

# INDUSTRY GROWTH INITIATIVE

of the NATIONAL ASSOCIATION  
OF LANDSCAPE PROFESSIONALS

## Solving the Industry's Workforce Crisis A Roadmap to Our Future



NALP's Industry Growth Initiative (IGI) is leading the industry's efforts to attract 100,000 men and women to the profession by 2025. Here's a snapshot of some of what IGI will accomplish in 2019-2020, thanks to campaign contributors. **Help drive progress. Pledge your support to grow the industry's workforce.**



### Promote the Profession to Develop a Talent Pipeline

IGI is creating awareness with students and their parents, educators, career-changers, and those under-represented in the workforce about career opportunities in the professional landscape industry.

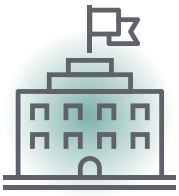
- » Drive at least 100,000 people to [LandscapeIndustryCareers.org](https://www.LandscapeIndustryCareers.org) to learn about the profession.
- » Deliver messaging about the profession through news outlets to more than 100 million people.
- » Connect with at least 25 million GenZ, Millennials, parents, women, Latinx, and career changers through digital advertising campaigns and social media.
- » Partner with Scholastic for development of industry-focused web portal and lesson plans and promote their use to high school teachers across the country.
- » Showcase the profession to students and their influencers through programs with FFA, American School Counselor Association, Association for Career and Technical Education, etc.
- » Introduce workforce boards to the professional landscape industry, engaging with local boards in at least 25 communities.
- » Promote the industry's new DOL registered apprenticeship program, demonstrating the landscape profession is a skilled trade.
- » Engage with public policy officials to drive attention to the workforce needs of the professional landscape industry.



### Equip, Unify, and Mobilize the Industry to Take Effective Action

IGI is arming the professional landscape industry with the knowledge, resources, and workplan required to take unified, effective action in solving the workforce crisis.

- » Convene the industry's Workforce Summit to initiate action-focused dialogues and spur meaningful and sustainable change.
- » Launch pilot programs with The Corps Network to connect industry companies with potential employees and scale nationally, if successful.
- » Create at least 15 new sharable resources companies can use to recruit talent, adding to the 75+ types of collateral already created by IGI.
- » Launch and mobilize the Women in Landscape Network that will support the recruitment and retention of female professionals.
- » Connect at least 2,000 employers and applicants through the industry job board.
- » Ensure credible data exists on industry earning potential through publication of the 2019 Compensation Study.
- » Establish Diversity and Inclusion recommendations to help the industry attract and retain communities of people not well represented in the profession.
- » Help the industry understand how to secure funding and tax credits through the Landscape Management Apprenticeship Program™ (where possible).
- » Drive collaboration with all associations in the green industry to lead action and long-term success for workforce development needs.



## Support Schools and Students

IGI is providing information, resources, and a community for high schools, colleges, and universities with industry-focused curriculum and encouraging the adoption of such curriculum by those without.

- » Identify strategies for connecting the industry with STEM career paths.
- » Drive the inclusion of industry focused education in high schools and support post-secondary schools considering adoption of industry curriculum.
- » Make model curriculum and lesson plans available to educators.
- » Establish relationships with the Association for Career and Technical Education (ACTE), state Departments of Education and others to share information on industry career pathways.
- » Ensure those who complete the Landscape Management Apprenticeship Program™ are eligible for college credit at 300 schools through the DOL's Registered Apprenticeship College Consortium.
- » In partnership with NALP's Faculty Advisory Committee, identify how industry can best support collegiate educators and their programs and deliver on identified needs.
- » Support the needs of NALP accredited degree programs and increase the number of such schools annually.
- » Award approximately 80 scholarships to college students considering industry careers.
- » Host 44th Annual National Collegiate Landscape Competition.

Thank you to the companies that are enabling this important work through their voluntary donations, helping us to more effectively compete against other industries that have mobilized to address the country's universal labor shortage. Please pledge your support to help ensure today's workforce crisis does not become tomorrow's catastrophe.

For more information about how NALP's Industry Growth Initiative is leading the industry's response to the workforce crisis, visit [landscapeprofessionals.org/IGI](https://landscapeprofessionals.org/IGI).

To pledge financial support, visit [GivetolGI.org](https://GivetolGI.org).

*Gifts to the Industry Growth Initiative, through the NALP Foundation are tax deductible.*



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