

# WORKFORCE DEVELOPMENT UPDATE

November 4, 2016

## TREE CARE INDUSTRY SECTOR PRIORITIES FOR THE EAST BAY REGION, CALIFORNIA

- Develop a career pathway
- Develop a new program with industry certifications and stackable credentials
- Marketing & outreach

## TREE CARE INDUSTRY SECTOR PARTNERSHIP

A sector partnership is an industry specific regional partnership led by business in partnership with economic development, education, and workforce development. Nationally, businesses that actively participate in sector partnerships report:

- 41% reduction in turnover
- 84% significant increases in productivity
- 100% participation in a sector partnership was valuable

Sector partnerships provide workforce solutions to industry, and are often required by federal, state, and regional funding sources to support workforce education and training programs. Other industries have had great success using this model, including manufacturing, healthcare, information technology, construction, hospitality and tourism, and transportation industries. The success of a sector partnership is highly dependent upon the active participation of businesses, educators, workforce development entities, and nonprofits interested in helping individuals find employment. The role of TCIA is to connect relationships and facilitate partners in developing solutions.

### Education Partner: Merritt College

TCIA facilitated the first launch meeting in June 2016 at Merritt College, in Oakland, California. During the launch, TCIA members, arborists, and urban foresters worked closely with faculty and administrators at the college to develop priority actions to address the shortage of skilled workers. In September, the sector partnership began working on the development of short term certificates with industry credentials leading to associate degree completion. Merritt College is organizing a plan to begin curriculum development work. It is anticipated a new program will launch in fall 2017.

### Sector Partners in the East Bay Region of California:

- Jeremy Tibbets & Sarah Gaskin, A Plus Tree
- Doug Anderson, Anderson's Tree Care Specialists
- Peter Sortwell & Cindy Kirkman, Arborwell Inc.
- Peter Andreucci & David Anderson, Bartlett Tree Experts
- Andrew Misch, The Davey Tree Expert Co.



*Advancing tree care businesses since 1938*

- Tad Jacobs, TREEMASTERS
- Darrell Wise, Tree Wise
- Shuree Wesley, M&S Wesley Tree Service
- Joe Bartolo, West Coast Arborists
- Laura Forlin, Rosemary Delia, and Roberta Kunkel, Merritt College

## NEXT STEPS

Merritt College will be developing curriculum over the next several months. Sector partners may be pulled together to help refine curriculum and provide direction. The next meeting of all businesses will be in Spring 2017.

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*“In the past year, sector partnerships have demonstrated the power of public and private entities working together. We’ve already had great success in reaching out to students, working with educators, and becoming better connected as an industry.” Paul Harter, former President of ISA.*

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## NATIONAL UPDATES

TCIA members are increasingly interested in pursuing registered apprenticeship programs for workforce training and development. The Wisconsin Arborist Apprenticeship Program was submitted to the US Dept. of Labor for federal recognition and national implementation. Businesses in Georgia, Maryland, and Rhode Island have expressed interest in replication. The US Dept. of Labor reached out to TCIA to confirm required skills for entry level positions, and make a statement about the occupation as it relates to an apprentice-able trade. TCIA provided feedback, and will become a resource for establishing the national standard. Approval by the US Dept. of Labor is anticipated by November 2017.

## WANT TO JOIN THE EFFORT?

If you are interested in joining this sector partnership, please contact June Hibbs, Grassroots Outreach Coordinator at [jhibbs@tcia.org](mailto:jhibbs@tcia.org), or call 603-314-5380.

## Contact Us

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