

# The Great Green Career Quest:



Open the Door  
to Superior Strategies  
for Success

February 2010  
SOS on the Environment Conference  
Lawrence Technological University  
Southfield, Michigan

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# Background

- Michigan State University senior, completing B.S. Degree in Construction Management.
- Michigan Public Service Commission.
- Past employment: variety of management and labor positions at small and large-scale construction companies, some of which work in the renewable energy industry.



# Purpose:

- To introduce green jobs and careers and empower individuals with tools to assist in completing a successful quest
- Advantages accrue to those who have a good understanding of the field and those who are ready to employ the best strategies in their search.



# Situational Factors



1. Just launching into your profession, fresh out of college
2. Encountering mid-career cross-roads
3. Suddenly out of work as a result of circumstances beyond your control



# What Are Green Jobs?

- *Green Jobs: A Guide to Eco-Friendly Employment;*
  - Green “generically...has described something that has a benign or moderate effect on the environment. By extension green jobs, or green-collar jobs are those connected to eco-friendly products and services and associated with work that contributes to sustainable environment and better economy” (Llewellyn, Hendrix, Golden, 2008, p. 17)



# The Green Job Search

- Techniques for searching for and securing a green job are practically the same as for any type of job, and green job opportunities abound.
- Be prepared that your job hunt may last longer than usual given the state of the economy.



# How Do I Search for a Green Job?

- As of June 17, 2009, almost four million people in the United States had been looking for work for twenty-seven weeks or more.
- Use your time wisely to find a job that will best fit your needs

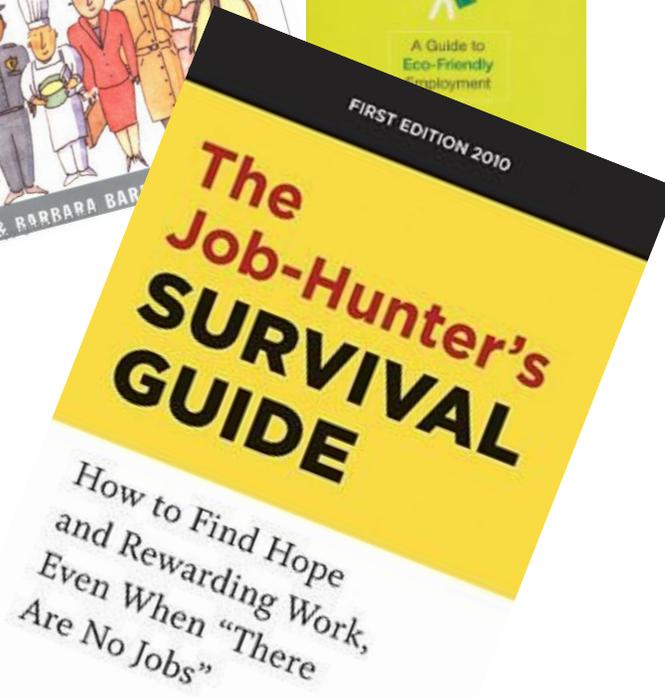
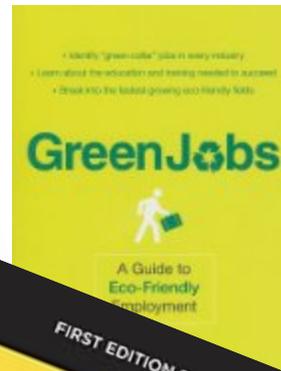
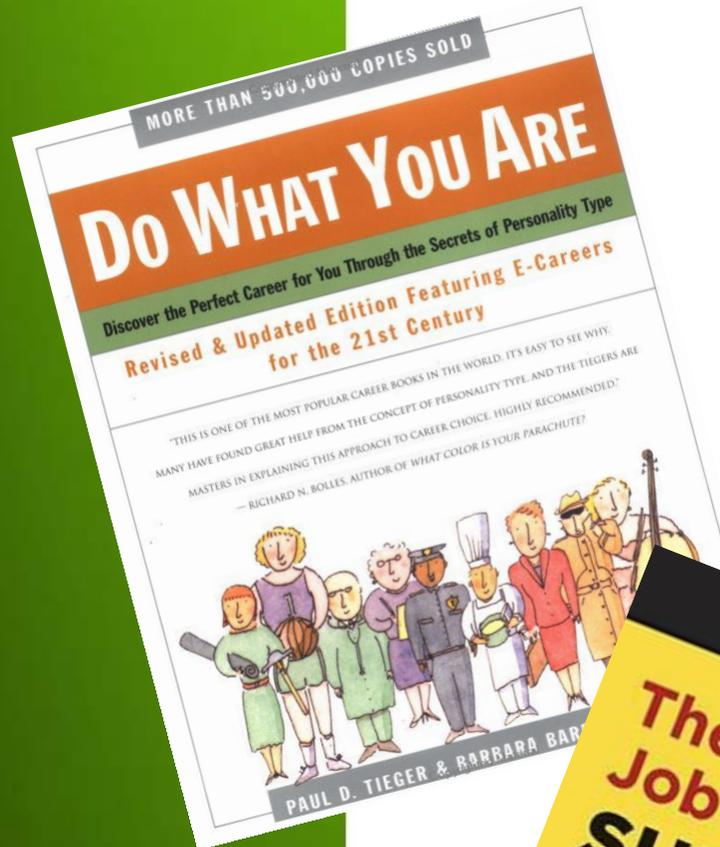




# Identify Your Direction

- What does success mean to you?
  - Determine what satisfies your personal success.
- What are your values?
  - “They are deeply held convictions that develop from your culture, your experiences, and how others behave towards you. Your values motivate you and determine how you relate to the world around you... . You may not always be aware of them, but your values are always present, always a part of who you are, and always influencing what you do”  
(Llewellyn, Hendrix, Golden, 2008, p. 29).

# Books to Help Define Your Values



- *The Job-Hunter's Survival Guide* (Bolles, 2009)
- *Do What You Are* (Tieger and Barron, 2007)
- *Green Jobs* (Llewellyn, 2008)



# Websites to Help Define Your Values

2. CHALLENGING PROBLEMS  
Engage continually with complex questions and demanding tasks, trouble-shooting and problem-solving as core part of job.

- Always Valued
- Often Valued
- Sometimes Valued
- Seldom Valued
- Never Valued

HELP

BACK

I am interested in jobs and careers that include:

- \_\_\_ creating/building things
- \_\_\_ mental challenge/mentally demanding/problem-solving
- \_\_\_ physical challenge/physically demanding
- \_\_\_ opportunity for balance between work life and family life
- \_\_\_ flexibility in work structure
- \_\_\_ intellectual status, an acknowledged "expert" in a given field
- \_\_\_ order and structure
- \_\_\_ high degree of competition
- \_\_\_ integrity and truth
- \_\_\_ rewarding loyalty and dependability
- \_\_\_ having self-respect and pride in work
- \_\_\_ stability and security
- \_\_\_ strong financial compensation and financial rewards
- \_\_\_ being recognized for quality of work in a visible/public way
- \_\_\_ having a positive impact on others and society
- \_\_\_ using creativity, imagination; being innovative
- \_\_\_ variety and a changing work pace
- \_\_\_ professional development and on-going learning and growth
- \_\_\_ friendships and warm working relationships
- \_\_\_ teamwork and work groups
- \_\_\_ glamour, prestige, respect, or a level of social status
- \_\_\_ routine, predictable work projects
- \_\_\_ deadlines and time demand/pressure challenges
- \_\_\_ clear advancement tracks/opportunities for advancement
- \_\_\_ tranquility, comfort, and avoidance of pressure
- \_\_\_ dealing with the public/dealing with the public

- Quintessential Careers (2010)
- Stewart, Cooper, and Coon, Inc. (2006)



# Start with the Basics

- The basic tools and techniques for job or career-hunting are the same for green jobs as for any other kind.
- Creating a resume, writing customized cover letters, focusing your search, targeting delivery to promising opportunities, and preparing for interviews are not different.



## Start with the Basics (2)

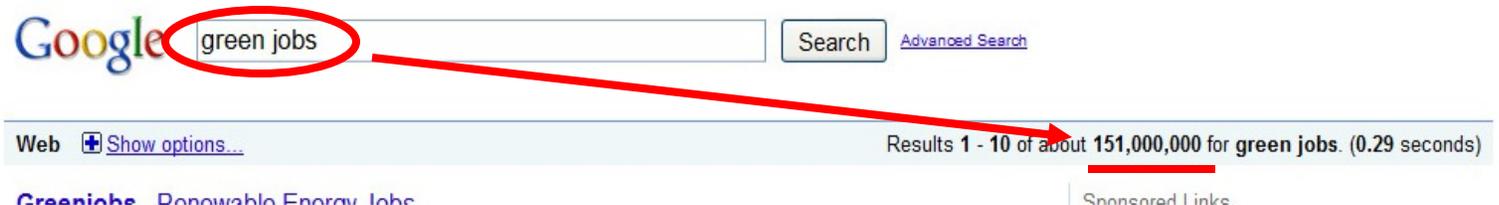
- “What’s different is the slant you give your search and the questions you pose to your prospective employers”  
(Llewellyn, Hendrix, Golden, 2008, p. 32).





# Wisely Use Internet Tools

- The internet can be helpful, but it should not be your only tool and you should learn to use it wisely.
- A simple search for “green jobs” results in a glut of sites claiming to assist matchmaking between companies and applicants.





## Wisely Use Internet Tools (2)

- Create your own inventory of green job board sites.
- Install a simple add-on to your Internet browser, such as Alexa's ranking toolbar. This can show which job-search boards are generating the most traffic.



- Google search for “green jobs” with Alexa’s ranking toolbar

hydrogen and fuel cell industries.  
[Search Jobs](#) - [Job Seekers](#) - [About Us](#)  
 [www.greenjobs.com/](http://www.greenjobs.com/) - [Cached](#) - [Similar](#) -

**[Green Jobs Network](#)**  
Green Job Network provides resources to help green job seekers succeed. Includes green job postings, career events, reports, and news.  
[California Green Jobs](#) - [New York Green Jobs](#) - [Illinois Green Jobs](#)  
 [www.greenjobs.net/](http://www.greenjobs.net/) - [Cached](#) - [Similar](#) -

**[Green Jobs, Cleantech Jobs, Renewable Energy Jobs](#)**  
Job listings with green, sustainable businesses - green building, renewable energy, organic, social investing and all other green businesses.  
 [www.sustainablebusiness.com/jobs/](http://www.sustainablebusiness.com/jobs/) - [Cached](#) - [Similar](#) -

**[Building a green economy strong enough to lift people out of ...](#)**  
Clean Energy Works Portland is an effort that will cut energy bills, create green jobs, reduce pollution and expand business opportunities. ...  
 [www.greenforall.org/](http://www.greenforall.org/) - [Cached](#) - [Similar](#) -

**[Green Collar Jobs Board - SustainLane](#)**  
Find and post green jobs for free. Search hundreds of green job and internship opportunities and get advice from green job experts.  
 [www.sustainlane.com/green-jobs](http://www.sustainlane.com/green-jobs) - [Cached](#) - [Similar](#) -

**[Green Jobs | TreeHugger](#)**  
Recent Jobs, Get job alerts Subscribe to RSS Feed ... Green Supply Chain  
Telecommute/Virtual Blogging Internship, Green Economy Post, Bellevue, ...  
 [jobs.treehugger.com/](http://jobs.treehugger.com/) - [Cached](#) - [Similar](#) -

**[Green Jobs | GreenBiz.com Sustainability Career Center](#)**  
Green jobs and career center from GreenBiz.com lists jobs in renewable energy, clean tech, green building, sustainable businesses and socially responsible ...  
 [jobs.greenbiz.com/](http://jobs.greenbiz.com/) - [Cached](#) - [Similar](#) -

[www.BeAGreenrene.com](http://www.BeAGreenrene.com)  
**[Green career](#)**  
Green Collar Careers create safer and healthier homes and income.  
[TeamTotalWellness.Info](#)

**[Green Collar Jobs](#)**  
Post your Socially Responsible jobs  
Find green and Environmental jobs  
[solpowerjobs.com](#)  
Michigan

**[LEED for a Green Job](#)**  
Workshops & Study Resources to get the Credentials for a Green Future  
[www.LrnGrn.com](#)

**[Green Jobs - Need Resumes](#)**  
Engineers, Energy, Environmental  
100% Free for Job Seekers  
[www.puregreenjobs.com](#)

**[Green Business Opp](#)**  
Own Your Own Green Design Center  
Eco-friendly Franchise Opportunity  
[www.ggreendesign.com](#)

**[Find A Green Job](#)**  
3,000+ green jobs worldwide  
on one site.  
[www.greenjobsgo.com](#)



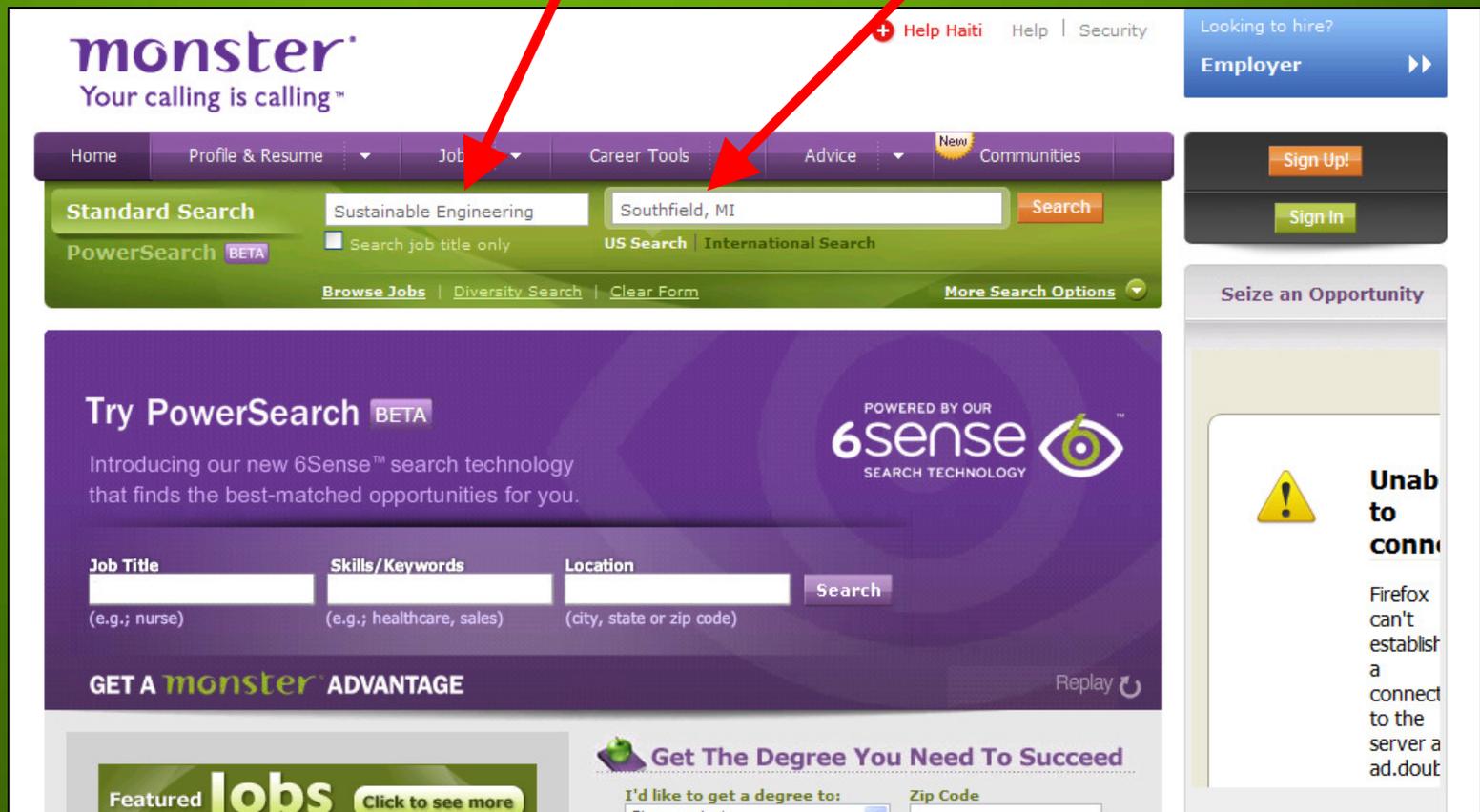


# Wisely Use Internet Tools (3)

- Set up an account that will organize RSS feeds from popular job boards
  - An RSS (really simple syndication) feed is a way to easily collect a list of update notices from preferred websites.
  - As businesses make posts relevant to your search, the notices will be delivered to your RSS reader program. This way you can see at a glance when new jobs are posted without being bogged down by having to visit numerous sites.



- On at least several of these, create a search using specific keywords for the kinds of jobs and locations you are interested in and open to.



The screenshot displays the Monster.com homepage. At the top left is the logo "monster" with the tagline "Your calling is calling™". To the right are links for "Help Haiti", "Help", and "Security". A blue button labeled "Looking to hire? Employer" is in the top right. Below the logo is a navigation bar with "Home", "Profile & Resume", "Jobs", "Career Tools", "Advice", and "Communities". Two red arrows point to the "Jobs" and "Career Tools" items. Below the navigation bar is a search section with "Standard Search" and "PowerSearch BETA" options. The search fields contain "Sustainable Engineering" and "Southfield, MI". A "Search" button is to the right. Below the search fields are links for "Browse Jobs", "Diversity Search", "Clear Form", and "More Search Options". A large purple banner for "Try PowerSearch BETA" features the "6sense SEARCH TECHNOLOGY" logo and a form with fields for "Job Title", "Skills/Keywords", and "Location", each with a "Search" button. Below the banner is a "GET A monster ADVANTAGE" section. At the bottom, there are sections for "Featured Jobs" and "Get The Degree You Need To Succeed". On the right side, there is a "Seize an Opportunity" section with a warning icon and a message: "Unab to conn Firefox can't establish a connect to the server a ad.dout".



PowerSearch **BETA** Search job title only US Search International Search ?

Browse Jobs | Diversity Search | Start Over More Search Options

### Job Search Results | Sustainable Engineering, Southfield...

Unable to connect

Single line Multi-line

Show Map Sorted by: Most Relevant

Date	Job Title	Company	Location	Miles		
02/19	Manager: CA Identity Manager r12 Sp...	Deloitte	Detroit, MI, 482...	10-20		
02/19	Senior Consultant: CA Identity Mana...	Deloitte	Detroit, MI, 482...	10-20		

RSS Feed

Results per page 25 | Displaying 1 - 2 of 2 | Previous Page 1 of 1 Next

Quick Tips

More Options

- Saved Searches
- Related job titles
- Saved Jobs
- Search settings

Current Search

- Sustainable Engine...
- MI, US
- Southfield

Distance: 20 miles

Save Search

Narrow Your Results

Posting Date

- Last 3 days (2)
- Last 7 Days (2)

- Click the RSS feed link to add this search to your RSS program



- once set up, your RSS program will continually update itself around the clock

digest renewable en... green job auto construction j... construction nutrition jobs snowboard daily pictures

## Green Job Boards

709 unread articles.

clean edge jobs - recent jobs 70 great green careers rss feed 1 greenbiz jobs 165 grist jobs 120

**Software Engineer UI**  
<http://jobs.cleaneedge.com/jobs/detail/show/id/954>  
Clean Edge Jobs - Recent Jo... • 3 days ago

**Software Engineer - Systems**  
<http://jobs.cleaneedge.com/jobs/detail/show/id/953>  
3 days ago

**Senior Process Design Scientist**  
<http://jobs.cleaneedge.com/jobs/detail/show/id/937>

**Camp Counselor/Building Supervisor**  
Friends of Fenner Nature Center. MI - Michigan, Lansing  
Date of summer program: June  
Great Green Careers RSS Fee... • 3 days ago

**Project Analyst Manager / Confidential / Boston, MA**  
Confidential/Boston, MA Our firm has partnered with a Global Financial Institution in GreenBiz Jobs • 17 hours ago

**Credit Risk Systems Project Director/Fluent**  
Confidential/Boston, MA Languages: - Fluent in English and Spanish (not a 17 hours ago

**Staff Accountant / Confidential / Natick, MA**

**Senior Web Developer / EnergyHub / Brooklyn, NY**  
EnergyHub/Brooklyn, NY EnergyHub is a venture-backed startup developing Grist Jobs • 4 days ago

**Human Resources Generalist for WRD ENVIRONMENTAL / Chicago, IL WRD ENVIRONMENTAL IS**  
4 days ago

**Organizer based in Iowa / Food & Water Watch /**



- As you find companies of interest, research them.
- Visit their websites, but also seek information about them from other sources, too, such as from news articles and trade publications.
- Keep on the lookout for similar companies and related industries, that may also represent values similar to your own.



# Connecting on Social Media Websites



- High traffic Internet sites, such as LinkedIn ([www.linkedin.com](http://www.linkedin.com)), provide opportunities for connecting with professionals in the widest range of industries.



# Build your connections...

Basic Account: Upgrade Welcome, Ryan Johnston · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

**LinkedIn** [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [More...](#)

**My Connections** [Imported Contacts](#) [Profile Organizer](#) [Network Statistics](#) [Add Connections](#) [Remove Connections](#)

Share your phone, IM and more with your connections. [Update it now](#) »

Filter Connections   Select: [All](#), [None](#) [ABC](#) ▾

<input type="checkbox"/>		<b>Degenhardt, Ted</b> Student at University of Detroit Mercy School of Law	27
<input type="checkbox"/>		<b>DeHondt, Zak</b> Art Director - SMZ Advertising	23
<input type="checkbox"/>		<b>DiCarlo, Mark</b> Recruiting Manager - Qualigence International	193
<input type="checkbox"/>		<b>Donoughe, Kaitlin</b> Engineering and Operations Management Associate - BMW	105
<input type="checkbox"/>		<b>Doyle, Matthew</b> Marketing & Online Development Coordinator - The Live To Give Foundation	205
<input type="checkbox"/>		<b>D'Agostino, Giancarlo</b>	24

**Unal to con**

Firefox can't establish a connection to the server ad.doc

Quickly view and organize your connections?  
Select a category or individual to see contact info, send a message and more.

- The site could be

**All Connections** (65)

Tags [Manage](#)

- [colleagues](#) (27)
- [classmates](#) (17)
- [friends](#) (7)
- [partners](#) (5)
- [group members](#) (1)
- [untagged](#) (8)

Companies

Locations

Industries

Recent Activity



# Create a profile...

[Edit My Profile](#) [View My Profile](#)

**Ryan Johnston** you

Research Assistant for the Michigan Public Service Commission  
Lansing, Michigan Area | Government Administration



Ryan Johnston Signed with Barton Malow Company 20 days ago

**Current**

- Construction Management Intern at Barton Malow Company
- Research Assistant at Michigan Public Service Commission

**Past**

- Construction Management Intern at Barton Malow Company
- Construction Management Intern at JM Olson Corporation
- Demolition Laborer at Great Lakes Construction Services

[see all...](#)

**Education**

- Michigan State University
- University of Detroit Jesuit High School

**Recommendations** 1 person has recommended Ryan

**Connections** 65 connections

**Websites**

- MPSC
- Barton Malow Company

**Public Profile** <http://www.linkedin.com/pub/ryan-johnston/16/7b6/93b>

➔ [Send a message](#)

➔ [Add Ryan to your network](#)

➔ [Forward this profile to a connection](#)





**Unable to connect**

Firefox can't establish a connection to the server at ad.doubleclick.net.

**Ryan's Connections (65)**

**Tara Jennings**  
Project Engineer at Barton Malow Company

**Lynn Landwehr(Hall)**  
Legal Assistant at Barton Malow Company

**Alex Mores**





- The profile interface on LinkedIn is used to set up an online resume highlighting your qualifications, including education, past and present employment experiences, and more.
- Can also be used to view job postings, learn who posted the position, and perhaps discover – based upon your networking connections – if there is anyone you already know at the same company or in a related business



# Use your connections to land the job...

Basic Account: Upgrade Welcome, Ryan Johnston · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

**LinkedIn** Home Profile Contacts Groups Jobs Inbox More... Jobs

**Find Jobs** [Advanced Job Search](#) [Post a Job](#)

**Job Search** Sort by: Relevance ▾ 65 results for sustainable engineering

**sustainable engineering**  Keep refine selections  [Show more...](#)

**Refine By**

**Company**

- All Companies
- 3M (3)
- Amryis Biotechnologies (2)
- National Semiconductor (2)
- Genentech (2)
- Yahoo! (2)

[Show more...](#)

**When Posted**

- Any Time
- 1 day ago (3)
- 2-7 days ago (18)
- 8-14 days ago (16)

**PARSONS** **Director of Sustainable Development**  
Parsons - Washington, DC - Jan 29, 2010  
▾ Find people in your network at Parsons

**1 person in your network works at Parsons**

 **Matthew Frantz**  
Structural Engineer  
[2nd](#)

---

**CUNDALL** **Senior Sustainability Engineer**  
Cundall - South Brisbane Area, Australia - Feb 1, 2010  
▸ Find people in your network at Cundall

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**Water/Wastewater Practice Leader**  
Stantec Consulting - Sarasota, FL - Feb 5, 2010  
▸ Find people in your network at Stantec Consulting

---

**Europe Business Development Manager (Compound Semiconductor Solutions)**  
Dow Corning Europe - Seneffe (Mons) - Jan 26, 2010  
▸ Find people in your network at Dow Corning Europe

**Stand out from the crowd**  
Use InMail to send messages directly to hiring managers.  
[Upgrade your account](#)

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**Find your next superstar**  
Only \$195 for a 30-day posting.  
[Post a job](#)



# Advanced Energy Technology Network

- Inaugurated by Michigan's NextEnergy
- Connects green energy stakeholders and technology developers in our state.



<https://nextenergy.group.site.com>

Create a Groupsite | Find a Group | Switch Groupsites | Ryan Johnston | Logout

## NEXTEnergy

HOME | COMMUNICATE | SHARE | NETWORK | SUBGROUPS | LINKS | INVITE | MY SETTINGS | HELP

Everything SEARCH Go

### Welcome to NextEnergy News

We are pleased to welcome you to our new web community, NextEnergy News. This community replaces our monthly eNewsletters and will provide you with more information than ever before.

NextEnergy News is designed to connect you to the funding opportunities, events, news, programs, resources, press releases and people you need to grow your business.

By joining, you can choose to be notified whenever new information is posted, update your profile, add a photo, network with others, announce your company's press release, join discussions, potentially become a featured member - and much more! [JOIN NOW](#)

#### Profile Completeness

Ryan Johnston  
Professional Profile is 75% Complete.

75%

- Add Interests + 10%
- Add Expertise + 5%
- Add Objectives + 5%

#### Advertisement

blue sky factory

Save Trees. Send Email.

Email Marketing: effective, efficient, paperless.

[Learn more](#)

#### Help Grow and Promote this Group

Invite others to join

Create a site like this for other groups you're involved with. [Signup Free](#)

#### FUNDING OPPORTUNITIES: Funding Oppo

- RFP - American Electric Power Service Corp - Feb 18, 2010
- GLEQ Business Plan Competition - Register by March 5 - Feb 17, 2010
- PitchCorner - \$5000 Prize - Due March 31 - Feb 17, 2010
- RFP - Solar - Delivery to Multiple Locations - Recovery Act - Feb 2, 2010
- RFP - Solar and Wind Installation - Colorado - Recovery Act - Feb 2, 2010
- RFP - Wind Turbine - Michigan - Recovery Act - Feb 2, 2010

#### BUSINESS OPPORTUNITIES

**For Sale: Molten Carbonate Fuel Cell (Direct FuelCell 300)**

For Sale: Molten Carbonate Fuel Cell (Direct FuelCell 300) The DFC300 is a high temperature self-contained power plant capable of providing 480V power up to 250kW using natural gas. Using an electrolyte composed of a molten mixture of carbonate salts and high temperature, the natural gas fuel is converted into electricity and heat as a by-p...

#### AETNetwork

by NextEnergy

Over the past few years, industry, academics, investors, economic development agencies, and many more have been asking NextEnergy for a way to search Michigan researchers, innovators, and companies with capabilities to support the clean

# NextEnergy's Group Site

- Network with Industry Leaders
- News
- Funding Opportunities
- Business Opportunities
- Blog Space
- Featured Events
- Career Opportunities



- Once again, be careful though:
  - Only 4–10% of job seekers find their jobs online.
  - Research shows that 51% of people who use just one search method give up within the first month. ... Given two search methods, only 31% give up





# Network, Network, Network

- “Eighty percent of people are hired through having some sort of connection with the company” (Mansfield 2009).
- Talk to your friends, family members, and business acquaintances.
- Think of other networking avenues such as college or graduate school friends, professors, casual contacts, and professional colleagues



- Consider starting with the Michigan Renewable Energy Program (MREP; [www.michigan.gov/mrep](http://www.michigan.gov/mrep))
  - “It consists of individuals and organizations with knowledge and experience in energy production, technology, education, and policy development... assembled to identify and address barriers to the advancement of renewables and recommend initiatives to increase renewable use in Michigan” (MREP, 2009).



– MREP currently has several committees that meet on occasion to discuss points of view and learn more about renewable energy applications from one another and from state and national experts.

– MREP also provides an email distribution list and a web-based Calendar of Michigan Renewable Energy Events that help keep subscribers informed.

The screenshot displays the Michigan Public Service Commission website. The header includes the Michigan.gov logo and the Public Service Commission logo with the tagline "Energy, Labor & Economic Growth". Navigation links for Michigan.gov Home, MPSC Home, Sitemap, Contact MPSC, and FAQ are present. A search bar and utility icons (Printer Friendly, Text Version, Text Size, Share) are also visible.

The main content area is titled "renewable energy" and features a descriptive paragraph: "The Michigan Renewables Energy Program (MREP) was established by the legislature, and implemented by the Public Service Commission, to promote the use of renewable energy in the state. A diverse group of individuals and organizations with knowledge and experience in energy production, technology, education, and policy development have been assembled to identify and address barriers to the advancement of renewables and recommend initiatives to increase renewable use in Michigan." A "More" link is provided.

A "spotlight" section lists recent news items:

- [AMENDED: MPSC Identifies Two Michigan Wind Resource Zones to Spur Transmission Development](#)
- [MPSC Submits Wind Report to Michigan Legislature on Setback Distances and Noise Levels](#)
- [MREP Listserv](#)  
Stay informed about renewable energy in Michigan by subscribing to the listserv. Select MPSC-MREP from the dropdown list and complete the form.

Two "Links & Sources" sections are provided:

- Links & Sources - Michigan:**
  - [Synopsis of Michigan Renewable Energy Legislation 2009 - Pending or Passed](#) PDF
  - [2008 PA 295/SB 213 with bookmarks](#) PDF
  - [EIA Michigan Renewable Electricity Profile](#)
  - [MIPPA - Michigan Independent Power Producers Association](#)
  - [GLREA -- Great Lakes Renewable Energy Association](#)
  - [MBEP -- Michigan Biomass Energy Program](#)
  - [Michigan State Energy Office](#)
- Links & Sources - U.S. & World:**
  - [U.S. Department of Energy Efficiency & Renewable Energy Network](#)
  - [Database of State Incentives for Renewable Energy \(DSIRE\)](#)
  - [Union of Concerned Scientists](#)

A sidebar on the left lists various topics: Renewable Energy, Calendar of Events, Customer Generation, Financial Incentives, Green Pricing Programs, Net Metering, Michigan Renewable Energy Program, PA 295 Cases, RPS Compliance, and Wind Energy Resource Zone. Below this is a vertical menu with categories like About MPSC, Consumer Info, Documents Library, E-Dockets, Electricity, Energy Efficiency, Energy Grants, Motor Carrier, Natural Gas, Petroleum, Telecommunications, and Video / Cable. At the bottom of the sidebar is the MIRECS logo.

The right sidebar contains a search bar, "MI Business One Stop" link, and various utility links: Departments/Agencies, Online Services, Surveys, RSS Feeds, MPSC Links, Staff Directory, and Ren. Energy Links. A "MPS mission" box at the bottom right states: "The mission of the Michigan Public Service Commission is to grow Michigan's economy and enhance the quality of life of its communities by assuring safe and reliable energy, telecommunications, and transportation services at reasonable prices."

Footer information includes: Michigan.gov Home | DELEG Home | MPSC Home | State Web Sites | Accessibility Policy | Link Policy | Privacy Policy | Security Policy | Michigan News | Michigan.gov Survey | Copyright © 2001-2009 State of Michigan





# Networking Pointers

- Attend a conference or trade show or a lecture at a nearby college or university.
- Study agendas and directories of recent events to build your own directory of potential contacts and businesses to research.
- Contact people in your preferred fields and ask them for an informational interview.
- Join, or even form, a group of job seekers that will meet regularly.



# What Background is Required to Land a Green Job?

- You may feel your background doesn't directly relate to the green job that interests you, but you may bring a unique perspective that a relevant organization doesn't yet realize it needs.
- It's important to remain flexible.
- Your dream job may not be available right now





# Education and Training are Always Fruitful

- First identify whether you need more and what you need
  - Decide on a degree
  - Decide on training; renewable energy training, for example, is becoming easier to find and financial support may be available to help you find your green path forward.



- DELEG Energy Office list of Michigan institutions offering training programs and curricula in:
  - construction trade
  - energy efficiency
  - clean technology
- Interstate Renewable Energy Council
  - indexes four-year universities and training providers anywhere in the United States



# American Solar Energy Society (ASES) and Management Information Services, Inc.

- In a 2007 study, Roger Bezdek headed the development of working definitions of jobs in the renewable energy and energy efficiency industries.
- Used 2006 baseline data to forecast the growth of these industries through 2030, given three differing scenarios.



- The report reveals how today's professions are not going to require much different education or training than those of tomorrow; “accountants, engineers, computer analysts, clerks, factory worker, truck drivers, mechanics, etc.” (Bezdek, 2007, p. 3).
- Recognize that this competitive market might require furthering your current education or skill set.





No Worker Left Behind

# No Worker Left Behind

- Introduced on August 1, 2007 by Governor Granholm.
- Two years free tuition program to help residents stay employed with the changing economy.
- Ends August 1, 2010



"COLLEGE?! ARE YOU CRAZY?! WE CAN'T HARDLY AFFORD TO SEND YOU TO KINDERGARTEN!"





# First 18 months of NWLNB

- 62,206 people enrolled in training
- 34,355 participants completed training
- 24,699 (72%) of trainees either obtained or retained jobs





No Worker Left Behind

# NWLB Success Story

- General Motors worker laid off after ten years of employment
- After finding and completing a 16-week course paid for by NWLB, this former GM employee received a job working at Dow Corning in solar manufacturing.
- “out of the 23 students in the class, 11 had job offers before the class even concluded.”



# Entrepreneurs Lead the Way



- There is a possibility that your dream job doesn't exist.
- Venture capital and business start-up funds are pouring into new green business development.
- There are plenty of books and online resources available to let you know what it takes and help you to determine a niche for yourself.
- Just as the internet boom accounted for 28 percent of job growth in the final decade of the 20th Century, green jobs are presently one of the largest and fastest growing sectors of the economy (Llewellyn, Hendrix, Golden, 2008, p. 20-22).



“That’s A Wrap”

Questions?

