

TREE Fund Cultivating Innovation
Ohio Chapter of ISA Education Grant
The Columbus State Arboriculture Education Expansion and Tree Care Academy Project
(17-OH-01)
Project Summary

Total: \$5,000

Project Period: 6/1/2017 to 6/30/2018

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The project will increase public awareness and support of arboriculture with two deliverables.

(1) Promotion of a new Arboriculture Certificate: Columbus State Community College is creating a new Arboriculture Technology Certificate. It begins in August, 2017 and will award its first credentials in May, 2018. As part of this ISA Tree project, the College will promote the program to new students and to the public, putting special emphasis on opportunities within the program for hands-on internships.

(2) Youth Tree Care Academy: This weeklong academy, the centerpiece of this ISA funding request, will be held during the month of June, 2018. It will be open to secondary students ages 16 and older. The camp will include hands-on learning and demonstrations from industry professionals in topics such as Introduction to Tree Care and Planting & Pruning Basics. Participants in the Academy will receive information about the certificate program.

As it prepares to launch its certificate program and attract students to this weeklong program, Columbus State will publicize its efforts internally and externally (local media, trade publications, print and online communication) to increase public awareness of the value of the arboriculture field. Additional marketing will take place at the TCIA Expo in Columbus, which is expected to draw 2,000 industry members. During the expo, the College will recruit industry professionals to participate in the weeklong academy. It also will hold a student career day and talk to students, particularly those undecided about their futures, about the certificate program.

The project has set three primary, measurable objectives to gauge the success of the project:

- (1) the number of youth who attend the Youth Tree Care Academy;
- (2) the number of Academy youth who enroll in the Introduction to Arboriculture Certificate program; and
- (3) the number of youth who enroll in the technician certificate program.

After the grant funding ends, Columbus State will continue to track the number of youth who pursue entry-level employment in the arboriculture field. The project will measure the number of students who begin the pathway through dual credit opportunities in College Credit Plus courses as they are developed.

For this project, the College will work in collaboration with the Tree Care Industry Association (TCIA), local high school districts and technical centers, and industry partners to expand educational options in this growing field. Promotion will extend to middle school students to generate interest in the pathway. Columbus State is a founding member of the Central Ohio Compact, an affiliation of school districts, industry, and higher education administrators dedicated to facilitating college enrollment and improving completion. The project team also will work to encourage interest with local organizations such as the Boy Scouts, Youthcore, FFA and 4H.