



# 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."*

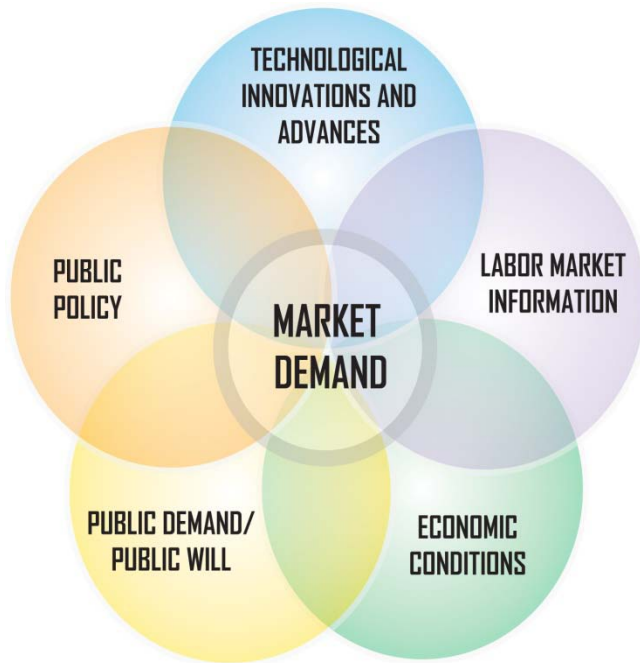
- Assessing Key External and Internal Factors
- Finding Your Competitive Advantage - Capitalizing on the Perfect Storm of Opportunity
- Building High Quality, Competency-Based Green Programs of Study
- Sustaining Green Programs of Study



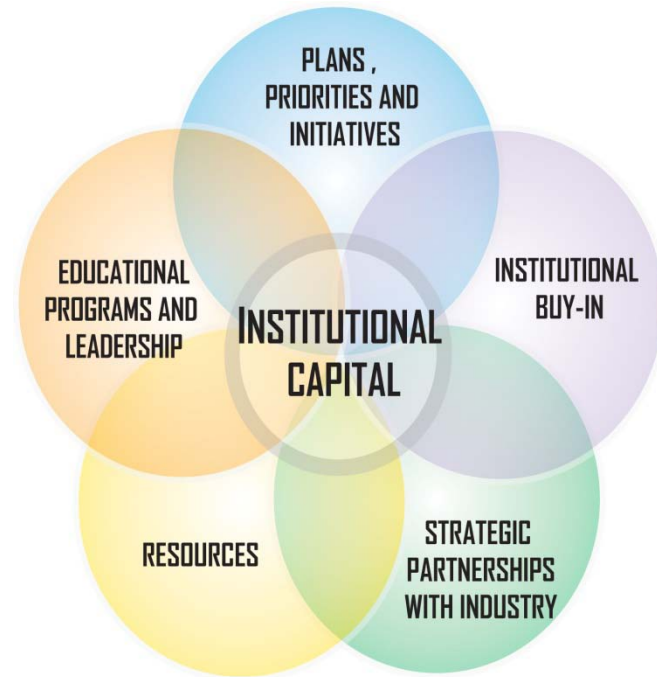
## Building High Quality, Green Programs of Study

**Putting Together the Pieces of the Puzzle**

## 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, 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, 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 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](#)

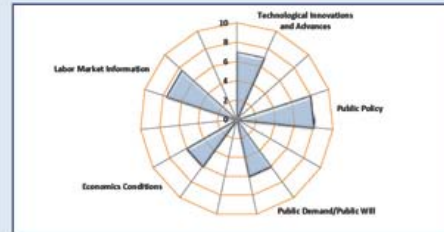
# Finding Your Competitive Advantage

## Solar Energy FACTORS DIAGRAMS



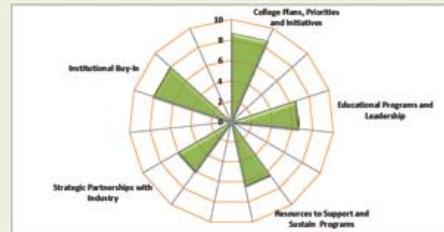
### External Factors Spider Diagram

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



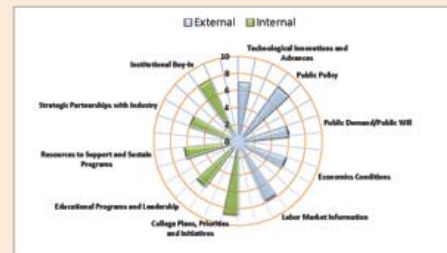
### Internal Factors Spider Diagram

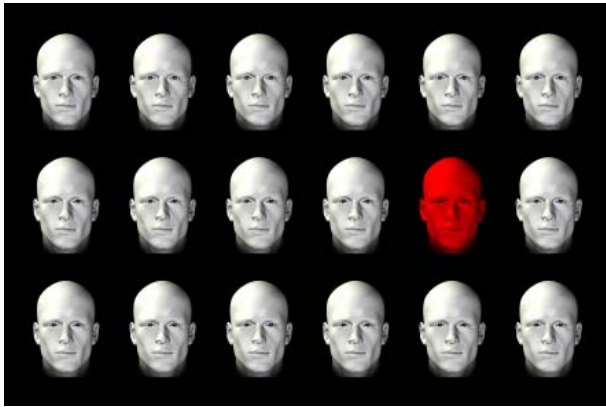
FACTORS	SCORE
College Plans, Priorities and Initiatives	8.67
Educational Programs and Leadership	6.57
Resources to Support and Sustain Programs	6.40
Strategic Partnerships with Industry	6.00
Institutional Buy-In	8.00



### 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	
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		8.00





## 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.

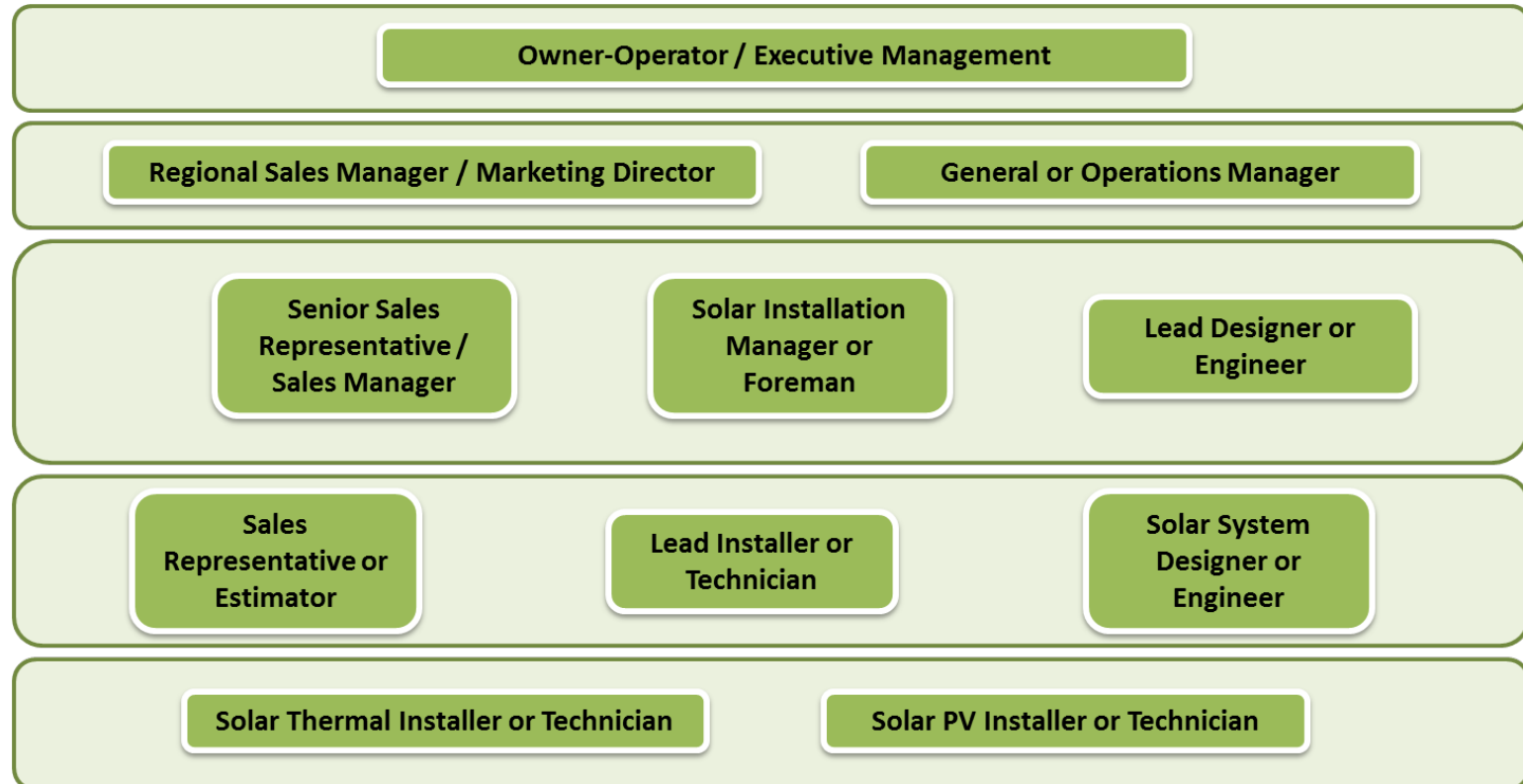
**Objective 1:** Adopt built environment standards, policies, and practices to ensure college facilities are designed, built, renovated, operated, or reused in an ecological and resource-efficient manner by June 2010.

**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, 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.

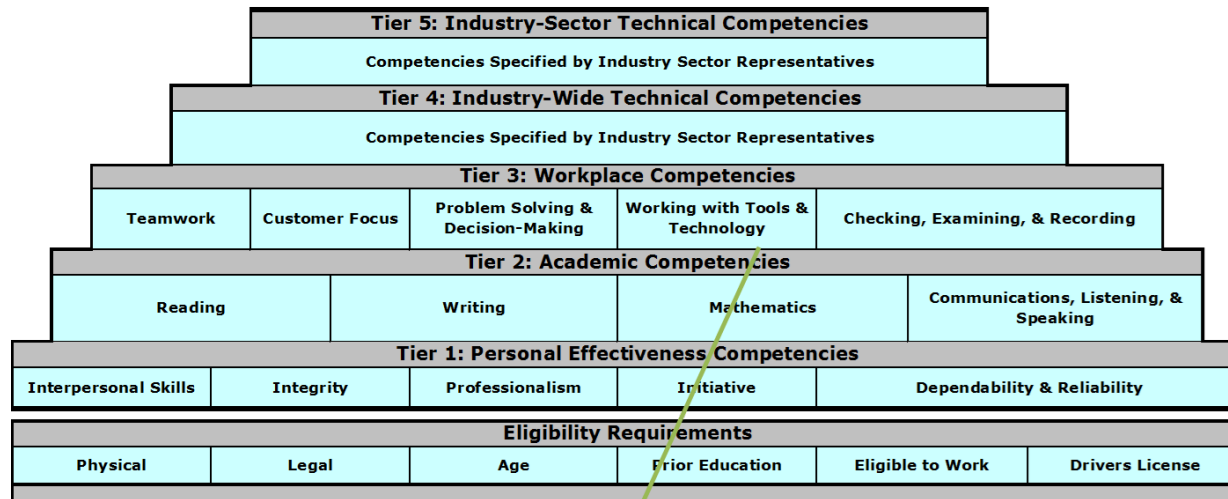
Curriculum					
Priority	Course	Lead Person(s)	Target Date(s)	Notes	Status
High	Energy Auditor – Residential	• Marcia/Leti	• Week of 1/19	See Residential Inspector Certification info @ Northwest Energy Education Institute *See Home Auditor/Rater!	
High	Energy Efficiencies Improvement – Residential	• 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.)	
Degrees 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)	

# Green Career Pathway - Solar



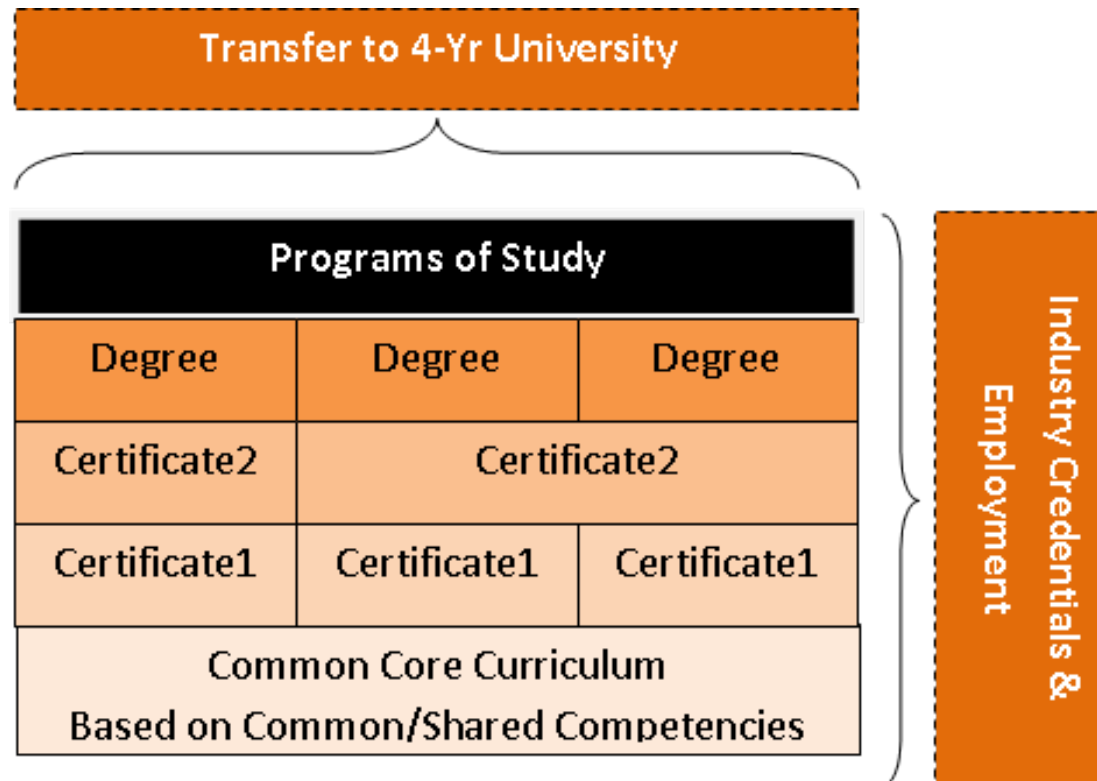
# Competency Model

## Building Block Competencies for Utilities 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)

# Stacked and Latticed Programs of Study







Thank You!