

# Motivations, Barriers, and Opportunities for Increasing Credentialed Commercial Tree Workers

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# Project support





# The issue



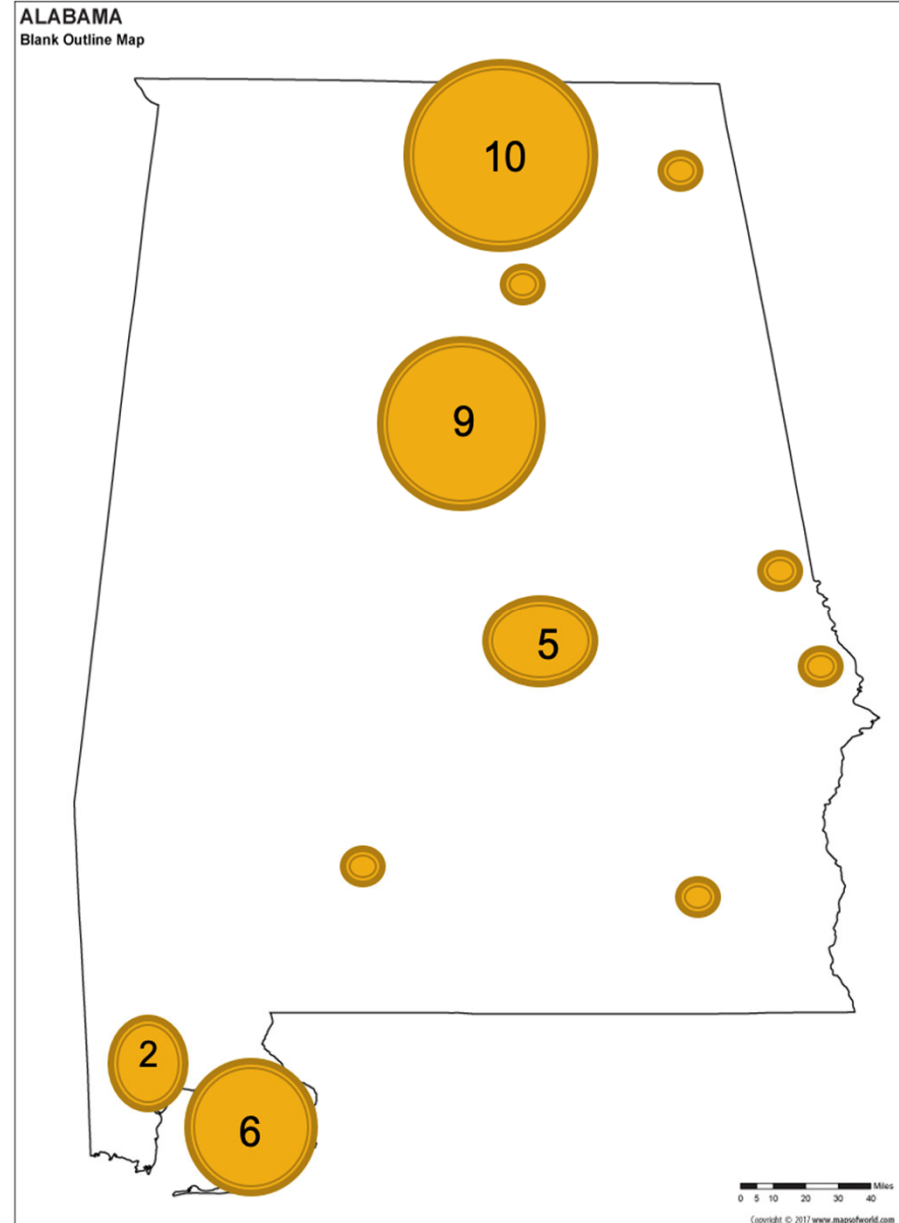


# The issue

ISA has:

- 36,595 Certified Arborists
- 10,500 TRAQ
- 54,000 ISA credentials holders

Paralleling ISA, TCIA introduced numerous qualifications and certifications geared towards improving safety in the industry.





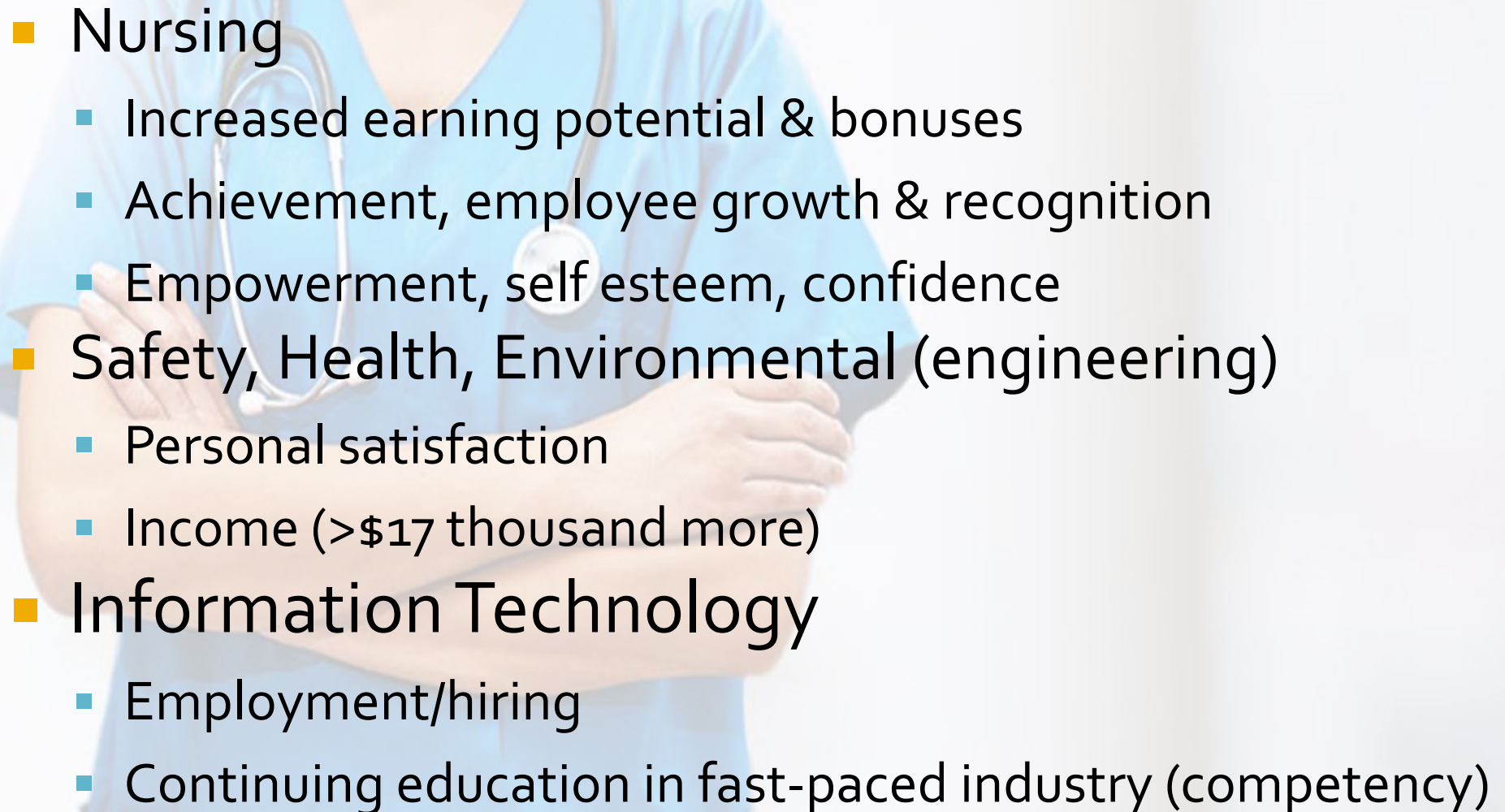
# Research Objective

*Understand the motivations, values and barriers commercial tree workers place on ISA certifications*

To expand CAs in the South, it is imperative we understand why tree workers become certified and why others fail to pursue certification.



# Value of certification in other professions

- 
- Nursing
    - Increased earning potential & bonuses
    - Achievement, employee growth & recognition
    - Empowerment, self esteem, confidence
  - Safety, Health, Environmental (engineering)
    - Personal satisfaction
    - Income (>\$17 thousand more)
  - Information Technology
    - Employment/hiring
    - Continuing education in fast-paced industry (competency)

# Approach

- Study Area
  - Alabama, Tennessee, Georgia
    - 1 small/medium sized city & 1 large city per state
- Data Collection
  - Semi-structured interviews
  - 20 interviews per state 50% certified and 50% non-certified
  - Mail/Email survey



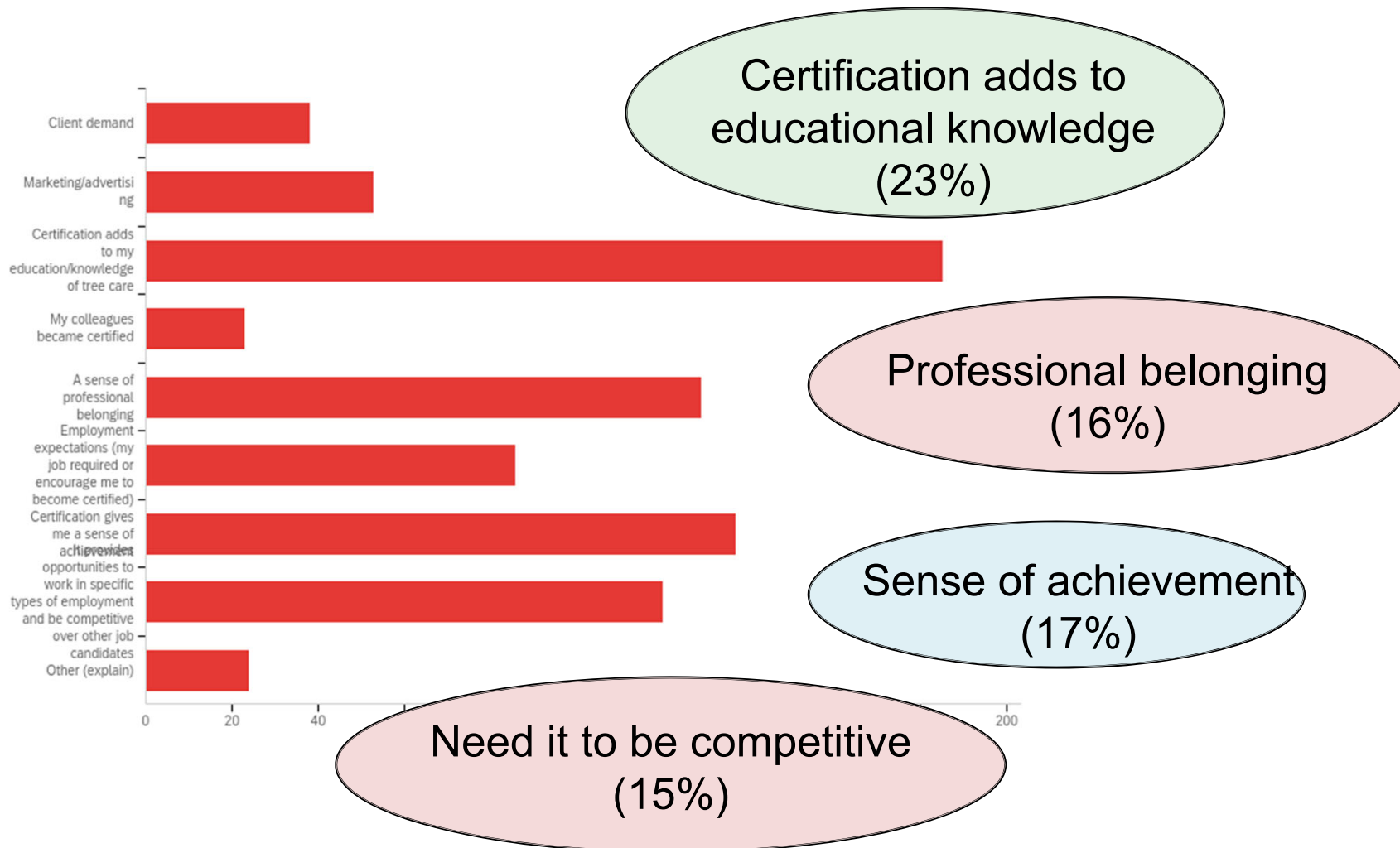
**Analysis:**  
Thematic analysis

Qualitative findings extracted due to copyright



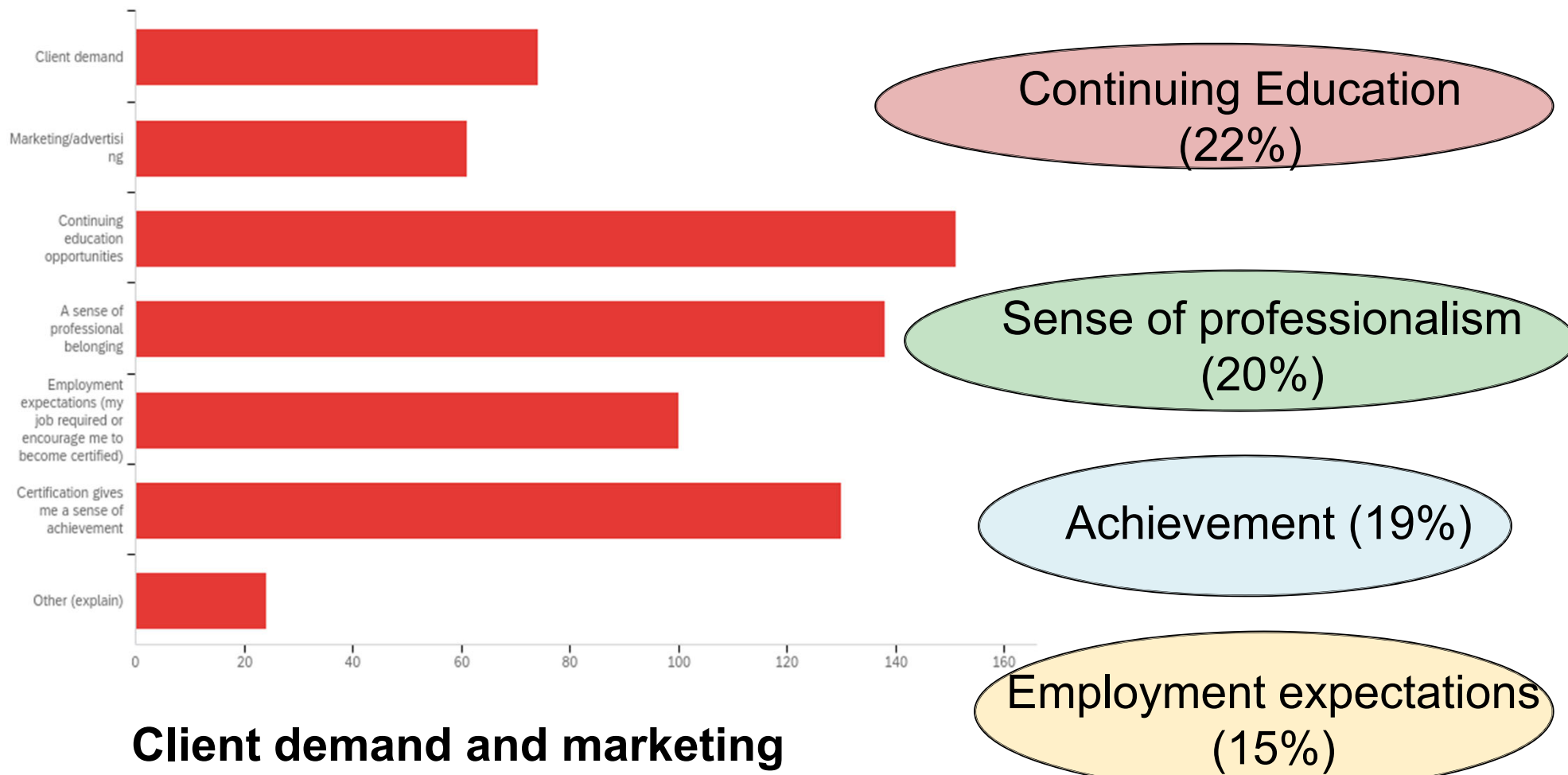
# Motivators - Survey Results

What influenced you to become certified in the past?



# Motivators - Survey Results

## What influenced you to stay certified?

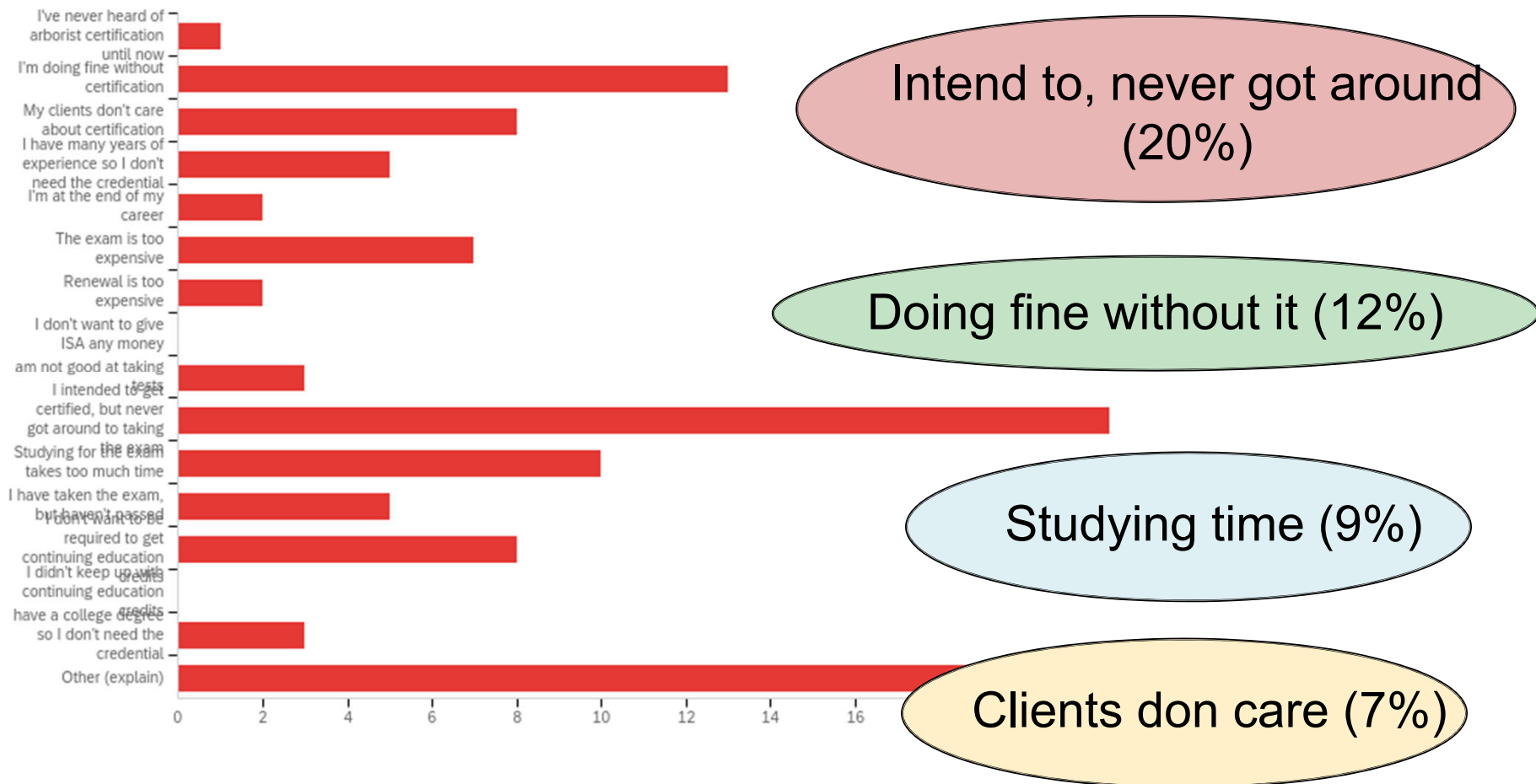


**Client demand and marketing where near the bottom....**



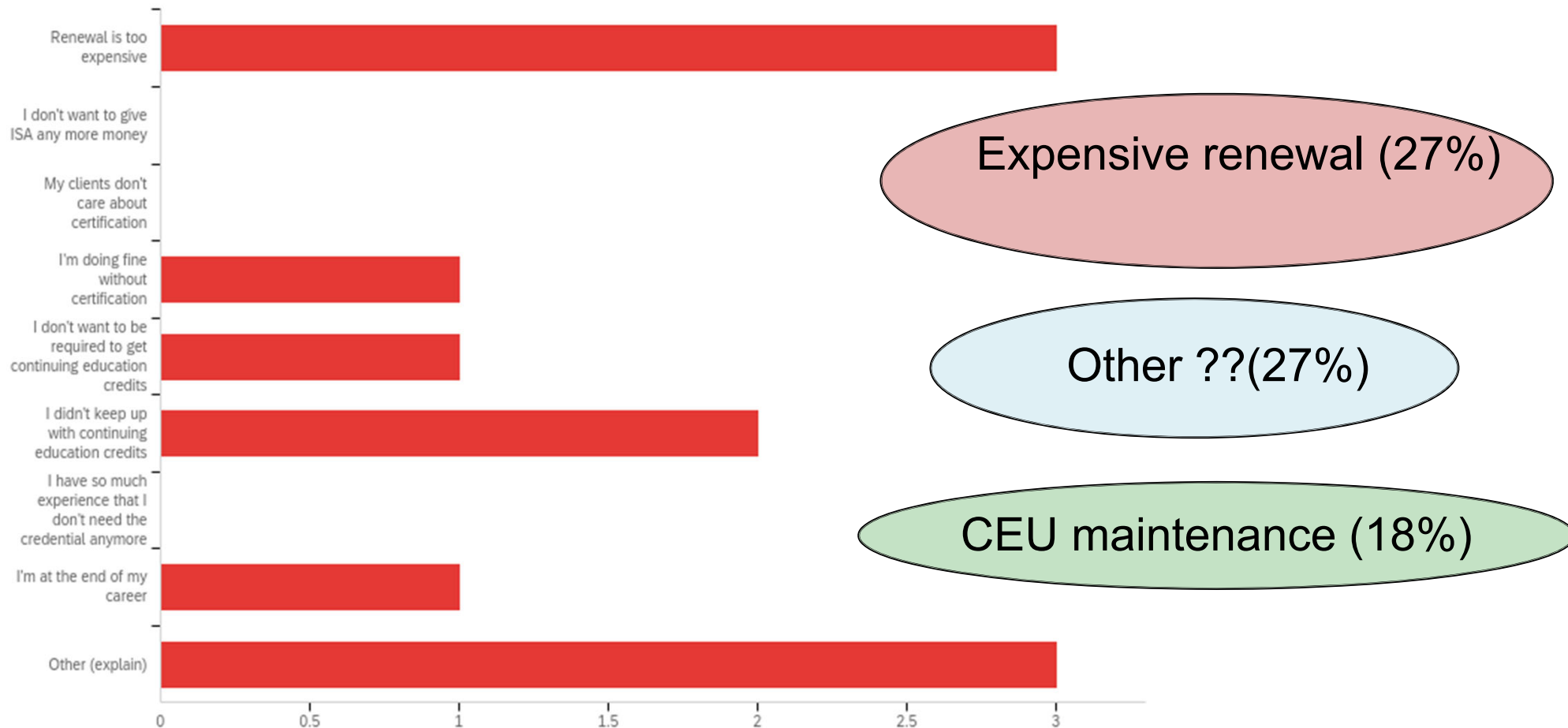
# Deterrent – Survey Results

## What prevents you from becoming certified?



# Deterrent - Survey Results

## Why did you drop certification?





# Summary


## ■ Deterrents:

- Limited economic incentives
- Client awareness
- Referral clients
- Excess tree work
- Testing difficulty
- Prioritizing study time

## ■ Motivators:

- Educational replacement
- Knowledge
- Credibility
- Mentor/peer influence
- Professional identify
- Ordinances

# Thank You!



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