

## Workforce Development

### Summary of project ideas

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*Goal: Increase the workforce/proficiency of technical and skilled workers (i.e. manufacturing and timber producers) which support the forest industry as demands deems appropriate.*

#### Council leads

Rickenbach (lead), Allison, Quast, & Waugh

#### August 19 process participants (12)<sup>1</sup>

Adam Fuehrer (NewPage), Travis Allen (Northcentral Technical College), Anna Healy (WDNR), Brigitte Kumbier (Nicolet College), Joseph Kies (Domtar), Ken Ottman (First Choice Tree Care), Scott Koerner (Koerner Forest Products), John Duplissis (UW-SP) Rickenbach, Allison, Quast, and Waugh. Facilitator: Ela Kakde (UW-Madison)

#### Process

Our August 19 process (1) reviewed the original task force goals; (2) discussed workforce issues and challenges in the sector and the roles of technical education, recruitment, and marketing and public outreach to their resolution; (3) identified and developed **four** project ideas for possible implementation. Subsequent e-mail prioritization was conducted, but response was limited.

The four project ideas vary in their level of details and development, as the necessary expertise wasn't in the room (or was occupied with a different idea) to fully consider. Specifically, some additional development will be a necessary before ideas A, B, or C could move forward, but can be accomplished with moderate effort.

#### Project ideas

	<i>Title</i>	<i>Priority</i>
A.	Trends in forestry employment, recruitment & retention	High
B.	Re-engaging youth through FFA/4H	Low
C.	Marketing timber industry jobs to potential workers and growing a skilled workforce	Medium
D.	Develop new training & education programs at technical colleges for forestry technicians, forest management, and logging/harvesting	High

#### Council input sought

- *Additional thoughts on prioritization as only 2 projects likely can move forward*
- *Who is missing from the process (particularly for specific projects) that could help advance them?*
- *Are there overlaps with other action items, potential projects that might allow for synergies?*

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<sup>1</sup> A list serve (wi-forestry-workforce@lists.wisc.edu) includes 19 members, including all but 2 listed here.

## Project Idea A: Trends in forestry employment, recruitment & retention

### Goals:

- Identify Trends related to the forestry workforce (i.e. logging, urban forestry, wood/forest products, forest input including foresters and technicians)
- What are the typical/expected salaries, wages, compensation
  - Are these attractive to young workers

### People & Organizations to include/participate:

- DNR
- Partner with industry groups for data
- Dept. Workforce Development
- UW and Technical Colleges

### Resources Needed:

- Sources of reliable and recent data
- Data collection

### Activities:

- Review past work
- Data collection
- Synthesis (write-up/presentations)

### Possible team members:

- Fuehrer, Kies, Kumbier, & Rickenbach

*(Rickenbach comment: timing for at least summary of existing data would be 6-9 months; new data would require more time and resources)*

## Project Idea B: Re-engaging youth through FFA/4H

*FFA /4H were originally targeted to the children of family farms. With the shift of small family farms to large operations, the participation in FFA/4H has seemingly decreased. However, there is an opportunity that forestry could be incorporated with agriculture.*

### Goals:

- Have a forestry program that can be implemented in both FFA and 4H
  - Can reframe forestry as another approach in agriculture

### People & Organizations to include/participate:

- High schools
- UW Extension 4H
- Teachers, guidance counselors
- Jeremy Solin @ UW-SP
- Parents

### Resources Needed:

- Educated teachers in the high school
- UW Madison *(Rickenbach comment: presume connection to 4H)*
- Project Learning Tree

**Activities (Example):**

- Have a “lumberjack contest” type of competition at the state logging Congress to have schools competing

**Possible team members**

- (none identified)

*(Rickenbach comment: timing would likely be to pilot a program in 2015-2016 school year)*

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**Project Idea C: Marketing timber industry jobs to potential workers and growing a skilled workforce****Goals:**

- Forestry Days: an outreach event
  - Would be open to the general public, teachers, and guidance counselors
- Have the DNR add forestry careers to their outreach efforts
- Develop a “WoodLINKS” like curriculum that High School teachers can use free of charge. This curriculum would highlight employment information, industry demographics, technology advancements, and post-secondary education opportunities.

**People & Organizations to include/participate:**

- |        |             |
|--------|-------------|
| • WDNR | • Industry  |
| • UWSP | • Foresters |

**Resources Needed:**

- Treehaven and other locations around the state
- Instructors

**Activities:**

- Multiple day course for forestry careers

**Possible team members**

- Allen, Quast (only serve on 1)

*(Rickenbach comment: timing would likely be to pilot a program in 2015)*

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**Project Idea D: Develop new training & education programs at technical colleges for forestry technicians, forest management, and logging/harvesting**

*Use the DACUM (“Developing A Curriculum”) process to accomplish this, using Nicolet College as a pilot program*

**Goals:**

- Establish industry partnerships and advisory committee members
- Host a DACUM @ Nicolet college before Nov. 1st, 2014
- Secure Workforce data from other teams and analyze
- Secure funding

People & Organizations to include/participate:

- DNR
- Dept. Workforce Development
- GLTPA
- SAF
- ACF
- Vilas County EDC
- UWSP and UW Madison
- Grow North
- Logging industry
- Wood products industry
- Surrounding and applicable federal, state, municipal governments agencies
- Potawatami
- Lac du Flambeau

Resources Needed:

- \$600,000 or new program development
  - Sustained over a 3 years to start up the program
- Partners
  - To seek accreditation

Activities:

1. GAP analysis of existing Natural Resources Programs
2. Articulate to the university
3. Plan DACUM
4. Invite Partners to participate
5. Investigate new program proposal
6. Develop Advisory Committee
7. Propose Budget for delivery
8. Finalize curriculum
9. Market Program
10. Recruit Students

Possible team members

- Kumbier (lead), Quast (only serve on 1)

*(Rickenbach comment: timing, as noted would commence very soon with the expectation of offerings in 2015-2016, Kumbier can provide complete details)*

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