

WORKFORCE SURVEY INSIGHTS

JANUARY 2025



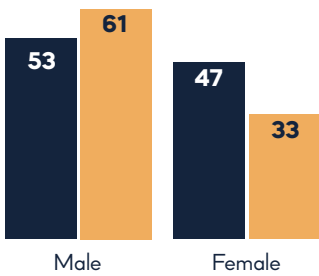
ABOUT THE SURVEY

This survey is part of a workforce study focused on the forest and wood products sector led by Dr. Pipiet Larasatie at the University of Arkansas-Monticello. Its aim is to identify and characterize the existing labor force, and it explores issues and opinions around inclusion, recruitment, and retention.



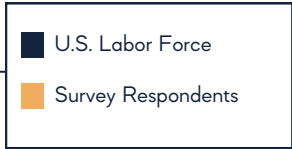
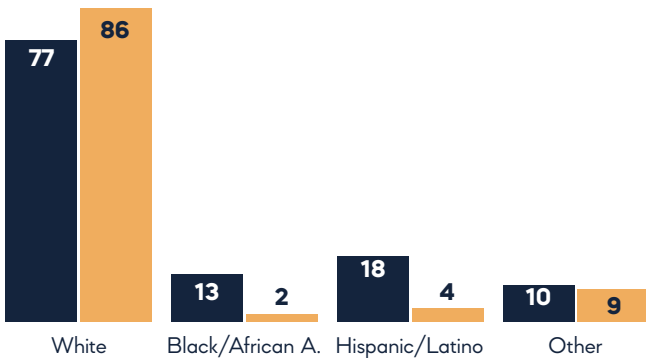
CURRENT WORKFORCE

By Gender



The current forest and wood products workforce is more white and male than the general labor force, using Bureau of Labor Statistics data. The workforce is also older, with the median sector worker aged 48, compared to 42 nationwide.

By Race



SURVEY PARTICIPANTS

By Type



A total of 583 participants were sourced through outreach to 59 forest-related associations and their members and the 58 universities belonging to the National Association of University Forest Research Programs (NAUFRP).



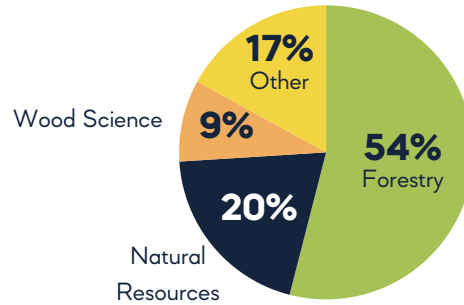
Learn more at

www.usinclusioncouncil.org

PATTERNS OF ENTRY

SECTOR ENTRANTS

College Major



Key Motivations

- Passionate about forests
- Sector offers wide range of career options
- Family works in the sector

Self-Assessment of Preparation to Enter Sector

88% Of entrants **feel prepared** to meet labor market demands

71% **Are confident** their education will allow them to enter the labor market

69% Want **more education** to meet their career goals



IN THEIR OWN WORDS

On Choosing this Career

“I love the outdoors and am passionate about doing my part. I wanted a career that I could see myself being happy in long term.”

“Makes good money without the need for a master’s degree.”

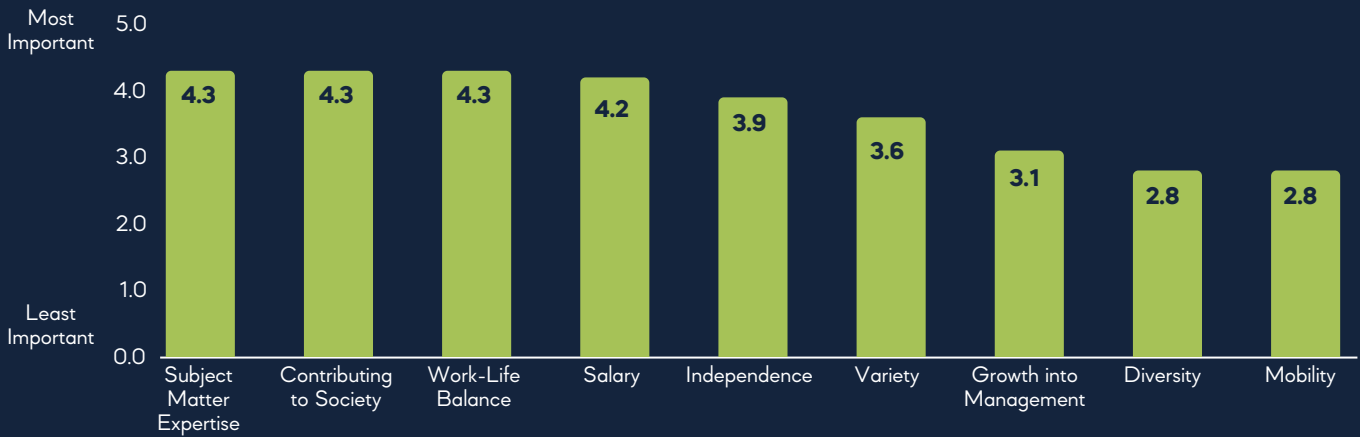
On Choosing an Employer

“The organization shared my values and the people were very genuine.”

“They had on-campus job interviews at the college I was attending.”

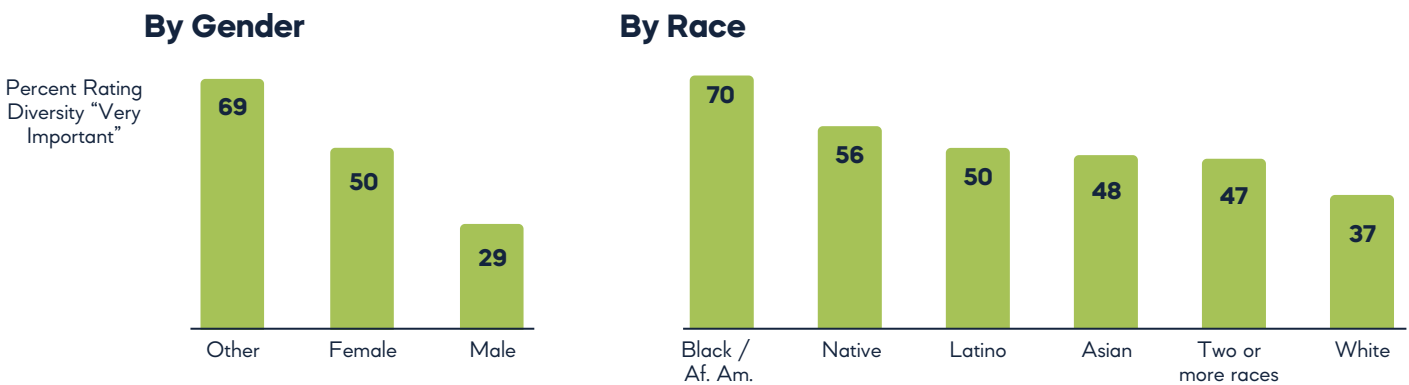
CAREER VALUES

IMPORTANCE OF CERTAIN CAREER VALUES (all respondents)



- Subject matter expertise, contributing to society, and work-life balance are most valued by employees
- Diversity and mobility (ability to relocate) are ranked as least important

IMPORTANCE OF DIVERSITY BY RESPONDENT TYPE

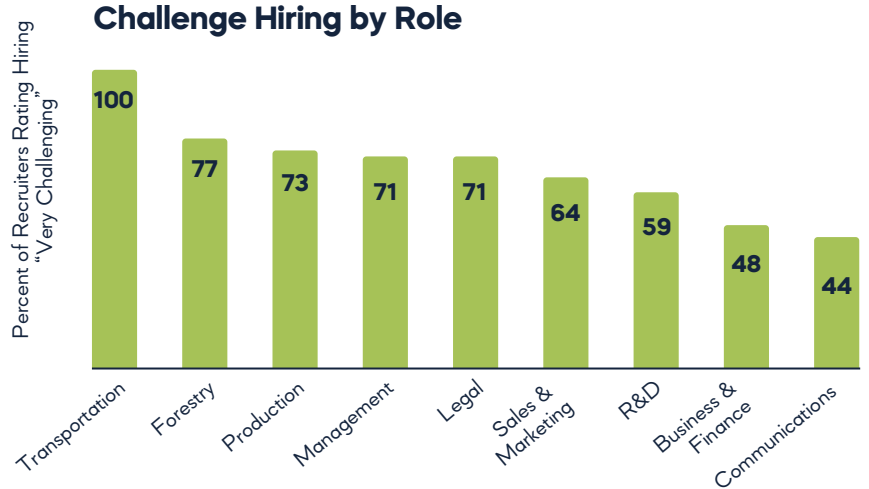


- Diversity is most important to racial minorities and women, and least important to white people and men in the sector

RECRUITMENT & RETENTION

RECRUITMENT

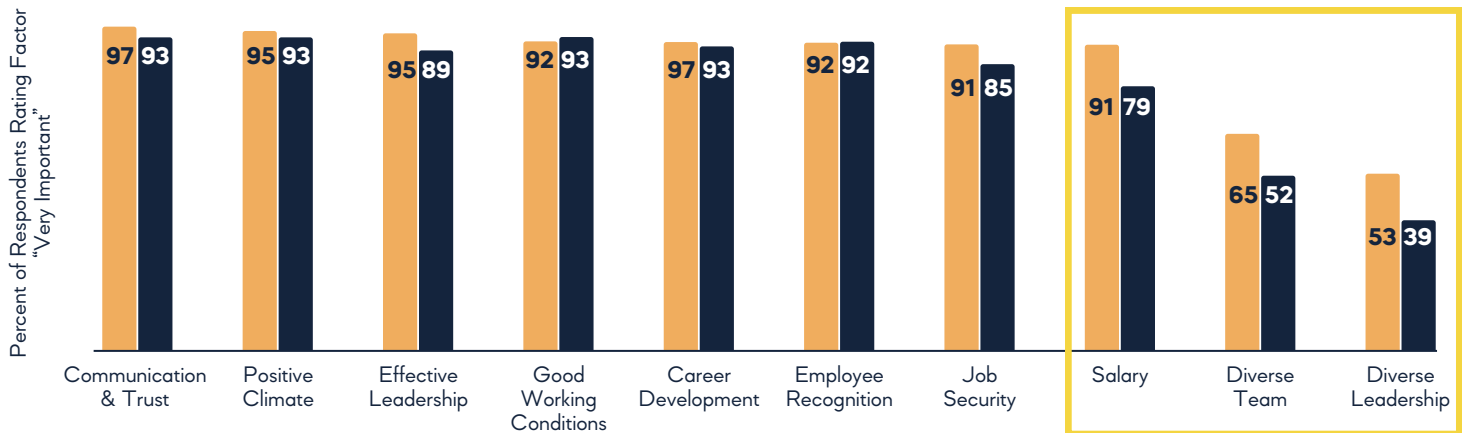
72% of recruiters face recruiting challenges for at least one type of job



RETENTION

Key Factors for Engagement & Retention

Employees Recruiters



- A positive climate and communication & trust are most important to employees and recruiters
- Salary, diverse teams, and diverse leadership are significantly more important to employees than to recruiters

HARRASSMENT & MICROAGGRESSION

THIS SURVEY IN PERSPECTIVE

52% of employees in the U.S. are affected by harassment

Source: HR Accuity

81,000

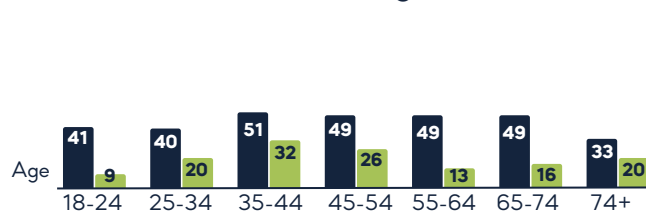
cases of workplace discrimination were filed in the U.S. in 2023

Source: U.S Equal Opportunity Employment Commission

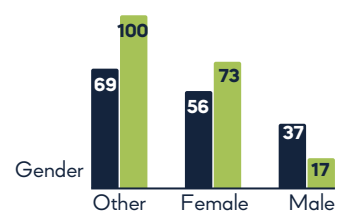
IN THE SECTOR

54% of survey participants report experiencing harassment and / or microaggressions

Harassment Due to Age

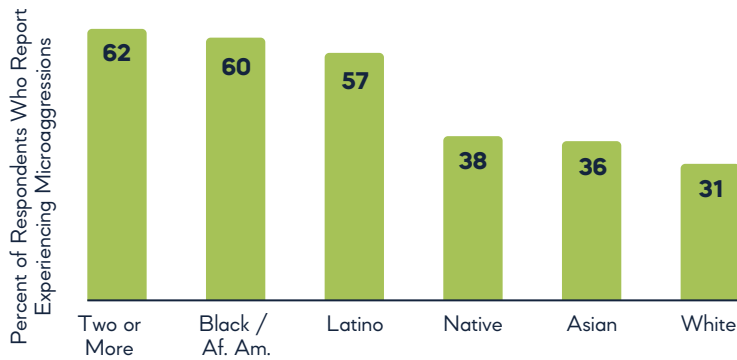


Due to Gender



■ Experienced Harassment ■ Due to Age or Gender, Respectively

Experience of Microaggressions by Race

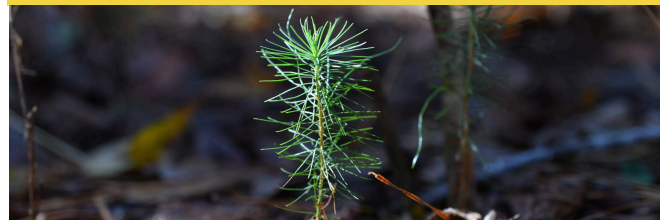


What is a Microaggression?

A microaggression is subtle and sometimes even unintentional discrimination against a group. They may be small, but the impact can add up over time and can impact workplace satisfaction.



Example: Someone tells a female forester, “You’re too pretty for a dirty job like this!”



KEY TAKEAWAYS

- Harassment in the sector is most common due to **gender** and **age**
- Microaggressions at work are **most common** among **multiracial** and **Black** respondents



Learn more at

www.usinclusioncouncil.org

FOREST AND WOOD PRODUCTS SECTOR WORKFORCE SURVEY



FUTURE DIRECTIONS

Future research could look at topics beyond the limits of this study, including:

- Insights from non-college educated workers, since 90% of this survey's respondents had a bachelor's degree or higher
- Specific studies of minority respondents to draw broader conclusions about their experiences, since just 17% of respondents identified as minorities
- Research into the experience of immigrants in the sector

ABOUT THE U.S. INCLUSION COUNCIL

In the summer of 2022, the U.S. Endowment for Forestry and Communities created the U.S. Forests and Wood Products Sector Inclusion Council (Inclusion Council) to carry out a National Action Plan to promote equity, diversity, and inclusion in the forest sector. The Inclusion Council includes representatives from public, private, not-for-profit, academic, and Indigenous organizations in the forest sector.



Learn more at

www.usinclusioncouncil.org