# CAREER PATHS IN URBAN FORESTRY AND ARBORICULTURE

Linking Higher Education and Professional Advancement

<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Affiliation</th>
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<tbody>
<tr>
<td>Rich Hauer</td>
<td>Professor, College of Natural Resources, University of Wisconsin–Stevens Point</td>
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2017 ISA Annual International Conference and Trade Show • Washington, DC • Monday, July 31st
SESSION FORMAT

Opening Remarks: Eric Wiseman

Theme 1 ~ Urban Forestry as a Profession: Keith O’Herrin and Rich Hauer

Theme 2 ~ Urban Forestry Workforce Development: David Sivyer and Brigitte Orrick

Theme 3 ~ Trends in Urban Forestry Higher Education: Paul Ries and Rich Hauer

Closing Remarks: Eric Wiseman

Each theme will have 10-minute remarks followed by 15-minute Q&A
ASK A QUESTION, SHARE YOUR THOUGHTS

- Eric Wiseman will moderate the Q&A after the prepared remarks for each theme. You may present a question or comment to the panelists by:
  - Raising your hand and waiting to speak
  - Posting your question/comment on Twitter with the hashtag #ISAUF2020
  - Direct messaging your question/comment on Twitter to @vtarborist

- To ensure that all of the session themes are covered, we will limit Q&A to 15 minutes per theme.

- If you have follow-up questions or comments for the panelists, please use our post-session survey available at tinyurl.com/ISAUF2020.
OPENING REMARKS

Eric Wiseman  Associate Professor
College of Natural Resources and Environment, Virginia Tech

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THEME 1~URBAN FORESTRY AS A PROFESSION

Rich Hauer
Professor
College of Natural Resources, University of Wisconsin–Stevens Point

Keith O’Herrin
City Forester
Public Works Department–Forestry Section, City of Highland Park
THEME 1~URBAN FORESTRY AS A PROFESSION

Self-Reflection
THEME 1~URBAN FORESTRY AS A PROFESSION

Discovery
Theme 1 ~ Urban Forestry as a Profession

Discovery
Pay Prospects

Average Annual Income ($)

- Utility Ground
- National All Occupations
- Municipal Forestry Arborist
- Utility Arborist Journey
- Commercial Consulting Arborist
- Municipal Forestry Manager
- Utility Arborist Forman
- Commercial President CEO

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THEME 1~URBAN FORESTRY AS A PROFESSION

The Name Game

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THEME 1~URBAN FORESTRY AS A PROFESSION

The Name Game

Professional Standards
THEME 1~URBAN FORESTRY AS A PROFESSION

*The Name Game*

/Public Perceptions of the Arborist/
THEME 1~URBAN FORESTRY AS A PROFESSION

Gap Analysis

- Arboriculture
- Urban Planning
- Best Case Scenario
- Landscape Architecture
- Forestry
- Civil Engineering
THEME 1~URBAN FORESTRY AS A PROFESSION

*Gap Analysis*

Best Case Scenario vs. Urban Forestry = Gaps
THEME 1~URBAN FORESTRY AS A PROFESSION

Recommendations

Establish professional identity
- Urban Foresters
- Certification
- Body of Knowledge

Rename ISA
- Formally recognize the identity of urban foresters
- ISAUF – International Society of Arboriculture and Urban Forestry
THEME 1~URBAN FORESTRY AS A PROFESSION

Rich Hauer  Professor
College of Natural Resources, University of Wisconsin–Stevens Point

Keith O’Herrin  City Forester
Public Works Department–Forestry Section, City of Highland Park

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THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Brigitte Orrick  Workforce Development Director
Tree Care Industry Association

David Sivyer  Forestry Services Manager
Forestry Services, City of Milwaukee
THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

COLORADO REGIONAL SECTOR PARTNERSHIP CONVENER TRAINING WORKBOOK

www.sectorssummit.com

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THEME 2 - URBAN FORESTRY WORKFORCE DEVELOPMENT

Industry Cluster

Large firms
Small businesses
Support Sectors
Anchor Tenants
Suppliers
Start-ups

Markets and Buyers
Supply Chains
Infrastructure
Innovation and Technology
Labor

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THEME 2 - URBAN FORESTRY WORKFORCE DEVELOPMENT

Strategic Partners create a Career Pathway System based on industry needs.

Partnership synergies reverberate back to industry: networking, growth, innovation.

www.sectorssummit.com
THEME 2—URBAN FORESTRY WORKFORCE DEVELOPMENT

Career Pathway System

- Workforce training (certificate)
- University (degree)
- Community college (degree or certificate)
- Organized labor training/apprenticeships (certificate)

ENTER WORKFORCE

RETRAINING

Industry Cluster

High school (diploma or equivalent)
Adult Basic Education (credential)

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THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Urban Forester and Arborist Career Pathways

Above the line: Requires significant industry experience and training, or a bachelor’s degree and experience.

- Manager, Executive, or Owner
- Forestry Manager (Utilities)
- Safety Coordinator
- Tree Care Salesperson

Below the line: Requires industry training, and can be accelerated through education, training, and apprenticeships.

- Urban Forester
- Tree Care Foreman
- Plant Health Care Foreman
- Aerial Lift Operator
- Tree Climber
- Plant Health Care Technician

Entry Level Position
- Ground Worker
- Experience
- Experience
- Experience
- Experience
THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Urban Forestry Continuum

Senior Mgmt
- City Forester
- District Forester

Mid-Management
- Urban Forester / Nursery Manager
- Property Maint / Compliance Manager
- Equip Procurement / Maint Manager

Field Operations / Technical Positions
- Arborist, Crew Leader, Technician, Nursery Specialist

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THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Urban Forestry Academy
THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Urban Forestry Academy

Specialized Skills

- Tree climbing and aerial lift
- Chainsaw safety and use
- Tree pruning, rigging, and removal
- Hazard tree assessment
- Aerial rescue and EHAP
- Landscape maintenance
THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Urban Forestry Academy

Knowledge and Credentials

- ANSI Z133 safety standards
- Tree ID, structure, and function
- Tree nutrition and plant health
- Tree and stump removal, planting
- Wisconsin Class B CDL
- TCIA Tree Care Academy™
  ~Ground Operations Specialist
  ~Tree Climber Specialist
THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Wisconsin Arborist Apprenticeship

42-Month Term

- 440 hours paid related instruction through WTCS
- On-the-job learning (9 required competencies)
- Required credentials

Apprenticeship Benefits

- Standard training to meet employer/employee needs
- Structured career pathway
- Improve workforce diversity, recruitment, and retention
- Leadership development
THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Urban Forestry Career Ladder

Structured Skill Progression

• Core competencies
• Technical competencies

Incentivized Credentials Promote Advancement

• ISA Certified Arborist (71)
• ISA TRAQ (53)
• ISA Municipal Specialist (6)
• ISA BCMA (2)
• TCIA CTSP (6)
• Wisconsin Pesticide Applicator (88)
THEME 2~URBAN FORESTRY WORKFORCE DEVELOPMENT

Brigitte Orrick  Workforce Development Director
Tree Care Industry Association

David Sivyer  Forestry Services Manager
Forestry Services, City of Milwaukee

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THEME 3~TRENDS IN URBAN FORESTRY HIGHER EDUCATION

Rich Hauer
Professor
College of Natural Resources, University of Wisconsin–Stevens Point

Paul Ries
Director of Graduate Certificate in Urban Forestry
College of Forestry, Oregon State University
Evolving Course Content
THEME 3 ~ TRENDS IN URBAN FORESTRY HIGHER EDUCATION

Students

The student at risk of dropping out of a traditional college...

- did not enroll immediately after high school.
- is 25 or older.
- has dependent children or elders.
- is married, or a single parent.
- is enrolled part-time.
- works full-time.

THEME 3~TRENDS IN URBAN FORESTRY HIGHER EDUCATION

Students

Number of Student Members


ISA Membership Year

# of Student Members

% of ISA Membership

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Course Delivery Trends

• Online enrollments continue to grow as the total number of students in college shrinks.

• Two-thirds of all colleges reported that their distance education enrollments grew from 2012-2015.

• There are now 6,000,000+ students enrolled in higher education distance courses.

• 30% of all students in higher education are now taking at least one distance course.
THEME 3~TRENDS IN URBAN FORESTRY HIGHER EDUCATION

Credentialing

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THEME 3~TRENDS IN URBAN FORESTRY HIGHER EDUCATION

Certified Arborist

Alyce Traverso ▶ Western Chapter International Society of Arboriculture
January 11, 2013

Certified arborists are trending after they were mentioned in this week’s episode of ABC’s "The Middle". A must see for all tree people!

THE ARBORIST
Changes in Higher Education

- Program consolidation
- Increased cost of attendance
- Decreased state support
- Stackable credentials vs. 4-year degree
THEME 3~TRENDS IN URBAN FORESTRY HIGHER EDUCATION

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College of Forestry, Oregon State University

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CLOSING REMARKS

Eric Wiseman  Associate Professor
College of Natural Resources and Environment, Virginia Tech

Please share your thoughts at our post-session survey:
tinyurl.com/ISAUF2020
Need CEUs?

Career Paths in Urban Forestry and Arboriculture: Linking Higher Education and Professional Advancement

- Keith O’Herrin
- Rich Hauer
- Brigitte Orrick
- Paul Ries
- David Sivyer
- Eric Wiseman

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