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
- Technological Innovations and Advances
- Public Policy
- Market Demand
- Labor Market Information
- Public Demand/Public Will
- Economic Conditions

Internal Factors
- Plans, Priorities and Initiatives
- Educational Programs and Leadership
- Institutional Capital
- Resources
- Strategic Partnerships with Industry
- Institutional Buy-In
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, rate 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, 2012) 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 separately.

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**

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**Internal Factors Spider Diagram**

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**All Factors Spider Diagram**

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What Makes You Special?

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

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Green Career Pathway - Solar

- Owner-Operator / Executive Management
- Regional Sales Manager / Marketing Director
- General or Operations Manager
- Senior Sales Representative / Sales Manager
- Solar Installation Manager or Foreman
- Lead Designer or Engineer
- Sales Representative or Estimator
- Lead Installer or Technician
- Solar System Designer or Engineer
- Solar Thermal Installer or Technician
- Solar PV Installer or Technician
Competency Model

Building Block Competencies for Utilities Careers

Tier 5: Industry-Sector Technical Competencies
- Competencies Specified by Industry Sector Representatives

Tier 4: Industry-Wide Technical Competencies
- Competencies Specified by Industry Sector Representatives

Tier 3: Workplace Competencies
- Teamwork
- Customer Focus
- Problem Solving & Decision-Making
- Working with Tools & Technology
- Checking, Examining, & Recording

Tier 2: Academic Competencies
- Reading
- Writing
- Mathematics
- Communications, Listening, & Speaking

Tier 1: Personal Effectiveness Competencies
- Interpersonal Skills
- Integrity
- Professionalism
- Initiative
- Dependability & Reliability

Eligibility Requirements
- Physical
- Legal
- Age
- Prior Education
- Eligible to Work
- Drivers License

*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)*
# Stacked and Latticed Programs of Study

## Programs of Study

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- **Common Core Curriculum**: Based on Common/Shared Competencies

## Transfer to 4-Yr University

## Industry Credentials & Employment
LATTTC Renewable Energy Technician Pathway
7 Stacked and Latticed Certificate and Degrees
Thank You!