College students are the leaders of tomorrow. Unfortunately, most are not naturally inclined to be interested in urban forestry. In fact, the entire field is likely to be completely foreign to them. To address this problem, the Tree Campus USA program was initiated in 2008 by the Arbor Day Foundation. If there is an institution of higher learning in your community, it may be an excellent way to win important friends for trees.

Five standards must be met in order to achieve Tree Campus USA distinction. All are designed not only to foster better tree care on campuses, but also to help educate students about urban forestry. The standards are:

1. A campus tree advisory committee that includes at least one student, faculty member, a representative of facility management, and the city forester or other member of the community who is associated with trees.
2. A campus tree care plan.
3. A campus tree program with dedicated funds.
4. An Arbor Day observance — always an excellent way to involve a large number of students and provide awareness for others.
5. A service learning project.

For more information about this unique opportunity to reach an important segment of the community and nation, please visit arborday.org/programs/treecampususa.

Reaching Out to Student Leaders

Tree City USA Bulletin ORDER FORM

Name __________________________ Organization __________________________
Address ______________________ State ______ Zip ______ Phone ______

Other Bulletins that may be helpful for finding and winning new friends for urban forestry. For a complete list of back issues, please visit arborday.org.

FOR MORE INFORMATION…

Links to the organizations mentioned in this bulletin and other information can be found in the Supplemental Resources Library at arborday.org/bulletins. Click on Bulletin No. 78.

Tree City USA Bulletin ORDER FORM

Name __________________________ Organization __________________________
Address ______________________ State ______ Zip ______ Phone ______

Other Bulletins that may be helpful for finding and winning new friends for urban forestry. For a complete list of back issues, please visit arborday.org.

FOR MORE INFORMATION…

Links to the organizations mentioned in this bulletin and other information can be found in the Supplemental Resources Library at arborday.org/bulletins. Click on Bulletin No. 78.

Finding New Friends for Urban Forestry

No. 78 Editor: Dr. James R. Fazio • $3.00

Description:

If the world’s a stage,” wrote William Shakespeare, adding that the players on life’s stage fill many roles. In the field of urban forestry, if we ignore what other ‘ac- tors’ in our communities might have to offer, we are sure to deprive our- selves of potential partners. Conversely, finding new friends to help with the planting and care of community trees, our efforts can be magnified and accelerated.

It is easy to get comfortable working with our colleagues on the tree board or fellow volunteers that help plant trees. In many communities, however, this means that most of the work is done by a few people, the load becomes burdensome, and ideas grow stale. This, coupled with funding that is rarely sufficient to meet all the needs, makes it essential to expand the circle of those willing to help.

Following a study of strategies for community success conducted by the Kettering Foundation, Dr. David Mathews, head of the organiza- tion, wrote, “What stands out in the high-achieving community is not so much the characteristics of the lead- ers as their number… The high-achieving commu- nity had ten times more people providing leadership than communities of comparable size. This high-achieving community is ‘leader- ful’; that is, nearly everyone provides some measure of initiative. And its leaders function not as gatekeepers but as door openers, bent on widen- ing participation.”

This leadership, along with those who follow, is found in virtually every community — but often in places not normally associated with urban for- estry. Finding and enlisting these new friends will provide refreshing new talent, perspectives, willing workers and — sometimes — new sources of financial assistance.