

WORKFORCE DEVELOPMENT UPDATE

November 4, 2016

TREE CARE INDUSTRY SECTOR PRIORITIES FOR THE GREATER DENVER REGION

- Develop short term academic and training programs with industry certifications leading to an Associate's Degree
- Develop career pathways leading to entry level positions
- Market the profession regionally

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: Front Range Community College

The Colorado Workforce Development Council facilitated the first launch meeting in June 2016, at the Colorado Community College System office. Since then, a webinar of sector partners refined the direction and priority tasks of the partnership. A few businesses met with Front Range Community College in October, and the educational partner was established for exploration of education and training opportunities.

Front Range Community College offers several certificates and an associate's degree in landscape horticulture. A green industry sector partnership was launched two years ago in consortium with Associated Landscaping Contractors of Colorado. Career pathways were documented, and the sector partnership worked closely with PK-12 and vocational schools in Denver to create dual enrollment programs.

The Colorado Workforce Development Council provides assistance to businesses and strategic direction to the partners.



Advancing tree care businesses since 1938

Sector Partners in the Greater Denver Region:

- Ehren Weiss, 303 Tree
- Linda Davis, Affordable Tree Service
- Paul Smith, American Arbor Care Inc.
- Leonard Brussock, Arborist Arms Tree Co.
- Dustin Brown, Blue River Forestry and Tree Care
- John Wesolowski, City of Aurora
- Sarah Davis, City of Denver
- Dave Sexton & Tim Buchanan, City of Fort Collins
- Kevin Marks, The Davey Tree Expert Co.
- Paul Donovan, Donovan Arborists
- Jimmy Porres & Derek Stroden, Ironwood Earthcare
- Ralph Bronk, Mountain High Tree, Lawn and Landscape Co.
- Robert Brudenell, The Natural Way, Inc.
- Mathew Mayo & Steve Geraths, Preservation Tree Care Inc.
- Tom Tolkacz, Angela Talocco, and Kelly Gouge, Swingle Lawn, Tree & Landscape Care
- Aaron Taddiken, Taddiken Tree Co., Inc
- James Knotts, Tree Top Plant Health Care, Inc.

NEXT STEPS

The next step is to continue working with the Colorado Workforce Development Council to conduct a DACUM. Subject matter experts will be recruited to participate in a meeting in December 2016 or January 2017. While TCIA members and the City of Denver and Aurora indicated the need for a boot camp workforce development model, stackable credentials from a community college will provide curriculum and instructors for the delivery of 6-8 week workforce training program. Over the next 6 months, TCIA will work with the College in curriculum development, while continuing to explore workforce training opportunities.

“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.

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, or call 603-314-5380.

Contact Us

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