

MID-YEAR **NEWSLETTER**

2026

Message from the Program Director

Thank you for your continued support of ForestryWorks of Minnesota. Together with our partners, educators, employers, agencies, and volunteers, we are creating meaningful opportunities to inspire students, connect them with rewarding careers, and strengthen Minnesota's forest products industry. I'm pleased to share a few highlights of what we have accomplished together so far in 2026.

One of the most rewarding parts of this role is meeting students who have never considered a career in forestry until someone takes the time to introduce them to the opportunities available. Whether it's engaging with students at a career fair, visiting a classroom, or connecting with educators and industry professionals, every conversation helps raise awareness of an industry that provides meaningful, hands-on careers across Minnesota.

The success and growth of ForestryWorks is driven by the strong network of partners who share our commitment to building the future of Minnesota's forest workforce. I want to extend my sincere appreciation to our employers, educators, agencies, volunteers, board members, and industry organizations who continue to invest their time, expertise, and support. Your partnership allows ForestryWorks to reach more students, strengthen our workforce pipeline, and share the story of the diverse and rewarding careers available throughout Minnesota's forest products industry.

We are excited about the momentum we have built and look forward to an even more impactful second half of the year.

Thank you for being an important part of the ForestryWorks community and for helping us inspire the next generation of Minnesota's forest professionals.



Michael Sullivan
Program Director
ForestryWorks of Minnesota

Taking Forestry Careers Directly to Students

The first six months of 2026 kept ForestryWorks on the road across Minnesota, bringing forestry careers directly to students and job seekers.

From Duluth to Bemidji, Cannon Falls to International Falls, we connected with thousands of students through career fairs, classroom presentations, college events, and community outreach. Every stop provided an opportunity to answer questions, demonstrate the wide variety of careers available in the forest products industry, and introduce students to employers looking for the next generation of talent.

Beyond high school and college outreach, ForestryWorks is also engaging younger students in grades K–8 by introducing them to the importance of Minnesota's forests and the many career pathways connected to them. Through hands-on activities and

interactive learning experiences, we are helping students build an early connection to forestry and the opportunities that await them in the future.



This spring alone, ForestryWorks visited classrooms at Bemidji, Duluth, Hermantown, Proctor, Rock Ridge, Hill City-Northland, and Two Harbors schools, while also participating in major events including the University of Minnesota Environmental Career Fair, the Fond du Lac Tribal and Community College Career Fair, the Iron Range Job Fair, FutureForward Career Fair, and several CareerForce events.

Each conversation reinforces the same message: Minnesota's forestry industry offers exciting careers that combine technology, sustainability, engineering, manufacturing, natural resources, and skilled trades.





Building Stronger Partnerships Across Minnesota

Creating tomorrow's workforce requires collaboration, and we're grateful for the partnerships that continue to grow throughout the state. This year, ForestryWorks had the opportunity to present at the Minnesota Forest Industries quarterly meeting, share workforce initiatives at

both Minnesota Logger Education Program conferences, and provide updates to the Minnesota Department of Natural Resources Division Management Team.

Networking with organizations such as the Timber Producers Association, the Minnesota Forest Resources Partnership, the Minnesota Forest Resources Council, chambers of commerce, educators, and employers helps ensure ForestryWorks remains connected to the workforce needs of Minnesota's forest economy.

These relationships continue to strengthen the foundation needed to attract and prepare the next generation of forestry professionals.

Smarter Marketing, Greater Impact

One of our goals this year has been simple: reach more people while making every marketing dollar count. So far, the results have been encouraging. Compared to this time last year, ForestryWorks has welcomed nearly 28 percent more new visitors to our

website while increasing overall website traffic and generating even more job application clicks. At the same time, advertising costs have dropped, reducing our cost per application click by nearly 50 percent. Those numbers tell an important story. Through improved audience targeting, stronger messaging, and ongoing campaign optimization, we're connecting more students and job seekers with forestry careers while using our resources more efficiently than ever before.

Every click represents someone exploring career opportunities they may never have considered before — and that's exactly the impact we're working toward.



Looking Ahead

While we've accomplished a great deal during the first half of the year, we're excited about the opportunities ahead.

This summer and fall, ForestryWorks will continue visiting schools, attending career fairs, supporting employers, expanding our digital outreach, and engaging thousands of Minnesotans once again at the Minnesota State Fair. We are proud to partner with Minnesota Forest Industries and be part of the Education Building booth, where we will help showcase the many career opportunities available within Minnesota's forest products industry.

Every event, classroom visit, and conversation helps increase awareness of the careers available across our industry. Together with our partners, we are building a stronger workforce pipeline and helping



ensure that Minnesota's forests — and the people who care for them — continue to thrive for generations to come.

We look forward to seeing many of you in the months ahead. Thank you for your continued partnership and support of ForestryWorks of Minnesota.

To learn more about ForestryWorks of Minnesota, explore career opportunities, access resources, and stay connected, visit forestryworks.com/minnesota.



Thank You to Our Partners

