

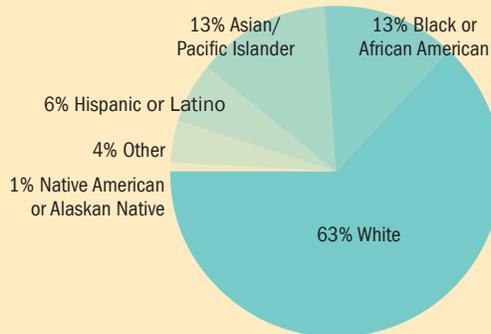
What do Students Think about a Career in Urban Forestry?

We surveyed over 1,000 U.S. college students enrolled in courses focused on the environment (1) to determine what they seek in a career (2), to assess their awareness of urban forestry as a career (3), and to gauge their impression of urban forestry after viewing an informational video (4).

1 WHO RESPONDED TO OUR SURVEY?

- 1,056 respondents, median age: 20
- 50% Male, 50% Female
- 15% Urban, 65% Suburban, and 20% Rural

Race and ethnicity of respondents were representative of all college students in the US

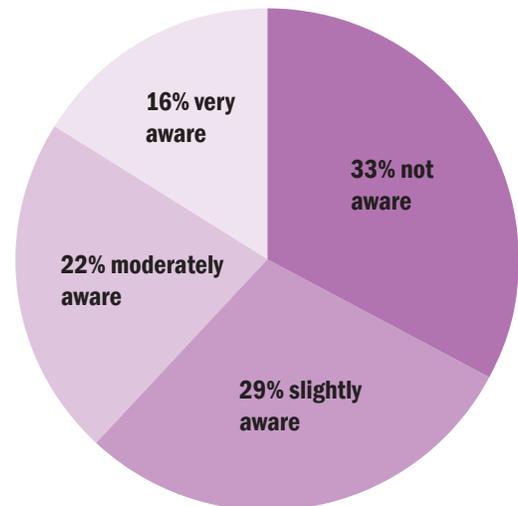


2 WHAT DID STUDENTS SAY THEY SEEK IN A CAREER?

- To have **PASSION** and **ENTHUSIASM** for the work
- For the work to be **MEANINGFUL**
- Having **OPPORTUNITIES** or new challenges
- Having a definable **CAREER LADDER**



3 HOW AWARE ARE STUDENTS OF URBAN FORESTRY AS A CAREER?



Suburban students are the *least* aware of urban forestry.

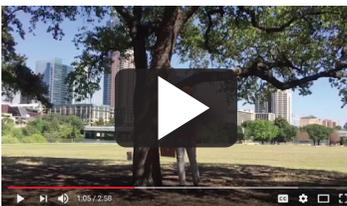


Men are *more* aware of urban forestry than women.



Students who participate with their families in outdoor nature-based activities are *more* aware of urban forestry.

4 ONCE STUDENTS LEARN ABOUT URBAN FORESTRY—WHAT DO THEY THINK?



- After watching a brief video about a career in urban forestry, students had a favorable impression overall.
- Race and ethnicity have no influence on impression of urban forestry, but African-American students place greater importance on pay and prestige as well as career support from a professional society.
- Students from high-income families (>\$150K per year) and those who care more about pay and prestige have the least favorable impression of urban forestry.

Lack of awareness remains a major challenge for recruiting young people into urban forestry.