

Career Connect Washington Agriculture & Natural Resource Sector Intermediary

Forestry Stakeholder Meeting, February 9, 2023

[Link to Meeting Video](#)

Overview of Project Purpose & Process

1. Creation of industry aligned statewide agriculture sector workforce plan
2. Mapping Career Connected and Non-Career Connected learning
3. Data collection
4. Project focuses on three industry sub-sectors

Career Connected Learning Introduction

Career Connected Learning: <https://careerconnectwa.org/programs/>

- Career Explore
- Career Preparation
- Career Launch

Data Presentation

1. SJI Data Report (Forestry), Dr. Kathleen Carson and Elodie Marlet

Initial Workforce Data Findings: <https://www.dropbox.com/s/k203sq1jaxlsdic/CCW%20Agriculture%20-%20Forestry%202023.2.9%20Presentation%20Final.pdf?dl=0>

Employer Discussion Questions

1. What are the biggest opportunities?
2. What could drive growth in the next few years?
3. What is going to be required to capitalize on these opportunities?

Industry Feedback and Perspectives

What are the biggest opportunities?

- Recent climate related impacts are creating opportunities through increased risks to forest health and fire
- Outdoor Industry Jobs
- Educating Students on the jobs that exist in the woods
- Changing public perception
- Working Forests Report
- Educating for a Green Economy
- Opportunities in the fact that most of the population doesn't realize these careers exist
- Carbon science shows that our industry is one of the solutions to climate issues
- Better prepared employee pool, worth ethic etc.

What could drive growth in the next few years?

- Public education to offset the misrepresentations about our industry that abound
- Address housing – a lot of jobs are in rural areas of Western Washington where housing options are often limited and quite expensive
- Research on improved seedling and active management to increase the health of forests
- Interest of wildfire prevention and/or forest restoration project in the future
- Use of carbon friendly wood products
- Be an advocate for our industry
- Reconnect students to outdoor education to improve interest in natural resource jobs
- Finding ways to entice/showcase the value of the sector to the younger generations
- Engagement of the next generation of workers
- Include small “mom and pop” shops

3. What is going to be required to capitalize on these opportunities?

- Direct engagement with communities that rely on the timber industry
- Connect needs with opportunities and connect partners in real ways, this includes sources of funding necessary to increase capacities to meet those shared goals
- Direct engagement with communities that rely on the timber industry
- Updating NAICS/SOC codes
- Better data, most career data is outdated and incorrect or don't tell the whole story
- Invest in research and technology
- Folks in the cities may be interested in forestry jobs but don't know about them
- Encourage local community colleges to have natural resource or trade programs that can help create interest in these jobs in rural areas
- Common advocacy expressing that careers in the forest/wood products industry leads to successful careers

Partner Provided Resources (Links)

- [Pacific Education Institute: Educating for a Green Economy – Roadmap](#)
- [Pacific Education Institute: Outdoor Industry Jobs Report](#)
- [Contribution of Working Forests to the Washington State Economy: 2021](#)
- [Working Forests & Washington's Economy](#)
- [Washington Farm Forestry Association](#)

Next Steps

- Following up with one-on-one individual industry partner meetings via zoom