



Preparing the Green Collar Workforce
Consumer • Community • Careers

An Introduction to Green Careers

Resource Management/Consumer Education



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The Green Collar Workforce

- Where will you be working?
- New Professions
 - Focused on sustainability
 - Green processes & products
- Causes a demand for new college majors
 - Renewable energy technology program
 - 1-yr. certification program & 2-yr. associate degree
- Leads to a demand for new high school prep
 - Career & Technical Education (CTE)



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How Will the Job Industry Be Affected?

- More jobs will be created
 - To control the pollution made by the machines that manufacturers currently use to make products
- Some current jobs will be replaced with new jobs as we shift from fossil fuels to renewable energy sources
 - Examples:
 - Oil refineries replaced by wind farms
 - Recycling our garbage instead of burning it



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How Will the Job Industry Be Affected?

- Certain jobs will be eliminated because they are not “green”
- Many careers will be changed to fit the needs of a “green economy”
 - Examples:
 - Plumbers, electricians and construction workers will now perform the tasks needed by the new “green” industries
 - They might be installing & maintaining wind turbines and solar panels or making buildings more energy efficient.



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Jobs of a Different “Collar”

- NY Times article from 3/26/08
 - “Presidential candidates talk about the promise of “green collar” jobs-an economy with millions of workers installing solar panels, weatherizing homes, brewing bio-fuels, building hybrid cars and erecting giant wind turbines” (Greenhouse, 2008).
- Labor unions
 - See these jobs as replacements for jobs lost overseas
- Urban groups
 - See the “green collar” jobs as a way out of poverty
- Environmentalists
 - These jobs are crucial to combating global climate changes



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Green Collar Jobs

- Van Jones
<http://www.youtube.com/watch?v=8Ap7g2XJ3h8>
 - A growing “green” economy in the USA
 - “An opportunity to fight poverty and pollution
 - “Get kids out of jail and into jobs”
- Changes are needed in the educational system
 - Vocational Schools, Comm. Colleges, HS
 - Curriculum needs to be restructured to match the needs of a changing work force



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High Growth Workforce Sector

- Non-polluting
 - Products
 - Industries
 - Technologies
- New jobs being created
 - In 2006: 8,000,000 people were employed in renewable energy & energy efficient industries
 - In 2030
 - 40,000,000 people will be employed in renewable energy & energy efficient industries
 - 1 in 4 Americans
- Jobs in the solar, wind & bio-fuel fields have been called the “entrance of a new economy”



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Green Collar Jobs of the Future...

- Created through industry's reaction to high energy costs & concerns about global warming
 1. Alternative Vehicle & Fuel Developers
 - Hybrid vehicles
 - Alternative Bio-fuels (Algae & Yeast)
 2. Water Engineers
 - Water power
 3. Water Management Specialist
 - Green water purification processes
 4. Solar Panel Technician
 - Sales, installation & service



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More Green Collar Jobs of the Future...

5. Wind Farmer & Wind Turbine Technician
 - Prominent on West Coast
 - Sales, installation & service the windmills
6. Deconstruction
 - Recycling during building tear downs or after natural disasters (Hillard, 2008)
7. Building construction CTE programs
 - Green building practices to get the students ready for the “green construction” industry
8. Sustainability Coordinator
 - In every green industry



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Green Careers

- Growth of STEM careers & college majors
 - STEM (Science, Technology, Engineering and Mathematics)
 - High growth job sector (ACTE, 2008)
- City, state and federal governments are making “green” commitments
 - Developing “green” career fields
 - Creating “green” jobs
 - Economic opportunities for students in the future
 - Incentives for vocational schools and colleges who offer “green” degrees



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Green Career Pathways

Resource Management/Consumer Education



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College/Career Pathways

- Way to increase the academic skill level in CTE courses
- Promotes academic integration
- Promotes awareness of potential future careers
- Portland Community College
 - Solar voltaic manufacturing technology
- Ivy Tech
 - Sustainable energy program
 - Pursuing a “green worker certification”



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Green Trends in CTE, Industries & Organizations

- Companies started “green” initiatives to help the planet
- Now these companies are seeing economic benefits
 - Kendall College Goes Green
 - Powerhouse High
 - Green Printing
 - Deconstruction
 - The Freestyle Network™



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Role of Consumer Education

- To prepare young people for jobs in the new green economy
- To expose students to green industries
- To help students plan their green career
- To help students find college paths to match their career goals



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Green Career Websites

- Green Career Central
 - Discover your green niche
 - Decide on your favorite work setting
 - Explore your possibilities
 - Choose your path
 - Network
 - Take action on your plan



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