Session: Getting a Handle on Resources
Presentation Title: AACC's Sustainability Education and Economic Development (SEED) Center
• Todd is the Sustainability Director at the American Association of Community Colleges where he manages the organization’s green jobs initiatives. He led the launch of the organization’s Sustainability Education and Economic Development (SEED) initiative designed to support the community college sector in ramping-up their programs to educate America’s 21st century green workforce.

• Todd has 13 years experience leading planning projects around the country designed to enhance the competitiveness of regions through strategic post-secondary, workforce and economic development collaboration.
Community Colleges

Flexible, affordable, and inclusive.
The fastest-growing sector of U.S. higher education...

• 90% of US population lives within 25 miles of a community college
• Nearly 1,200 colleges, 12 million students
• 46% of all U.S. undergraduates
For an **emerging** green economy like this—where job growth potential is significant but great uncertainty surrounds market conditions—**community colleges will be one of the most influential and impactful systems to lead its development nationally.**
The Big Challenges

• What green jobs are growing where?
• Which certifications are most widely recognized?
• Where is funding going to come from?
• What are the policy drivers?
• How do we generate internal college buy-in?
This is Where SEED Comes In

• A leadership initiative: build the institutional leadership
• A resource center: inform faculty
• An online sharing community: enhance peer-to-peer networking

Funded through The Kresge Foundation and in partnership with ecoAmerica
“The 1200 community colleges across the nation have the reach to touch millions of students with the message that environmental leadership and economic growth can and must go hand in hand...”

Arne Duncan, U.S. Secretary of Education
Launch of the SEED Center, October 10, 2010
www.theSeedcenter.org

Materials exchange (curriculum, model partnerships, etc.)

250+ curated resources

355 member colleges
How to Build a Quality Green Program

Key Strategies for Green and Sustainability Programs

The following strategies have been used at community colleges throughout the nation to help green and sustainable development concepts take hold in the classroom, on the campus environment, and in the broader community.

Of course, as educational leaders and sustainability project champions, you will adopt these suggestions to your own organizations. We hope you will contribute your own strategies to help build the quality of this resource center and the accompanying online learning community over time.

These strategies go beyond the elements normally included in quality technology programs. They are 15 specific practices that will energize green and sustainability programs on your campus and strengthen your college's position as a sustainability leader in your community.

First Steps

1. Form a Sustainability or Green Committee
2. Identify your existing academic programs, practices, and policies on sustainability and green education.
3. Create signage and a communications plan to educate students and the public.

Core Strategies – Establishing Program Fundamentals

4. Create effective and inclusive community and industry partnerships to build a more sustainable economy.
5. Incorporate green principles into existing technical programs.
6. Adopt the green-collar jobs framework, taking the necessary steps to train students for green-collar job opportunities.
Resource Center

Green Building

The green building market has expanded from less than $1 billion in 2001 to over $100 billion in 2006, and is projected to rise to $250 billion in the next five years. More →

Employment Industry Projections

While job training programs have been quite active in past years, working with local industry to define the emerging green jobs market and potential job growth areas, most still struggle to forecast accurately regional occupational demand. The U.S. Department of Labor has made recent strides toward identifying green occupations and competencies which will help communities define and track green jobs and connect job seekers to training programs to develop appropriate education and training programs. Given the uncertain renewable energy and efficiency industry outlook, and rapidly changing technologies, access to the most up-to-date industry studies and employment projections will be critical. More →
Columbia Gorge Community College

Renewable Energy Technology
Workforce Training Program
Mission Statement (August 2008)

CGCC offers comprehensive, market-driven workforce training in a broad range of Renewable Energy Technology programs to provide:

- Technical programs taught by experienced instructors that meet the highest academic standards
- Industry-endorsed skills training using current technology and tools for safety, mechanical, and electrical applications
- Facilitation of employment opportunities

The following is a selection of the courses offered. Each chart provides a comprehensive course overview including a description, activities, materials and textbooks, learning outcomes, assignments, and syllabus.

RET 101, Introduction to Wind Turbine Technology I (pdf)
This course is an introduction to the basic concepts and terminology for how wind energy is captured and transformed into electrical energy. Topics include basic mechanical physics, electricity and magnetism, fluid dynamics, and aerodynamics. These physical principles underlie the engineering of wind towers and electrical generators.

RET 103, Renewable Energy Technology I
Subjects that will be explored in this course are hydropower, wind, solar, geothermal, ocean waves, photovoltaics, and wind turbines. This course also discusses the power grid, federal subsidies, and how renewable energy projects are developed.
SEED 2011 and Beyond

• SEED Task Force & Advisory Group
• SEED webinar series
• Defining green workforce development program “DNA”
• Community college promising practice awards project
• SEED Center: more sector coverage (alternative fuels, smart grid technology...)
• Workshops, toolkits...
• Getting more members!

Interested? Email Todd Cohen at sustainability@aacc.nche.edu