

INDUSTRY GROWTH INITIATIVE

2020 ANNUAL REPORT

Thank you to every company and individual who supported IGI's efforts to raise awareness about careers in the industry, connect job seekers with landscape positions, and promote the benefits of healthy lawns and landscapes. In 2021, you can support these critical initiatives by giving to NALP's Foundation to help enable research, scholarships, and career development projects (www.landscapeprofessionals.org/foundation) or you can volunteer on the Workforce or Industry Growth Councils.

ACTIVITIES

LANDSCAPE INDUSTRY CAREER OUTREACH



190,000
VISITS TO THE JOB BOARD



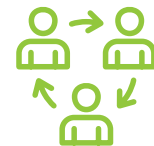
89
SCHOLARSHIPS
AWARDED



300,000
PAGEVIEWS ON
LANDSCAPEINDUSTRYCAREERS.ORG



3.9 MILLION
MEDIA STORY IMPRESSIONS



1,500
EMPLOYER/JOB SEEKER
CONNECTIONS VIA THE JOB BOARD

» Showcased the profession to students through programs with FFA, American School Counselor Association, Association for Career and Technical Education, etc.

» Promoted the industry's new DOL registered apprenticeship program, demonstrating the landscape profession is a skilled trade.

» Engaged with public policy officials to drive attention to the workforce needs of the professional landscape industry.

» Hosted the Workforce Summit to initiate action-focused dialogues and spur meaningful and sustainable change.

» Launched pilot programs with The Corps Network to connect industry companies with potential employees and scale nationally, if successful.

» Established Diversity and Inclusion recommendations to help the industry attract and retain communities of people not well represented in the profession.

» Focused on programs to support high-school and secondary school education as well as university horticulture and landscape programs.

BENEFITS OF MANAGED LANDSCAPES OUTREACH

500,000

PAGEVIEWS OF
LOVEYOURLANDSCAPE.ORG

40,000

VISITS TO THE HIRE A
PROFESSIONAL DIRECTORY

33 MILLION

MEDIA STORY IMPRESSIONS



Promoted 2020
landscape trends
to consumer media



Digital campaigns
promoting backyard
usage and enhancements



National radio
media tour promoting
the industry



Supported efforts for the
landscape services industry to
be deemed an Essential Service



Launched a grassroots PR toolkit to help
companies message the high level of industry
safety and professionalism in the industry



Articles placed in facility
management magazines promoting
commercial landscape services



Promoted messaging that landscape and lawn
care companies are working safely during the
COVID-19 Pandemic