

FINAL REPORT
FOREST SERVICE GRANT NO. G-5-97-20-056

NOTE: Please review the following information and revise/complete as necessary.

Issued to: Tree Foundation of Kern, Inc.

Address: 1412 17th Street, Suite 216, Bakersfield, CA 93301

Project Name: 50 Careers with Trees

Contact Person/Principal Investigator:

Name: Dana Adams
Mailing Address: Same as above
Phone Number: (661) 325-6650
Fax Number: (661) 322-5663
E-Mail Address: treeinfo@urbanforest.org

Your Organization's internet home page address: www.urbanforest.org

Date of Award: August 8, 1997

Grant Modifications: N/A

Date of Expiration: September 30, 1999

Funding: Federal Share: \$22,500 plus **Grantee Share:** \$22,520 = **Total Project:** \$45,020

FS Grant Manager: Sandy Stasenka
Address: USDA Forest Service, S&PF, 1323 Club Drive, Vallejo, CA 94592
Phone Number: (707) 562-9025
Fax Number: (707) 562-9054

Provide and abstract on your project and its results (approximately 200 words). This abstract will be posted on the Council's internet home page.

50 Careers With Trees was created to ensure that there is a work force of professionals to establish and sustain urban forests and manage and protect them now and in the future. *50 Careers With Trees* is a bilingual compendium of information and inspiration posted on the internet describing a variety of ways to have gainful employment in urban forestry. Each career narrative includes slices from a-day-in-the-life-of that professional, educational requirements, aptitudes and skills, credentials, start up costs, and expected salary ranges. The web site has active links to two- and four-year schools nation wide, as well as to related web sites. *50 Careers With Trees* averages 1,000 visitors each month from around the world. The five most popular careers are: arborist, landscape designer/garden consultant, forester, landscape architect, and GIS professional/technician. Check it out at www.urbanforest.org

Project objectives:

1. To obtain career related information on 50 careers with trees.
2. To create text and translate into Spanish.
3. To distribute information electronically on the internet.
4. To market to people making first time career choices and/or changing careers.

Objectives met successfully:

All of the above.

www.urbanforest.org consistently averaged 1,000 visitors each month throughout 1999.

Objectives not met:

None.

List the major research or policy findings of your project?

Five careers stand out for attracting the most visitors:

- Arborist
- Landscape Designer/Garden Consultant
- Forester
- Landscape Architect
- GIS Professional/Technician

This information could be of great value to schools designing urban forestry course curriculum.

If not apparent in the above, or if your project did not involve research, how did the project increase the knowledge we have about urban forestry? How did (will) the public benefit?

50 Careers With Trees is of great public benefit in that it offers career options for gainful employment in urban forestry while at the same time building the ranks of tree stewards that will enhance, expand and protect our community forests now and in the future to ensure health and sustainability. *50 Careers* is targeted at people making first time career choices and/or changing careers.

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

1. Information on visitors to the site may be a leading indicator of interest areas in urban forestry. This information should be shared with urban forestry schools and considered when designing course curriculum.
2. Although there was a very high level of satisfaction among professionals working with trees, remuneration was low. Improving the image about people working with trees, and the skill and credentialing levels, would help stabilize earnings at a higher level.

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.

50 Careers With Trees can be accessed on the Internet at www.urbanforest.org

How were your results disseminated to the public?

The web site was aggressively marketed to attract visitors. Attachments include a press release in English and in Spanish about the web site. Ten thousand post cards were mailed to high school and college career counselors heightening awareness for career options in urban forestry. Additionally, the site has been promoted at statewide and national community forestry meetings, through newsletters and networks, our Speakers' Bureau, and with active links to other tree group web sites.

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

50 Careers With Trees was a team effort. Key partners include the following:

Dana Adams, Tree Foundation of Kern, interviewed 250 urban forestry and green industry career professionals for this project.

Jill Cartlidge, a professional free lance writer, transformed the interviews into exciting and informative career narratives.

Mary Helen Barro of Up Front Enterprises provided the Spanish translations and the link for promotion in the Hispanic community.

Willis Design Studios, authors of [Web Pages That Suck](#) and speakers on the international circuit, designed the *50 Careers With Trees* web site that is contemporary, practical and easy to navigate.

Photo or Illustration: If possible, please provide a photo or illustration for our use that summarizes or represents the project. Indicate how this illustration should be credited.

Not applicable.

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

None needed.

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

Our experience with NUCFAC and USFS was excellent. Being a small non-profit, we appreciated the prompt reimbursement of expenses.

Most of all, we appreciate the financial support of this project. Raising a generation of tree stewards is one of the most important things we can do to advance urban forestry issues. The total cost of *50 Careers With Trees* is \$50,000. Tree Foundation of Kern could not have made this contribution to the nation without financial assistance. Thank you!

Comments considered of importance but not covered above:

The initial proposal called for narratives on six careers, with sketchy information on the remaining 44. However, once we began the project, we decided to narrate all 50 careers. This drove our costs for personnel, narration and translation above budget, with the Tree Foundation of Kern absorbing most of the overage. However, it was the right thing to do, and it makes this web site truly outstanding.

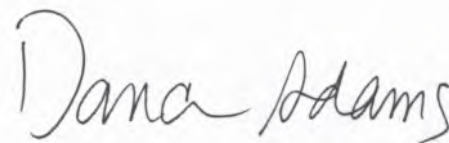
This report was prepared by:

Name: DANA ADAMS

Title: EXECUTIVE DIRECTOR, TREE FOUNDATION OF KERN

Phone Number: (661) 325-6650

Date: 12/10/99



JULY 20, 1999

New web site opens career paths in urban forestry

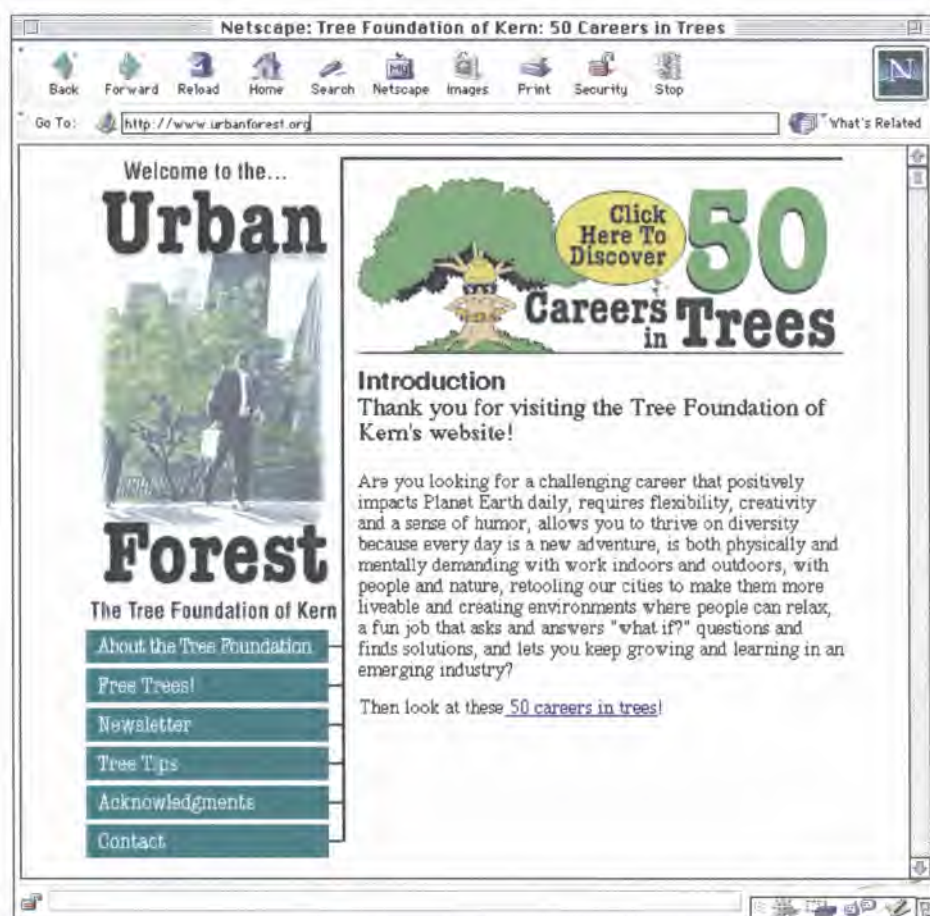
A new website created by the Tree Foundation of Kern, in Bakersfield, CA, gives job seekers a unique look into the working lives of urban forestry professionals in 50 careers ranging from nursery management to forest pathology.

The website, available in English and Spanish, has been online since February and is averaging over 1000 visitors each month. More than 250 professionals were interviewed for the web site which gives visitors a slice of life look at the ups and downs of 50 green careers for all education and experience levels.

"This isn't your typical outline of what careers are available, what the minimum educational requirements are, and how much money you're going to make," said Dana Adams, executive director of the Tree Foundation, "these are capsules of a day in the life of career professionals who work with trees and find their job rewarding."

Adams believes that the site can help many find long-sought after job satisfaction in a growing industry while also helping to brighten the urban landscape and protect the environment. "A lot of what ails us is a direct result of our having become so disconnected from the land and from each other," Adams said, "getting down and dirty and planting trees is an excellent way to heal our earth and ourselves."

"So many people wind up in jobs and careers that are not well matched to their personality and nature and it takes them many years to find their way to doing important, rewarding work," Adams said.



www.urbanforest.org

Data collected from visitors to the web site may eventually be used to help shape school course curriculum to include education and training for entry level positions in the growing field of urban forestry.

The site also provides links to colleges, universities and professional associations that may be helpful to those seeking employment in the field of urban forestry.

The emerging trend toward the growth and care of urban forests is opening career opportunities for city dwellers who love nature and want to play a role

in improving the urban landscape and preserving the delicate environment. 50 Careers in Trees provides valuable information and inspiration about this new industry.



For more information contact Dana Adams at the Tree Foundation of Kern at 661.325.6650 or visit: www.urbanforest.org

50 Careers With Trees was made possible by the National Urban and Community Forest Advisory Council with funding by the U.S. Forest Service.

Carreras en el area forestal urbana se presentan en un nuevo foro del Internet

Un nuevo foro del Internet (web site) creado por la Fundación del Arbol de Kern en Bakersfield, CA, les da a los buscadores del trabajo una Unica mirada en las vidas activas de profesionales de la silvicultura urbana en 50 carreras que van desde la dirección del vivero hasta La patología de los bosques.

El foro del Internet, disponible en inglés y español, ha estado en línea desde febrero y ha recibido un promedio de más de 1000 visitantes cada mes. Más de 250 profesionales se entrevistaron para el foro del Internet lo que les da a los visitantes la oportunidad de dar una mirada a la vida fluctante de las 50 carreras verdes para todos los niveles de educación y experiencia.

"Este no es su resumen típico sobre que carreras estan disponibles, que son los requisitos educativos minimos, y canto dinero usted va a ganar," dijo Dana Adams, la directora ejecutiva de la Fundación del Arbol. "Estas son cdsulas de un dia en la vida de los profesionales que trabajan con los Arboles y encuentran que su trabajo premia."

Adams cree que el sitio puede ayudar mucho en la larga btizqueda de la satisfacción después del trabajo en una industria creciente, mientras que también ayuda a aclarar el paisaje urbano y proteger el ambiente. "Mucho de lo que nos aflige es un resultado directo de habernos vuelto tan desconectados de la tierra y de nosotros," dijo Adams, "aventándose con gams y plantado los boles es una manera excelente de sanar nuestra tierra y nosotros."

"Tantas personas llegan hacer cualquier trabajo y siguen carreras que no se emparejan bien a su personalidad y naturaleza y por eso se llevan muchos afios para encontrar su manera de hacerse importantes, premiando el trabajo," dijo Adams.

Pueden usarse datos coleccionados de los visitantes al foro del Internet en el fu-



www.urbanforest.org

taro para ayudar la forma del estudio del curso escolar para incluir la educación y entrenamiento para la entrada a las posiciones niveladas en el campo creciente de la silvicultura urbana. El foro del Internet también proporciona conexión a colegios, universidades y asociaciones profesionales que pueden ayudar a aquellos que buscan empleo en el campo forestal urbano.

La tendencia surgiendo hacia el crecimiento y cuidado de bosques urbanos esta abriendo las oportunidades de la carrera para moradores de la ciudad que aman la naturaleza y quieren jugar un papel mejorando el paisaje urbano y conservando el ambiente delicado. 50 Carreras en los Arboles proporcionan valiosa información e inspiración sobre esta nueva industria.



Para mayor informa-ción favor de llamar Mary Helen Barro a la Fundación de los Arboles de Kern al 661-323-6535 o visitenos en: www.urbanforest.org

50 Carreras en los Arboles ha sido posible por el Concilio Asesor del Bosque Nacional y de la Comunidad con el respaldo financiero del Servicio Forestal de los Estados Unidos.