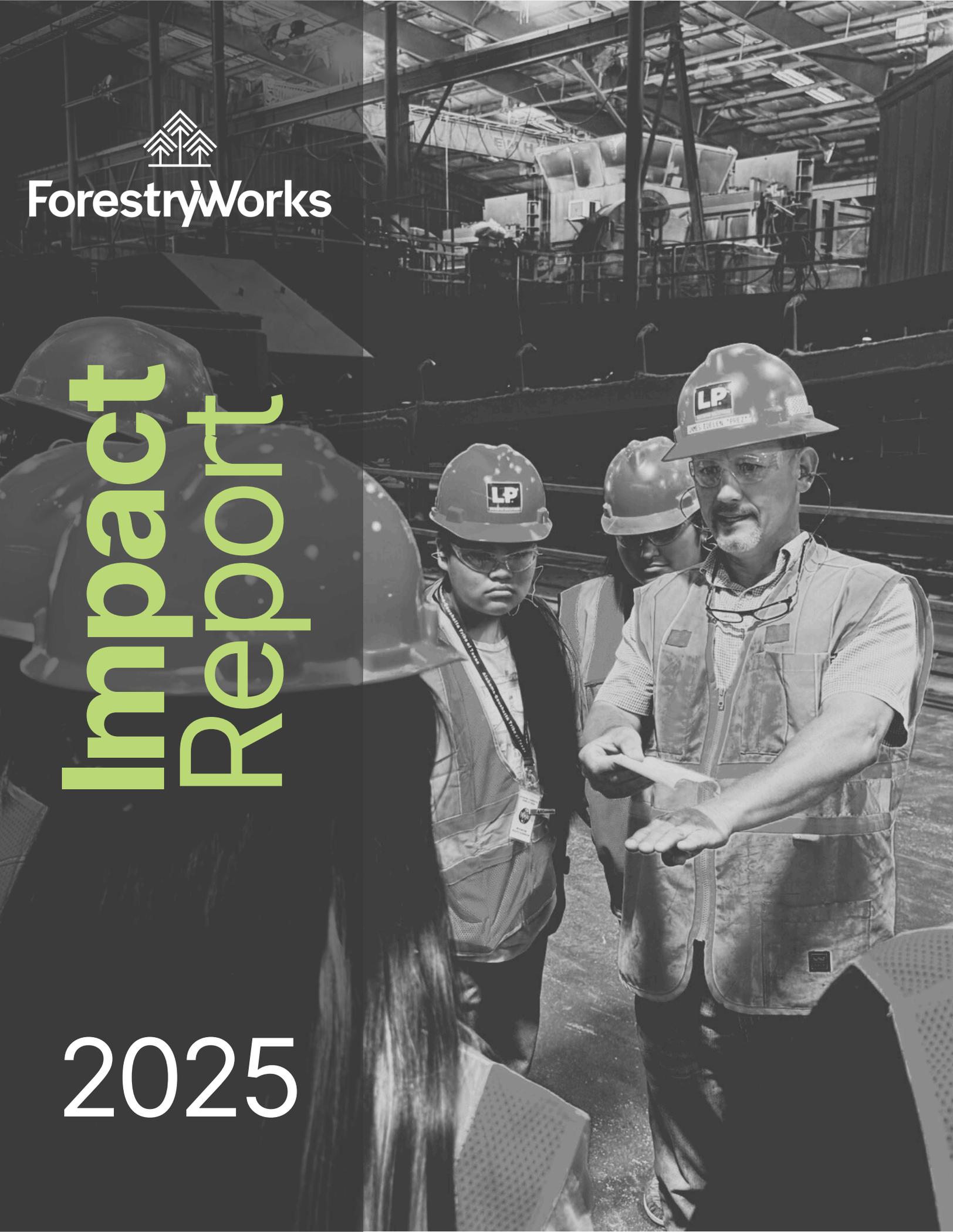




ForestryWorks

Impact Report

2025





Time	Material	Req	Goal	Actual	FF % of Goal
6:00	7:00	60	52.83		
7:00	8:00	60	105.65		
8:00	9:00	50	149.67		
9:00	10:00	60	202.50		
10:00	11:00	60	255.33		
11:30	12:30	60	308.15		
12:30	1:30	60	360.98		
1:30	2:30	50	405.00		

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 forestry and the forest products manufacturing 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 forestry and the forest products manufacturing industry for generations to come.



Contact Us

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What We Do

The workforce development strategy of ForestryWorks 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 solutions.



Education

The ForestryWorks team provides teacher training, Forest Industry Certification Programs for high school students and adult learners, 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 eleven states.

Affiliated States & Partners

Alabama

Alabama Forestry Association, 2018
Job Board, Targeted Marketing, Recruitment Campaigns, Education/Career Outreach; Forest, Sawmill, and Logging Worker Curriculum Programs; 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

Georgia

Georgia Forestry Foundation, 2025
Job Board, Forest Worker Curriculum Exam, Education/Career Outreach, Training Programs

Kentucky

Kentucky Forest Industries Association, 2023
Job Board, 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, Targeted Marketing, 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

Honoring the ForestryWorks® Partners & Donors

Across the country, our State Partners administer programs on the ground — coordinating outreach, engaging educators and industry leaders, supporting employers, and connecting students to meaningful career pathways. Their leadership of these organizations transforms strategy into action ensuring that workforce development efforts are not only implemented, but implemented well.

Because of their commitment and collaboration, the initiative continues to grow in reach and impact each year. We are deeply grateful for their stewardship, innovation, and shared dedication to strengthening the forest industry workforce.

STATE PARTNERS



BENEFACTORS

The donors below generously invested in our mission throughout 2025.



Education

ForestryWorks®

The **educational efforts** of ForestryWorks 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.

2025 Highlights

Immersive Learning Opportunities

The University of Kentucky hosted its inaugural, week long **Kentucky ForestryWorks** Field Course at Robinson Forest during June 2025. Part of the Forest Worker Certificate Program, this field course gave students the opportunity to experience the forest industry firsthand. From protecting wildlife habitat, harvesting timber, planting trees and manufacturing wood products, participants developed practical skills and a deeper understanding of forestry careers.



Above: Students engaged in hands-on learning during Kentucky's Field Course.

Similarly, the Texas Forestry Association hosted a residential Conservation Careers Camp in collaboration with Stephen F. Austin State University Arthur Temple College of Forestry and Agriculture. Students lived in SFA dorms and participated in an immersive experience that combined field activities, classroom learning, and direct interaction with university faculty and professionals, while hearing from **Texas ForestryWorks** about career pathways.



Above: TX high schoolers interested in forestry careers learned about tools of the trade.



Tennessee FFA Forestry Camp (*pictured left*) is hosted each summer for 60 students nominated by their FFA teachers. Additional forestry day camps (*pictured right*) are held each spring by the TN Forestry Association and TN Division of Forestry. These opportunities are strongly supported by **Tennessee ForestryWorks**.

PROGRAM TOTAL

47,882

Total Event Reach

193

Events & Classroom Visits



"Getting the younger generation in the field is a crucial part in the future of our industry because they **are** the future. When I see students out in public that have been to a Forestry Field Day in the past, they always ask, "When can I come back?" If we have changed one student's attitude about the industry that makes it all worth it."

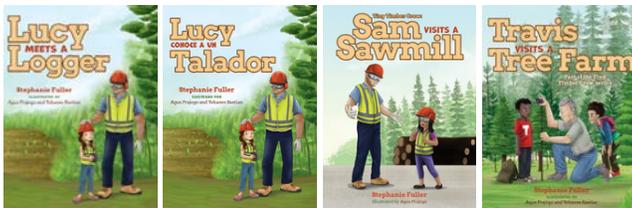
-Grant Tidwell, Owner of Generations Timber

Strong Partnerships Multiply Outreach

Nearly 300 fourth graders participated in the 25th Annual Grand Rapids Forest Education Day, a collaborative outreach effort led by Grand Rapids FFA and supported by local and state partners. Through hands-on learning about forest ecology and conservation, students connected with the people and practices that sustain Minnesota's forests. **ForestryWorks® of Minnesota** is proud to support programs like this that inspire the next generation of forestry stewards.



In June, **Texas ForestryWorks** partnered with the Alabama-Coushatta Tribe of Texas to host a youth tour focused on sustainable forest management and career pathways in the forest products industry. Students toured regional manufacturing facilities, explored tribally managed longleaf pine restoration efforts, and participated in hands-on forestry activities led by industry professionals. The collaboration strengthened connections between tribal youth and local forestry programs, highlighting meaningful career opportunities that support both economic growth and cultural stewardship.



Read Across America - Forest Industry Leaders Connect with Local Classrooms

During Read Across America Week **ForestryWorks of Alabama**, in conjunction with state and local partners, reached more than 2,000 students in over 120 classrooms. Using the *Tiny Timber Crew*® children's book series, forestry professionals and conservation partners led classroom visits that connected reading with lessons on sustainable forestry, forest products, and career awareness. More than 75 books were donated to local classrooms and libraries during the week, helping the *Tiny Timber Crew* continue to inspire the next generation of readers, thinkers, and forest industry leaders—one classroom at a time.



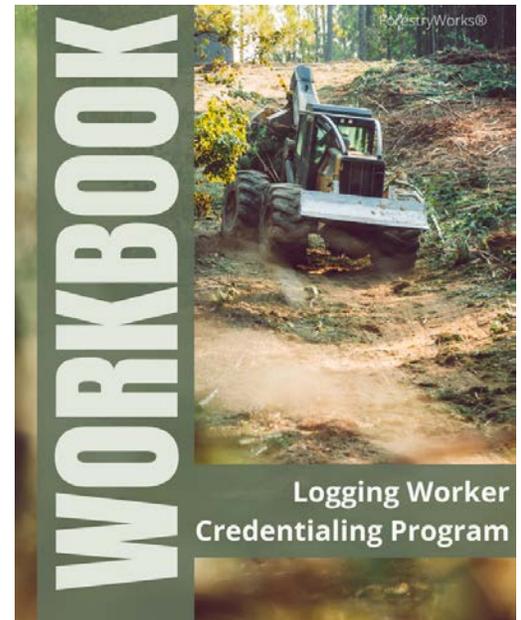
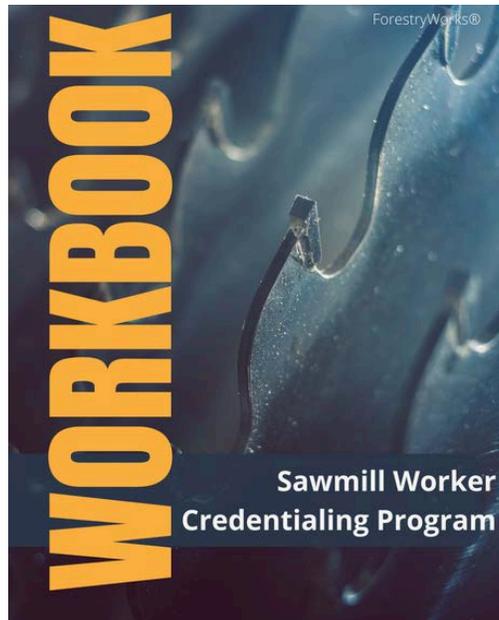
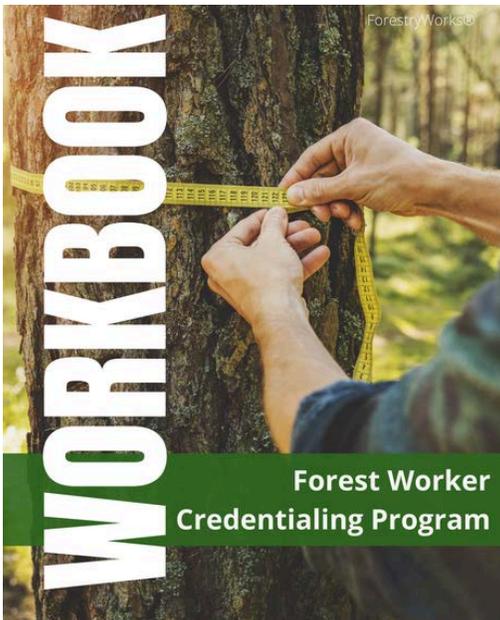
Education

ForestryWorks®

In addition to outreach events, ForestryWorks develops and implements curriculum programs that focus on specific industry career pathways. The curriculum lineup includes **Forest Worker**, **Sawmill Worker**, and **Logging Worker**. Each curriculum is specifically designed to provide foundational knowledge to prepare students for entry-level positions or further career development.



CERTIFICATE PROGRAM	TEACHERS TRAINED	STUDENTS CERTIFIED	ACTIVE STATES
FOREST WORKER	108 <i>432 to date</i>	4,451 <i>15,521 to date</i>	6 <i>AL, GA, NC, KY, TN, TX</i>
SAWMILL WORKER	7 <i>launched '25</i>	123 <i>launched '25</i>	1 <i>Alabama</i>
LOGGING WORKER	8 <i>launched '25</i>	29 <i>launched '25</i>	1 <i>Alabama</i>



"I want to include spotlights on careers in my classroom using the people I met this week. I also want to use [forest] management as a case study for teaching about sustainability in environmental science."

-North Carolina Sustainable Forestry Teachers Experience participant



Additions & Updates

Launch of Georgia's Forest Worker Exam

The Georgia Forestry Foundation has partnered with ForestryWorks to provide the Forest Worker exam as an End of Pathway Assessment for students completing forestry courses in Georgia's public high schools.

Approval of Texas' Forest Worker Curriculum

By earning the Texas Education Agency's Industry-Based Certification status, the Forest Worker curriculum bridged the gap between secondary education, postsecondary programs, and the forest industry. This ensures students develop relevant technical skills, safety knowledge, and career awareness aligned with current industry standards and workforce needs.

Tiny Timber Crew® Learning Resources

FWTI released its first four animated videos featuring the *Tiny Timber Crew* characters to help teachers incorporate forestry concepts into core classroom instruction. Each video is paired with standards-aligned worksheets that support English Language Arts, Math, and Science learning objectives for grades K–5. These free resources are available at www.tinytimbercrew.com.

In addition, the *Tiny Timber Crew* books are now included in the Renaissance Accelerated Reader (AR) program, allowing students to earn AR points by reading the books and completing comprehension quizzes.



Learning Management System (LMS)

Initial development was completed for a custom LMS to improve and automate processes for State Partners, educators and students who utilize ForestryWorks curriculum programs. The new LMS will be launched Q1 2026.

Logging Worker Curriculum



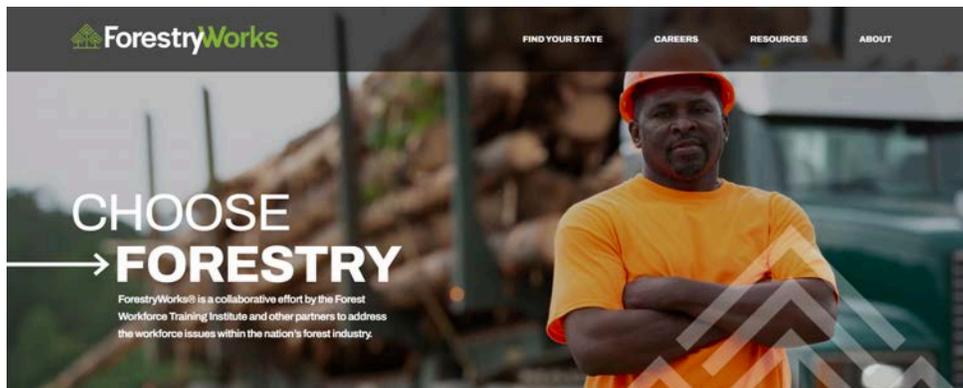
A new industry-recognized curriculum focused on introducing students to sustainable timber harvesting practices was developed and implemented. The curriculum covers the fundamentals of timber harvesting, emphasizes safety and stewardship, and highlights career pathways where students can gain further training or begin an entry-level position on a logging crew.

Career Promotion

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

51,125

Student Career Recruitment Event Reach

5,209

Adult Career Recruitment Event Reach

86,568

Engaged Website Users

12,224

Job Board Apply Clicks

3.1 M

Social Media Views

PROGRAM TOTAL



Website & Job Board

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

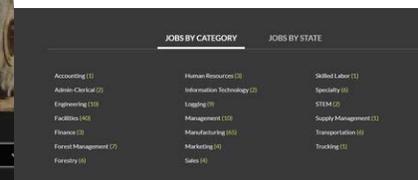
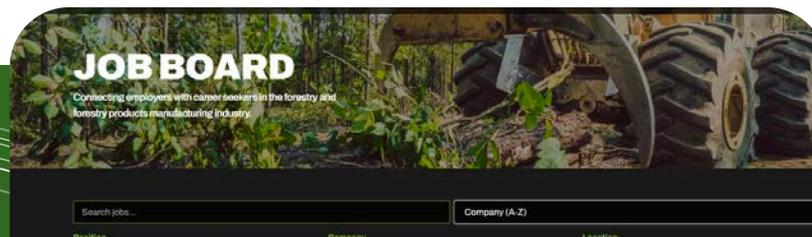
www.forestryworks.com

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.

2025 Job Board Enhancements

Through industry support and feedback, the job board platform received a significant upgrade to allow for new features and functionality to better support recruitment efforts of employers. The board also improved functionality for job seekers, driving even more traffic to the board.

- ⚡ Employer profiles + dashboards
- ⚡ Enhanced board visibility
- ⚡ Automated job posting
- ⚡ Improved filter & sort
- ⚡ UTM tracking in links
- ⚡ Job seeker alerts





Mississippi Career Fair



North Carolina Career Fair



Minnesota State Fair



Arkansas Green Careers Expo

The Arkansas Forestry Association Education Foundation (AFAEF) collaborated with the Arkansas Environmental Education Association to host the 4th Annual Green Careers Expo, which connected a record 406 students with 62 professionals from 30 industry organizations. This event is hosted in a different areas of the state each year, and focuses on expanding career awareness and strengthening the forestry workforce pipeline. The effort is spearheaded by Rob Beadel of **Arkansas ForestryWorks**, who serves as the Director of Forestry Education for AFAEF.

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:

- ✔ **Recruitment Programs**
AL - Logging Worker Recruitment, Truck Driver Recruitment

- ✔ **Job Board Engagement**
*2025 paid marketing campaigns by **Mississippi ForestryWorks (MLMA), ForestryWorks of Minnesota, and Alabama ForestryWorks.** Ad sets focused on manufacturing careers, logging, forest management, and recruitment of workers from tribal communities.*

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.

47,466

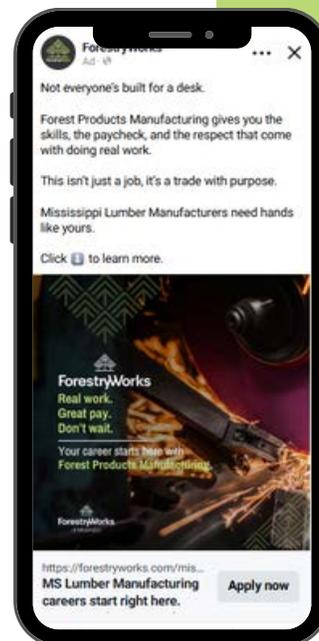
Total Campaign Clicks
of people who actively engaged with an ad

512

Truck Driver Referrals

36

Logging Worker Referrals



Training

ForestryWorks®

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.



PROGRAM
TOTAL

778
Training Event
Reach



Ambassador Training

The Mississippi Lumber Manufacturers Association (MLMA) partnered with ForestryWorks® to host an Ambassador Training in Oxford, aimed at equipping industry leaders with tools to engage students and promote careers in the forest products sector. Industry professionals from across the state representing MLMA and the Mississippi Forestry Association were in attendance.

Led by MLMA Executive Director Ellery Jones, the event brought together industry and workforce partners to discuss support of mill operations and strengthen recruitment efforts. ForestryWorks' staff provided hands-on training focused on engaging students in classrooms and career fairs, addressing common questions, and using interactive tools. The session also highlighted practical strategies and outreach resources to help industry ambassadors build stronger relationships with the next generation of forest industry professionals.





North Carolina Sustainable Forestry Teachers Experience

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 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 Timber Industries & Forestry Careers Teacher Summer Institute

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



North Carolina Sustainable Forestry Teachers Experience



Texas Congressional Advisory Council Student Tour



Arkansas Timber Industries & Forestry Careers Teacher Summer Institute



Alabama Forest Worker Credential Program Training



North Carolina Sustainable Forestry Teachers Experience



Mississippi (MFA) Career Coach Industry Tour

ForestryWorks

National Meeting 2025

Bringing Partners Together

The Forest Workforce Training Institute (FWTI) hosted its first ForestryWorks® National Meeting in 2025, bringing together representatives from eight ForestryWorks affiliated states for three days of collaboration, strategy, and shared vision for strengthening the forest industry workforce.



The inaugural gathering provided a dedicated space for state partners to exchange ideas, offer feedback, and identify opportunities to advance workforce initiatives across the ForestryWorks network.



Partners in Attendance

Alabama Forestry Association
Arkansas Forestry Association
Georgia Forestry Foundation
Minnesota Forest Industries
Mississippi Forestry Association
Mississippi Lumber
Manufacturers Association
Tennessee Forestry Association
Tennessee State Division of Forestry
Texas Forestry Association
University of Kentucky

Room to Grow

Sessions centered on building stronger communication channels, leveraging collective expertise, and supporting each state's efforts to meet current and future workforce needs. Roundtable conversations and a "State Spotlight" session highlighted program wins, challenges, and innovative approaches being deployed across the country.



Get Involved

ForestryWorks®



The progress highlighted in this report is possible because of partners, donors, educators, employers, and advocates who believe in strengthening the forest industry workforce pipeline. As demand for skilled professionals continues to grow, so does the opportunity to make a lasting impact.

We invite you to join us in this work.

Ways to Engage

State Partners

Bring ForestryWorks programs and workforce resources to your state. Partner with us to align industry, education, and outreach efforts to create effective, lasting solutions to industry's workforce needs.

Corporate & Industry Partners

Support workforce initiatives financially or in-kind. Strengthen your future talent pipeline, and connect with students and job seekers through meaningful engagement and visibility.

Employers & HR Professionals

Utilize our industry-specific job board to post openings, track engagement, and reach candidates who are interested in forestry and forest products careers.

Teachers & Educators

Access classroom-ready, standards-aligned resources and connect students to forestry careers through curriculum, classroom visits, and outreach events.

Organizations & Community Groups

Collaborate on events, tours, and programming that support local economic growth and building sustainable career pathways.



"We have found the ForestryWorks Truck Driver Recruitment program to be a great resource for our company in recruiting and hiring truck drivers. The team at ForestryWorks understands our needs and helps us to find qualified individuals for our operations."

-Daniel Hall, Evergreen Forest Products, Inc.



FIND A FUTURE FOREST PRODUCT

Explore Opportunities with Lumber Manufacturers near you

A.V. Litrell



ForestryWorks



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