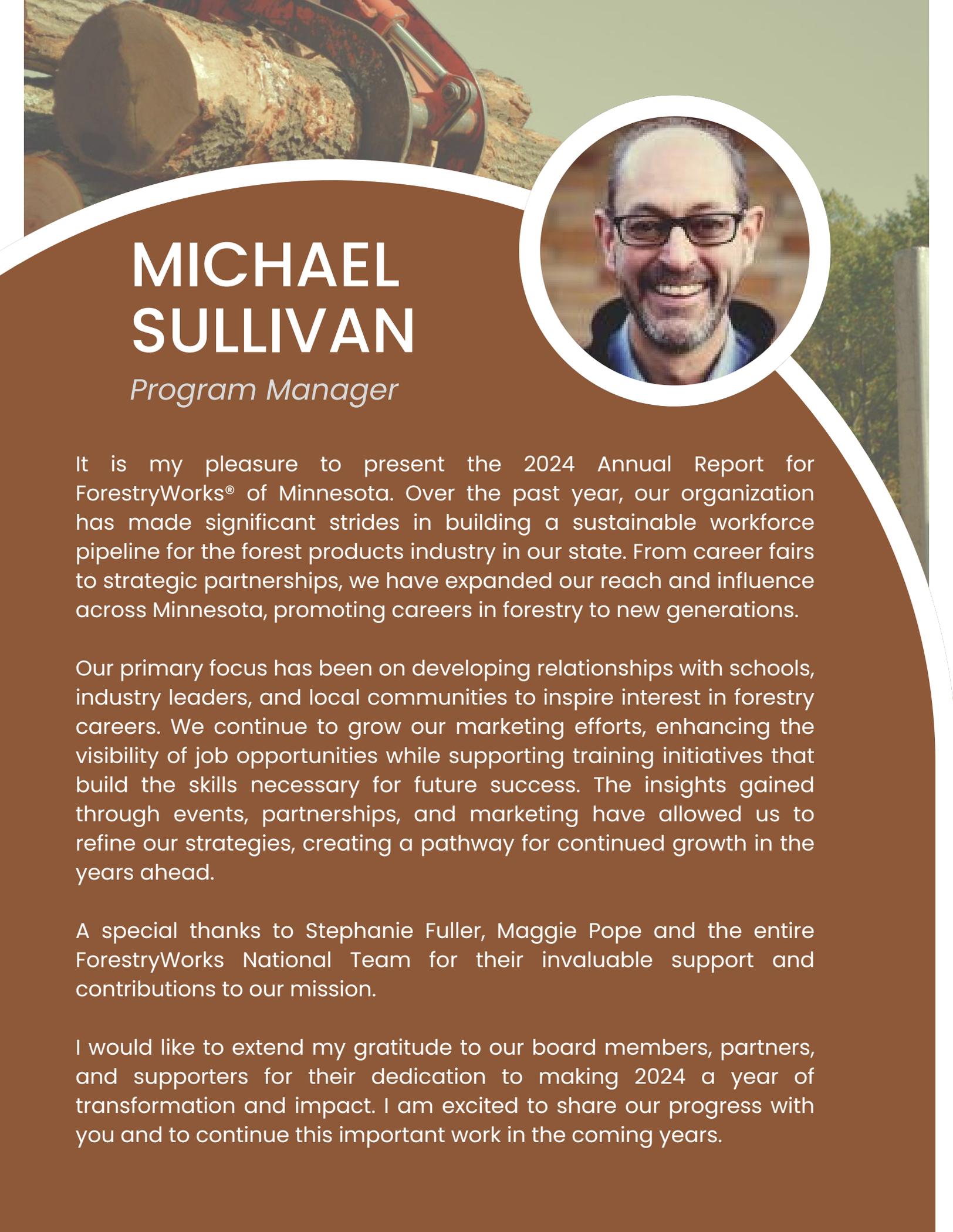




ANNUAL REPORT

2024





MICHAEL SULLIVAN

Program Manager

It is my pleasure to present the 2024 Annual Report for ForestryWorks® of Minnesota. Over the past year, our organization has made significant strides in building a sustainable workforce pipeline for the forest products industry in our state. From career fairs to strategic partnerships, we have expanded our reach and influence across Minnesota, promoting careers in forestry to new generations.

Our primary focus has been on developing relationships with schools, industry leaders, and local communities to inspire interest in forestry careers. We continue to grow our marketing efforts, enhancing the visibility of job opportunities while supporting training initiatives that build the skills necessary for future success. The insights gained through events, partnerships, and marketing have allowed us to refine our strategies, creating a pathway for continued growth in the years ahead.

A special thanks to Stephanie Fuller, Maggie Pope and the entire ForestryWorks National Team for their invaluable support and contributions to our mission.

I would like to extend my gratitude to our board members, partners, and supporters for their dedication to making 2024 a year of transformation and impact. I am excited to share our progress with you and to continue this important work in the coming years.

2024 HIGHLIGHTS

MARKETING & OUTREACH INITIATIVES

Participated in 12 career fairs and major industry events, introducing thousands of people to ForestryWorks. Includes...

- The North Star Expo
- Career Force Job Fairs
- The Minnesota State Fair - with Minnesota Forest Industries (MFI)

7,000+ Page Views

60 Job Listing Views

35 Job Applications

Launched targeted digital advertising and geofencing campaigns aimed at both tribal and general audiences.

Significant increase in online engagement on the Minnesota-specific ForestryWorks website.

WEBSITE & JOB BOARD PERFORMANCE

The ForestryWorks job board saw an increase in employer engagement, with 22 employers posting new job opportunities, and 35 job listing views converting into multiple applications.

Our Tribal Recruitment campaign brought 50 direct visits to the careers page, further enhancing the inclusivity of our workforce outreach efforts.

EDUCATION & WORKFORCE DEVELOPMENT

Coordinated High School speaking engagements in Ashby, Duluth, Grand Rapids, International Falls, Nashwauk-Keewatin and Wadena.

Established connections with local high schools and colleges and pursued discussions of integrating forestry into Career and Technical Education (CTE) programs.

Collaborated with Ponsse to feature their Compact Simulator at career fairs, providing students with hands-on experience in forestry technology.

PARTNERSHIPS & COLLABORATIONS

Strengthened ties with major industry partners including MFI and TPA members, Minnesota DNR, IRRRB, and the USFS.

Engaged in active partnerships with state organizations, including the Minnesota Department of Employment and Economic Development (DEED), to bolster outreach and education.

2025 PRIORITIES

CONTINUED GROWTH OF EDUCATION PROGRAMS

Expand forestry integration into school curricula through new partnerships and internships.

Develop a pilot training program to connect high school students with paid internships in the forestry sector.

INCREASED OUTREACH & VISIBILITY

Focus on refining marketing strategies to better target diverse demographics, with an emphasis on Tribal and rural communities.

Incorporate technologies like QR codes on career cards to streamline access to job listings and simplify the application process.

SUSTAINABILITY & LONG-TERM FUNDING

Continue to seek new grant opportunities and leverage industry partnerships to ensure financial sustainability and operational growth.



THANK YOU

With Gratitude to Our Generous Partners



*Minnesota Timber
Producers Association*



(218) 722-0128
msullivan@MNForestryWorks.com
www.forestryworks.com

