

# Green Workforce Development

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# The Role of Community Colleges in Advancing the Green Economy

## ➤ Demand Side

- Green Buildings
- Green Operations
- Increasing Public Awareness/Demand

## ➤ Supply Side

- Green Career-Technical Education/Training Programs
- Green Transfer Pathways – STEM

# **Green Workforce Development**

## **The Role of Community Colleges**

### **Supply Side**

- **Researcher**
- **Collaborator, Convener**
- **Education and Training Provider**

# **Green Workforce Development**

## **The Role of Community Colleges**

### ➤ **Researcher**

- **Secondary Research – gather/synthesize green workforce reports**
- **Primary Research - surveys, focus groups**
  - **Centers for Excellence**
- **Environmental Scanning and SWOT Analyses – green economy, most promising green industry sectors and occupations, alignment with college programs**

# Green Workforce Development

## The Role of Community Colleges

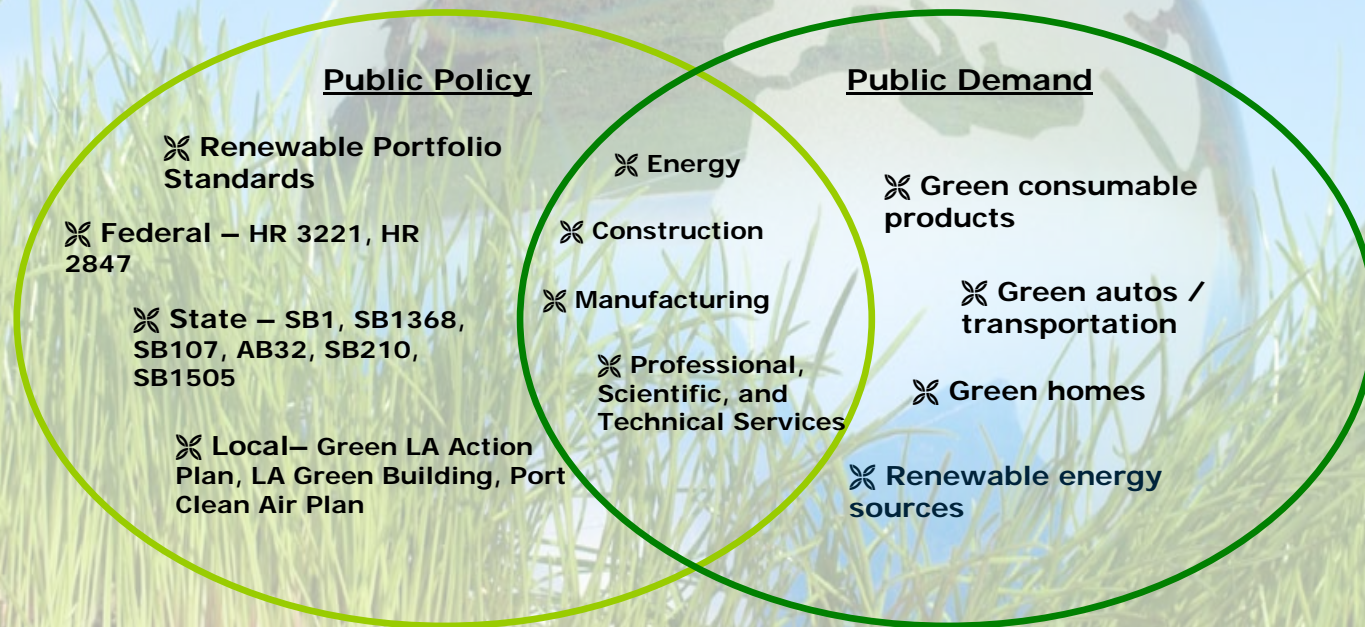
### ➤ Collaborator, Convener

- **Participate in Green Collaborations – general, industry-specific**
  - California Green Workforce Coalition
  - Silicon Valley Solar IDRC
- **Convene Green Coalitions**
  - Green West Alliance
  - CWEDs - Advanced Transportation, Technology, & Energy; Environmental Technology (north and south)
  - New Energy Workforce (NEW)
- **Serve as Green Intermediary**
  - LA Infrastructure and Sustainable Jobs Collaborative

# Green Workforce Development

## The Role of Community Colleges

- **Education, Training Provider**
  - **Most Promising Green Sectors**



# Green Workforce Development

## The Role of Community Colleges

### ➤ Education, Training Provider

- **Most Promising Green Occupations**

- “Traditional” occupations for green industry sector
  - Business operations – finance/accounting, IT, administrative support workers
  - Trades occupations
- Green occupations
  - Solar installer, technician
  - Operations maintenance technicians (HVAC, energy management)
  - Deconstruction workers

# **Green Workforce Development**

## **The Role of Community Colleges**

### **➤ Re-Engineer Existing Programs and Develop New Programs**

- **Green existing courses and programs**
- **Develop new, entry-level occupational training/education**
- **Develop new, incumbent worker training/education**
  - **New technologies**
  - **Career ladders**

# Green Workforce Development Challenges and Opportunities for Community Colleges

## ➤ Challenges and Opportunities

- Representation of historically under-represented groups in the new green economy
- Community colleges as conveners and intermediaries
- Funding and facilities – particularly for emerging technologies
- Qualified faculty
- Traditional workforce challenges in green industries