

# LANDSCAPE MANAGEMENT APPRENTICESHIP PROGRAM™

# RECRUITING TOOLKIT

## **HOW DO I RECRUIT EMPLOYEES AND MORE SPECIFICALLY APPRENTICES?**

Companies that participate in the Landscape Management Apprenticeship Program™ can demonstrate to prospective employees how they will invest in their future by providing formalized, on-the-job training. Apprenticeships can offer a competitive, life-changing professional development experience not available from all employers or in all industries. Here are resources and tips to help you communicate about your investment in the program.

- **Explore the Department of Labor’s resources for companies that offer apprenticeship programs**

The Department of Labor’s Office of Apprenticeship has tremendous resources, both for companies considering and ready to launch apprenticeship programs. You can find [general information here](#) and a [helpful toolkit here](#).

- **Make sure you and your key staff understand the NALP apprenticeship program and the benefits it provides for the profession**

To sell a product effectively, you need to know the product. Make sure you and your key staff members understand how the program works, how long it may take to complete, and how completing the program affects an employee’s ability to move up in your organization. Having job descriptions, organizational charts, or career pathway information can be helpful.

- **Involve your HR department**

Your HR department is a great place to start: they are recruiting for your organization anyway, and they should be leading the pack on recruiting apprentices. Develop handouts to provide to potential apprentices so they can learn more and review again later.

- **Be prepared to talk compensation**

Interested parties may want to know how their compensation will grow as their mastery of tasks and responsibilities increases through the apprenticeship program. Have a scale to show them.

- **Connect with your local workforce development board**

Workforce development boards are a network of federal, state, and local offices that support economic expansion and develop the talent of the nation’s workforce. State and local WDBs serve as connectors between the U.S. Department of Labor and more than 2,500 local American Job Centers that deliver services to workers and employers. Your local WDB is your link to the public workforce system, sometimes even supporting tax credits for businesses. [Find your local WDB here](#).

- **Encourage area colleagues and your state or local industry associations to be involved**

By involving regional peers and your local or state landscape organizations, you can make a concerted effort in improving the profession and

attracting apprentices. The more members involved, the more we attract new faces to our profession by “competing” against other industries that have an established presence with apprenticeships.

- **Attend local community job fairs sponsored by Chambers of Commerce or other groups**

There are always job fairs or career fairs going on in the community. Many are sponsored by Chambers of Commerce or other business organizations. Additionally, many non-profits, such as Goodwill, provide career fairs and career centers. Make sure you work with them to promote the program, as some non-profits that are career focused may help you recruit apprentices.

- **Be in constant contact with your local high school agriculture and horticulture programs**

Local school programs are a great place to start. Not everyone goes to college and the apprenticeship program is basically an educational program with on the job training that is developing a career path for the participants. Your local high school agriculture, horticulture, or STEM programs should be your best friend. Let student advisors know about the Landscape Management Apprenticeship Program. Work with other area contractors to encourage schools to provide exposure about the industry to students, using apprenticeship opportunities as a hook.

- **Be in constant contact with local FFA, 4-H, or Scouting programs**

Youth organizations are a great place to recruit. FFA chapters, 4-H groups, Scouting programs, and others always need guest speakers for their meetings. You or your staff should be attending such meetings every month. Starting as young as Middle School is okay, or even younger with Scouting groups.

- **Participate in career day events at local middle schools and high schools**

All schools and school systems have career day events. Get yourself in front of all the students at once. Have exciting things so they can get involved at your booth and become interested – Have an active display, not a passive display. Use [NALP's Landscape Career Day materials](#).


- **Take part in college fairs**

High schools often host college fairs, where colleges have booths recruiting students to their campuses. You will often see the military at these fairs as well offering an alternative to college. Consider a booth there as well as an additional alternative to college, one that also provides a paid job and educational training.

- **Educate local middle school and high school counselors about the apprenticeship model**

School counselors often have a great influence over the choices and career paths chosen by our youth. Educating them on the profession and the apprenticeship program is essential as a method to get the word out. Have an event at your office/shop and invite them out or arrange to speak to them at a teacher work day event. If you are working with younger age groups, such as elementary or middle

The screenshot shows the website for Landscape Industry Careers. The header includes the logo and navigation links: About NALP, Events, News, Blog, Contact, and social media icons. The main navigation bar lists: Discover the Industry, Career Day, Education, Parents, Resources, and Job Board. The main content area features a large image of a garden with the heading "WHAT IS LANDSCAPE CAREER DAY?". Below this is a text block explaining the initiative: "Join lawn and landscape professionals, educators, students, lawmakers, community groups and job-seekers across the nation as the Industry launches Landscape Career Day: Grow Your Future, an initiative aimed at inspiring the next generation of landscape professionals as well as those who are currently workforce-ready!". It includes a "What is Landscape Career Day?" section, a list of goals (enhance awareness, educate audiences, grow workforce, inspire next generation), and information about when and how to participate. There are also three featured articles: "SWIPE YOUR WAY TO A PERFECT CAREER MATCH", "What Do Landscape Professionals Do?", and "CONFESSIONS OF A LANDSCAPE PROFESSIONAL". At the bottom, there is an "EXPLORE MORE" section with three cards: "TAKE THE QUIZ, IDENTIFY YOUR IDEAL INDUSTRY CAREER", "WHAT DO LANDSCAPE PROFESSIONALS DO?", and "UNCOVER THE FACTS 6 THINGS YOU HAVE WRONG ABOUT CAREERS IN THE LANDSCAPE INDUSTRY". The footer includes social media icons and the copyright notice: ©2019 National Association of Landscape Professionals, Inc.



## WHAT'S NEXT AFTER HIGH SCHOOL?


Our advice? Do something you love! If you want a career that will allow you to do meaningful work, connect with people, help the environment, advance professionally and maximize your earning potential, discover a future as a landscape professional.

### THE LANDSCAPE PROFESSION: SEPARATING FACTS FROM FICTION

- FICTION:** Companies aren't interested in hiring millennials.  
**FACT:** The landscape industry sure is! We hire 300,000 people each year looking to grow in rewarding careers that help communities and the environment.
- FICTION:** Landscape professionals make lousy pay.  
**FACT:** Landscape skills pay off and there are tons of people who dig the profession. The starting salary for many positions exceeds \$50,000 per year.
- FICTION:** The landscape industry is for people who don't go to college.  
**FACT:** Whether you're starting your career after high school or planning on earning a college degree, if you're driven, opportunities for success are endless!
- FICTION:** There isn't opportunity for growth.  
**FACT:** The industry is booming! It's a \$7.8 billion industry that employs one million professionals and continues to offer advancement opportunities.
- FICTION:** Experience is required to be successful.  
**FACT:** No experience? No problem. Most companies hire entry-level employees and offer training to rise through the ranks.
- FICTION:** There are no perks in the landscape industry.  
**FACT:** Landscape professionals do not have to sit behind desks all day and are able to enjoy the outdoors while helping shape their communities and the environment in major ways. Jobs within the industry also offer competitive wages, benefits and healthcare.
- FICTION:** The industry only offers jobs for those who like being outside.  
**FACT:** Whether you like to hit the books or work with your hands outside, there are tons of career paths to suit all sorts of skill sets. Want to put your creativity to use? Check out landscape design. Good with numbers? A position in accounting is calling your name!

#### HERE IS A SAMPLING OF SOME LANDSCAPE INDUSTRY CAREERS:

- Accounting Specialist
- Agonomist
- Arborist
- Business Developer
- Business Executive
- Greenhouse Professional
- Industry Supplier
- Intiorscapers
- Irrigation Specialist
- Landscape Account Manager
- Landscape Architect
- Landscape Designer
- Landscape Estimator
- Landscape Supervisor
- Lawn Care Specialist
- Nursery Professional
- Owner and CEO
- Project Manager
- Scientist



## LANDSCAPE INDUSTRY CAREERS.ORG

# THAT WAY THIS WAY

EXPLORE CAREER PATHS. Not sure where you'd fit in within the lawn and landscape industry? Take a quiz to see which career path is right for you.

Each year the landscape industry hires 300,000 men and women for careers that positively impact families, their communities, and the environment. Be one of them.

### A Career in Landscaping Could be for You

A Day in the Life of a Landscape Professional

Those who love the outdoors, have a passion for the environment, and yearn for fulfilling, difference-making vocations should use this site to explore the myriad of landscape jobs that can make a difference in their lives – and the lives of those around them.

Whoa! THAT'S the starting salary for a landscape professional?

COMPENSATION INFORMATION

Wondering if a career in landscaping could be right for you? Learn more about all the opportunities that exist in the industry.

Landscape Industry Careers is powered by the National Association of Landscape Professionals, an organization representing nearly one million professionals who create and enhance the outdoor spaces where we live, work, and play.

SWIPE YOUR WAY TO A PERFECT CAREER? READY TO FALL IN LOVE WITH YOUR CAREER?

TAKE A VIRTUAL FIELD TRIP TO FIND YOUR BEST CAREER MATCH

COLLEGE OR ON-THE-JOB TRAINING? YOU DECIDE!

school, consider providing a fun activity sheet that they can share with their parents and friends. See examples in [NALP's Landscape Career Day materials](#).

### • Educate school system vocational-technical directors about the apprenticeship model

Every organization has leaders, and leaders set the tone for the organization. School systems have directors of Career and Technical Education. They need to be aware of the apprenticeship program and the benefits that it can afford their graduates.

### • Recruit from athletic programs

Students participating in athletic programs are already used to being outdoors and are accustomed to sweating and hard work. Attend and be involved with sports booster clubs, place signage at athletic fields, and speak to athletic associations.

### • Make sure your local technical or community college is aware of the apprenticeship model

You should be recruiting at the local college for their graduates, so don't forget to inform them of the apprenticeship

program. There is a large pool of students who leave college, often for financial reasons, who have already shown an interest in the field. They are definite candidates for the apprenticeship program and may have already met many of the study module requirements.

### • Host a community service event

Host a community landscape project and invite everyone to help. Suppliers, vendors, community groups etc. Have signs or banners at the event advertising the apprenticeship program and make sure you invite the local media.

### • Use social media

Use social media to get the word out about opportunities in your apprenticeship program. Young people are glued to their social media apps, so don't miss out on the opportunity that exists on Facebook, Twitter, Instagram, and more. Make sure you use photos in your posts, as they attract more attention. Include links to your company website or NALP's [NALP's career website](#), [LandscapeIndustryCareers.org](#).

- **Always invite others to visit your company**

Never pass up an opportunity to show off. No one tells your story better than you do.

- **Have a Landscape Career Day event and market the apprenticeship model**

NALP has developed Landscape Career Day. Host an event and include information on your apprenticeship program as part of the activities. NALP has even developed a [Host Tool Kit](#) to assist you in planning the event!

- **It's an investment**

Remember that growing your staff and the landscape profession is an investment. It will take both time and money. Use some of your recruiting budget or your marketing budget to help. Your employees are your biggest investment.

Keep in mind, participating and developing as many of these recruiting activities is essential to your success. Information on the apprenticeship program should be a constant in your recruiting. The continued success of our profession depends on all of us promoting the benefits of landscaping and the landscape profession.

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## **LANDSCAPE MANAGEMENT APPRENTICESHIP PROGRAM™ RECRUITMENT CHECKLIST**

- Decide on which promotional activities are best for your organization**

Not all the suggested activities may fit your needs and or capabilities. Decide which ones are best, make a list and begin. Just like marketing your company, multiple activities will better inform the community and possible participants about the program.

- Identify and develop collateral materials to promote the program**

NALP has developed a [host of materials](#) to help you promote the apprenticeship program. Check out what's available and then determine what supplemental materials you may wish to create.

- Decide who is leading each activity**

Every successful event or activity has a leader in charge. Ask for volunteers and get the ball rolling.

- Provide the resources for success, materials, dollars, people, etc.**

Make sure your company provides the necessary resources for success. Collateral materials, dollars, giveaways, time off from other duties to develop and do the activity.

- Identify potential partners that may assist you in promoting the profession such as other companies, vendors and professional organizations**

Others may be willing to help as well. Local vendors and suppliers may assist you with your activities. The success and growth of your company and the profession is also critical to their success.

- Schedule promotional activities**

Develop a calendar of activities, schedule out as far in advance as possible so you can promote heavily.

- Make it an ongoing process**

Once you have recruited your first apprentices, you need to keep recruiting more. Just like making your first sale, you need more to sustain.