A GREENER PATH FOR ALL: Trees and Equity, Community Collaboration, and Building the Future Workforce

Carving out your niche

Paula Randler, USDA Forest Service
Be sure you have paper and pen handy

• There’s a quiz later.
• Just kidding.
• Writing and processing new information after sleeping on it can have profound effects on actions you might take
Taking action on lessons learned

• What was the most useful thing you learned yesterday?

• Who did you meet yesterday that you plan to stay in touch with?

• When will you call that person? ______date, _____time
Your staffing needs

• Who in the room hires tree workers?
• What’s your top challenge in hiring new talent?
• What’s your top challenge in keeping trained staff?
• Do you know your company’s hiring and retention statistics?
  • If not, how can you find out?
• How do your hiring and retention stats compare to the equity programs you heard about yesterday?
  • If you don’t know, how can you find out?
  • When will you ask those questions? ______ date _____ time
What I heard yesterday

• Eboni Hall, PhD – Senior Director of Urban Forestry at American Forests
  • Solve the urban forestry labor shortage in a market-responsive and equitable way:
    1. Evaluate
    2. Communicate
    3. Improve
  • Potential partners: GA workforce board, United Way, ISA, Greening Youth Foundation
  • Green 2.0
  • Moving Forward Initiative
  • Career Pathways Action Guide – coming soon
  • Sarah Anderson: sanderson@americanforests.org – manages Tree Equity Career Pathways Program
Taking action on lessons learned

• What does “evaluate, communicate, improve” mean to you?
• Name 3 community project partners that you haven’t worked with yet.
• How will you find out more about “Green 2.0” and the “Moving Forward Initiative?”
• When will you do it? _______date _____time
• Career Pathways Action guide will be out by the end of the year. When will you check it out? _______date _______time
• Would it benefit your community to contact Sarah Anderson? If so, when will you contact her? ________date _____ time
What I heard yesterday

• Nick Deffley – Director of Sustainability at City of Savannah
  • Grant for: Green Infrastructure to Green Jobs program
  • He’s not a “tree guy”
  • Initial plan is not what was later implemented for the project
  • Variety of funders, including kids art partner, not the usual suspects
  • Planted native, water-tolerant, and salt-tolerant species…
    + citrus, which are none of those things, because the community wanted it
  • Communities have personalized the projects in their neighborhoods
  • Transportation is an issue for participants
Taking action on lessons learned

• Who do you work with that’s not a “tree guy?”
• How do they benefit you and your work?
• How do you benefit them?
• Name 3 potential funding partners that are not “tree partners.”
• What are 3 ways you could provide a little extra something (citrus trees) to your community when you implement your program (native trees) or sell your service?
What I heard yesterday

• Daniel Jones, PhD – Urban Youth Corps Program Manager at Greening Youth Foundation
  • Major changes to urban tree care cohort 2 vs. cohort 1
  • Soft skills training is imperative
  • Transportation is an issue for participants
  • Early exposure to trees needed through school programs, job fairs, field trips
  • What does a typical company currently invest in a new employee (soft skills, technical skills or otherwise)?
Taking action on lessons learned

• Describe a time when you overhauled an important process in your business.

• What’s the next process you need to overhaul?

• How can you and your organization be a part of educating the next generation of young people?

• What ages of youth (elem, middle, high school, college, beyond) and situations (job fair, field trip, school demo) would work with your company culture?

• Who could be your first contact to get started? ________name

• When will you call them? ________date ______time
Considering Mentorship

• What’s your greatest strength as a tree care industry professional?
  • Professional network
  • Technical skills
  • Customer service
  • Mechanical savvy
  • Climbing
  • Management

• How did you learn that skill?

• Who do you plan to pass that skill on to? _______ name

• When will you discuss this with them? _______ date ____ time

• If you had a valuable employee without their own transportation and you needed them at a worksite, what are 3 ways you could make that happen?
Skills building

• What practices do your crew leaders follow that allow them to build trust and gain respect?
• What wrap-around services are (or would be) most useful to the individuals you currently work with or who work for you?
• What’s your role in creating organizational culture?
• What types of training do your current staff need to help you hire and keep new talent?
• How do leaders know they are fulfilling the culture of your organization?
What you heard yesterday

• What did you hear yesterday that I haven’t mentioned?
• Why is that meaningful to you?
• What themes emerged for you over the course of the day?
• What action steps do you plan to take to bring your knowledge full circle?
Paula.Randler@usda.gov

Please let me know how your action steps go.

Time for questions?