

July 13, 2023 Susan Edinger Marshall

To: SRM Board of Directors

From: 0454 Workshop Leaders and Participants (Susan Edinger Marshall and many others)

Re: Prioritize, evaluate, support, delegate 0454 tasks/suggestions

At the SRM Annual meetings in Boise 2023, 75 participants attended a workshop to discuss solving problems associated with the federal job series 0454 (Rangeland Management Specialist). Building from Dr. Diana Doan-Crider's work at identifying various disconnects for students entering natural resource professions, we created four working groups centered around:

- Annual Report Card on the State of the Range Profession
- Branding of the Profession
- Youth Education
- Curricula leading to 0454 Qualification

Subsequent to the 2023 workshop, we assembled handwritten feedback into a spreadsheet. From this, a core group of folks including Gilbert Jackson (USDA-FS), Susan Edinger Marshall (Cal Poly Humboldt), Patti Novak-Echenique (BLM), Sami Dinar (USDA-FS), and Chuck Butterfield (SRM BOD) boiled down comments into actionable items and suggestions on June 15, 2023 (see below).

***We ask the SRM BOD to consider these requests and ideas, prioritize them by importance and/or feasibility, allocate financial resources if needed, and delegate tasks to staff, committee(s), and/or willing individuals to accomplish these tasks.***

### **Annual Report Card and Branding Working Group (combined)**

Charge a new *Employment Affairs Committee* that will:

A. Issue an Annual Report Card in the form of an infographic on the state of the profession. This should include institutional and federal human resources data for 0454 (and other relevant job series) employment, retirement, retention, mentoring, recruitment.

B. Develop persuasive pieces (reels, blogs) for social media audiences such as parents, high school age, other audiences to get students into a range field of study and enter into range careers. Tremendous resources have been developed through a WSARE grant for **online marketing strategies** by Rangelands Partnership leaders <https://rangelandsgateway.org/communication>. We may need to engage the professional services of a marketing expert for this.

C. Included in the above social media products are clear explanations of the educational requirements needed and the nature of the work, for 0454 and other related classifications.

D. All of the above efforts need to address diverse audiences, including Native American, veterans, second career, and rural future rangeland managers.

E. Develop a strategy to coordinate recruitment between agencies and other employers with SRM leaders (committee members), including publicizing potential incentive programs and helping 0455 and 0401 employees advance to 0454 through education release and support (see an example of such an effort at <https://naes.unr.edu/rangeland-fire-ecology-education-program/454-certificate.aspx>).

F. Post additional employment links on the SRM website for employment including [usajobs.gov](https://usajobs.gov) with suggestions for search terms and products such as USFS <https://experience.arcgis.com/experience/3a013e0342fc410aace34fc2f7012552>.

We acknowledge that at present, there are up to date job listings here on the SRM website and an 8-minute video created by Karen Launchbaugh (<https://www.youtube.com/watch?v=AaH2KaWeKSE>) about meeting 0454 requirements.

We further suggest that the course template that Dr. Launchbaugh describes and Crosswalk of courses corresponding to 0454 requirements also be posted here as downloadable pdfs (see <https://rangesecc.org/>).

G. Create success stories/diverse vignettes/talking heads in the field; early career, mid-career, diverse ethnicities and ecosystems, private sector, non-profit, as well as federal, state and tribal. Post these at <https://rangelands.org/job-opportunities/>

H. In development – Hold further discussions about automatic qualification for 0454 if students obtain a range degree from an SRM-accredited program.

I. Coordinate all the above with RSEC, especially with regards to improving 0454 advising on campus.

### **Youth Education Working group**

- A. Ask Outreach Communication and Web (OCW) committee (and/or MaryJo) to create a portal leading to educational resources for teachers and youth (there is a link but it is not easily discoverable). See <https://www.soils4teachers.org/> as a great example. Under the “Resources” tab, then “Learning/Education”, there should be a repository titled “Students/Teachers” where links to educational content for different learning levels can be listed. This website should also have a function where new curricula or activities can be submitted for peer-review consideration and subsequent posting.
- B. Develop a Range Career Tool kit for distribution to teachers, counselors, and students. Encourage the BOD and Advisory Council to ask sections to develop or submit these for their own regions. We suggest that the parent society set one Range Career Tool kit as a template/example to follow, i.e. SRM could develop presentations and materials that sections can use or adapt.

C. Provide information geared for counselor guidance at high school and college levels.  
(This overlaps with item F in the Annual Report Card/Branding section above.)

D. Invite the SRM Advisory Committee (AC) to have sections present a mocked up “booth” that you would have at an FFA or similar conference. This could be a “breakout activity” during AC meeting to have participants learn from each other’s innovations. Include a list of best practices to engage students, parents, etc. One example from Nevada; a “Range Rodeo” exhibited tools of the trade (shovels, tapes, tablets, GPS units, etc.).

E. Suggest a symposium at Annual Meetings in collaboration with the High School Youth Forum to talk about best practices/activities at range camps. Train the trainers – recruit new section participants in range camp activities, emphasizing a blend of authentic field experience/demonstrations with sensitive pedagogical approaches for youth.

**Curriculum Group** (we didn’t get through all the comments here)

Coordinate all the above with RSEC

Provide all RSEC programs and federal hiring agencies with 0454/program Crosswalk.

**Other ideas and comments from 0454 workshop:**

- Conduct membership survey – how did you get into range?
- Partner/sponsorships with other organizations (Rocky Mtn. Elk Foundation, Pheasants Forever, Farm Bureau, NCBA, etc.) – booths, brochures
- Make presentations at National Association of Ag Educators, Science Teachers, High School Counselor conferences
- Develop more teaching resources – create puzzles, posters, activity books, coloring books
- Provide workshops at annual SRM conferences for educators and counselors
- Participate at National FFA and National 4-H conferences – more than 800 students attend FFA and about 300 for 4-H (speakers, booths, career information)
- Support rangeland categories for FFA and 4-H competitions/programs where they already exist and create new programs where states lack these activities.
- Develop range specific opportunities for high school students to fulfill their community or service project hours for graduation, where applicable.
- Partner with veteran outreach groups.
- Develop an internship program that agencies can use,
- Add range career options to Ag. Career websites and other outlets.
- Develop bridge programs between community colleges and universities.
- Study the success of Project Learning Tree (think Project Rangelands and Pastoralists?) (see: <https://www.plt.org/about-us/mission-history/>)
- Ask innovative programs to share their successes and adaptive changes (i.e. <https://naes.unr.edu/rangeland-fire-ecology-education-program/>) for adoption in other regions.