

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

# Carving out your niche

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# 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](mailto: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
  - Softskills 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?

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Please let me know how your action steps go.

Time for questions?