

DOES "GREEN JOBS" PROGRAMMING MAKE SENSE FOR YOUR CAMPUS?

April 23 & 28, 2010 :: 1:00 – 2:30 p.m. EDT

Sponsored by:

AASHE
Association for the Advancement of
Sustainability in Higher Education

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ACADEMIC · IMPRESSIONS

WEB CONFERENCE



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OVERVIEW

More than 100 majors, minors, or certificates were added in 2009 in energy and sustainability-focused programs at colleges nationwide, but many colleges are hesitating, uncertain whether green jobs will in fact become available for their students. Join us online for this two-part series on how to assess whether a green jobs program is right for your campus.

In the first part you will learn:

- What opportunities are emerging for higher education in environmental/sustainability areas
- How existing programs can be "greened."

In the second part you will:

- Explore techniques for assessing your local/regional market for needs/trends
- Learn how to gauge the level of interest in your market
- Understand how to report your findings and move forward in program development

WHO SHOULD ATTEND

Adult and continuing education program managers who have an interest in starting programming in the sustainability or green jobs area will learn how to identify and take advantage of new opportunities in green jobs programming.

INSTRUCTORS



Susan Jennings, Director, Office of Campus and Community Sustainability, University of Massachusetts Dartmouth

In her current position Susan acts as an umbrella for many disparate sustainability initiatives on-campus and off, including research, teaching, and outreach. She acts as a connector between disciplines, campus offices, and community groups.

Susan also catalyzes multi-institutional and disciplinary projects on sustainability. Most recently, she co-founded and co-chairs the Southeastern Massachusetts Regional Council on Sustainability. Her green jobs experience includes chairing a regional weatherization working group, co-founding a regional Green Jobs Network, and facilitating the development of green jobs training in weatherization, energy auditing, and energy and carbon management.



Victoria Matthew, Director of Program Development, Continuing and Professional Education Division, University of Massachusetts Amherst

Victoria has a background in K-12, public, and private higher education, as well as in online teaching and learning. Her interest lies in creating innovative programming that meets the needs of diverse audiences.

Victoria has presented both locally and nationally on program innovation, transformational learning, and the educational uses of blogs and wikis.

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SESSION 1: WHAT OPPORTUNITIES EXIST?

FRIDAY, APRIL 23, 2010 :: 1:00 – 2:30 P.M. EDT

- Brief background
 - Where may sustainability/environmental jobs come from?
 - How to approach the disconnect between ready workers and ready jobs
- What are the possible roles for college/university programs?
 - Part of career pathways
 - Creating trainers/educators
 - Building regional and statewide leadership
 - Working with policy and workforce analysis
 - What are the trends for most immediate growth areas in sustainability/environmental jobs?
- What are some of the programs that already exist?

SESSION 2: HOW TO ASSESS YOUR MARKET

WEDNESDAY, APRIL 28, 2010 :: 1:00 – 2:30 P.M. EDT

- How can I research my local and regional market?
 - How can I analyze current course registrations to learn about student interest?
 - How can I find out who to talk with about local/regional green economic development?
 - How can I find online resources about jobs and job interest?
 - How can I find local experts to talk to about sustainability/environmental careers?
 - How can I identify my existing program base?
- How can I research my potential competition?
 - Where can I find out what sustainability/environmental programs are available locally and nationally?
 - What are other schools in my area doing and how can I work with them?
 - How do I identify program competition from private/community organizations?
- How can I report my findings?
 - How do I summarize my research findings?
 - How do I move forward from here?

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high speed internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you. Register online at www.academicimpressions.com

REGISTRATION FEES

Single Site Connection: Does "Green Jobs" Programming Make Sense for Your Campus?

- Both Sessions (BEST VALUE)** _____ \$550.00 USD
 One Session Only **Session One** **Session Two** _____ \$295.00 USD

Additional Site Connections: Fundraising Essentials: Making the Cold Call and the Ask _____ \$195.00 per session
Session One, Quantity: _____ Session Two, Quantity: _____

- Registrants receive a 50% discount on a CD recording of all sessions in this event. Please send me the CD _____ \$275.00 USD
 Can't attend the live sessions? Please send me a CD recording of this webcast _____ \$550.00 USD

Total amount enclosed or to be charged: \$ _____

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, *AASHE*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____
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(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____
Additional Contact Title _____ Additional Contact Email _____

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