

Ohio Chapter ISA Education Grant Application

If you have any questions, please email bduke@treefund.org or call 630-369-8300 x200.
Applicant

Organization

The Holden Arboretum
9500 Sperry Road
Kirtland, Ohio 44094
United States

Has this organization received previous funding from the TREE Fund? No

Previous TREE Fund awards: none

Contact Person

Mr. Chad Clink
Community Forester
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(440) 602-3829

Person Responsible for the Project

Ms. Marian Williams
Vice President of Education
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(440) 602-3811

Degrees and related experience

Graduated from Earlham College in 1980 with an interdepartmental degree in Biology-Geology-Education. Pursued an interest in horticulture by taking horticulture and botany courses at Purdue University from 1983 to 1985. In 1987 she received her Master of Science Degree in Educational Psychology from Purdue University.

Thirty years experience in Public Gardens, including Callaway Gardens, Hayes Arboretum and The Holden Arboretum/Cleveland Botanical Garden.

Project title: Forest Immersion XP (FIXP)

Type of request: Project support

Description of the project for which funds are requested:

Through a new pilot program, Forest Immersion XP, Holden seeks to increase awareness and interest in the areas of community forestry and arboriculture, by offering a new 2-day program for middle and high school students. Our hope is that at the end of the experience students will better understand the benefits and importance of trees to the community and realize there are a plethora of professional opportunities available in related careers. Day 1 – Students kick-off their full immersion in the forest landscape with a mini-summit on “Why Trees Matter to Me?” to gauge the students’ knowledge and awareness of value of trees. This discussion will lead into an

extensive afternoon-long educational hike through the forests and collections of Holden, including the opportunity to experience Holden's newest forest-immersion structures – the Murch Canopy Walk and the Kalberer Family Emergent Tower. In the evening, students will recap the day, enjoy dinner and the movie "Trees in Trouble," and stay overnight at a camp adjacent to Holden. Day 2 – Students will get a chance to learn through hands-on experiences about the various professional opportunities in community forestry and arboriculture and investigate future academic and educational pathways. During the day, students will interact with groundworkers, climbers, plant health care professionals, and urban foresters. Before departing, students will be asked to reflect on their experience so we may use that valuable feedback to continue to modify and improve this program going forward.

What makes this project unique?

Forest Immersion XP is the first program of its kind in our region to focus on exposing middle and high school students to possible career paths in community forestry and arboriculture through immersive and experiential learning amongst the trees. It is our hope that by drawing students from different school districts, we will provide these teens with some positive social benefits as well, such as meeting new people in a unique setting and making new friends.

Why is it needed?

In the areas of community forestry and arboriculture, there are few opportunities at the middle and high school level to learn more about these important fields of work. The lack of educational opportunities and awareness of these possible career paths will eventually have a negative impact on the industry: there will be market demand for these positions but few viable candidates to fill these jobs. We hope by piquing their interest early, students will continue to pursue job opportunities they had learned about in the Forest Immersion XP experience, and realize that while physically-demanding, these are all jobs every man and woman can do. Also, our region is starting to implement the Cleveland Tree Plan, which has a goal of re-foresting Cleveland and its surrounding community – taking the existing tree canopy from 19% to 40% over the next 20 years. This effort will reverse the negative effects of tree canopy loss on the environment, energy usage, noise pollution, public health, and neighborhood decline. By engaging students in understanding the importance and benefits of trees, we hope they will elect community forestry and arboriculture as a meaningful and worthwhile career that will support the ambitious Tree Plan.

Description of what outcomes are expected as a result of this project:

There are four main outcomes we hope to achieve as part of this pilot program: Increase the number of students served in our region so that they may become stewards for a greener future; offer workforce development opportunities for area youth, as well as provide skilled workers in all areas of arboriculture and community forestry to meet market demand in our region; increase participation in Holden's Tree School program and its all-day student workshop, the Tree Summit; and, take the feedback we received from this pilot program to further refine it so that can then be expanded over time. These outcomes are in alignment with our new Strategic Plan that speaks to our united vision, a vision not for our organization per se, but rather for the world we will help to create, where our communities are greener and more vibrant than before. Through these outcomes, Holden will provide increased awareness of the importance of trees, as well as the array of professional opportunities dedicated to the cultivation and maintenance of trees.

At least 3 measurable goals to determine the success of this project:

Three measurable goals we expect to reach in our first year of the program are the following: 1) Increased school enrollment in Holden's Trees Matter School Program. This certification program is an award for an individual school or campus that requires annual recertification along

with several other requirements for distinction, including establishing a Tree Advisory Committee at the school that is comprised of teachers, students and grounds staff; offering educational tree activities such as a school-wide celebration of Arbor Day; a Memorandum of Understanding from the school board detailing the district's commitment to the program; the development of a campus-wide Tree Care Plan; and a presentation at the Trees Matter annual celebration event, The Tree Summit, where students and their school representatives come together to honor the importance of trees as well as celebrate the successful completion of the program certification. 2) Expansion of the program due to increased interest in participation from schools, Girl Scout and Boy Scout troops, etc. 3) 100% survey participation by all students. So that we may create the best forest immersion experience for our students, we will ensure that each participating student is surveyed and feedback received before the experience comes to an end. This crucial information will help instructors as well as the director of education fine tune the program to make it even more appealing to schools and students.

Method for assessing achievement of project goals:

In an effort to meet the goals we've set for this project, we plan to promote this new program to school districts throughout Cuyahoga, Lake, Geauga and Ashtabula counties in Northeast Ohio that are currently or have recently taken advantage of field experience programs at either both our Holden Arboretum and Cleveland Botanical Garden campuses. We also plan on promoting this program in the quarterly publication mailed to our more than 20,000 member households, the majority of whom live in the targeted counties. We will also do a year-to-year comparison analysis to see if participation in The Holden Trees Matter School increases after the first year of the Forest Immersion XP program launch. Lastly, surveying our student participants will be an integral part of the camp experience and all feedback will be taken into account when planning future camps. If feedback is positive, and participation robust, plans will be put into place to offer one or more additional camps in future years.

Plans for sustaining the project after the grant:

We hope to present this funding opportunity to other potential funders, including corporate as well as foundation prospects, which have funding priorities in the areas of education, workforce development, conservation and sustainability issues, and arboriculture/urban forestry. We also plan to ask a select group of our most committed supporters who find forwarding the mission of The Holden Arboretum important to help make this new project possible.

Project start date: 02/01/2017

Project completion date: 09/30/2017

Timeline:

Pre February - set program date and line up instructors and develop 2 day agenda. Develop marketing plan and send limited information to schools.

February/March - Heavy program marketing and begin program registration.

April/May - program to be held late April/Early May

May/June - Evaluate and refine program.

July/Aug./Sept - determine how to expand program and begin to secure funding.

Is this a new project for your organization?

Yes

Project Budget:

Total project budget: \$10,000

Amount requested: \$5,000

Other Sources of Funding

Source 1

Name

Amount requested

Amount received or committed

Source 2

Name

Amount requested

Amount received or committed

Source 3

Name

Amount requested

Amount received or committed

Source 4

Name

Amount requested

Amount received or committed

Organization:

Date of organization's incorporation: 08/21/1967

Summary of organization's history, mission and goals:

Established in 1931, The Holden Arboretum is an outdoor living museum. Accredited by the American Association of Museums, Holden contains scientifically-curated collections of trees and shrubs displayed in themed gardens and natural areas. Comprising more than 3,600 acres in Lake and Geauga counties, Holden also protects its neighboring properties by managing 1,489 acres of conservation easements. In 2014, The Holden Arboretum merged with the Cleveland Botanical Garden to create the 12th largest public garden in the country. In 2016 the unified organization, with more than 20,000 household members in total, adopted its first joint Strategic Plan as well as its new mission and vision that promises vibrant green communities and diverse native forests of the Great Lakes region and beyond will flourish and sustain life.

List of other organizations in your area with a purpose similar to your organization and description of collaboration, if appropriate: Cleveland Metroparks, Lake Metroparks, Case Western Reserve University (all research partners)

Organization Budget:

Fiscal year start date: 10/01/2016

Current Year's Budget

Total organization budget: \$7,525,000

Organization fundraising costs: \$211,575

Organization administrative costs: \$7,099,000

Next Year's Projected Budget

Total organization budget: \$7,590,000

Organization fundraising costs: \$211,575

Organization administrative costs: \$6,990,000

Principle Source of Support

Please provide figures as a percentage of the organization's total budget. The total support should equal 100.

United Way: 0

Government contract: 1

Foundation or corporate: 11

Earned income: 63

Individual contributions: 25

Total support: 100

Applications will be scored on the following scale:

- Relevant staff are qualified (10 points)
- Project increases knowledge in arboriculture or urban forestry (25 points)
- Project is hands-on (15 points)
- Need is defined (15 points)
- Objectives are clearly stated and adequately assessed (15 points)
- Timeline is feasible (10 points)
- Budget is clear and reasonable for the project (10 points)

Your application will not be available for editing after it has been submitted.

Please review your application for completion before submission.