency visibility to public.

Strategic Initiative #3

Develop and Enhance Relationships with all Stakeholders.

Metric: By 2028, satisfaction surveys of organization partners will be conducted, demonstrating an average rating of "meets expectations" or higher with LCB engagement. Stakeholder partnerships will be developed in all of Oregon's five geographic regions.

1. Evaluate current stakeholder relationships.

2. Identify new industry and community stakeholders to engage and begin building relationships.