



Request for Proposal  
Facilitation Services for Industry Summit

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RFP Release Date: 12/26/17

Proposals Due: 1/31/18

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## Background:

The International Society of Arboriculture seeks to support the future of arboriculture and urban forestry as critical components of a thriving green industry. Data suggests that interest in the practice of arboriculture has been on a steady decline over the last several decades, while the need for skilled labor to fill green industry positions is growing. This issue is larger than any one organization or sector, and therefore calls for united action by the many organizations that rely on the participation and engagement of the next generation of arborists and urban foresters.

At odds with a decreasing tree care workforce, are an increase in the number of trees being planted and a growing awareness among the general public (i.e. those demanding and paying for the services) that these trees need expert care. More trees, requiring more care, means greater demands on the workforce.

ISA is committed to the collaborative development of a comprehensive solution to this challenge in the form of a targeted and actionable national strategy/framework for workforce development within the arboriculture, urban forestry, and allied green industry fields.

There are a variety of thoughts, ideas, and perceptions as to what workforce development means and what it entails. Elements of this national strategy/framework may encompass activities that:

- Encourage students (and their parents) in elementary, middle, and/or high school to consider a career in arboriculture, urban forestry, or an allied green industry field.
- Articulate the variety and profitability of work (from pruning to policy making) available to those interested in arboriculture and urban forestry.

- Help prepare individuals for their first jobs in the industry, whether through training, apprenticeships, internships, and/or a two- or four-year degree.
- Ensure that these essential workers are properly educated and trained to current standards.
- Provide continuing education to enable individuals to further their knowledge and develop their careers.
- Recognizes (professionally and publicly) that green careers are rewarding and valued in the industry and society.

The facilitated process of developing a collaborative and comprehensive strategy/framework will involve further defining “workforce development” in the context of this industry and the myriad issues surrounding our shared ability to meet the demands of the public for well-maintained community trees and forests. Some of the challenges currently facing the industry, the current labor force, and the future labor force include:

- Declining enrollment in academic and technical programs producing arborists, urban foresters, and allied professionals.
- Decreasing supply of skilled labor.
- Lack of standardized training requirements across companies, communities, states, and sectors.
- Inherent risks associated with tree care.
- Lingering social stigma between the trade industry and the professionals/white collar workers.

Dialogue around these issues, and others, will form the basis for a needs assessment and assist ISA and its partnering organizations to develop a comprehensive strategy/framework to support workforce development within the arboriculture, urban forestry, and allied green industry fields.

## Scope of Work / Desired Services:

### Industry Workforce Development Summit

The selected vendor will provide expert pre and post meeting support as well as on site facilitation and coordination.

#### **The Vision:**

A strategic group made up of industry and government leaders, employers, and decision makers will play a substantial role in creating the workforce development strategy. Instead of recreating the wheel or, worse yet, focusing on only one spoke of the wheel, the committee will develop a complete mechanism that impacts all sides of the issue.

The objective of the Summit is to facilitate dialogue that defines and captures the needs of the industry as a whole. This will include analyzing and capturing:

- The need for more skilled workers in arboriculture and urban forestry careers, and perceptions of the public and labor market of this field as an attractive career path.
- The specific needs of employers across sectors to meet the growing demand for skilled and knowledgeable labor in the workforce.
- Training and education needs in safe work practices, best managements practices, and other topics.
- The demand for apprenticeships that provide a consistent basis for entry into and development within the arboriculture and urban forestry workforce.

The long-term goal of the Summit, and this project as a whole, is to create a comprehensive national framework/strategy that supports local and regional workforce development initiatives, enhances the image of the industry, aids in the recruitment of individuals to the

industry, and provide for a skilled, knowledgeable, safe, and effective labor force.

### Deliverables:

#### 1) Pre-Summit Preparation

a) Manage and consult with the ISA selected Steering Committee to:

- i) Validate stakeholders and make recommendations as appropriate.
- ii) Identify research or survey needs that should happen prior to the Summit.
- iii) Design purposeful pre-work for Summit participants, a meaningful meeting agenda, and tailored delivery approach (no later than 4/30/18).
- iv) Set a date for the Summit (no later than 5/31/18).

#### 2) Facilitate a 2-Day Workforce Development Summit

a) Provide focused onsite meeting facilitation for up to 45 stakeholders with potential for 2-3 workgroup breakout sessions occurring simultaneously.

b) Document the efforts of the participants.

#### 3) Post-Summit Follow up

a) Provide a debrief/close-out report to the Steering Committee including measurement of meeting effectiveness and specific outcomes and next steps that will guide us toward development of the national strategy (delivered no later than 30 days following the Summit).

b) Provide summary notes suitable for public consumption and disseminate back to participants and stakeholders, including professional working documents.

c) Solicit feedback from participants and provide to ISA.

## Vendor Requirements:

The selected vendor will have at least 10 years organizational experience as a professional facilitator of peer-cohort or advisory like bodies and as an organizational development professional. Previous experience facilitating industry wide meetings is required, with preference given to vendors who have facilitated in arboriculture, urban forestry, or natural resources.

## Information Requested:

*Proposals must be submitted by 1/31/18 at 5 pm CST to [strail@isa-arbor.com](mailto:strail@isa-arbor.com).*

Proposals must be complete to be considered. Proposals must include the following information:

- Point of Contact Information: Name, Phone, Address, Email, Website
- Name/Description of Organization: Specifically state if you are working as an independent contractor or multi-individual or corporate respondent.
- Capability statement (no less than 2 pages) that demonstrates your ability to deliver services addressed in the RFP, highlighting similar successful engagements:
  - Evidence to include facilitation of similar scope, detailing the three phases identified in this RFP.
  - Demonstrated knowledge of current industry workforce development strategy process, highlighting any experience facilitating in the fields of arboriculture, urban forestry, green industry, or natural resources.
- Resume of principal facilitator (No less than 2 pages).
- Sample facilitator's plan demonstrating understanding of the work defined in this RFP.
- Sample post-meeting professional work product prepared for group use.

- Two past facilitation evaluations that demonstrate quantitative and qualitative feedback from clients.
- Timeline that demonstrates appropriate planning and delivery.
- Budget and Budget Narrative.

The items above will serve as the evaluation criteria for each proposal received.

This work is made possible through a US Forest Service grant.

### Required Attestation:

Attestation Statement:

By my signature, title, and date below, I hereby certify that this proposal reflects my best estimate of the capability of my organization and the true, necessary cost for the project, and the information provided is accurate, complete and current as of the date of my signature below.

I agree that ISA shall own all right, title, and interest in and to all works produced by contractor pursuant to this contract irrespective of medium of production including but not limited to: meeting notes, documents, tools, data, presentations, and all additions to, deletions from, alterations of, or revisions of such work and each element and part thereof.

I agree that all meetings and sessions may be recorded for archived reference of participants or funders as needed.

Print Name:

Signature:

Title:

Organization:

Date: