AACC’s SEED Initiative Webinar Series:
Community Colleges Creating Demand for Green Collar Jobs Through Community and Business Outreach
April 2011
A coordinated national strategy to support community building the green economy
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)
A coordinated national strategy to support community colleges in building the green economy
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

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
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.
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](http://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
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](http://www.uspartnership.org)
  • “Innovative Practices and Partnerships” and “How to Build a Quality Green Program” [www.theseedcenter.org](http://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](http://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
For More Information

Key Strategies for Green and Sustainability Programs

The following strategies have been used at community colleges throughout the nation to help green and sustainable 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 practices that will energize green and sustainability programs on your campus and strengthen your college's position as a leader in sustainability.
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
Center for Sustainable Living

How did it happen?

- Gateway Foundation
- Donations

Three components

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

- 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
ecoAmerica! Start with people!
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
• 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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