360-degree UVM Communication

The Case for a Comprehensive UVM Program Plan

TREES & UTILITIES CONFERENCE 2024

A Partnership of

UAA UTILITY ARBORIST ASSOCIATION + Arbor Day Foundation

Welcome!

PRESENTED BY:

Susan Barrett

Professional Development Program Manager
Wisconsin Forestry Center
University of Wisconsin-Stevens Point

PRESENTED BY:

Robert Vanderhoof, Ph.D.

Research and Consulting SME
Environmental Consultants, Inc.

TREES & UTILITIES CONFERENCE 2024

A Partnership of

UAA + Arbor Day Foundation

What Is Communication?

Exchange of meaning

Sender ⟷ Medium / Method ⟷ Receiver

- Senders encode message(s)

- Receivers decode the message
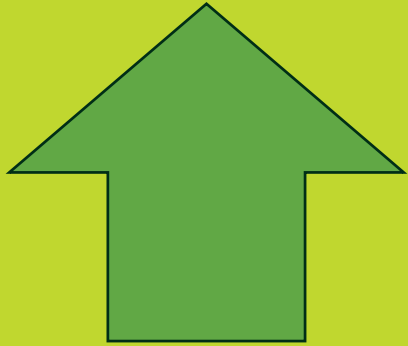
- Receiver can then become a Sender

TREES & UTILITIES CONFERENCE 2024

A Partnership of

UAA + Arbor Day Foundation

What can communication look like?

VERBAL

NON-VERBAL

WRITTEN

85%
People find repeated information annoying

NON-VERBAL

INTERPERSONAL

A Partnership of

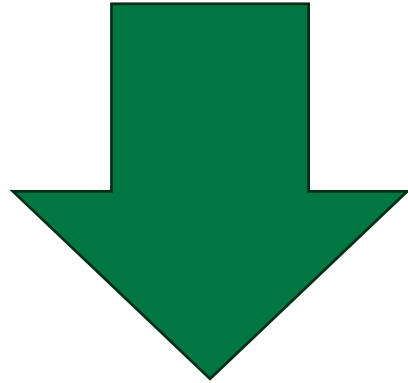UAA + Arbor Day Foundation

Comprehensive UVM Program Plan

MAXIMIZE

Effectiveness

Efficiency

MINIMIZE

Conflict

How do we reach the **right people**, with the **right message**, at the **right time**?

A Partnership of

UAA + Arbor Day Foundation

Yeah... We could have done better.

Turn to a neighbor and discuss a time when inadequate communication led to a negative incident between a company and a stakeholder.

- What happened? What did you do?

- Did you feel adequately prepared?

- What did you learn?

A Partnership of

UAA UTILITY ARBORIST ASSOCIATION + Arbor Day Foundation

Who Needs to Know?

- Pruning or Spraying Crews
- Customer or Landowner
- Shareholders
- UVM PROGRAM
- Corporate Executives
- Local Governments
- Regulatory Agencies

A Partnership of UAA + Arbor Day Foundation
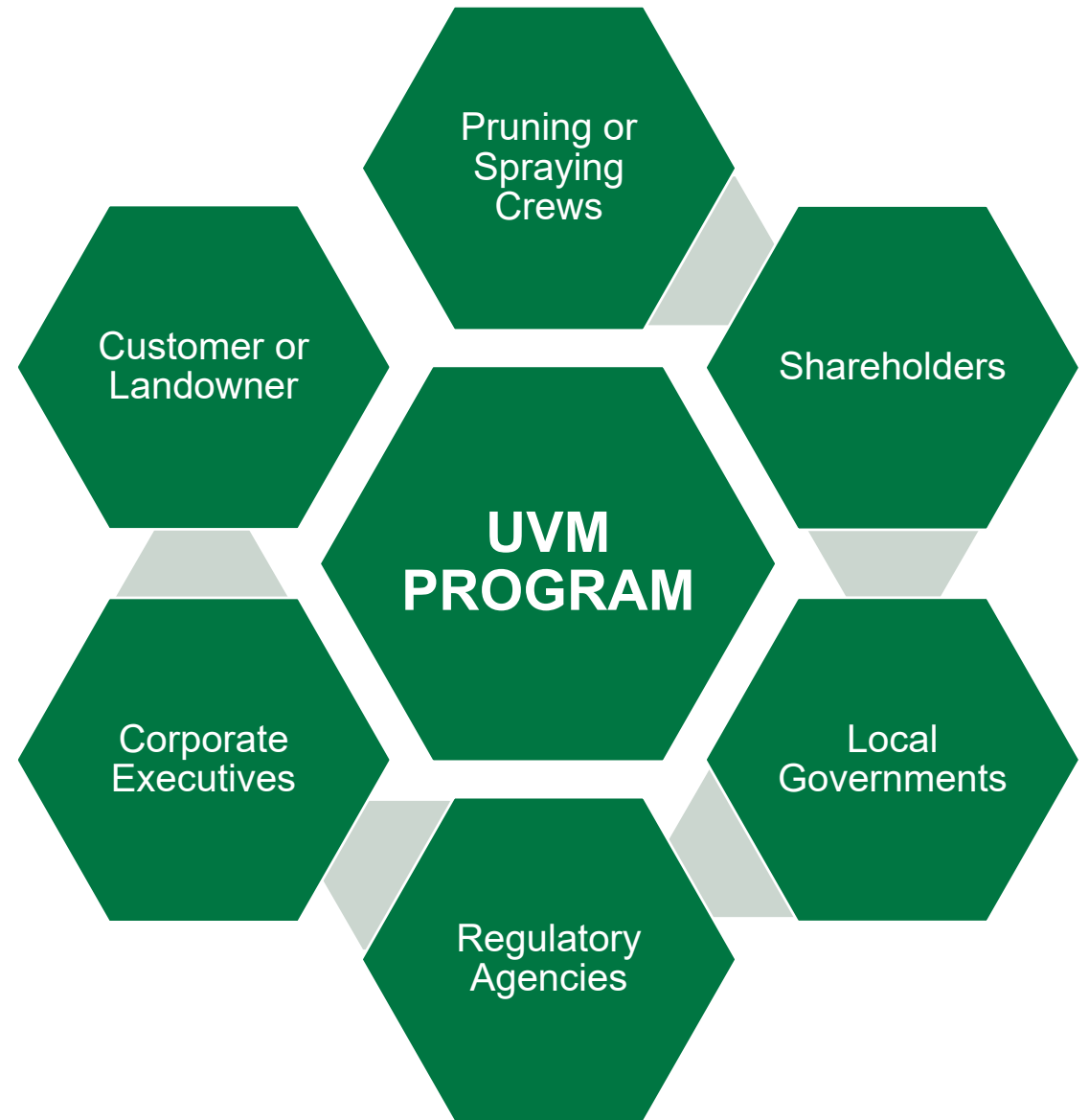
Wait... Weren't they supposed to know that?!

Let's go one step further.

Chat with your neighbor to identify not only **who** needs to know **what**, but also **when** and **how**?

- Who are the external and internal stakeholders for your UVM program?

- How do you currently communicate your UVM program to them?

- Can you identify holes or limitations in your current UVM program communication plan?

- What are some different ways to convey information to different audiences?

- Can you communicate too much information?

A Partnership of

UAA · UTILITY ARBORIST ASSOCIATION + Arbor Day Foundation

COMMUNICATION METHODS / MEDIUMS

PRINT MEDIA

GREAT FOR
canvasing a large area
controlling the messaging

BUT
expensive and slow
ignored and/or lost
receiver relocates

*Examples include flyers,
door hangers, snail-mail*

EMAIL / TEXTS

GREAT FOR
speed, inexpensive
controlling messaging

BUT
junk filters *(unread/unseen)*
database management

PUBLIC MEETING

GREAT FOR
building trust
Q&A, diverse opinions

BUT
Unpredictable attendance

121
Average number of emails a
professional receives every day

A Partnership of
UAA UTILITY ARBORIST ASSOCIATION + Arbor Day Foundation

COMMUNICATION METHODS / MEDIUMS

PRESS RELEASES

GREAT FOR
controlled messaging
new or upcoming projects

BUT
expensive and slow
ignored / lost
receiver relocates

SOCIAL MEDIA

GREAT FOR
speed, emergencies
general education

BUT
unpredictable

Examples include Facebook, Instagram, X, YouTube

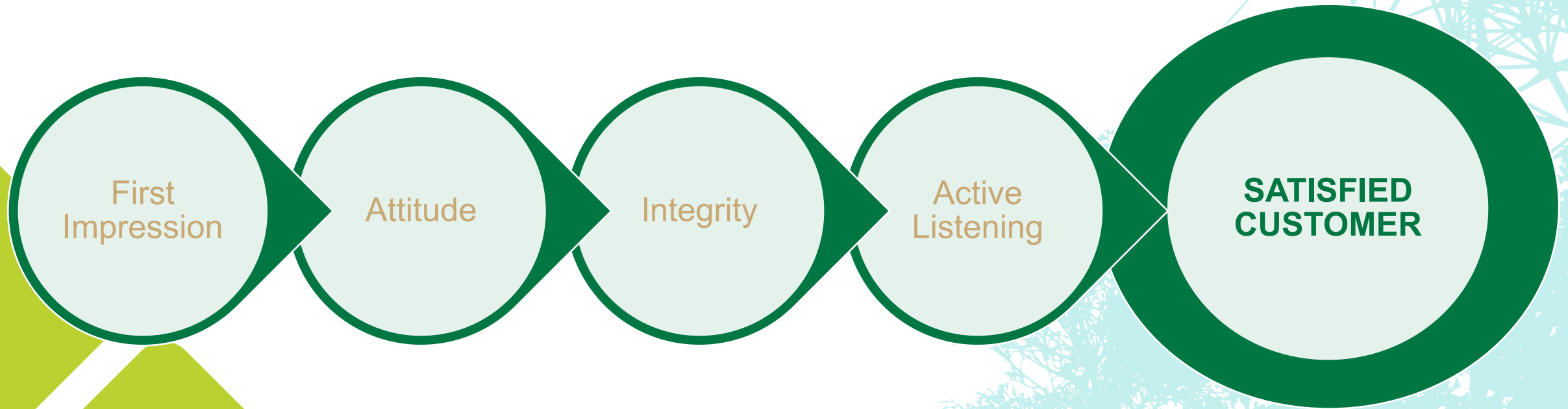## WEBSITES

GREAT FOR
inexpensive
controlling messaging

BUT
passive

144
Average number of times a person checks their phone every day

A Partnership of
UAA UTILITY ARBORIST ASSOCIATION + Arbor Day Foundation

Face to Face Customer Communication

First Impression → Attitude → Integrity → Active Listening → **SATISFIED CUSTOMER**

A Partnership of

UAA + Arbor Day Foundation

Progress, Not Perfection

2+ hrs.

Average time Americans spend on social media every day

Communication Limitations

Having a solid plan does not mean it's perfect. With those around you, identify and discuss limitations of and/or possible roadblocks to effective UVM program communication.

- Are there stakeholders that are unidentified or unintentionally left out?

- What steps are in place for identifying these holes in communication?

- How can you take the necessary steps to close those communication gaps in the future?

A Partnership of

UAA UTILITY ARBORIST ASSOCIATION + Arbor Day Foundation

Good Communication Starts Here.

Pro-UVM Credential

Comprehensive UVM Program

- Compliance

- Stakeholder Engagement

- Risk Management

- Scope of Work

- Budget

- Procurement

- Safety

- Quality Assurance

A Partnership of

UAA
UTILITY ARBORIST ASSOCIATION
+
Arbor Day Foundation

UAA & UVMA PRO-UVM CREDENTIAL

Earn esteemed **Certified Utility Vegetation Management Professional**® credential

CREDENTIAL

Earn the esteemed **Certified Utility Vegetation Management Professional** credential, recognized by UAA and UVMA. Courses have been pre-approved for CEUs by the International Society of Arboriculture.
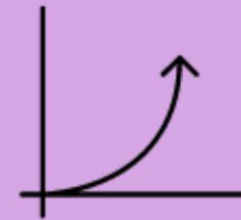
WHAT

This comprehensive training program is a pathway for career advancement and enhances the understanding and application of the industry's best practices.

WHY

Ensuring safe, efficient, and reliable electricity transmission requires a solid UVM program. This training is only available here and provides an opportunity that works like "on the job training."

A Partnership of

UAA® + Arbor Day Foundation®

UAA & UVMA PRO-UVM CREDENTIAL

Earn esteemed **Certified Utility Vegetation Management Professional**® credential

STEP 1: START YOUR PRO-UVM JOURNEY

FOUNDATIONS OF UVM CERTIFICATE

The introductory Foundations of UVM Certificate builds the knowledge and skills fundamental to planning and managing sustainable UVM program plans.

STEP 2: APPLIED PROFESSIONAL TRAINING

ADVANCED UVM CERTIFICATE

The Advanced UVM Certificate is an applied comprehensive professional training certificate that will develop your abilities to plan and manage sustainable UVM programs. Participants must first successfully earn the Foundations of UVM Certificate before enrolling in the Advanced UVM Certificate program.

STEP 3: CREDENTIAL PREP COURSE

PROFESSIONAL UVM CREDENTIAL

The Professional UVM Credential is the preparatory course for earning the UAA Certified Utility Vegetation Management Professional Credential.

A Partnership of

UAA UTILITY ARBORIST ASSOCIATION + **Arbor Day Foundation**®

UAA & UVMA PRO-UVM CREDENTIAL

Earn esteemed **Certified Utility Vegetation Management Professional**® credential

STEP 1

Foundations of UVM Certificate
1. North American Electrical Systems
2. Utility Arboriculture
3. Leadership and Organizations
4. Program and Project Management
5. Integrated Vegetation Management

STEP 2

Advanced UVM Certificate
6. Compliance and Stakeholder Management
7. Scope, Cost, and Procurement Management
8. Safety, Risk, and Quality Management

STEP 3

Professional UVM Credential

A Partnership of

UAA® + Arbor Day Foundation

UAA & UVMA PRO-UVM CREDENTIAL

Earn esteemed **Certified Utility Vegetation Management Professional**® credential

WHO
Designed for motivated, working professionals who want to gain knowledge and skills to advance their UVM career. Experts lead participants through the knowledge and skills needed to successfully plan and manage sustainable UVM program plans.

WHEN
Asynchronous learning means that participants create their own schedule.

Start your journey on January 6, 2025!

WHERE
The training program is 100% online through the University of Wisconsin-Stevens Point's Wisconsin Forestry Center.

uwsp.edu/uvm

Register by Dec. 23, 2024

A Partnership of

UAA® + Arbor Day Foundation®

THANK YOU!

Wisconsin Forestry Center
College of Natural Resources
University of Wisconsin-Stevens Point

Susan Barrett & Robert Vanderhoof, Ph.D. | uwsp.edu/uvm | uvm@uwsp.edu

TREES & UTILITIES CONFERENCE 2024

A Partnership of
UAA + Arbor Day Foundation