

**FINAL REPORT**  
**FOREST SERVICE GRANT NO. 04-DG-111244225-441**

Period covered by this report: August 24, 2004- December 31, 2006

Issued to: Tree Research & Educational Endowment Fund  
Address: 711 E. Roosevelt Rd., Wheaton, IL 60187  
Congressional District Number: 6  
Project Name: CD ROM/DVD Supporting the Benefits of U&CF and the Career Opportunities Within

**Contact Person/Principal Investigator:**

Name: Janet Bornancin  
Mailing Address: Same as above  
Phone Number: (630) 221-8127 ext 256  
Fax Number: (630) 690-0702  
E-Mail Address: [jbornancin@reefund.org](mailto:jbornancin@reefund.org)

Your Organization's internet home page address: [www.reefund.org](http://www.reefund.org)

Date of Award: August 24, 2004

Grant Modifications: N/A

Date of Expiration: November 30, 2006

Funding: Federal Share: \$32,000 plus Grantee Share: \$36,750 = Total Project: \$68,750

**FS Grant Manager: Phil Rodbell**

Address: USDA Forest Service - NA, 11 Campus Blvd, Suite 200, Newtown Square, PA 19073

Phone Number: (610) 557-4133

Fax Number: (610) 557-4136

[E-mail: prodbell@fs.fed.us](mailto:prodbell@fs.fed.us)

Provide a 100-word abstract on your project as defined by your initial proposal and contract. This abstract will be posted on the Council's internet home page.

The purpose of this project was to produce a Career Kit consisting of a CD/DVD and workbook that would be used to inform disadvantaged youth of the various job opportunities within the urban forestry/arboreticulture industry. The Career Kit would provide the target population with demonstrations of the various types of work within the industry, including utility, municipality and commercial arborists. The 10,000 Career Kits will be distributed throughout the country.

**Project objectives:**

- 1.) Provide a consistent recruitment tool which will be used throughout the industry to educate high school students of the various career opportunities within the arborist industry.
- 2.) Provide a visual representation with descriptive narrative that portrays the work of the arborist as exciting and challenging while also making a valuable contribution to the community.

- 3.) Educate the youth of today of the importance of trees to the urban environment.
- 4.) Make available a list of resources to which interested youth may refer for more information specific to their area of interest.
- 5.) Secure the services of a professional firm to produce a DVD with the narrative provided by professional actors.
- 6.) Write a companion workbook that compliments the DVD's message while also emphasizing the employment opportunities at all levels of the educational spectrum. The workbook will emphasize the importance of an education from at a high school degree or GED as a prerequisite to the entry level positions to higher education with emphasis on marketing, sales, education, horticulture, arboriculture, architecture, management, consulting, or research.
- 7.) Have the "Career Kit" completed, packaged and distributed through a national network, yet to be identified
- 8.) Obtain the support of a variety of highly respected industry companies to provide both in-kind and monetary contributions needed to successfully complete the project.

Objectives met successfully to-date:

Objectives #1-6 and #8 have been successfully met. Regarding objective # 7, over 3000 DVD's have been distributed through the International Society of Arboriculture United States network of members and chapters, the Tree Care Industry Association members, the Association of Community Colleges, National 4-H headquarters, Eagle Eye, Future Farmers of America, and other national organizations included in the list attached. Additionally individual schools and urban school districts have received the DVD for inclusion in their libraries. Many DVD's were first presented by arborists on career days and then left for the schools.

The business partners, Asplundh, Bartlett and Stihl are using the DVD's as recruitment and orientation tools. The facilitators, arborists, college professors and recruitment staff of companies report satisfaction with this tool. They report it is of high quality and provides a visual representation and a descriptive narrative which accurately portrays the work of the arborist. Youth who have seen it at careers fairs, which TREE Fund staff have attended, comment the focus being the importance of trees to the urban environment. A list of resources to which youth may refer for more information specific to their area of interest is included in the facilitator guide. This list includes reference to the International Society of Arboriculture, the Tree Care Industry Association and other Arboriculture organization's websites, and colleges. In addition the four scholarships TREE Fund provides annually to arboriculture/urban forestry students are discussed following the showing of the DVD. A "marketing script" was developed by TREE Fund Staff for the arborists to use when offering the DVD to high schools and youth groups.

Support from F.A. Bartlett Tree Expert Co., Asplundh Tree Expert Co. and Stihl has been received through in-kind donations of Executive time for production oversight, staff time and financial contributions. The facilitator's guide to complement the DVD's message on the diverse career opportunities within the Arboriculture and Urban forestry is emphasized, with direct messages about the various levels of education needed for the different employment opportunities. National distribution has begun, please see the attached list.

## **Objectives not yet met:**

All DVD's are not yet distributed. Continued distribution will take place through the ISA chapters, with members distributing to their local schools. Additionally, contacts for distribution to urban schools are being made through city arborists and foresters. We will continue to distribute the DVD's at every conference, expo and meeting attended by TREE Fund staff, volunteers and board members.

## **How will this project increase the knowledge we have about urban forestry? How will the public benefit?**

This project provides knowledge to the community at large about urban forestry. It also introduces Urban Forestry to a potential work force. This project focuses on the education of a specific target population of the community, those youth who are considered "disadvantaged." By exposing urban teenagers and their teachers and counselors to the importance of trees within the urban environment their value will be recognized. Sensitizing our youth to the importance of trees in our community and at the same time alerting them to the career opportunities will benefit the public.

Hundreds of employers **within** the arboriculture industry are using this Career Kit as a recruitment and employee orientation tool. Recruiting and retaining skilled labor at the entry level to the tree industry has always been a challenge for the companies, utilities and municipalities that provide arborist services in their community. This Career Kit assists the entry level worker in understanding the varied opportunities available within the arboriculture and urban forestry industry. Recruitment and retention of entry workers has reportedly been enhanced. Entry level employees gain a preliminary understanding of the work they will be trained for and asked to perform. It is too early to measure the anticipated increase in employment applications from individuals aware of the job demands and having a higher degree of motivation to learn more.

## **What recommendations might you make for community foresters or others who might benefit from your project?**

Order a copy of the DVD for your high schools' libraries, guidance offices and career fairs.

**Attach copies of reports, publications, or videos. If your work has been published (journals, popular press etc.) provide where they have been published or reported and how copies can be obtained.**

Attached is a copy of the DVD and facilitators guide. The facilitators' guide is incorporated into the jewel box of the DVD. It includes discussion questions, additional resource lists and partnership links.

The Careers in Arboriculture DVD and facilitator's guide, has been made available through our website, our articles in the Arborist News, Tree Care Industry Association Magazine, ISA chapter newsletters. To receive a copy of the DVD, simply e-mail Kristen Spatafora, [Kspatafora@treefund.org](mailto:Kspatafora@treefund.org). She asks for the name of the School or organization

## **How will the results be disseminated to the public?**

This project has been selected as a highlight in the NUCFAC annual report. We will post the results of this project on our website and in our 2007 annual report. We will report the evaluation results directly to the Forest Service Administrator of this grant by the first quarter of 2008.

What are the logical next steps or future direction of your project/research?

The TREE Fund will continue to distribute the DVD's. Several users have requested that we make a Hispanic version.

List the active partners (key individuals or organizations) involved in the project to-date:

David McMaster, a member of the TREE Fund's Board of Directors and employed by Bartlett Tree.

Tim Gamma, also a TREE Fund Board Member and Chairman of the Education Committee of the TREE Fund Board is overseeing the development of the workbook/facilitator manual.

Janet Bornancin The Executive Director of the TREE Fund. Other industry partners include

- 1) Asplundh Tree
- 2) Bartlett Tree Care Experts
- 3) The Robert Bartlett Tree Research Laboratories
- 4) Stihl
- 5) CAA (Committee for the Advancement of Arboriculture)
- 6) New York State Arborists
- 7) Long Island Arborists
- 8) New York State Parks
- 9) New Jersey State Parks
- 10) Bill Miller and Associates (Long Island based Tree care Company)

Photo or Illustrations: Please see attached.

If a no-cost time extension was granted for this project, why was it needed?

N/A

How would you evaluate the grant process? What changes, if any, would you recommend?

I found the process to be relatively straightforward. No changes are recommended.

Comments considered of importance but not covered above:

The DVD has won two (2) media awards. The Jersey Shore Public Relations and Advertising Association Silver JASPER Award; and the BMA Impact Award 2006 Judges Award

This report was prepared by:

Name: M. Janet Bornancin

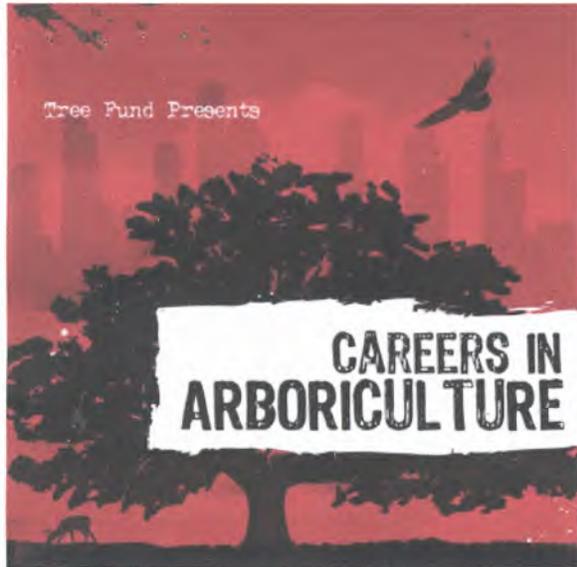
Title: Executive Director

Phone Number: 630-221-8127

Date: November 27, 2006

P:\JC\DOCUME~1\sdelvill\LOCALS~1\Temp\notesE1EF34\Fianl Report12.29.06.doc  
1/3/2007

04-06-441







# TREE FUND

Tree Research & Education Endowment Fund

