



GET STARTED

A toolkit to launch
the power of SEED
on your campus



theSEEDcenter.org

ecoAmerica
start with people





THE POWER OF SEED

The country's transition from energy dependence on fossil fuels to energy independence through conservation and renewable energy will create high-quality jobs and lead to a new way of thinking about achieving strong, healthy, and sustainable communities.

Community colleges are at the forefront of this developing green economy. To achieve success, colleges need active support on a national scale to leverage best practices, efficiently coordinate programs across regions, and ultimately meet specific industry and student demand. SEED, the Sustainability Education & Economic Development Initiative, created by the American Association of Community Colleges and ecoAmerica, offers your college tools and resources to lead in this emerging opportunity.

Congratulations on joining more than 400 other colleges in this effort.

Dr. Jerry Weber, Chair, AACC Sustainability Task Force, signs SEED pledge.

TOOLS FOR MEMBERS

Find tools for SEED members including downloadable engagement toolkits, marketing, and press release templates at www.theseedcenter.org/ForMembers.



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WHAT IS SEED?



WHAT IS SEED?

The **Sustainability Education & Economic Development Initiative (SEED)** is a national strategy to support community colleges in building the green economy.

Created by the American Association of Community Colleges (AACC) and ecoAmerica, SEED incorporates a *FREE* resource center and online sharing community with peer-to-peer learning opportunities designed to help community colleges dramatically ramp up quality workforce programs in areas such as **renewable energy, green building, energy efficiency, sustainable agriculture food and land, transportation and fuels, and broadly, sustainability education.**

WHY SEED?

The clean energy and green economy present an unprecedented opportunity to grow American prosperity. Billions of dollars stand to be generated by using energy and other resources more wisely, drawing on clean energy sources that never run out, and developing our world sustainably.

As this transformation occurs, community colleges will play a leadership role, preparing an educated workforce with the skill sets to fuel industry and meet community demand.

While a number of community colleges have developed innovative green programs, many schools need additional support to advance these opportunities to the over 12.4 million community college students nationally. SEED is designed to provide the information, resources, tools, and national coordination needed for program development and implementation, *FREE*.



MEMBERSHIP BENEFITS

SEED OFFERS:

- 500 green curricular resources curated by industry and higher education experts
- Detailed guides, toolkits, and promising practices for two-year college faculty, staff, and leaders who are building, implementing, or marketing green-collar workforce offerings
- Peer-to-peer information sharing
- Professional development opportunities for staff and faculty
- Green workforce development national awards program (coming soon)



Lane Community College, Oregon

PRESIDENTS WHO ARE SEED MEMBERS AGREE TO:

- Incorporate promising practices and curricula into existing or new green-collar workforce development programs
- Develop and engage faculty and staff
- Engage students and invite participation
- Partner with employers and the community
- Share resources through the SEED Center and encourage other colleges to participate

SEED provides members tools to take these steps and more.

"I want to encourage community college presidents to get involved. Through your leadership, we can make sustainability into a major driver of economic growth, creating new jobs and entirely new occupations. Your leadership, and successive efforts like the SEED Center, will be critical to that effort."

Arne Duncan,
U.S. Secretary of
Education

RESOURCES OVERVIEW

THE SEED CENTER PROVIDES *FREE* RESOURCES

Resources in the SEED Center are designed for **community college educators and administrators** to prepare students and workers for careers in the green economy. These tools and best practices will also aid other higher education leaders, sustainability officers, industry partners, workforce and economic development professionals, and community-based organizations.

RESOURCE CENTER

The Resource Center is a searchable database. Carefully selected by a Technical Advisory Group of experts, these resources, developed by industry, colleges, agencies, and organizations are quality-controlled and sortable by sector and topic for easy navigation provide educators with the best, relevant information.

Resource Center	
▶ Solar	
▶ Wind	
▶ Green Building	
▶ Energy Efficiency	
▶ Sust. Ag., Food & Land	NEW
▶ Transportation & Fuels	NEW
▶ Sustainability Education	
Curricular Materials	
Certifications & Industry Credentials	
Employment Industry Projections	
Innovative Practices & Partnerships	
Skill sets, Competencies & Career Pathways	
Professional Development Resources	
Policy & Funding Sources	
Additional Sectors	COMING

SECTORS

TOPIC AREAS

Explore the over 500 resources and why they are so important at www.theSEEDcenter.org/resources.

ADDITIONAL RESOURCES AVAILABLE ON theSEEDcenter.org:

TOOLKITS, WHITE PAPERS, WEBINARS

Developed by the AACC and its SEED partners, these resources are dynamic, constantly being enhanced by educators and experts to bring you fresh, relevant content. You will find:

- **Video, SEED 101** Learn how to explore and navigate theSEEDcenter.org with ease
- **Defining the Green Workforce** How community colleges frame and define green jobs
- **AACC's Green Action Plan Series:**
 - "Creating an Environment for Growing Green Jobs: Community Colleges Shaping State and Local Energy Policies"
 - Trustees Toolkit, Convincing your college's leadership to invest in green initiatives and sustainability (*coming spring, 2012*)
- **What is a Quality Green Program?** Common elements of today's green technical programs
- **How to Build a Quality Green Program** Key strategies for building job training programs
- **SEED Webinar Archive**

SHARING COMMUNITY: A Place for Educators to Exchange Information and Ideas

- **Curricular Wiki** Post your own curricula and resources. Add to this growing national collection of community college green economy resources
- **Course Listings** Explore green job training programs and courses from across the country, share what is being taught at your college

COLLEGES IN ACTION: Highlights Community Colleges Excelling in Green Offerings





STEPS TO SUCCESS

Whether you are a president, administrator, faculty, or staff, you can participate in and benefit from SEED. Here are a first steps to get started. Find additional resources and information at www.theSEEDcenter.org/ForMembers.

EVERYONE ON CAMPUS

- Subscribe**
Subscribe to the monthly SEED e-newsletter at theSEEDcenter.org to get updates on the latest resources, offerings and industry opportunities.
- Join the Conversation**
Follow SEED on Twitter, like SEED on Facebook.
www.twitter.com/theseedcenter, www.facebook.com/theseedcenter
- Watch the SEED 101 Video**
Learn how to get the most out of www.theSEEDcenter.org and explore the site with ease.
- Get the Basics**
Set up an orientation call with a SEED team member to introduce theSEEDcenter.org and discuss how SEED can best contribute to your green collar workforce development programs. Contact sustainability@acc.nche.edu to set up your call today.

PRESIDENTS

- Announce Your SEED Center Membership**
Make announcements to your campus and community. See the downloadable engagement guides for tips and tools to help you facilitate your announcement.
- Appoint a SEED Campus Ambassador**
This is most appropriately a faculty member, dean, workforce development administrator, or sustainability officer who can be the point person within your college to manage the key aspects of day to day implementation and engagement.
- Refer a Colleague**
Explore the member directory on theSEEDcenter.org. Ask presidents in your networks who are not members to join today.
- Consider joining the AACC Sustainability Task Force**
This group of over 40 college presidents from across the country provides strategic guidance to the SEED Initiative, networks, and shares ideas.
- Mark your calendar! Join SEED workshops at the AACC annual convention, April 21-24, 2012**
These sessions are aimed specifically at how college presidents can build and advance sustainability initiatives at their institutions.

SEED AMBASSADORS - educators, deans, workforce administrators

Explore the Resource Center

Find SEED Resources developed by AACC and SEED partners specifically for member colleges; explore the curated resource database, sortable by economic sector and topic with nearly 300 reports, curricular materials, and best practices.

Post and Share Curricular Materials

Create a login for access to the wiki and begin exploring what other educators have offered. Add your work to this growing national collection of community college green economy resources.

See Colleges in Action, Share Your Successes

See what's happening at colleges nationwide; submit a "Success Story," "Sustainability Snapshot," and course listings from your college. Encourage others from your campus to do the same. We'll promote your work to a national audience.

Share Other News, Announcements, Events, and Data

The SEED Center provides up-to-date information in the field of green jobs, workforce development, and sustainability education. Let us know what should be included.

Network with Educators at WDI, January 25-28, 2012

You won't want to miss AACC's Workforce Development Institute, a comprehensive program for community college-based workforce service providers. SEED offers stipends and green economy workshops. To learn more, email Todd Cohen at sustainability@acc.nche.edu.

Communicate and Engage

Create a communications and engagement plan to announce your membership, inspire educators to use the free resources and sharing community the SEED Center offers. Engage your community and students in your new and enhanced programs. Guides found on www.theSEEDcenter.org/ForMembers will help.





ENGAGEMENT TOOLKITS

Excite your **community** and **students** in green economy offerings at your college and empower **educators** to expand green collar programs by using the SEED's downloadable **Engagement Toolkits**.

ENGAGE YOUR COMMUNITY

By focusing on local economic development and partnering with business and government, community colleges are finely tuned to industry and workforce opportunities. With the help of SEED Center resources in areas such as “Employment & Industry Projections”, “Innovative Practices & Partnerships”, and our press release template you can directly tie your programs to positive impacts and announce your campus’ commitment to a green economy. Show employers why sustainable business practices plus your skilled students will help their bottom line.

ENGAGE STUDENTS

As educators and college administrators, you interact with your key constituents, your students, continuously. In the classroom, on campus, in your community, and online, the potential for communication with and engagement of students is boundless.

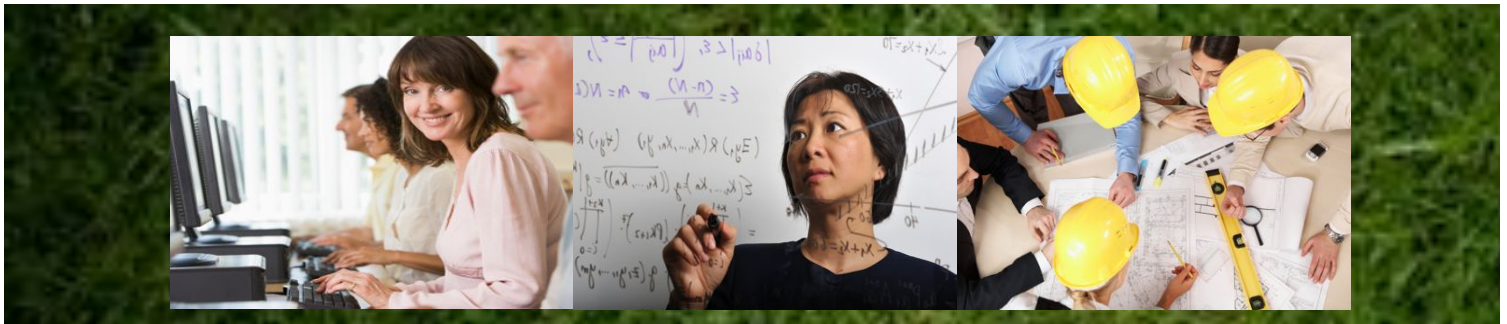
See the SEED Center Resource Center for resources educators can use to integrate real world green activities into the classroom and enhance the student experience. Show dynamic and exciting opportunities offered through your college to train for careers in clean energy and the green economy.

ENGAGE EDUCATORS

A respected team of green economy economy leaders and practitioners carefully selected the best, relevant resources, found in SEED’s Resource Center, to help educators design top-quality programs. SEED’s Sharing Community, where faculty and staff add their own materials, continues to become more valuable as the collection of information grows. Presidential leadership will continue to support the successful expansion of green economy programs across the community colleges nationwide.

TACTICS AND TOOLS FOR ENGAGING EDUCATORS, STUDENTS, & COMMUNITIES

These useful tactics and customizable templates to help you engage educators, can be found here: www.theSEEDcenter.org/ForMembers. Use them in their entirety, or customize to fit your college’s brand and communications needs.





UPCOMING OPPORTUNITIES, NEW RESOURCES

AACC continues to work with its partners to develop valuable programs, events, and tools to offer learning opportunities for colleges about sustainability and the green economy. Look for updates on these and other resources at www.theseedcenter.org/ForMembers.

TOOLKITS & WEBINARS

A series of succinct toolkits and webinars will help colleges take more active roles in clean energy opportunities.

GREEN DNA AWARDS

What makes a good, or better yet, an *outstanding* green jobs training program? Critical components of quality green workforce development efforts will be identified and formally recognized, with publicity and an award, to exemplary college programs and educators from across the country.

2012 PEER-TO-PEER WORKSHOPS

Educators and administrators from SEED colleges are eligible for stipends to attend “Building a Green Workforce: Charting a Course for Community Colleges,” an annual workshop at AACC’s Workforce Development Institute. In addition, college presidents can attend a unique pre-convention session at the April AACC annual convention. The workshop will include discussions on common challenges and solutions college executives face while leading their institutions to become more sustainable and create or grow green economy programs.

NEWLY EXPANDED SEED RESOURCE CENTER SECTOR OFFERINGS

The SEED Center has recently added important sectors to its growing resource information base:

- Sustainable Agriculture, Food & Land
- Transportation & Fuels

For more information, email Todd Cohen AACC’s director of sustainability initiatives, sustainability@acc.nche.edu.





The SEED Center is created by American Association of Community Colleges (AACC) and ecoAmerica. The AACC is a member organization that advocates on behalf of 1200 community colleges and the over 12.4 million students they serve. ecoAmerica is a non-profit that uses consumer research and strategic partnerships to create large scale engagement programs that build awareness, understanding, and action for environmental and climate solutions among mainstream Americans.

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