



## **The Bridge Program: A Facilitated Hiring Experience**

An Equitable Hiring Pathway for the Environmental Sector Focused on  
People of Color and Underrepresented Communities

The Bridge Program is an innovative public-private partnership and equitable hiring pathway for the environmental sector focused on people of color and underrepresented communities founded by Greening Youth Foundation and Southern Appalachian Wilderness Stewards. In its inaugural year, we hosted two virtual two-day sector-wide learning and hiring events, supported 300 candidates, trained 700 staff from 55 environmental organizations and 5 federal agencies in equitable hiring, and yielded 20 job placements. Candidates were placed in a wide array of jobs in law, human resources, communications, policy, development, membership, project management, operations, GIS, field programs management, partnerships, education, horticulture, and sales.

With Greening Youth Foundation's 17 years of experience launching environmental careers for people of color, we know that there are highly qualified candidates of color and people from underrepresented communities ready, passionate, poised and seeking to make an impact through conservation careers. At the same time, employers across the sector from federal land management agencies, conservation nonprofits and outdoor industry companies struggle to connect with a talented, diverse pool of potential employees.

Hiring pathways need to be more consistent and replicable, and they need to be cleared of barriers that have traditionally worked to keep underrepresented candidates from finding permanent jobs in conservation. We established The Bridge Program to bridge the gap by directly connecting candidates with employers while changing the framework of the environmental sector. The Bridge Program is creating an inclusive and innovative hiring pathway to embolden and diversify conservation employment practices.

Building on the inaugural year, we will host a virtual two-day peer learning and hiring event on May 17 and 18, 2022 continuing to close the gap between qualified potential employees and employers in the conservation field. In fall 2022 we will also have an event dedicated to connecting candidates with opportunities at federal land management agencies. These events are an excellent opportunity to convene around advancing equitable hiring solutions alongside a diverse group of candidates as well as human resources staff, organizational leaders, recruiters, and equity officers from conservation nonprofits, outdoor industry companies, and federal land management agencies. Our goal is to build learning and create relationships for long-term solutions by bringing together leaders from across the sector.



The Bridge Program is action-oriented. Organizations that are ready to hire for full-time positions are invited to join the virtual hiring event on May 18th, and will have access to a pre-screened top slate of qualified applicants who have the skills to succeed. The Bridge team will identify a diverse group of candidates with a focus on elevating underrepresented applicants, and will match candidates with employers based on the skills needed for each position being offered.

Throughout this process, our team will work to remove barriers to entry and hiring that have historically prevented underrepresented candidates from finding permanent jobs in natural resource management, conservation, and outdoor recreation. Employers and candidates will both receive relevant training. Before the event, prospective employers will be interviewed to assess their work to create an inclusive workplace environment. All position descriptions will be reviewed to support a focus on skills needed for the job. Our training and peer learning opportunities build skills to help employers address bias in hiring and recruitment practices, and ensure that candidates are placed into workplaces that are welcoming and inclusive. Our support for qualified candidates, including resume advice, strategies for virtual interviews, and individual coaching, support their successful placement into conservation and recreation jobs and reduce barriers to entry.

If your organization is committed to creating equitable pathways but will not have a position ready for hiring, we invite you to join the event as a sponsor of The Bridge Program. You will have access to all training, peer learning and networking activities on May 17.

By creating a public-private partnership with representation from multiple employers within the conservation field, our goal is to catalyze real change with immediate results. Participants in The Bridge Program will learn from and challenge each other, so that the conservation leaders of tomorrow have real, replicable, and equitable pathways to building conservation careers.

Federal land management agencies, conservation nonprofits, and outdoor industry companies want access to a qualified, vibrant, and inclusive future workforce, and that workforce exists and is hungry for opportunities. Together, we will bridge the gap and help transform the future of conservation.



# Frequently Asked Questions

**When is the event?** Tuesday May 17th and Wednesday May 18th, 2021

**Where is the event?** The event will be virtual.

**Tell me more about what this experience is going to include.** The event will build on the hiring, training, peer learning, and networking from 2021.

- Organizations hiring through The Bridge Program gain access to our facilitated hiring pathway focused on people of color and candidates from underrepresented backgrounds. They gain access to the equitable hiring training, peer learning and networking on May 17th and receive a top slate of Bridge Program candidates to interview on May 18th.
- Sponsoring organizations gain access to the equitable hiring training, peer learning, and networking on May 17th.
- Bridge Program candidates gain access to exclusive job opportunities through The Bridge Program employers; personalized career advice from Bridge coaches and Bridge team members; support on resume and cover letter writing, networking, and virtual job interviews; and access to peer learning and networking on May 17th and group coaching on May 18th.

The event will include continued training on equitable hiring solutions and opportunities to connect with change agents across the environmental sector to collaborate on advancing equitable hiring.

This is a unique opportunity to address hiring inequities in the environmental sector by convening organizational leadership, human resources staff, recruiters, and experts for panels, facilitated discussions, break outs, and trainings on equitable hiring and cultural competency. Participants will learn about barriers and biases in hiring and how to build more equitable processes to improve outreach, recruiting and organizational culture.

**Does my organization qualify to participate?** The event includes a wide range of environmental organizations including federal land management agencies, conservation nonprofits, and outdoor industry companies. Organizations must have a commitment to diversity, equity, and inclusion and be prepared to support staff of color and staff from underrepresented backgrounds. Participation in The Bridge Program is free for employers who commit to hiring through The Bridge Program in May. Please register [here](#) by March 16 if you would like to hire through The Bridge Program in May.

**Can I participate if I don't have a job to offer?** Yes. Organizations who are not hiring through The Bridge Program in May can participate as event sponsors. Please register [here](#) by April 15 to participate in the May event as a sponsor.



# Frequently Asked Questions

**How will the facilitated hiring process work?** Employers will complete an employer [application](#) by March 16. If approved to participate, The Bridge team will undergo extensive outreach and create a curated candidate selection from the deep, diverse candidate pool with whom we have trusting relationships. We will then share a top slate of candidates recruited specifically for your organization and your role. Your hiring team will then conduct job interviews on May 18 at the event. Employers may connect with candidates for further interviews afterwards. Please aim to make initial offers to top candidates by May 27.

**Which jobs qualify?** Positions must be full-time and last a minimum of one year, with a living wage plus benefits. Positions may be located anywhere in the United States.

**What candidate pool will you be drawing from?** The Bridge Program's candidate pool includes returning members from the inaugural cohort of 300 candidates and also builds on networks Greening Youth Foundation has built in 15 years of hiring people of color and candidates from underrepresented communities in the environmental sector as well as from networks of affinity group partners. There are also thousands of diverse and qualified job seekers who are former participants in 21st Century Conservation Corps (21CSC) and similar programs. These offer a range of work experience that includes everything from seasonal roles to multi-year positions for college and postdoctoral students and graduates. The Bridge Project team actively seek all forms of diversity in our candidate pool, including people of color, LGBTQIA2S candidates, people with disabilities, and socioeconomic and geographic diversity. Our emphasis will be on providing access to jobs in this field to underrepresented candidates.

**What types of skills will candidates have?** Our priority in facilitating this hiring experience is to tailor and curate high quality slates of candidates to meet your organization's specific hiring objectives. We do so through a candidate mapping process rooted in 15 years of trusted relationships and expertise recruiting to diversify the environmental sector. Our candidate pool includes a wide range of educational backgrounds, academic disciplines, professional experiences, and years of experience: that means we can match candidates for jobs at different skill levels.

Candidates from the inaugural year were hired in law, human resources, communications, policy, development, membership, project management, operations, GIS, field programs management, partnerships, education, horticulture, and sales.

Please don't hesitate to contact Hannah Malvin at [hmalvin@gyfoundation.org](mailto:hmalvin@gyfoundation.org) with any questions about specific roles with niche qualifications.



# Frequently Asked Questions

**Can I add The Bridge Process to my normal hiring process?** All candidates go through The Bridge Program's curated hiring process with experts recruiting specifically for your jobs. You are welcome and encouraged to send candidates our way but this is not concurrent with a separate internal hiring process. The Bridge Program is a curated hiring process with experts recruiting specifically for your jobs rooted in the trust Greening Youth Foundation has built over 15 years with communities of color and underrepresented communities and their experience leading recruitment to diversify the environmental sector.

**I'm interested in hiring through The Bridge Program! What are next steps?** Please fill out the employer [application](#) by March 16 if you are hiring through The Bridge Program. Feel free to reach out to Hannah Malvin at [hmalvin@gyfoundation.org](mailto:hmalvin@gyfoundation.org) with any questions.

**I'm interested supporting The Bridge Program. What are next steps?** Please fill out this [form](#) to RSVP by April 15th as a sponsor! More information about sponsorship levels and benefits can be found in the next section of this packet. Feel free to reach out to Hannah Malvin at [hmalvin@gyfoundation.org](mailto:hmalvin@gyfoundation.org) with any questions.

**Who can I contact for more information?** Feel free to reach out to Hannah Malvin, Program Manager, at [hmalvin@gyfoundation.org](mailto:hmalvin@gyfoundation.org).



# Partnership and Sponsorship Tiers

## Foundational Partner

**Free** – organization must commit to hire at least one position through the event in May, benefits include: curated recruitment and hiring support for the designated position; job interviews with top slate of candidates on May 18; access for 15 staff to May 17 Bridge Program event with equitable hiring training, peer learning sessions, and networking with candidates; acknowledgment on social media and in promotional materials

Organizations who are not hiring through The Bridge Program in May can sponsor the event to have access to the pre-event training, cross-sector learning and networking opportunities on May 17.

## Arches Sponsor

**\$2,500** – benefits include: access for 5 staff to May 17 Bridge Program event with equitable hiring training, peer learning sessions, and networking with candidates; sponsorship acknowledgment on social media and in promotional materials

## Cornerstone Sponsor

**\$5,000** – benefits include: benefits include: access for 10 staff to May 17 Bridge Program event with equitable hiring training, peer learning sessions, and networking with candidates; sponsorship acknowledgment on social media and in promotional materials

## Keystone Sponsor

**\$10,000** – benefits include: benefits include: access for 15 staff to May 17 Bridge Program event with equitable hiring training, peer learning sessions, and networking with candidates; sponsorship acknowledgment on social media and in promotional materials

## Anchor Sponsor

**\$15,000 and above** – benefits include: access for 20 staff to May 17 Bridge Program event with equitable hiring training, peer learning sessions, and networking with candidates; sponsorship acknowledgment on social media and in promotional materials

# The Inaugural Bridge Project Partners & Sponsors

## Foundational Partners



## Anchor Sponsors



## Keystone Sponsors



## Cornerstone Sponsors



## Arches Sponsors

