



ForestryWorks

Impact Report

2024





Introduction

Founded in 2018, the Forest Workforce Training Institute (FWTI), is a 501(c)3 non-profit foundation that manages a workforce development program for the forest and forest products industry (ForestryWorks®) representing careers from forest management to mill operations.

ForestryWorks provides career education and promotion resources as well as training programs to promote forest industry careers. ForestryWorks is a national program focused on local workforce development solutions.

ForestryWorks' mission is to create a sustainable pipeline of qualified workers for the forest and forest products industry for generations to come.



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What We Do

ForestryWorks Workforce Development Strategy is comprised of three components: Education, Career Promotion, and Training. The success of forest industry workforce development is dependent on a combination of both long- and short-term focused solutions.

Education

The ForestryWorks team provides teacher training, Forest Industry Certification Programs for high school students, attends and plans hundreds of student events, and offers continued support to our educators.

Career Promotion

ForestryWorks conducts a multi-faceted marketing campaign to position advertisements in the hands of those who need to see them most. Extensive research and development have enabled our team to target specific populations of potential workers to assist in the recruitment and retention of qualified workers for our industry.



Training

The Forest Workforce Training Institute develops and conducts training programs to provide the knowledge and skills needed to qualify for employment in the forest industry. Where training programs are available from other providers, ForestryWorks will create pathways to those programs.





ForestryWorks®

Program Reach

Since its launch in 2018, the ForestryWorks program has expanded into ten states.

State Affiliates & Partners

Alabama

Alabama Forestry Association, 2018

Job Board, Targeted Marketing, Recruitment Campaigns, Education/Career Outreach, Forest Worker Curriculum, Ambassador Program, Training Programs

Arkansas

Arkansas Forestry Association, 2021

Job Board, Education/Career Outreach, Training Programs

California

California Forestry Association (Calforests), 2024

Job Board, Education/Career Outreach, Training Programs

Kentucky

Kentucky Forest Industries Association, 2023

Job Board, Targeted Marketing, Education/Career Outreach, Training Programs

University of Kentucky, 2023

Education/Career Outreach, Forest Worker Curriculum

Minnesota

Minnesota Forest Industries, 2023

Job Board, Targeted Marketing, Education/Career Outreach, Training Programs

Mississippi

Mississippi Forestry Association, 2022

Job Board, Education/Career Outreach, Training Programs

Mississippi Lumber Manufacturers Association, 2024

Job Board, Education/Career Outreach, Ambassador Program, Training Programs

North Carolina

North Carolina Forestry Association, 2023

Job Board, Education/Career Outreach, Forest Worker Curriculum, Training Programs

South Carolina

South Carolina Forestry Commission, 2023

Job Board, Education/Career Outreach, Training Programs

Tennessee

Tennessee Forestry Association, 2020

Job Board, Education/Career Outreach, Forest Worker Curriculum, Training Programs

Texas

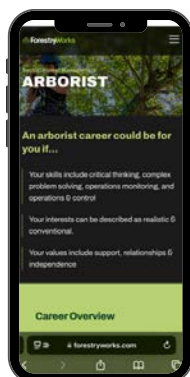
Texas Forestry Association, 2024

Job Board, Education/Career Outreach, Forest Worker Curriculum, Training Programs

Branding & Assets

Website & Job Board Growth

Enhancements improve tracking of website visits, clicks, and user engagement, as well as job board applicants. This helps inform decisions to optimize web resources and recruitment tools for maximum impact.



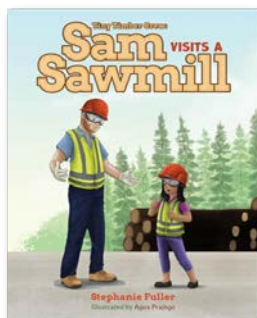
Five new career profiles were added to the website to promote careers in urban forestry:

Arborist, Ground Person, Tree Trimmer, & Urban Forestry.

Online and printable PDF resources include career overviews, information about education and training, salary, and relevant skills, interests, and values.

CRM A custom CRM was launched to enhance communication with state partners, affiliates, and forest industry stakeholders, improving follow-up efficiency and tracking program success.

Sam Visits a Sawmill



Released July 2024, the newest title in the *Tiny Timber Crew®* features Sam's tour of a sawmill. The book highlights the people and machines in sawmills that make forest products we use every single day.

Sam is helping connect forest products manufacturers to their communities and beyond by shedding light on the importance of sustainable forestry to our everyday lives.



Executive Director of MLMA, Ellery Jones, read Sam Visits a Sawmill to a group of Kindergarteners to celebrate Manufacturing Day.

Sawmill Worker Curriculum



Marketing asset provided by Kentucky Forest Industries Association to promote sawmill worker recruitment

Development completed for new industry-recognized curriculum focused on introducing students to forest products manufacturing with a specific focus on sawmilling. The curriculum and supporting materials cover technical sawmill material and also highlight career pathways where students can gain further training or begin an entry-level position in a sawmill.

Curriculum will be piloted in 2025.

Education

2024 ForestryWorks®

PROGRAM TOTAL

33,794

Total Event Reach

144

Events & Classroom Visits

ForestryWorks educational efforts focus on career education in the forest industry, while highlighting complementary topics like wildlife ecology, forest management, water quality, and general conservation awareness to ensure students understand their importance in the forest industry. Programs are interactive and include classroom visits, field days, field trips, facility tours, and more.



Student identifying trees at ForestryWorks® Camp hosted by the University of Kentucky

Activities Highlight

Hands-On Learning in Minnesota

Minnesota ForestryWorks® sets a strong example of successful career education through:

- hands-on activities
- interactive tools like the Ponsse Compact Simulator
- additional learning resources like leaf ID booklets
- outdoor learning opportunities

This approach at classroom and hands-on learning creates impactful learning opportunities for students, educators, and others.



4th grade "Forests Day" hosted by Minnesota Forest Industries and the Minnesota Forest Workforce Institute



Texas State Representative reading Lucy Meets a Logger to students hosted by the Texas Forestry Association

Book Readings

Using the *Tiny Timber Crew®* book series and *Family Trees* (written by Lauren Hawkins, Mississippi Forestry Association), partners educated over 1,000 elementary aged students about sustainable forestry practices and career paths

North Carolina Forestry Association member reads to local students





"Thank you to all who helped create this course. I honestly think this **should be a template for other AG CTE courses.**"

— EDUCATOR, NORTH CAROLINA

Tennessee ForestryWorks® Forest Worker Graduating Class

Forest Worker Curriculum

ForestryWorks develops and implements curriculums that focus on specific industry career pathways and are designed to provide foundational knowledge to prepare students for entry-level positions or further development.

The Forest Worker Certificate Program includes 10 modules introducing topics like forest ecology, inventory, operations and harvesting, silviculture, insect and disease, and industry careers.

Growth of the curriculum is made possible by the educators, industry members, and partners who have embraced the program and dedicated their time, money, and expertise to help it succeed.

2024: Launch of North Carolina Forest Worker Course

The North Carolina Forestry Association attended 8 NC FFA Regional Inservice events, presenting to teachers on the AN53 course and forest worker credentials.



"I can't wait to **include this course in my curriculum** and for my students to learn about a sustainable industry that is a huge contributor to their daily lives."

NC Forest Worker Teacher Training

95
Teachers Trained
345 To Date

3,235
Students Certified
8,121 To Date

4
States:
AL, NC, KY, & TN

ESL Resources

ForestryWorks resources currently available in Spanish are *Lucy Meets a Logger* and the Forest Worker Certificate program (state dependent).

Career Promotion

2024 ForestryWorks®



ForestryWorks attends **in-person career recruitment events** to expand awareness and connect job seekers to companies hiring in their communities. These efforts supplement the dynamic website, job board, and targeted marketing campaigns also used to build a sustainable pipeline of forest industry professionals.

PROGRAM TOTAL

21,380
Recruitment Event Reach

62
Recruitment Events



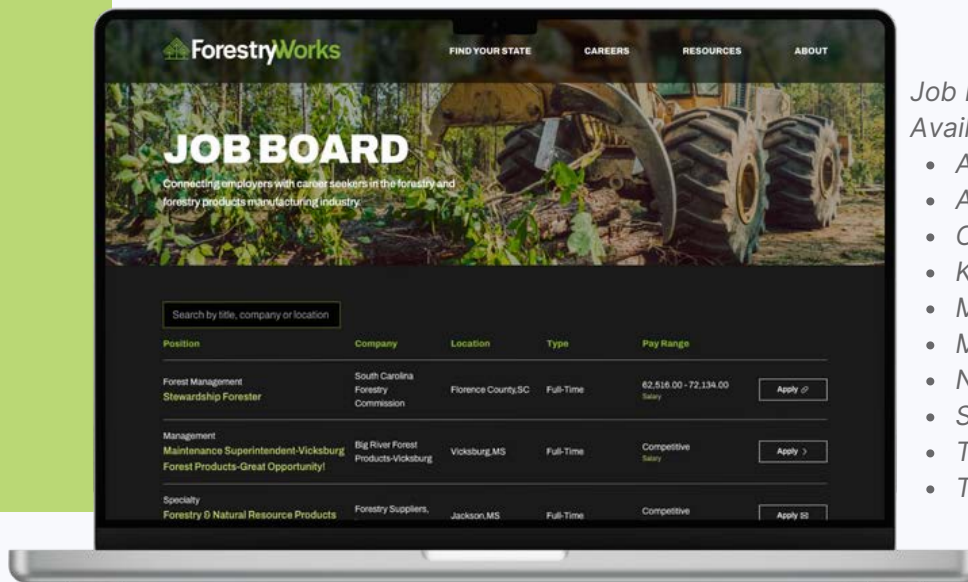
Website & Job Board

ForestryWorks offers a video-rich information website that provides resources for job seekers, students, educators, parents and employers.

Hosted on forestryworks.com, the job board provides industry employers a tool to use in their recruiting efforts as well as a place interested students can go to learn more about the employers in their area and the type of jobs they offer.

81,901
Engaged Website Users

2,000+
Job Board Apply Clicks



Job Board is Available in:

- Alabama
- Arkansas
- California
- Kentucky
- Minnesota
- Mississippi
- North Carolina
- South Carolina
- Tennessee
- Texas



KY High School Career Expo



Texas FFA Lead Conference



MS High School Career Expo



Recruitment Programs

By utilizing digital and social media marketing in combination with advanced workforce research, ForestryWorks recruits qualified workers to fill various roles in the industry. These applicants are connected directly to employers who have identified specific hiring needs and are enrolled in the program.

85

Truck Driver Referrals

14

Logging Worker Referrals



Targeted Marketing Campaigns

Targeted marketing campaigns use digital and social media to engage a specific audience and drive traffic to a custom landing page. The page delivers a clear message and prompts action, while metrics are tracked to measure success and optimize performance.

Marketing campaigns promote:

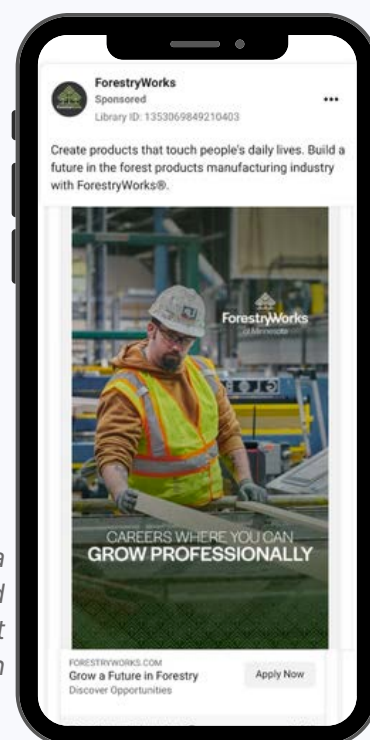
- ✓ Tiny Timber Crew
- ✓ Recruitment Programs
Logging Worker Recruitment, Truck Driver Recruitment
- ✓ Job Board Engagement
Ad sets focusing on manufacturing careers, logging, forest management, and recruitment of workers from tribal communities

74,916

Total Campaign Clicks

of people who actively engaged with an ad

Minnesota Targeted Recruitment Campaign



Training

2024 ForestryWorks®



PROGRAM TOTAL

3,604
Training Event
Reach

At ForestryWorks, the goal is to create meaningful career pathways for students and job seekers which often includes training programs at community colleges, universities, and other educational institutions. When needed, we also design specific, targeted training programs to address unique career needs.

Train-the-Trainer Events

ForestryWorks recognizes the importance of increasing engagement with students about careers in the forest industry. In addition to traditional, technical training programs, ForestryWorks also intentionally engages with educators and career coaches by offering unique training opportunities. By utilizing a "train the trainer" model, we expand our reach and impact on the future of the industry's workforce.

"We left the event excited to come back and share the industry with our students and to encourage them to **pursue careers in forestry**".

— HENRY CO CAREER
COACH, AMANDA HARDY



AL career coaches visit a tree farm on a tour hosted by the Alabama ForestryWorks® team



MS career coaches visit a mill on a tour hosted by Mississippi Forestry Association



MS career coaches visit a logging site on a tour hosted by the Mississippi Lumber Manufacturers Association



Tennessee Forestry Association Teacher Conservation Workshop

Teacher Workshops

For decades, Project Learning Tree® (PLT) has provided educational resources and programs to increase awareness, knowledge, and appreciation of the environment.

PLT Teacher Workshops are hosted by many of our affiliates and partners each year to support the educational mission of their organizations and has opened the door for ForestryWorks® resources to also be shared with educators attending the workshops.



*Arkansas 2024 Teacher Summit
Arkansas Forestry Association*

This effort highlights how ForestryWorks® programs and resources can be used to work alongside established conservation education programs.



MFA Career Coach Field Day



*Kentucky Forest Worker
Teacher Training*



MLMA Career Coach Field Day



*Arkansas Teachers
Conservation Workshop*



Texas SFA Career Camp



*Kentucky Forest Worker
Teacher Training*



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