The Importance of Partnerships
Greener Careers & Greener Communities
IREC Conference on March 9, 2011  10:30a-12:00

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Director, Green Workforce Training
Director, Massachusetts Green Career & Sustainable Communities Conferences
Founder, Green Marlborough
Summary

The Skills
Academia - Teaching and Learning
Business - Resource Management
Program Leadership - Communication

The Knowledge
Energy, Environment, Sustainability

Two Tools
Instructional Design Model Proposal

The Case Studies & Partners
1 Professional Career
2 Municipal Taskforce
3 Community Group
4 Business Projects

The Results
Helping to Lay a Foundation for Greener Careers & Communities
Case Study # 1 - Career
1988-

**Master’s Thesis** “Putting It All Together: Motivating Elementary Schools Teachers to Incorporate Environmental Education into Nature Study Curriculum”

**Business Woman** (16 years) Instructional Designer and Director of a Workforce Training Business

**College Teacher** (10 years)

**Local Sustainability** (4 years) Author of Energy/Environmental Inventory, Co-Leader of Sustainability Action Plan, Founder of Green Marlborough

= Green Workforce Training
MA Green Career & Sustainable Community Conferences
## A S S U R E Instructional Design Model

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assess</strong></td>
<td>Assess needs, interests, skills, knowledge to inform program design &amp; objectives</td>
</tr>
<tr>
<td><strong>Select</strong></td>
<td>Resources: Schedule, Staff, Funding, Site</td>
</tr>
<tr>
<td><strong>Select</strong></td>
<td>Methods: Group, one-on-one, hands-on, ...</td>
</tr>
<tr>
<td><strong>Select</strong></td>
<td>Materials: realia/props, audio/visual, ...</td>
</tr>
<tr>
<td><strong>Utilize</strong></td>
<td>Implement Program</td>
</tr>
<tr>
<td><strong>Review</strong></td>
<td>Stakeholders at all levels routinely review objectives and progress</td>
</tr>
<tr>
<td><strong>Evaluate</strong></td>
<td>Post assessment to measure results</td>
</tr>
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## Case Study # 2 - The Taskforce
2007-2010

<table>
<thead>
<tr>
<th>Participants</th>
<th>Residential, Municipal, Business Leaders</th>
</tr>
</thead>
</table>
| Proposal     | 1 Conduct Energy & Environmental Inventory  
              2 Organize Team & Identify Priorities  
              3 Develop an Action Plan to reduce GHG  
              4 Implement Action Plan and Review Progress |
| Outcomes     | 2006 Energy and Environmental Inventory  
              2008 Sustainability Action Plan Taskforce  
              2010 “Green Community” DOER Designation |
2010 Sustainability Action Plan Taskforce
Marlborough, MA
Municipal Department Heads
Business/Energy Representatives
Green Marlborough/Resident Representatives
Case Study # 3 - Community Group
2007-Present

Participants
Residential and Business

Projects
Free Giveaways: CFLs, Bags, Low-Flow...
Media: Website, Local TV show, PR
Monthly Walks, Annual Earth Day Fair
Local Green Guide for Residents
Stream Teams, Home EE Team

Awards
2009 Green Award from local Chamber

Results
Engaged thousands of people
Reduced energy/water consumption
Every Day
Green Marlborough
Is Earth Day
Mayor signs CCP
Chamber of Commerce
Home Weatherization Team
Earth Day Fair
Stream Team
Local Walks
Case Study #4 - Business
2008-

Participants
- Government, Business, Academia, Community
- People interested in Greener Careers & Communities

Projects
- Massachusetts Green Career Conference
- Massachusetts Sustainable Communities Conference

And...
- Presentations

Results
- Thousands of people connected to resources and for greener careers & more sustainable communities
Massachusetts Green Career Conference

"Find your role in the new green economy."

October 1, 2010
Holiday Inn
Marlborough, MA

Massachusetts Green Career Conference

Government Initiatives

Community Workforce

Career Resources

Education & Training Resources

Companies that are hiring
Government, Business, Academic and Community Leaders

- Sharing Best Practices
- Connecting Resources to Needs
The Results

# 1  Greener Career

My instructional design skills are now dedicated to the Environment.
# 2 Greener Government

- **2007**: Mayor signed Cities for Climate Protection pledge
- **2009**: Energy and Environmental Group
- **2010**: Municipal Sustainability Action Plan Taskforce
- **2010**: City Council passes Stretch Building Energy Code
- **2010**: City gets Green Community Grant of $217,000
# 3  Greener Community

2008    DEP grant helped to fund LED retrofit of municipal traffic lights
2008-10 Three Annual Earth Day Fairs, 800+ people educated
2008-10 Energy Star and Solar Tour, 3 businesses, 3 homes participated
2007-10 Monthly Green Marlborough TV show, 1000+ people educated
2009    Bike Marlborough Event, 4 organizations participated
2009    Home Energy Efficiency Team, 1 home weatherized 10 people educated
2008-9  Four Low Carbon Diet Groups, 20+ people educated
2007-10 Giveaways - Reusable bags, CFLs, low flow water kits  400+ people
2006-10 Exhibits in 4 local and regional events, 1000’s of people educated
2009-10 Monthly walks on local trails, 100+ people and 500+ miles walked
2007-9  Presentations at community groups, 200+ people educated
2007-10 Municipal, business and resident leaders in meetings, 25+ leaders
2002-10 95% of streams walked by Stream Teams
2009    Chamber of Commerce gives annual Green Award to Green Marlborough

RESULTS:  1000’s of educated people, reduced waste, saved money, improved health
#4 Greener Business

2009 MA Green Career Conference - 300 people
2010 MA Green Career Conference - 350 people
2011 MA Sustainable Communities Conference (April)
2011 MA Green Career Conference (October)

Leading experts and stakeholders from business, education, government and communities meet to share best practices and resources to advance green careers and community sustainability in Massachusetts.
## Important Partners

<table>
<thead>
<tr>
<th>Community</th>
<th>People engaged in proactive projects to affect change</th>
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<tbody>
<tr>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Academia</td>
<td>Quality education and training for greener careers</td>
</tr>
<tr>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Municipality</td>
<td>Local leadership and management</td>
</tr>
<tr>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>Businesses dedicated to sustainability</td>
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