Best in Class Practices

Obtaining a Competitive
Advantage in the Emerging
Green Economy:
A Blueprint for Building High
Quality, Green Programs of Study

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.

Margaret Mead

FOUR, FOCUSED ACTIVITY AREAS...

- green built environment
- clean and green campus
- public awareness
- green education and training

LATTC Green College Initiative

Vision "to eliminate the impact of the college on the environment, set an example for current and future generations that environmental quality is essential to long-term wellbeing and provide an informed citizenry and trained workforce for contributing to a sustainable future for Los Angeles."

- Assessing Key External and Internal Factors
- Finding Your
 Competitive
 Advantage Capitalizing on the
 Perfect Storm of
 Opportunity
- Building High Quality, Competency-Based Green Programs of Study
- Sustaining Green
 Programs of Study

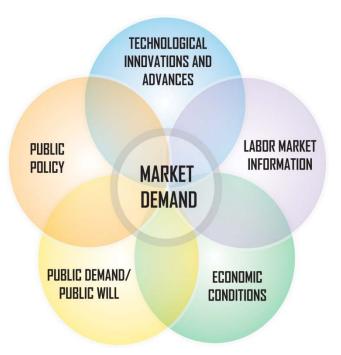


Building High Quality, Green Programs of Study

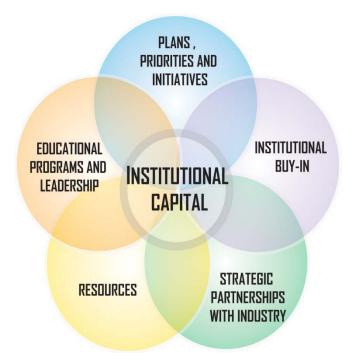
Putting Together the Pieces of the Puzzle

Assessing Key External and Internal Factors

External Factors



Internal Factors



Finding Your Competitive Advantage

Competitive Advantage Analysis Tool

Determining areas of competitive advantage for a college is done through careful analysis of data gathered about key external and internal factors. This analysis considers the inter-relationship between and the combined strength of these key factors which collectively represent an area of competitive advantage for a college when determining which green programs of study have the greatest market value. Using data gathered, rafe the favorability of elements related to each external and internal factor on a scale of one (1) to five (5).

The Guide entitled "Defining Your College's Competitive Advantage in the Emerging Green Economy: A Blueprint for Building High Quality, Green Programs of Study (Los Angeles Trade-Technical College, 2013) provides additional resources to assist with this analysis. It is suggested that the Internal and External Factors Summary Sheets, included with the Guide, be used as a reference when determining ratings, in addition, the "Questions to Consider" in the Guide can assist with further reflection. This tool is designed to focus on one industry or green program of study at a time. Colleges considering multiple industries and/or programs of study should complete an analysis for each one secondardy.

Enter One Industry of Interest



It is recommended that several individuals complete this worksheet independently then come together to compare results and reach consensus on conclusions. Including individuals who do not have a "vested interest" in the results such as the college researcher, faculty/administrators from other program areas, business/industry advisors, etc. is strongly encouraged.

The CAAT is divided into three sections with navigation buttons on the top on each worksheet. Select one of the links below to begin.

External Factors

Internal Factors

Factor Analysis

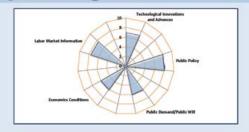
Finding Your Competitive Advantage

Solar Energy FACTORS DIAGRAMS



External Factors Spider Diagram

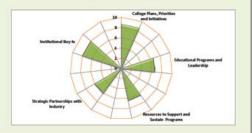
FACTORS	SCORE
Technological Innovations and Advances	7.00
Public Policy	8.00
Public Demand/Public Will	6.00
Economics Conditions	6.00
Labor Market Information	7.67



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Internal Factors Spider Diagram

FACTORS	SCORE
College Plans, Priorities and Initiatives	8.67
Educational Programs and Leadership	6.57
Resources to Support and Sustain Programs	6.40
Strategic Partnerships with Industry	6.00
Institutional Busseln	8.00

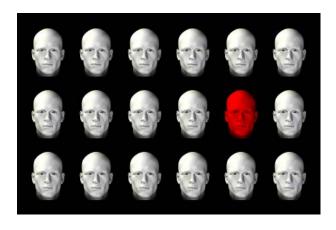


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All Factors Spider Diagram

FACTORS	External	Internal
Technological Innovations and Advances	7.00	/////
Public Policy	8.00	/////
Public Demand/Public Will	6.00	////
Economics Conditions	6.00	1////
Labor Market Information	7.67	
College Plans, Priorities and Initiatives	//////	8.67
Educational Programs and Leadership		6.57
Resources to Support and Sustain Programs	//////	6.40
Strategic Partnerships with Industry	//////	6.00
Institutional Buy-in	1/////	8.00





What Makes You Special?

What is your niche...your competitive advantage? What sets your program apart?

Building High Quality, Competency-Based Programs

Strategic Plan

Strategic Priority: LATTC Green Initiative

Action Plan Overview: There is increasing recognition of the importance of addressing global warming and the ecological well being of our planet. This issue is important to us both as corporate citizens and as educators of leaders in our community. We intend to stand as a leader in our industry, by developing policies and programs to change the culture and contribution of our College to a sustainable future and to the rapidly expanding green economy. This is an opportunity that fits directly into our core offerings. Our CTE programs will offer training in how to ply trades with an environmental focus, providing our graduates an advantage over others over the next decades.

Objective 1: Adopt built environment standards, policies, and practices to ensure college facilities are designed, built, renovated, operated, or reused in an ecological and resource-efficient manner by June 2010.

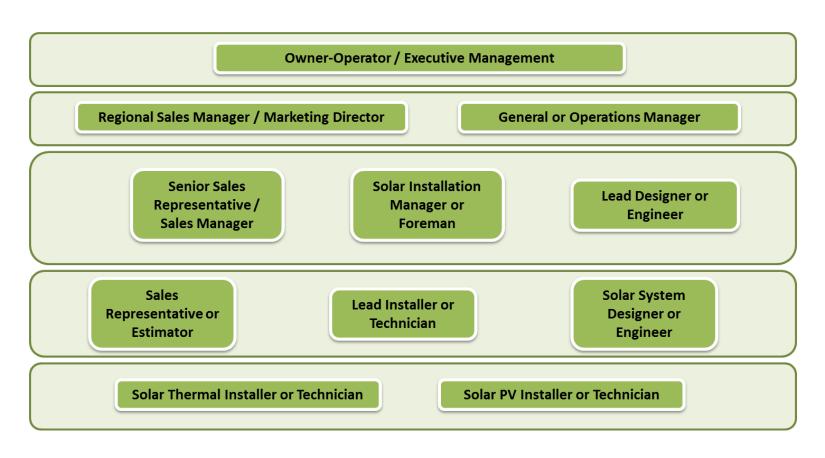
Objective 2: Adopt standards, policies, and practices that meet "clean and green" and "green certified' standards such as using environmentally preferable cleaning products/practices, conserving water, composting, implementing pollution prevention measures, and reducing the amount and/or toxicity of materials entering the waste stream prior to recycling or disposal through waste prevention practices such as electronic work processes, buying products with less packaging, purchasing remanufactured products, and buying copiers that print double-sided by June 2010.

Objective 3: 10 programs will offer special curriculum with environmental component before September 2011.

			Curriculum		
Priority	Course	Lead Person(s)	Target Date(s)	Notes	Status
High	Energy Auditor – Residential	Marcia/Leti	Week of 1/19	See Residential Inspector Certification info @ Northwest Energy Education Institute *See Home Auditor/Rater!	
High	Energy Efficiencies Improvement – Residential	Tom	Week of 1/19	(3 unit Carpentry credit course and modules; duplicate course in Building and Construction)	
Med	Energy Audit Inspector – Residential	• Bill	•	See Residential Inspector Certification info @ Northwest Energy Education Institute	
Med	Sustainable Lighting	Bill/Marcia	•		When to Offer Course?
Low	Solar Sales	•	•	(incentives, rebates, systems, beginning design work, etc.)	
		Deg	rees and Certificates		
Priority	Certificate/Degree	Lead Person(s)	Target Date(s)	Notes	Status
High	Solar Energy Systems Installation and Maintenance Certificate	Marcia (Bill to get facilities and equipment information to Marcia, Leti to assist Marcia with completing cover page) Solar Lab	Completed		At District for posting period to end
High	Energy Mgmt Technician AA Degree	Marcy/Bill	End of May	Status of Energy Mgmt Lab (Johnson Controls)? See Solar Scan	
High	Renewable Energy Technician Certificate	Marcy/Bill	End of May	See Solar Scan	
Med	Sustainable Landscape	Bill	• ?	Issues is location, materials for offering the courses, certificate	
Med	Power/Utility Systems AA Degree	Bill	• June	Includes solar certificate courses. Need following courses: solar installation (3 units), solar design (3 units), wind (3-6 units), water (3 units), compliance and incentives (3 units)	

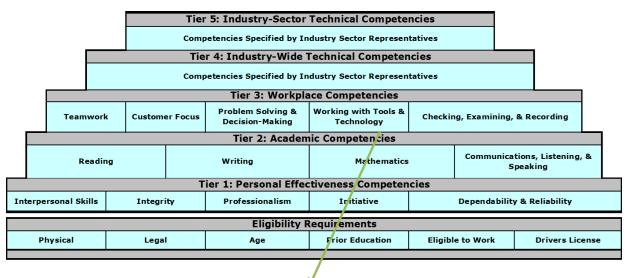
Building High Quality, Competency-Based Programs

Green Career Pathway - Solar



Competency Model

Building Block Competencies for Utilties Careers



•Selecting tools – Basic understanding and use of hand/portable power tools; selects and applies appropriate tools to frequently encountered problems; carefully considers which tools are appropriate for a given job and consistently chooses the best tool for the problem at hand; understanding of the clockwise and counter-clockwise principles (e.g., righty-tighty, lefty-loosy)

Building High Quality,
Competency-Based Programs

Stacked and Latticed Programs of Study

Transfer to 4-Yr University

Programs of Study

Degree	Degree	Degree
Certificate2	Certificate2	
Certificate1	Certificate1	Certificate1

Common Core Curriculum

Based on Common/Shared Competencies

Industry Credentials & Employment

RENEWABLE ENERGY CERTIFICATE AND DEGREE PATHWAYS Every and Utility Industry Green: (C.SH.A.) Safety Stendards Certificate of Achievement Pathways Fundamentals of D.C. Buchish ECONNETTE Herd Tools and Miring Postices Becalical Conduction and Wartenance on ECONN 173 Bactical Nationalist I or MATH15 Benetary Algebra ECONAT 125 Fundamentals of Altern day Const Energy Systems Technology Fundamentals Wideration - Energy Efficiency Predices Energy Auflor - Replied in CRPNTEY IT IA CRAFRYTHA Conduction I CRAFRYTHS Conduction I ECONAT 105 Randometrib of Solar Secretary CRPNTRY 1118 Construction REFACTIO Siler Nater 8 Oxpendire Stratfor, Building and Dier Nieber & Prof. Heebing Sydem Produces Dier Nieber & Prof. Heebing Sydem Principles EXXIVE 100 (D.SH.A) Safety Standards: Greductive and Industry (ECCNATIONS Solar Energy Inchalation & Marchenine Themal Energy Octoge / Heat Packery Weatherization and Energy Efficiency Solar PV installation and Maintenance Solar Thermal Installation and Maintenance Certificate of Achievement (30-32 units) Certificate of Achievemen PLUS PLUS PLUS REQUIRED COURSES FOR ALL RENEWABLE ENERGY DEGREES Associate in Science Degree Pathways ECOVANT 171 Bedring Corles and Conference I on PLLMBNG 31 Rumbing Code I ECONIT 11) Renewide Early Systems CRATRY141 On op the Asided Edmaling I REFACTION Re Outdooring Resided Newsysteed ELECTIVE COURSES FOR ALL RENEWABLE ENERGY DEGREES (4 UNITS) Choose one or more courses from the list below to reach 4 units Nederator-Radio Begy Corporative Education, Building and Salar Bergy Installation & Waintenness From letniques Contradio Techniques REF.AIC 105 Sile Rite SRvl Heby Syter Princips ELDGCTO 3 Notheration - Surry Biomy Produce Every Author - Recepted Every Author - Recepted Produce Cerchidon Siler Weter S Rvd Herting System Practices ELDGCTQ 12 ELDGCTQ 12 Gestadoni Themal Energy Sumps / Heat Recogn GENERAL EDUCATION: PLAN B (18 UNITS) Refer to the General Education Plan B for specific courses to complete an Associate's of Science degree. Renewable Energy: Energy Efficiency A.S. (60-62 units) Renewable Energy: (60.62 units)

LATTC Renewable Energy Technician Pathway

7 Stacked and Latticed Certificate and Degrees

Thank You!