A person wearing a grey hoodie, black shorts, and a cap is raking a field of dry grass and brush. The sun is low on the horizon, creating a golden glow and long shadows. The sky is filled with scattered clouds, and the overall scene is captured in a cinematic style with a slight motion blur on the rake's head.

Program Summaries
(please start presentation
on on slide 3)

Please fill out some information about your program (~3 slides each)

1. *Program Description (types of coursework, duration, focus, department)*
2. *Status (ongoing, in development)*
3. *Target Audience (community college, 4-year, graduate)*
4. *Successes and Challenges*



International TRAILS SUMMIT



Higher Education + Trails Training



Trends in the Trailbuilding Industry

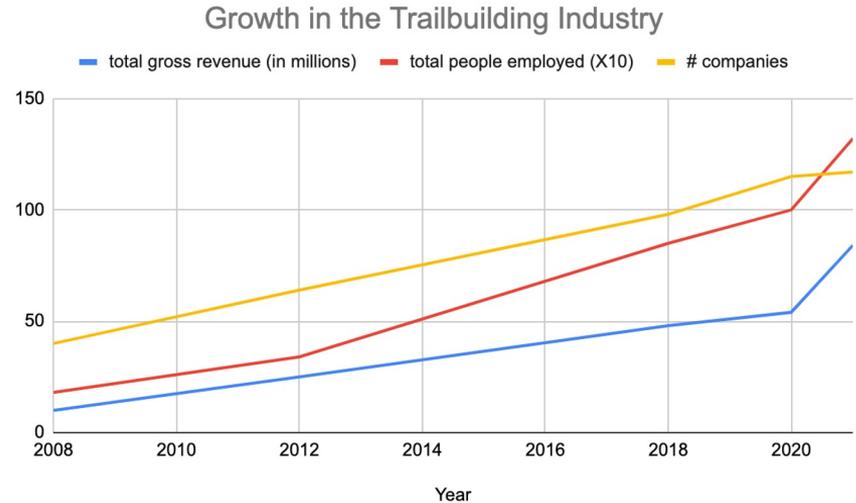
From 2018 to 2022:

- 150% growth in PTBA company revenue
- 113% growth in PTBA company employees

From 2012 to 2022:

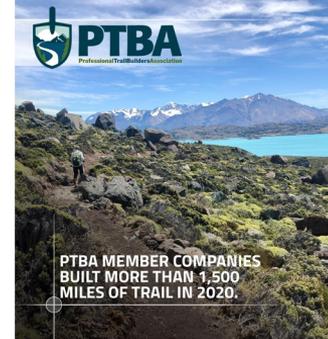
- 380% growth in PTBA company revenue
- 432% growth in PTBA company employees

**Results from PTBA Member Company surveys
(private sector only)*



2022 PTBA Member Impact

- Employed more than **1,800** trailbuilders
- Worked more than **1.4M** hours on trails
- Built more than **2,200** miles of trail
- Designed more than **3,300** miles of trail
- Provided nearly **200** trail trainings
- Built **100+** bikes parks



Trail Competency Framework

Shared Language
Creates
opportunity to:

- Align, integrate, and coordinate trails training content development and delivery around the country
- Better communicate needs for technical trail expertise and strategic investment in training
- Identify skilled trail professionals and competency gaps (professional and volunteer) in the trail community at large
- Increase opportunities to connect trail volunteers, stewards, agency staff, and professionals



Photo Credit: Long Cane Trails



Trail Competency Framework



U.S. Department of Transportation
Federal Highway Administration



Potential Certifications

Job Descriptions

Training Alignment + Opportunities

Career Pathways to engage the next generation of trail professionals

Professionalization of the Trail Industry

The screenshot shows the Trail Skills Project website. At the top, there is a navigation bar with the Trail Skills Project logo, a search bar, and a menu icon. Below the navigation bar is a large image of a person using a chainsaw, with the Trail Skills Project logo and the text "Trail Competency Framework" overlaid. Below the image, there is a heading "The Trail Competency Framework is the foundation of the Trail Skills Project:" followed by a list of bullet points.

TRAIL SKILLS PROJECT

Keyword Search

TRAIL SKILLS PROJECT

Trail Competency Framework

The Trail Competency Framework is the foundation of the Trail Skills Project:

- Individual profiles use the Trail Competency Framework and skill level descriptions to self-identify individual expertise and gaps
- Trails trainings identify which elements of the Trail Competency Framework align with learning objectives

The screenshot shows the Trail Skills Project website. At the top, there is a navigation bar with the Trail Skills Project logo, a search bar, and a menu icon. Below the navigation bar is a large image of a person hiking, with the Trail Skills Project logo and the text "FIND TRAIL EXPERTISE" and "Trail Skills Project" overlaid. Below the image, there is a heading "Search the map:" followed by a search form with three input fields and a "GO TO THE MAP" button.

TRAIL SKILLS PROJECT

Keyword Search

TRAIL SKILLS PROJECT

FIND TRAIL EXPERTISE

Trail Skills Project

Search the map:

Location

Skill or expertise

Individual type

GO TO THE MAP

McDowell Tech Trail School

Old Fort, North Carolina Est. 2022

Continuing Education & Workforce Development



- Created through collaboration between community non-profits, USFS, trail volunteer organizations
- Stage: Operating and expanding (*new satellite campus under construction*)
- Area: ENV-320: Ecotourism (Agriculture/Natural Resources)
 - Current: Basic Trail Training, Planning, Design, Layout, Hand Construction, Rockwork, Bridges
 - Future: Mechanized Construction, Greenway Design, Business and Contracting, NCCER Curriculum

P A R T N E R S



McDowell Tech Trail School

Old Fort, North Carolina Est. 2022

Continuing Education & Workforce Development



- 2022 Classes
 - Basic Trail Maintenance and Sustainability (32hr)
 - 2 classes completed in 2022
 - Chainsaw Safety (USFS Sawyer Card) (16hr)
 - 2 classes completed in 2022
- 2023 Classes
 - Basic Trail Maintenance and Sustainability (32hr)
 - 2 completed and 2 scheduled
 - Chainsaw Safety (USFS Sawyer Card) (16hr)
 - 2 completed and 2 scheduled
 - Bridge Building for Trails (20hr)
 - 1 Completed and 1 scheduled
 - Rockwork, Rigging and Griphoist (20hr)
 - 1 scheduled
- Future
 - Adopt Trail Competency Framework



McDowell Tech Trail School

Old Fort, North Carolina Est. 2022

Continuing Education & Workforce Development



April 2023 hosted annual SORBA Summit

- 150 attendees
- 88 students trained
 - Trail Crew Leadership (Basic Trail Assessment, Maintenance, User Types, Tools, Trail First Aid)
 - Chainsaw Cert (USFS Sawyer Card to B-Felling)
 - Bridge Building for Trails - Intermediate

Successes

- Partnerships
- Lots of public forest & trails, private land
- 6 PTBA builders in area

Challenges

- Potential instructors booked up with work
- Building curriculum

Arkansas Tech University

4 year university

Department of Agriculture & Tourism
(new realignment)

Emphasis/Concentration Areas:

- Tourism
- Natural Resource Management
- Therapeutic Recreation
- Hospitality

Certificates:

- Trail Management
- Casino Tourism
- Event & Experience Management



Department of
Agriculture & Tourism



Arkansas Tech University



Department of
Agriculture & Tourism

Trail Management Certificate (15 credit hours)

- Principles of Tourism (Core)
- Experience Industry Leadership (Core)
- Open Space Management - including trail volunteer hours
- Trail Planning & Management - include trail volunteer hours
- Trail Advocacy - online course
- Backpacking (optional) - include trail volunteer hours & WEA credential

Target Audiences:

- Land managers (state, federal, nonprofit, camps,...)
- Stackable with Natural Resource Management or Tourism emphasis/concentrations

Arkansas Tech University



Department of
Agriculture & Tourism

Successes

- 2021-2023 volunteer 588+ hours on trail projects (82 students)
- Easy access to multiple trail systems
- Building relationships with land managers and volunteer organizations (great for special presenters)
- Newly renovated building

Challenges

- Slow process for adding new courses
- Training for machine build trails



Central Wyoming College Alpine Science Institute

2 min

video

Darran Wells

Ron Murray

Professor of Outdoor Education

Instructor

dwells@cwcc.edu

dirtsniggler@gmail.com

Trailbuilding

Trail Building Certification

- Launched Aug 2022
- 30 credits / 1-year
- Stacks to Associate or Bachelors in Outdoor Rec.
- Trails/ housing/ classrooms all on 130-acre facility



A Career-Pathway Approach to Sustainable Trail-Building

- New Forest Economy Accelerator program launched in 2022,
- Workforce component focused on trails,
- Two-day class developed with Kingdom Trail Association for seasonal crew education.

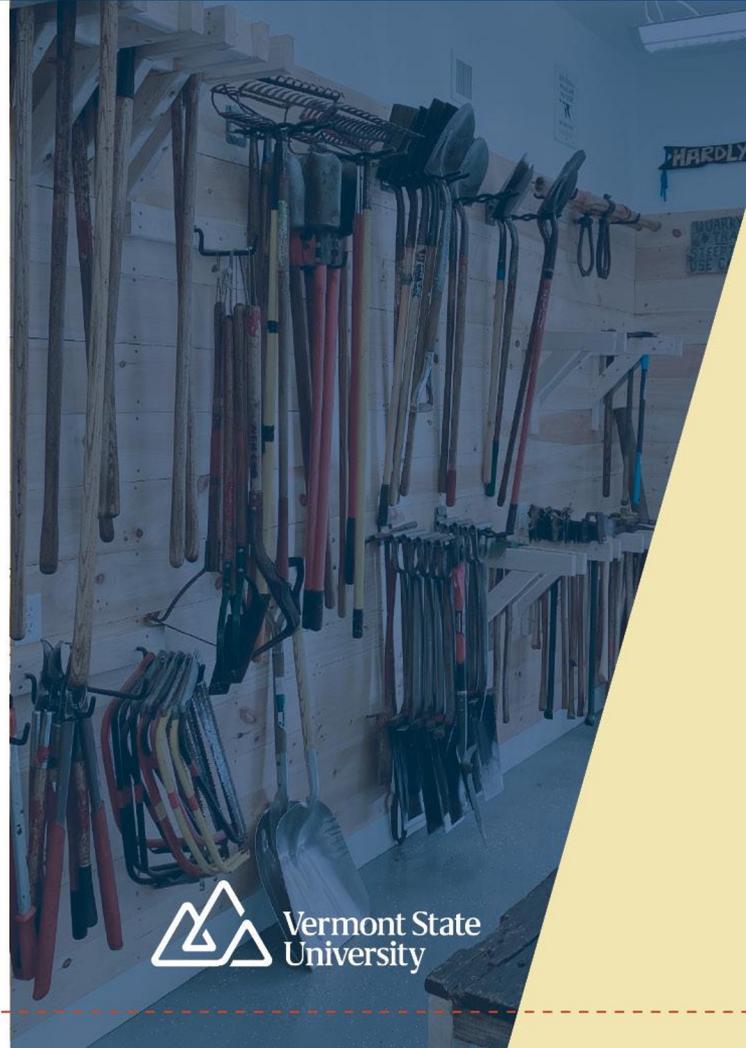


Sustainable Trail Building One-Year Certificate Program

- One year, part-time hybrid program for those interested in entering the trails industry,
- Grounded in the PTBA/AT Core Trail Competencies
- Trail Skill Log
- Launching September 10, 2023.
- Visit NorthernVermont.edu/BuildTrails to find out more or register

Coming in 2024

- Train- the- Trail- Trainer Boot Camp now in development,
- Identify supplementary class needs such as USFS National Chainsaw Certification,
- Explore best practices to embed trail-building education into the Outdoor Education, Leadership, and Tourism degree program at Vermont State University.





- Formally established March 8, 2017
- Born out of community engagement following the 2014 Duke Energy Dan River Steam Station coal ash spill that occurred in Eden, North Carolina.
- **First** higher ed program in the US focused on sustainable trail design, construction and maintenance.
- **First degree** program of its kind: approved by the NC Community College System 10/19/2020.

Target audience:

- Traditional students at RCC
- Cooperator and non-profit stewardship groups
- Land managers
- Private sector

Successes: The TRAILS program has been a source of skills training for some of our regional land managers (especially on the city, county and state level).

Challenges: We've had them all.



- Continuing education, non-degree earning
- Courses can take various formats, most are 1 – 4-day workshops

- Flexibility to meet industry demand
 - Chainsaw safety and certification
 - Intro to trail design & layout
 - Intro to hand-built trail
 - Machine based trailbuilding
 - Traditional tools
 - Wilderness First Aid
 - Rigging
 - Advanced chainsaw techniques
 - Swift water rescue
 - Intro to grant writing
 - And more



Start Local. Go Far.



Rockingham
COMMUNITY COLLEGE



- Two-year degree program: Associates of Applied Science
- Traditional classroom setting + hands-on skills learning + work-based learning
 - Environmental Planning
 - Outdoor Economy & Recreation
 - Trails & Outdoor Recreation Infrastructure
- Engagement with industry professionals, resume building, portfolio, build professional network
- Graduates of the program will have 2+2 articulation opportunities to continue their studies at partner four-yr schools towards a four-year degree



Start Local. Go Far.

NWACC Trails Trade School



Workforce
Training &
Placement

Educational
Access

Sustainable
Growth

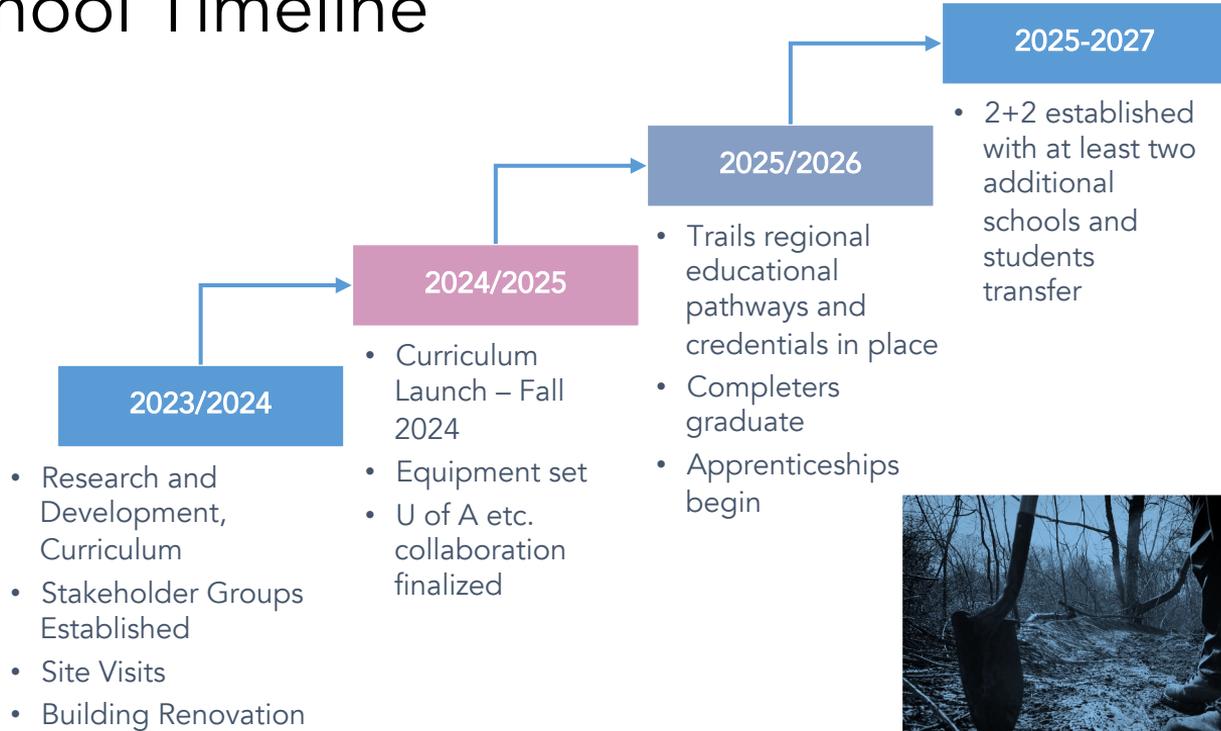
- Ensure enduring access to our region's trails, their history and their role in a healthier community.

- Further the dynamic AR Outdoor Recreation collaboration of private sector industry and non-profit/public sector organizations.

Trails Trade School Timeline

WHEN

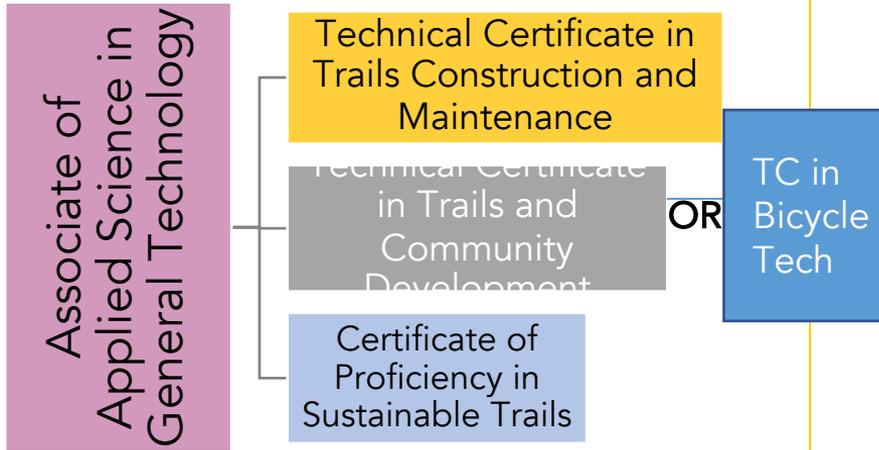
Timeline for Project



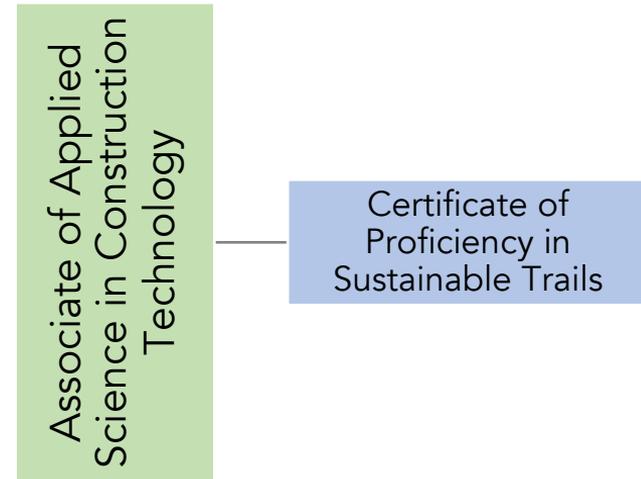
Trails Trade School – Curriculum Development

Proposed Community College, financial aid eligible, credentials

One 2yr Technology Degree – 5 possible credentials



One 2yr Construction Management Degree – 2 possible credentials



What is the best way for PTBA to support your program?



**Professional
TrailBuilders**
ASSOCIATION