

Planting the Seeds for Young Professional Development through the Roots of Arcadis Program

NEWEA Annual Conference

January 24, 2022



Agenda

1 What is ROA?

2 Professional Development Fund

3 ROA Activities

4 Digital Transformation and Metrics

5 Challenges

6 Planting the Seed

7 Success Stories/Examples

Overview

Our Objectives

Our Mission

To create a global, unified platform comprising all business lines to engage junior-level staff in networking and professional development opportunities

- *Encourage networking amongst peers.*
- *Introduce junior-level staff to the Arcadis culture to facilitate onboarding and retention.*
- *Create an avenue for mentoring junior staff.*
- *Create a forum for professional and technical knowledge sharing.*

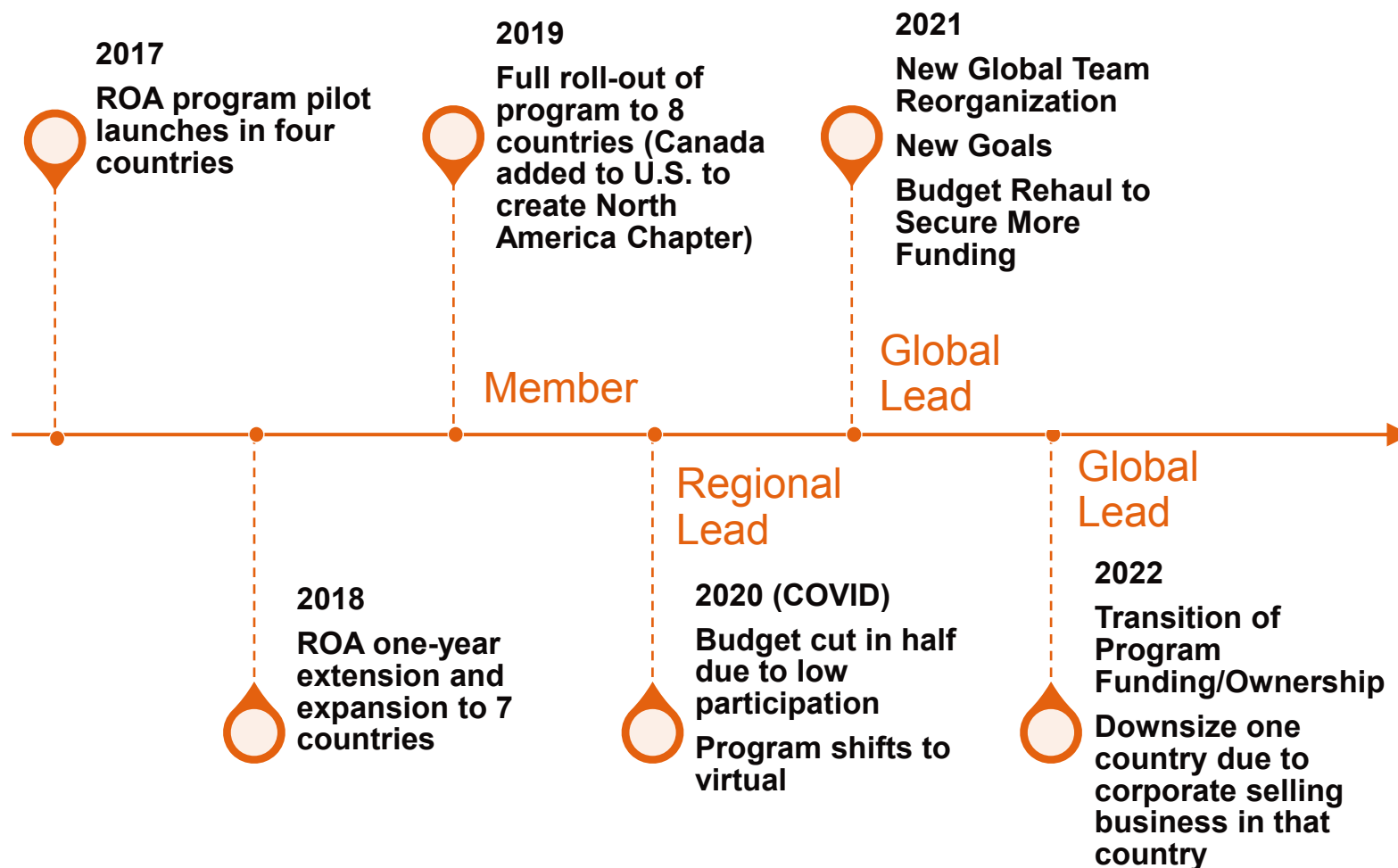
Our Philosophy

We believe every Arcadian deserves to be empowered to reach his/her highest potential and strive for continued professional growth. Every Arcadian deserves to feel a sense of pride and community within their company.

Roots of Arcadis aims to empower and build community among Arcadis junior staff by sustaining and expanding the program through regionalized engagement efforts.

A professional development and networking group aimed at staff in the early stages of their careers (0-10 years of industry experience) designed to provide leadership and growth opportunities to its members and foster interoffice networking and culture-sharing.

ROA Timeline



Global Presence



North America



Asia



Europe

Expansion Goals:

- Chile
- China
- Poland
- Spain
- Portugal
- East Europe, and more



South America



Central America











Australia



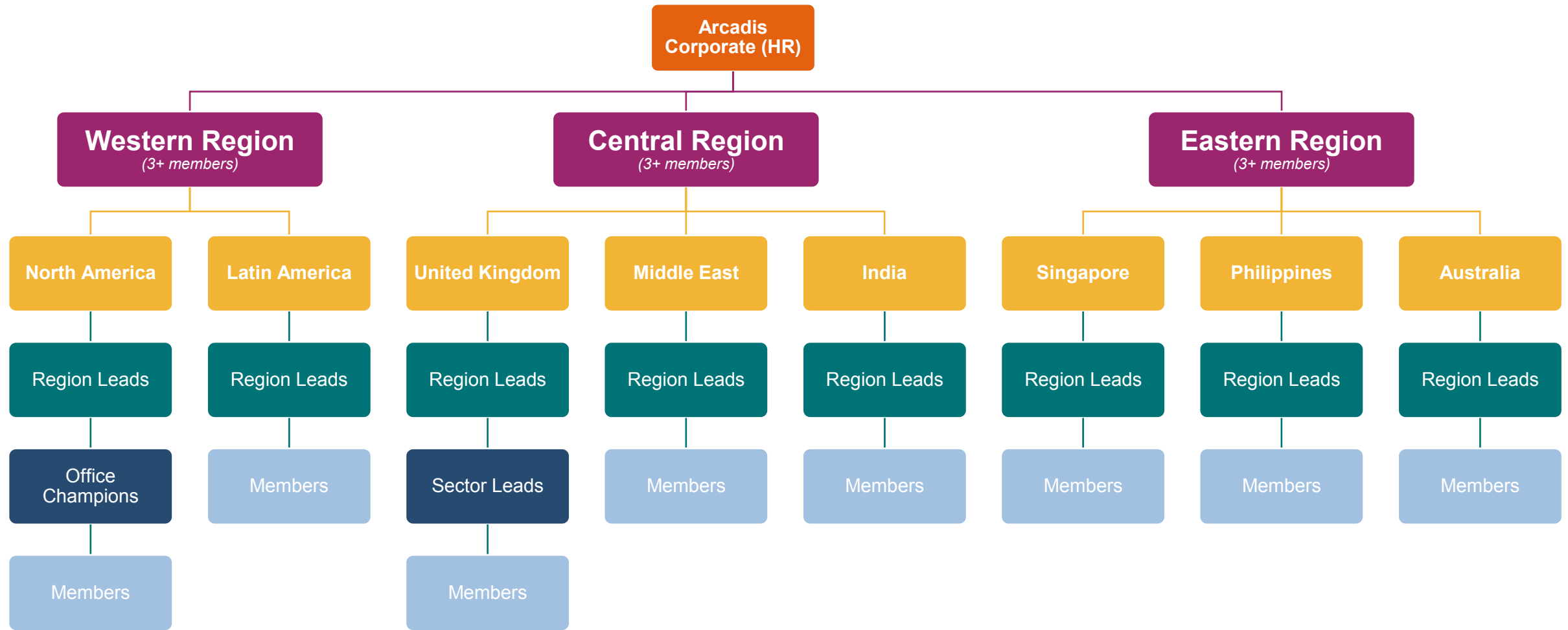
Middle East

Arcadis North America

Legend	
	ANA Region 1
	ANA Region 2
	ANA Region 3
	ANA Region 4
	ANA Region 5
	ANA Region 6
	ANA Region 7
	ANA Region 8



Global Program Organization



Professional Development Fund Uses

What Is the Professional Development Fund?

The Roots of Arcadis (ROA) Professional Development Fund is a pot of money available to all ROA members that is intended to provide individual **career development** experiences for members. The funds can be used for a variety of experiences such as site visits, office visits, conferences, trainings, and more!

- ROA members may only use the Professional Development Fund once per calendar year
- Applicant must verify that funds are not available via Operational budgets or other programming (project budgets, etc.)*
- Development fund requests in excess of \$750 must be reviewed by the Global Leadership Team

Acceptable Uses

- Study materials
- Certificates
- Conferences
- Site visits – Lab Visits
- Non-Arcadis software subscriptions that are no longer than a 1-year subscription
 - i.e., data camp, LinkedIn Learning, LINDA subscription (continued education), etc.

Non-acceptable Uses

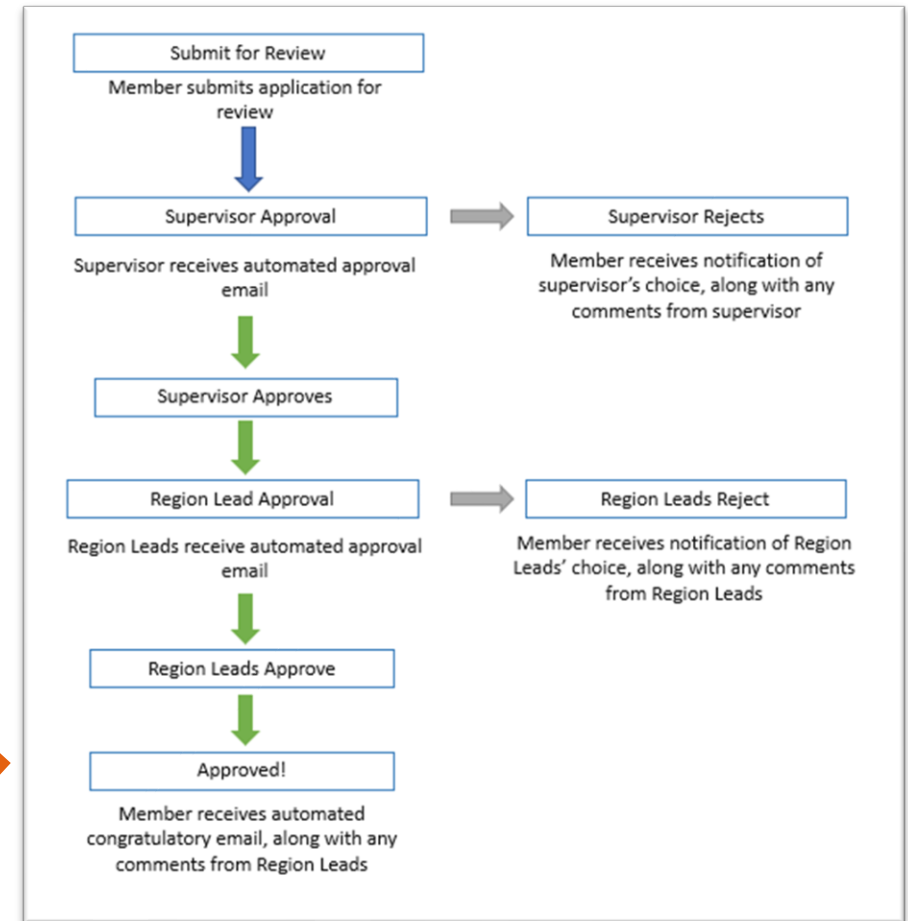
- Technical award covered exams
- Software programs
- Exam registration
- Sports teams

Professional Development Application Process

Applications should be submitted via the [Professional Development App](#)

Review the process and instructions document on the [Roots of Arcadis Global SharePoint](#)

Apply through an app!



Receive approval through automation!

Professional Development Application Process

Status	Event Name	Event Description
<input type="checkbox"/> Approved		
\$63	Business Cards	
\$100	2022 APWA Stormwater Management Conference	2022 Stormwater Management Conference where municipal, state and consulting employees will discuss the latest stormwater subjects and projects in North Carolina.
\$717	Wetland Delineation Training	4-day onsite classroom and field workshop
\$750	2022 Wildlife Habitat Council Conservation Conference	4-month of on-demand prep course for PE Civil Exam
\$390	FE Prep Course	A prep course/guide with practice exams and quiz questions by subject to study for the FE Exam
\$556	PPI2Pass Self Paced Study Access	Access to a self paced study portal to prep for the PE Environmental exam
\$600	Energy Auditing Fundamentals	<p>An effective energy audit needs to examine major energy end-use equipment, operations, maintenance, and management processes of the facility. It is a detailed examination of how the facility uses energy, the cost of energy, and it provides a set of recommendations to reduce the energy costs by both equipment and operational changes. Individuals involved in an audit, whether they are conducting the audit or commissioning the audit, need to understand the processes required to achieve the desired goal.</p> <p>This program will help improve an energy auditor's methods, and also educate and inform end-users of what they should expect of an audit in terms of activities and deliverables. It helps identify auditing pitfalls and ensures an audit is a holistic action plan for building management, rather than just paperwork or academic exercise, or sales tool to recommend a specific product upgrade or project expenditure.</p>
\$300	CAPM Certification	Annual conference - opportunity to connect with clients and network
\$52	Qualifying Membership at CIEEM (The Chartered Institute of Ecology and Environmental Management)	Annual membership offered by CIEEM
\$120	University of Florida Engineering School of Sustainable Infrastructure and Environment Career Fair	Career Fair -- On Campus Recruiting
\$1,200	Engineering Education & Training - Professional Engineering Exam Prep Course	Civil Engineering - Breadth Water Resources Professional Engineering Exam Prep Course

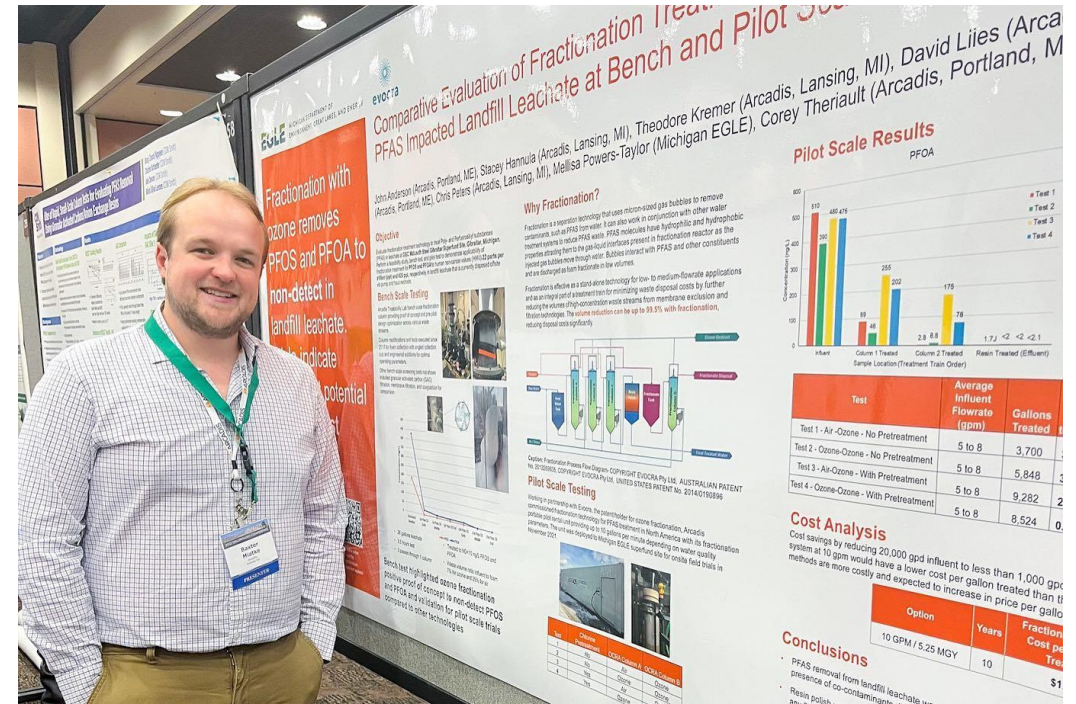
Battelle Conference Presentation, Palm Springs, CA

Baxter Miatke

Water Engineer / Global Lead Roots of Arcadis

Portland, Maine Office

- ROA paid for registration costs and Arcadis paid for travel and lodging to attend and present at the Battelle Conference in 2022 great example of cost-sharing.
- Opportunity to do my first Arcadis poster presentation about innovative fractionation treatment technology for PFAS treatment.
- Made valuable networking and connections on PFAS treatment and destruction technologies that have already led to winning new work and requests for proposals.
- Met colleagues and partners from around the world (Australia, Eovocra) who have only worked with virtually up this point.
- Went up the Palm Springs Aerial Tramway with Arcadis colleagues for one of kind experience and amazing views!!!



ROA Activities

- Monthly meetings and guest speakers
- Guest speaker examples
 - How to present yourself on calls
 - How to brew your own beer – Science Brew Masters
 - Highlights of a business line/project
- Professional Development Fund
- New hire welcomes
- Professional business photograph day/ headshots
- Lunch and learns
- Facility tours
- Networking events with nearby offices, professional organizations
- Outdoor excursions –kayaking, biking, hiking
- Beach cleanups
- Small challenges for prizes on monthly calls
 - Where's Sally the Salamander?
 - Who has the most orange on?
 - Pet days
 - Science challenge questions
 - Cooking challenge

There is always something new to do!

Digital Transformation – Embrace It

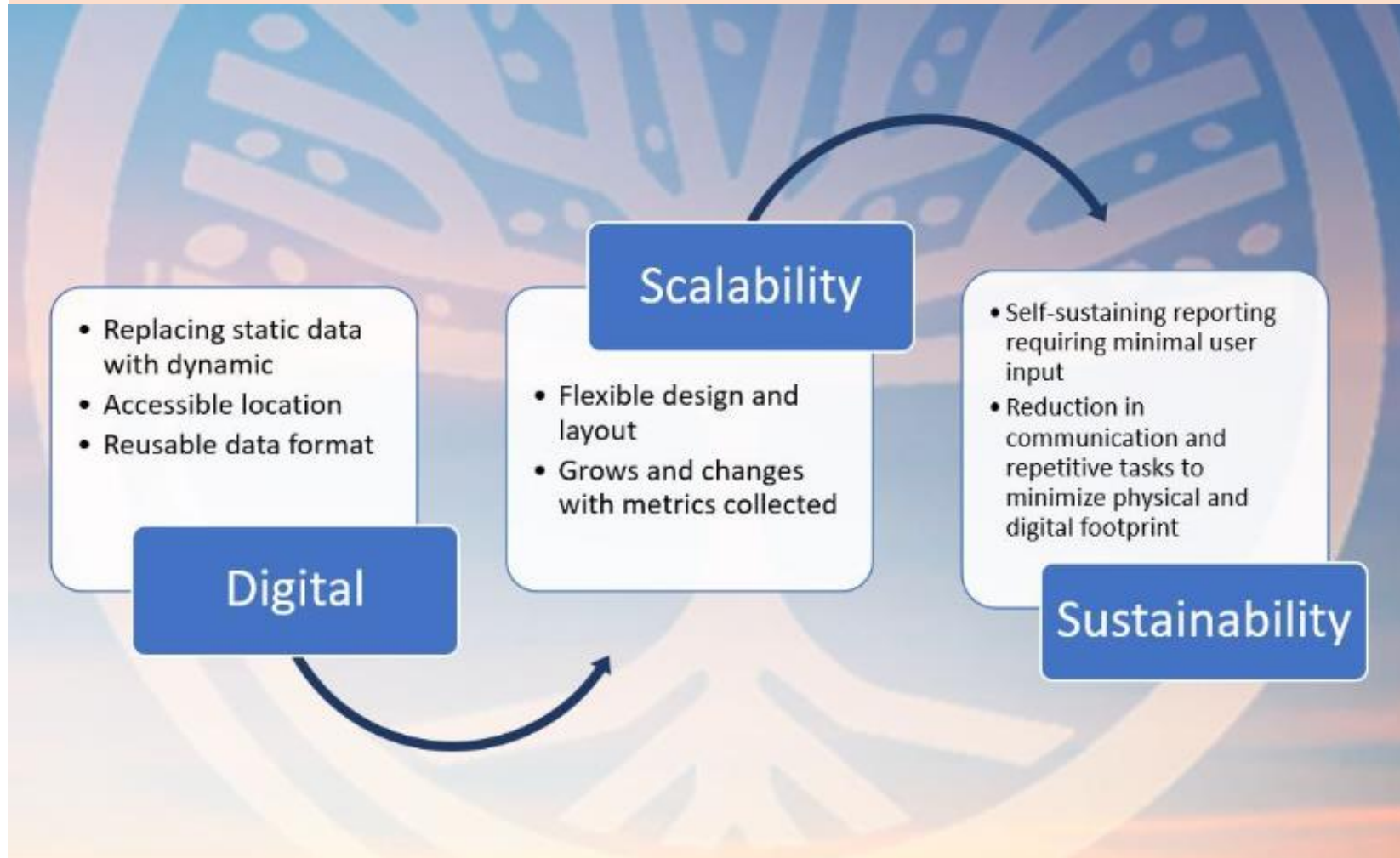
Skype for Business to Microsoft Teams

- Dedicated Teams Group and SharePoint for Each Country

Virtual Trainings/Meetings (Zoom, Teams, etc.)

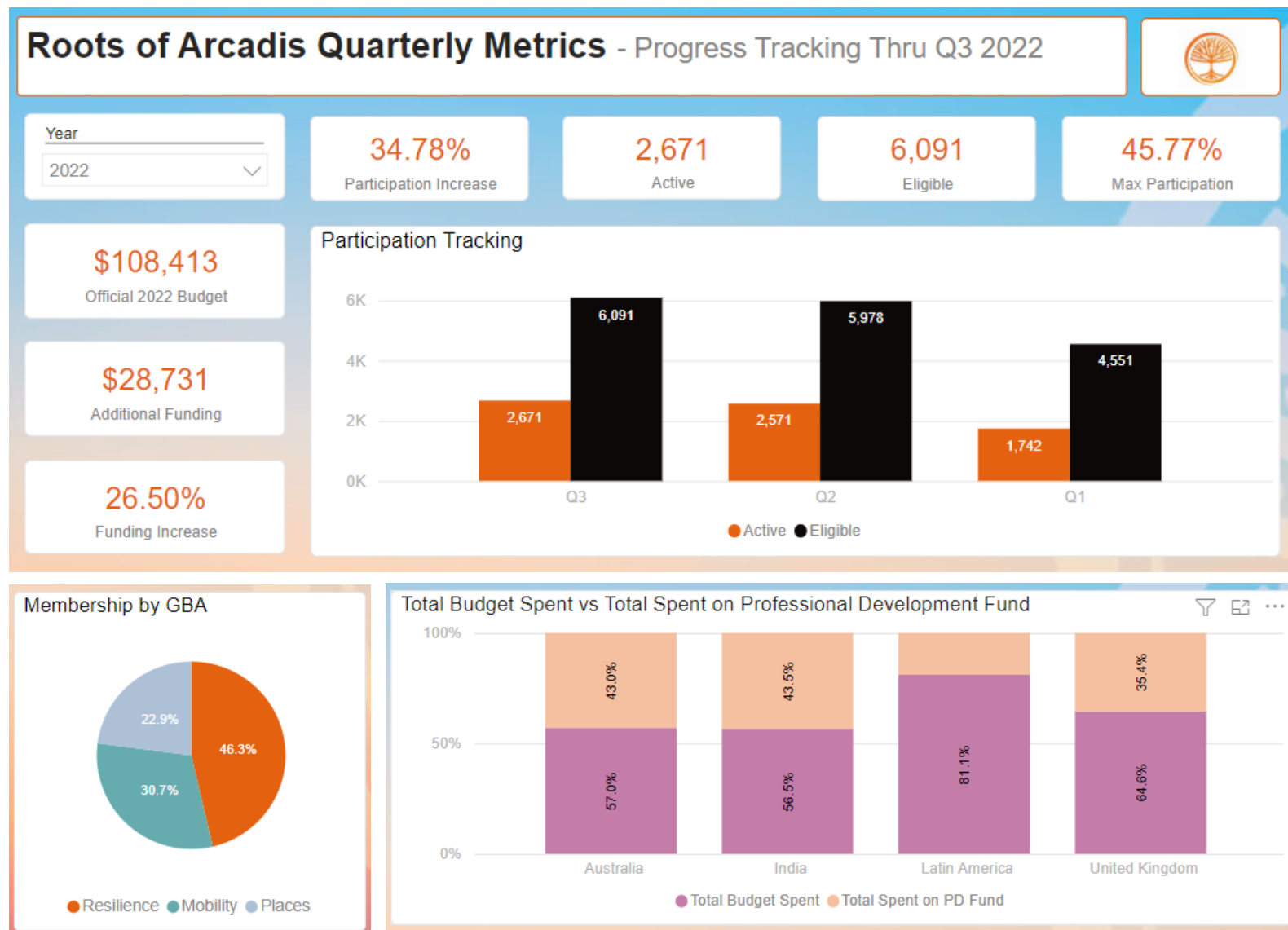
Digitize Applications/Metric Reporting

Power BI Dashboards for Metrics



Metrics

- Headcount per meeting/event
- New hires (name, business line, office location)
- Compare this to the quarterly report from HR
- Monthly meeting topics and presenters (ROA and non-ROA)
- ROA activity descriptions (apart from monthly meetings)
- Professional Development Fund uses (name, experience description, approved and final costs)
- Budget



Marketing

- Service sheets were created for both internal and external
- For existing members and supervisors to spread awareness of the program



Support the professional development of your early career employees with Roots of Arcadis

We all play a role in creating a positive work environment and fostering the professional growth of Arcadians. Roots of Arcadis (ROA) is the perfect opportunity for supervisors and managers to directly promote and support the development of early career employees.

Roots of Arcadis

Roots of Arcadis is a professional development network for employees in the early stages of their careers (0 to 10 years of industry experience) designed to provide leadership and growth opportunities, foster collaboration and mentorship, and positively contribute to our people-first culture. Powered by the Lovinklaan Foundation, Roots of Arcadis has a multitude of benefits.

- Encourage networking among peers
- Introduce early career employees to Arcadis' culture to facilitate onboarding and retention
- Create an avenue for mentoring early career employees
- Create a forum for professional and technical knowledge sharing

Activities

Roots of Arcadis activities are planned and implemented by each chapter based on the interests and motivations of members, including:

- Monthly meetings consisting of presentations related to technical and professional development topics
- Guest lectures
- In-office and out-of-office networking events
- Group project site visits
- Professional development fund

"Roots of Arcadis is a foundational program for Arcadis. By exposing early career professionals to meaningful client interactions and external networking opportunities we are preparing them to deliver the ultimate client experience. It also opens the door for them to bring diverse and innovative ideas to our client and project teams that can change the way we work and deliver our services."

Mary Ann Hopkins, Group Executive

Professional development fund

Roots of Arcadis members have access to a professional development fund, which provides funding for individual or group-based career-development experiences, including project site visits, industry conferences, training events, online learning and office visits. Check out several examples of how the professional fund has been used:

- Attending the National Groundwater Association conference
- Participating in an Internet of Things (IoT) workshop
- Visiting a project site and client meeting in Puerto Rico
- Supporting payments for professional certification exams and course materials
- Completing APEGS Continuing Professional Development Days
- Attending the annual WaterJam conference

3 ways to support

1. **Commit financially.** It's the responsibility of supervisors and managers to financially support growth opportunities for their junior-level staff through both labor and expenses. Maintaining financial and billability targets remain the top priority for our members but by augmenting ROA's funding, we can increase the learning and



networking opportunities we offer. Ultimately, ROA leadership involvement and approval for development fund use will require the sign-off from management.

2. **Offer your knowledge.** As experienced employees, supervisors and managers hold priceless knowledge of our industry and navigating the corporate environment. The ROA program offers a strong platform to connect with a group of young staff through monthly presentations, mentoring and technical conversations. Take advantage of this amazing network to share your knowledge and connect with the future leaders of our business.

"When the global pandemic affected our ability to execute our pro-bono program in 2020, we knew a pivot was necessary and we turned to the Roots of Arcadis. The network first acted as an idea generator, coming up with a list of possibilities where Arcadis could improve the quality of life in our new normal. Once our leadership team zeroed in on helping students, parents and teachers during these trying times, Roots of Arcadis rapidly created a project plan to achieve this mission. We were all incredibly impressed with the team's pace, quality and results."

Brian Kunderf, Executive Vice President and Director of Human Resources, Arcadis North America

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ROAGlobal@arcadis.com



Connect with early career colleagues

Your career journey at Arcadis begins with community.

As young professionals ourselves, we understand your desire to work on meaningful projects, determine how your career may progress, network with peers and most importantly, make friends, have fun and enjoy the journey. That's why we'd like to invite you to join our developing professionals' network, Roots of Arcadis, when you begin your career at Arcadis.

Roots of Arcadis

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Networking

Connect with colleagues from other offices and who hold a variety of roles at the company. Learn about Arcadis' projects and initiatives as our teammates share their experiences and technical knowledge. We meet frequently through virtual calls, office events and outside-of-work happenings.



"Roots of Arcadis is a safe group for young professionals to communicate and network. It's a group where junior staff can find their voice, build courage and make the necessary connections internally to help develop a solid career path. What makes this group special is through the journey of finding your path, you create long sustainable friendships with your colleagues."

Alexcia Itrazy
2020 Region Lead, Newton, PA



Professional development

In addition to hosting Arcadis leaders and guest lecturers during our meetings, Roots of Arcadis members have access to a professional development fund. This fund helps support individual or group-based career-development experiences, including project site visits, industry conferences, training events, online learning and office visits. Check out several examples of how the professional fund has been used:

- Attending the National Groundwater Association conference
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- Visiting a project site and client meeting in Puerto Rico
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Leadership skills

Roots of Arcadis is led by us, early career professionals, who are interested in strengthening our leadership skills. Roots of Arcadis offers all members an opportunity to lead and grow within the network. Traveling and working with Arcadians across the U.S. and Canada provides an opportunity to learn your strengths and hone your interests. And because this employee group is all young professionals, it's a safe place to grow your leadership skills and learn from mistakes without fear. Our team-focused philosophy encourages us to learn together and create the environment and experience that we think will best advance the goals of Roots of Arcadis.

"We have great participation in Roots of Arcadis throughout our region, and I would say the biggest impact is that it connects us with colleagues from other offices who we would not connect with otherwise – this fosters relationships that can lead to collaboration on project teams, new friendships and more."

Michael Mathioudakis
2020 Region Lead, Honolulu, HI

"The whole concept of this organization is inspiring. This program shows that Arcadis values interaction between colleagues around the country and world. Connection and networking are integral to a welcoming and positive work environment, so I think Roots of Arcadis is a platform for that."

Mary-Catherine Goddard
2020 Region Lead, Novi, MI

"Roots of Arcadis is a program offered to junior level staff that allows networking and employee engagement within the company. The program is designed to strengthen leadership skills, offer further investment in your education and allow networking, growth and leadership within your position. This program not only allows you to expand above your horizons, but it also leads you to opportunities and initiatives that you wouldn't originally know were there. This program also gives you the opportunity to create partnerships, friendships and memories."

Devyn Smith
2020 Region Lead, Boynton Beach, FL

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Challenges

Encouraging and maintaining participation

Addressing burnout is real, even for Regional Leads

Tailoring programs to members' needs/wants/interests

Several different business lines, remote and field workers

Developing creative ways to engage members apart from teams' meetings

Encouraging global collaboration/interaction

Increasing membership/reach

Finding ways to engage field staff

FUTURE WORK

Include Sustainability Focus on ROA Activities

- Virtual conferences/trainings have become more popular uses for the Professional Development Fund
- Setting quarterly sustainability goals
 - "Sustainability moment" during monthly meetings
 - One sustainability-centric meeting or activity per quarter
- Ex. I took the train from Portland, ME to Boston for this conference instead of renting a car.



Grow Awareness of the Program Externally

Expand social media presence

Engage HR recruiting and conferences like this

"Success is a continuing thing. It is growth and development. It is achieving one thing and using that as a stepping-stone to achieve something else." - John C. Maxwell

Statistics to Consider

Young Professionals want Professional Development Opportunities

- 94% of employees say they would stay at a company longer if it invested in their learning and development. ([LinkedIn Learning Report, 2020](#))
- 70% of employees would be somewhat likely to leave their current job to work for an organization known for investing in employee development and learning. ([Lorman](#))
- Young professionals want new challenges: 93% of them left their last employer voluntarily. ([Gallup](#))



Statistics to Consider

It Saves the Company Time and Money Investing in Professional Development

- On average, an entry-level employee's leaving can cost the company up to 50% of the employee's annual salary. [\(GrowthForce\)](#)
- The cost of replacing a trained employee can exceed 200% of their salary. [\(HR Cloud\)](#)
- On average, a higher retention rate can maximize a company's profits up to four times. [\(Lessonly\)](#)



Plant the Seed in Your Job

- 📌
 Grass-Roots Effort Led by Junior Staff
 - Create early leadership opportunities for junior staff
 - Set time limits to encourage new leadership turnover
- 📌
 Get Organized
 - Clear mission statement with objectives
 - Program Guide Updated Annually with Clear Instructions
 - Onboarding to ROA program for regional leads led by global team
- 📌
 Secure Funding
 - Collecting metrics to support the funding
 - Effective success stories and experience documentation
- 📌
 Embrace Digital Tools to Run the Program
- 📌
 Have Fun
 - Unique networking events and activities set-up by junior staff



Professional Development Fund Examples

Optimatics North America User Conference, Denver, CO

Dorinda Fong

Staff Water Engineer

Long Island City, NY Office

- Opportunity to attend my first conference!
- Learned about innovative software for optimizing solutions and various applications of the software across the country
- Developed connections with the Optimatics team as well as other users of the Optimizer software (utilities and consultants)
- Gained ideas how Arcadis can leverage the Optimizer software to deliver better solutions on stormwater projects



Online Course on Exposure Assessment of Plant Protection Products for Groundwater and Surface Water

Phil Janney

Staff Toxicologist/Environmental Modeler

Portland, OR Office

- ROA funding in addition to Arcadis paid for registration for this online course offered by Wageningen University in the Netherlands that took place throughout March 2022.
- Course was a combination of pre-recorded lecture material and hands experience with 4 different models used for pesticide registration in the EU
- Hands on experience included working through example exercises with other course participants, providing networking opportunities with other modelers representing 16 countries
- Attendance helped to fill a need in the Product Stewardship Agrochemical team



Course

Online Course on Aquatic Effect Assessment of Plant Protection Products

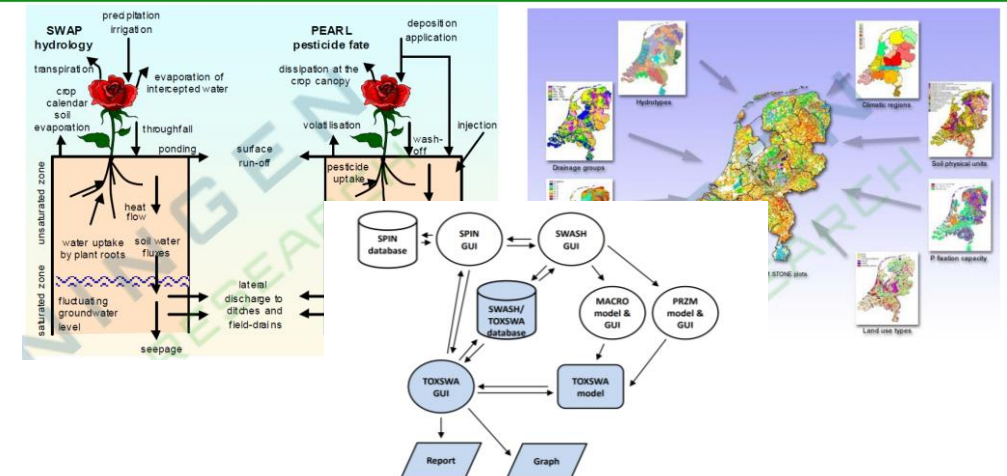


Figure 4.1 Overview of the FOCUS, TOKSWA modelling system (in blue) and its relations with SWASH, SPIN, and the MACRO and PRZM models.

Membership to Women in Transportation (WTS) Local Baton Rouge Chapter

Katrina Sullivan

Project Assistant / Water Management

Baton Rouge, LA

- ROA paid for registration costs of an annual membership to the local WTS International Chapter.
- The Chapter meets about once every 6 weeks with socials and local speakers, who have empowering messages and insight that resonates to the group.
- My local network has been enhanced through this program and I have learned more about local projects and shared, with others, Arcadis' local community involvement.
- I've gotten to learn about women in engineering and the growth of this culture as well as share my positive experiences at Arcadis.
- This helped me interact with other Arcadis employees that are passionate about creating a space for women in a male-dominated field.



Bird Identification Course

Melissa Scheu

Environmental Scientist

Vancouver, BC Office

- Online course on how to identify birds by assessing their markings, habits, locations, colour, numbers, and age
- Gain valuable knowledge which can be used for future ecological projects and assessing bird habits and species within certain areas.
- ROA covered the cost of the course of \$250
- The course was for 5 weeks (each Tuesday) online. Teachers used a combination of PowerPoint slides, video clips sound clips and exercises to help communication information.



Cadillac Heights Levee Project – Site Visit

Felipe Sant’Anna Dias

Water Resources Engineer

Atlanta, GA

- The ROA funds allowed me to be able to visit the Cadillac Heights Levee project site at Dallas, TX. It was my first opportunity at Arcadis to be able to perform a site visit.
- I had the opportunity to perform detailed survey of the current stormwater infrastructure with fellow Arcadis employees from the Dallas office.
- The data gathered on this trip was crucial to create proper hydrology and hydraulic models that will be used to assess flooding risk for the community.
- After finalized, this levee placement project will ensure that over 460 acres of a low-income residential neighborhood will be protected against harsh flooding impacts originated from the Trinity River.



Swamp School (Beaver County, PA)

Brian Wagner

Field Technician

Wexford, Pennsylvania Office

- ROA paid for registration costs, fortunately, because the event was held locally once per year, we were able to avoid travel costs.
- Opportunity to have my first formal training dedicated to wetland Delineations
- Made valuable connections, working with these individuals helped me become fully immersed in the culture of the work
- Met newly trained wetland scientists from around the country
- Met with classmates after class hours to review details covered in the daily classes
- Received Verification Certificate



Thank You!



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Arcadis. Improving quality of life.