



AACC's SEED Initiative Webinar Series:
Community Colleges Creating Demand for Green Collar Jobs Through
Community and Business Outreach
April 2011



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Attendee List

AACC's SEED Initiative

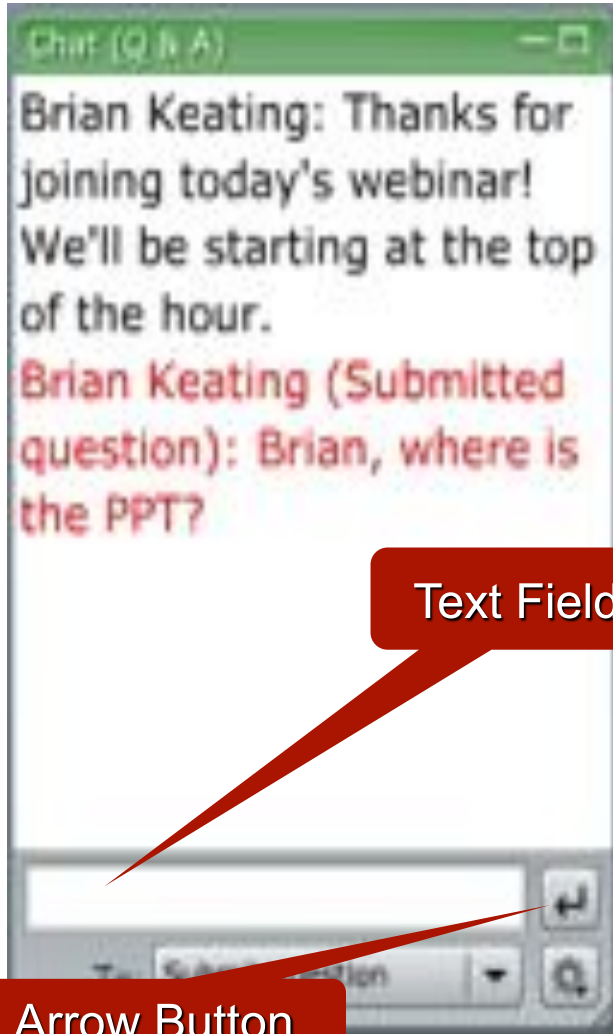


Presentation Slide Area

*A coordinated national strategy to support community
...ding the green economy*

Chat Room

Submitting Questions



- To submit a question or comment, type the question in the **text field** and click the **arrow button**.
- Please enter the name of the person to whom the question is directed.
- Your name, the text "**Submitted Question**," and your question will appear in red on your screen, indicating successful submission.
- Questions are directly transmitted to presenters—no other participants will see your questions.

Practice: Attendance

In the chat room, please type:

- your name,
- the name of your organization,
- your location, and
- the number of people attending with you today.



Introductions

- **Dr. Debra Rowe, *President, U.S. Partnership for Education for Sustainable Development & Faculty, Oakland Community College (MI)***
- **Stephanie Sklba, *Vice President, Community and Government Relations, Gateway Technical College (WI)***
- **Todd Cohen, *AACC (moderator)***



AACC's SEED Initiative



A coordinated national strategy to support community colleges in building the green economy



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Community Colleges Creating Demand for Green-Collar Jobs Through Community and Business Outreach

Community Colleges' Expanding Role

- Community college role must now go beyond simply preparing a **supply** of green-ready workers
- Now about helping to facilitate **DEMAND**
- One of the ways to do this is through **business outreach and community (consumer) education**





Oakland Community College's Strategy to Build a Greener Economy



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*Dr. Debra Rowe
Oakland Community College
Michigan*

Oakland Community College

Reasons OCC takes on a broader role of building a green economy:



- Our (as all community colleges') **mission** includes educating employers and the public, not just the for-credit students
- We (as do all community colleges') have **unique credibility** in our communities
- So our students can **find jobs**
- So our local **economy can get healthier** (which will benefit the college as well)

Key Strategies

These ideas are given in narrative form in “Lessons Learned: Twenty Years of Teaching Renewable Energies” presented at the American Solar Energy Society conference.

This document is posted on the SEED Center website.

Building Consumer Demand and Business Capacity

Oakland Community College employs four strategies:

- Targeted seminars for business owners
- Networking/partnership building
- Public engagement and education
- Catalyzing new job positions through what we teach our students and how we place them in internships/jobs



Targeted Seminars for Business Owners

1. Teach the whole business model (technology AND the marketing); e.g. solar electricity for electrical contractors, solar thermal for plumbers, weatherization for HVAC contractors and remodelers
2. Connect them with student interns that can show them viable business models, help them grow their green products

Register for **FREE Online Now!**
www.TinyURL.com/GreenSeminar
Seating is limited and registration is open until filled.

RECYCLED ECO FRIENDLY ORGANIC PROFITS

Grow Your Business, Career & Profits Selling Green Seminar

September 29th 7:30 am - 10:00 am
OCC's Auburn Hills Campus
2900 Featherstone Road, G-240 (Student Center)

Oakland Community College – Economic & Workforce Development and co-sponsors are hosting a dynamic seminar that will show you how your business or career can profit from the green economy!

The green economy is not a future economy it is a NOW economy.
Renowned expert, Dr. Debra Rowe, will be sharing her 30 years of experience in helping individuals and businesses turn the green trends into healthy profits. Dr. Rowe has consulted across the country and is a sought after speaker around the world on this topic. She has experience as a green business owner, a professor of renewable energies and sustainable business practices, and

The Seminar Highlights Include:

- How to make money in the green economy – now!
- How to utilize your existing and new technologies for green profits
- Successful sales strategies for selling green
- Real world examples of US companies that are profiting from green
- Practical tools and resources to help you expand your business or grow your career

 **OAKLAND COMMUNITY COLLEGE®**
Economic and Workforce Development

Networking/Partnerships

- Associations (e.g. HVAC, builders)/Chambers of Commerce
- State Energy Office and Public Service Commission/
Public Utility Commission staff
- Utilities
- Non-profits – United Way needs energy audits too!
- Local/Regional Governments



Public Engagement—Non Credit Community Events for the Public

Weatherization, renewables and sustainable living makes sense. Examples include:

- Energy Fairs
- Green Living Festivals and Fairs
- Positive Future Fairs (see www.ncseonline.org/EFS/DebraRowe.pdf)
- Use the lab/campus as a Sustainable Living Institute or Energy Demonstration Center
- Speaker Series
- Film Series with discussions afterward
- Educate all students by including sustainability in gen ed core for all degrees and continuing ed offerings



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Public Engagement

- Education through free media – For all, “I have a news story for you!” For TV, “I have a good visual for you!”
- Students working with neighborhood associations and state energy office to get consumers to take action
- Create a webpage showing how college staff are weatherizing/using renewables/living in a more sustainable environment
- Do it yourself solar workshops



Catalyzing New Job Positions

- We teach “assertiveness” and “entrepreneurship” so our students can help start the green activities in the companies
- Building a “green” alumni network
- Place students in internships as a last class that often leads to a job or the experience for the resume and sometimes a new division for a company
- Have students do real world projects in the community as assignments

Helping to Create the Bigger Picture

- Community colleges leading REGIONAL energy strategies
 - Sustainable economies/communities/master action plans
 - Invite key stakeholders, envision and then create a sustainable region
- Resources:
 - Communities resources at www.uspartnership.org
 - “Innovative Practices and Partnerships” and “How to Build a Quality Green Program” www.theseedcenter.org
 - Transition Towns
 - Smart Growth Network
 - Community-Wealth.org
 - Microfinance and credit unions, alternative currency and bartering
 - Work with partners to create sustainable businesses, e.g. UC Santa Cruz, CC Alliance for Sustainability
 - www.ccsustainabilityalliance.com





Who at the College Should Do This?

- Sustainability Committee
- All formal and informal Sustainability Champions
- Students
- Community members volunteering
- Workforce Development/Job Placement/Continuing Education/Marketing Office and many more...

Everyone has an important role to play in creating a sustainable future



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OAKLAND COMMUNITY COLLEGE®

The screenshot shows the SEE Center website interface. At the top left is the SEE Center logo with the tagline 'Sustainability Education & Economic Development'. To the right is a search bar with a 'SEARCH' button and a 'SUBMIT RESOURCES' button. Below the logo is a navigation bar with tabs: 'ABOUT SEED', 'JOIN SEED', 'RESOURCES', 'SHARING COMMUNITY', 'COLLEGES IN ACTION', 'SUPPORT', and 'NEWS & EVENTS'. The 'RESOURCES' tab is selected, and a dropdown menu is open, listing several items: 'Defining the Green Workforce', 'What is a Quality Green Program?', 'How to Build a Quality Green Program', and 'RESOURCE CENTER'. The 'How to Build a Quality Green Program' item is circled in yellow. On the left side of the page, there is a 'Resource Center' sidebar with a list of categories: 'Solar', 'Wind', 'Green Building', 'Energy Efficiency', and 'Sustainability Education'. Below this is an 'Overview' section with two bullet points: 'How are the Resources Organized?' and 'What are the Criteria?'. The main content area features a heading 'Key Strategies for Green and Sustainability Programs' and a paragraph of text.

center
SEE
Sustainability Education & Economic Development

SEARCH

SUBMIT RESOURCES

ABOUT SEED JOIN SEED **RESOURCES** SHARING COMMUNITY COLLEGES IN ACTION SUPPORT NEWS & EVENTS

Resource Center

- ▶ Solar
- ▶ Wind
- ▶ Green Building
- ▶ Energy Efficiency
- ▶ Sustainability Education

Additional Sectors coming

Overview

- How are the Resources Organized?
- What are the Criteria?

Defining the Green Workforce

What is a Quality Green Program?

How to Build a Quality Green Program

RESOURCE CENTER

Key Strategies for Green and Sustainability Programs

The following strategies have been used at community colleges throughout the nation to help green and sustainability development concepts come alive in the classroom, in the campus environment, and in the broader community.

Of course, as educational leaders and sustainability project champions, you will adapt these suggestions to your organizations. We hope you will contribute your own strategies to help build the quality of this resource center and the accompanying online learning community over time.

These strategies go beyond the elements normally included in quality technology programs. They are 15 specific practice that will organize green and sustainability resources on your campus and strengthen your college's position as a

Gateway Technical College's Response to the Emerging Green Economy



*Stephanie Sklba
Gateway Technical College
Kenosha, Wisconsin*

Why Sustainability?

- Diversify options for traditional programs
- Focus on energy management
- Expanded business partnerships; i.e., Bahco, Snap-on, Trane, Helios, Siemens, Convergence, Rudd, etc.
- State and federal funding
- Support for facility upgrades
- Strengthen community relations

Our Response to Date

- Training Programs
- Community Outreach
- Center for Sustainable Living



Our Response to Date

Training programs

- Offered on all campuses throughout district
- Business partnerships
- Student involvement
- Staff expertise
- WEDD workshops



Our Response to Date

Community Outreach

- Campus events
- Committee development
- K-12 involvement

celebrate Earth Day
A Community University of DuSable

Saturday, April 16
9 am - 1:30 pm
Gateway
Technical College
Kenosha Campus
2620 - 30th Avenue

Gifts for the first 750 visitors!

- Earthly Treasures Rummage Sale
- Informational booths
- Green products
- Children's activities
- Gardening advice and demonstrations
- Container Garden contest
- Pick up free compost
- Recycle your electronics, used bicycles, household items, and more

Workshops:

- Recognizing "Greenwashing"
- Green Home Design
- Spring Garden Preparation

Event is free and open to the public.

Center for Sustainable Living

How did it happen?

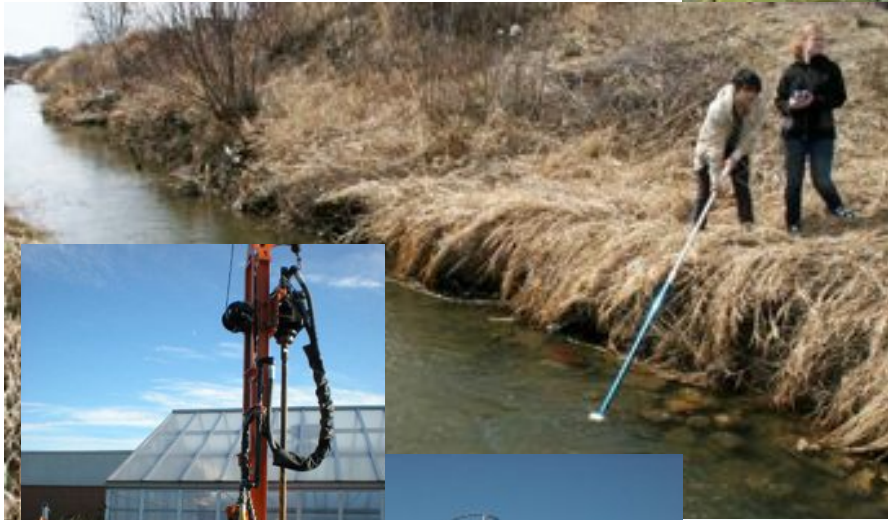
- Gateway Foundation
- Donations

Three components

- Living Lab for our students
- Community Resource
- K-12 involvement



- Local Farmer Markets
- UW-Parkside and UW- Whitewater
- Carthage College
- Local school districts
- Wisconsin Solar Energy Industries Association
- Midwest Renewable Energy Association
- SEED – Sustainable Edible Economic Development
- Nature Centers and Organic Farmers
- KD Park



SEED: What's Here Now

Check out new resources on
 AACC SEED Center web site
 (www.theseedcenter.org)

- SEED Strategic plan
- New SEED 101 video
- New curricular materials
- New college Success Stories

Cape Cod Community College Takes Green Technology from Campus to Cape

Cape Cod Community College (CCCC) has become one of the nation's leading—and most vocal—colleges in promoting and integrating sustainability and green practices through all campus operations and technical training programs. At the same time, CCCC is meeting industry demand across a wide array of green industry sectors, from water treatment to solar and wind power and more.

Cape Cod's radical environmental wake-up call came in 1989 when Massachusetts Military Reservation locations were designated as Superfund cleanup sites. Since then more than \$400 million has been used to identify pollutants, with another \$450 million being spent on water treatment and wastewater removal. These investments brought a need for significant workforce development efforts, and CCCC rose to the challenge.


CCCC trains the technicians needed to perform and oversee the cleanup projects, while mobilizing the community to actively support environmental stewardship and preservation. "Our aim is to have students understand the interconnectedness of area resources and the interaction among all of its elements, natural and man-made," says CCCC Dean Candy Center.

Technical College of the Lowcountry Drives Renewable Energy Development

CCCC has also reshaped its workforce development efforts to meet the needs of the region's growing renewable energy sector. South Carolina's Technical College of the Lowcountry (TCL) serves a large and very diverse community alongside the Science Department's Coastal Waterway—an energy-poor region with high electricity demand. The recycling, wastewater treatment, and power plants typically buy coal or natural gas from beyond state borders, but recently area industries have set their sights on using more sustainable energy resources. For example, the U.S. Navy and Marines—a strong presence in the region—have set a goal of producing 50 percent of their energy from renewable sources by 2020. As a result, over the past several years, TCL has stepped beyond its traditional role of educator to become one of the leading regional partners in bringing renewable and sustainable energy and practices to the area.

Building Green Technology Programs

TCL partnered with key employers from the building industry to leverage a \$100,000 Wal-Mart grant to redesign the college's Building Technology Program to include tidal, geo-thermal, solar, and wind power generation. Ranging from eight to nineteen credits, new green certificates include:




SEED: What's Coming

- Future toolkits/webinars.
 Up next: *What Colleges Should Know about Green Policy Development*
- Green Awards Initiative
- Additional SEED peer-to-peer workshops





For More Information

Become a SEED member (it's FREE):

<http://www.theseedcenter.org/Join-SEED/Why-Join->

Questions, Contact Todd Cohen, AACC:

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