

### Who we are:

- A team of researchers with expertise in arboriculture, horticulture, urban forestry, and urban ecology
- Drawing on experience in collegiate instruction at 4 universities: Virginia Tech, West Virginia University, University of Maryland, and Virginia State University
- Guided by steering committee of national leaders in urban forestry and allied professions

### What we are doing:

- Developing research-based strategies for moving the urban forestry profession forward
- Research is centered around several nationwide surveys of college students, urban foresters, and allied professionals
- Interviews, focus groups, and discussions are being held with key stakeholders to inform our study and recommendations
- Study results and recommendations will be released in summer 2017

### Why we are doing it:

- Urban forests are increasing in their scale, complexity, and importance in the United States
- Workforce demographics will change dramatically over the next decade with a large flux of Baby Boomer retirements
- College students and early-career professionals have few support mechanisms to support their recruitment and advancement
- Urban forests risk an “expertise crunch” in the next decade



### Highlights ~ Allied professionals survey:

- Allied professionals use professional support mechanisms heavily and associate them with professionalism very strongly
- Allied professionals view professional support mechanisms as notably absent in urban forestry and as an under-developed profession

### Highlights ~ College student survey:

- Student awareness of urban forestry as a career is poor and impression of it as a career choice is correlated with awareness
- Exposure to urban forestry as a career choice is lowest for suburban students, females, and the very wealthy

### Highlights ~ Job postings analysis:

- Less than 10% of urban forestry job postings that require a B.S. degree would be considered entry level
- The vast majority (83%) of advertised urban forestry positions will accept work experience as an arborist in lieu of a college degree

### Highlights ~ Employer survey:

- Most important skills for entry-level urban foresters: tree ID, public relations/customer service, and oral communication
- Most lacking skills for entry-level urban foresters: media relations, multicultural competency, community outreach, & working in groups

