



ForestryWorks

Program Overview





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.

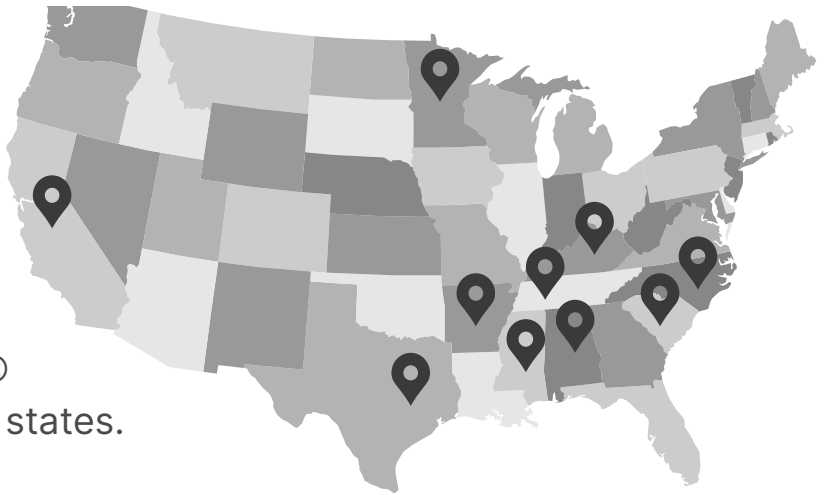
ForestryWorks®' mission is to create a sustainable pipeline of qualified workers for the forest and forest products industry for generations to come.



FOREST WORKFORCE
TRAINING INSTITUTE

Program Reach

Since 2020 the ForestryWorks® program has expanded into ten states.



State Affiliates & Partners ForestryWorks®

Alabama

Alabama Forestry Association

Arkansas

Arkansas Forestry Association

California

Calforests

Kentucky

Kentucky Forest Industries Association
University of Kentucky

Minnesota

Minnesota Forest Industries

Mississippi

Mississippi Forestry Association
Mississippi Lumber Manufacturers Association

North Carolina

North Carolina Forestry Association

South Carolina

South Carolina Forestry Commission

Tennessee

Tennessee Forestry Association

Texas

Texas Forestry Association



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 short and long-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 has 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.



Education

Sawmill Worker Curriculum

An industry-recognized credentialing program for secondary and post-secondary students taught by Ag teachers and technical school instructors. This course provides an overview of lumber manufacturing, safety and sawmilling processes. Classroom materials include a student workbook, PowerPoints, worksheets, videos, and more.

Logging Worker Curriculum

An industry-recognized credentialing program for secondary and post-secondary students taught by Ag teachers and technical school instructors. This course provides an overview of timber harvesting, machinery, safety, and best management practices. Classroom materials include a student workbook, PowerPoints, worksheets, videos, and more.

Tiny Timber Crew®

This series of children's books for grades K-3 introduces sustainable forestry, the forestry supply chain, and careers available in a simple but exciting and colorful way. Current books available: *Lucy Meets a Logger*, *Lucy Conoce a un Talador* (Spanish Translation), *Travis Visits a Tree Farm*, and *Sam Visits a Sawmill*

Forest Worker Curriculum

An industry-recognized credentialing program for secondary and post-secondary students taught by Ag teachers and technical school instructors. This course provides an overview of forestry and forest products manufacturing. Classroom materials include a student workbook, PowerPoints, worksheets, videos, and more.

Credential Programs Under Development:

Mass Timber, Pulp & Paper Safety, Urban Forest Worker, and Forest Ranger



Career Promotion

Targeted Recruitment Campaigns

By utilizing digital and social media marketing in combination with advanced workforce research, ForestryWorks® recruits qualified workers to fill various roles in the industry and connects them directly to employers.

Marketing Campaign @forestryworks

ForestryWorks® conducts a continuous, robust campaign using paid digital and social media marketing to target multiple audiences ranging from students to adults searching for a new career path. This campaign can be replicated and modified to reach workers in various states with state specific messaging and advertising.

Career Fair & Classroom Resources

ForestryWorks® career kits, including job profile cards, are utilized by staff and industry recruiters to promote careers in the forest industry. This early exposure at career events helps middle and high school students understand the wide variety of opportunities available.

Current Campaigns: Truck Driver, Logging Worker, Mill Worker, Targeted Career Promotion

Planned Campaign: Forest Worker

ForestryWorks® Website www.forestryworks.com

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

Job Board: 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.



Training

Current Training Programs

Ambassador Training Program

Designed to equip forest industry professionals to engage with students and job seekers in a positive and consistent manner. ForestryWorks® Ambassadors are trained in talking points, frequently asked questions, and visual merchandising. ForestryWorks® Career Kits may be purchased for individual Ambassadors or shared regionally amongst a group of Ambassadors.

Planned Training Programs

The Forest Workforce Training Institute has recently purchased a site that will be home to the Forest Operations Training Center at Auburn Oaks Farm (Center). Existing facilities will allow FWTI to begin offering limited training programs. Future plans include the addition of a dedicated training facility and acquisition of harvesting and road building equipment, enabling FWTI to offer multi-day, hands-on forest operations training. The Center will provide training facilities, resources, equipment, and housing needed to train current and potential workers, students, and landowners from across the Southeast.

Technical Training

The Center and its surrounding area presents a unique opportunity for training programs involving timber harvesting, forest management practices, forest inventory, road construction and maintenance, boundary line surveying, and wildlife management techniques.

Mass Timber Programs

The mass timber training facility will serve both as an example of mass timber construction as well as a space for hands-on training for mass timber installers as well as building science and architecture students.

Professional Development

From cross-training industry professionals to enhancing their knowledge of the application of new technologies in their operations, the Center will provide a unique environment for outdoor and classroom experiential learning to provide professional development opportunities for their existing workforce.

Undergraduate Student Education

The Center's activities will provide opportunities to engage undergraduate students through part-time work and internships, providing hands-on experience to enrich their educational experience. Students studying forestry, wildlife management, natural resources, and hospitality management will benefit from engagement in Center programs and operations.



A man wearing a white hard hat and a white t-shirt stands with his arms crossed in front of a logging truck. The background is a blurred forest scene.

Contact Us



Stephanie Fuller

706 590 2868

sfuller@forestryworks.com

www.forestryworks.com

