



## **South Texas College McAllen, Texas Curriculum**

### **SCHOOL**

South Texas College (STC) is an academic institution that offers certificate, associate, and bachelor's programs to over 30,000 students. The college has five campuses supporting both Hidalgo and Starr counties. Three campuses (Pecan, Technology, and Nursing & Allied Health) are located in McAllen, Texas. One campus (Mid-Valley) is located in Weslaco, Texas. The final campus (Starr County) is located in Rio Grande City, Texas. STC is the only community college that offers three bachelor's degree programs.

### **ABSTRACT**

This project focused on promoting green careers and developing course material to be utilized in community colleges throughout South Texas. The material emphasizes the responsibility of business to consider its impact on the environment. The booklet developed takes a course BUSI-1301 and/or BMGT-1301 that is taught throughout the Texas Community College system and provides supplemental, environmentally focused material.

In October 2011, instructor Rosemond Moore along with 35 students from her BUSI-1301 and BMGT-1301 courses participated in the Green Living Festival over a two day period, during which they handed out pamphlets to citizens of McAllen to advance their knowledge of green careers and the green activities that businesses in the area have undertaken (see Green Living Presentation).

Rosemond A. Moore, Business Administration Instructor at South Texas College was the only faculty member involved. In the Fall 2011 semester there were 60 students between the BUSI-1301 and BMGT-1301 courses. In the Spring 2012 semester there were 18 students in the BUSI-1301 course. During a typical fall semester there are about 120 students enrolled among six sections of the BUSI-1301 course.

There were no additional partnerships in this project and no additional funding was provided.

There is a high labor demand in green industries due to the fact that South Texas has been identified as an area of the country with higher than average wind and solar energy potential.

### **GOALS AND OUTCOMES**

#### **Goals**

The goal of the project was to promote green careers and the impact that business can have on the environment through two key activities:

- Participate in the annual Green Living Festival in McAllen, TX

- Develop supplemental materials for the BUSI-1301 course that provide instructors with exercises, etc. that are environmentally focused
  - Provide instruction from the supplement to sections of the course in the Spring 2012 semester
  - Provide copies of the supplement to community colleges in South Texas, U.S.A.

### Accomplishments and Outcomes

- Participated the annual Green Living Festival in McAllen, TX in October 2011. 35 students from the BUSI-1301 and BMGT-1301 courses participated in handing out information and speaking to the public about green careers, green educational opportunities and green actions of local businesses. Article written and published at <http://news.southtexascollege.edu/?p=4796>
- Developed 11 chapter, 130 page supplemental business booklet that provides instructors with material, exercises, etc. that are environmentally focused. The material covered can be utilized in a typical 16 week course
- Provide instruction from the supplement to sections of the course in the Spring 2012 semester. Only assigned one section in Spring 2012, that was a “minimester.” Did not have the opportunity to present material in the classroom



The supplement, entitled “The Greening of Business,” contains eleven chapters of material, cases, exercises, and assignments. The supplement was mailed to 30 colleges and universities in South Texas in June 2012. It covers all material typically found in a sixteen week course. As students enter the job market, the course material provides them with knowledge about how to integrate environmental content into their work in areas such as Operations Management, Marketing, and Accounting.

### Challenges and Responses

My major challenge was time. Finding the time to research and pull together good supplemental material to all of the subject matter was difficult given the course load each semester (7 courses in both Fall 2011 and Spring 2012 semesters). The other challenge was that there was a lower than expected number of sections of the courses (BUSI-1301 in particular) assigned to me in the Fall and Spring.

### Campus Climate Action: Your School's On-Campus Sustainability Projects

This particular project did not have direct impact on sustainability initiatives on campus, but the video developed for the Green Living Festival involved an interview of the sustainability officer responsible for reducing energy on campus.

The supplemental booklet however, will have an indirect impact on those individuals that are exposed to the business subjects from an environmental perspective. Future business leaders exposed to this content will have better knowledge and understanding of how their actions and decisions ultimately impact their business and the environment.

### Commentary and Reflection

As I reflect on this experience and opportunity, I recognize that while environmental efforts and initiatives are not new, for many there is a lack of in-depth understanding of how they can contribute, how green careers are growing and what opportunities are available. There is not enough that can be done or said about how everyone's actions and decisions impact the environment.

The younger members of the public that we spoke with at the Green Living Festival had no idea that green careers such as Environmental Engineer or Solar Engineer existed. Educating the public about these opportunities and which colleges and universities offered degrees in these areas was invaluable. Many were surprised to hear that they could get degrees and certificates in environmental areas.

Many of the students that participated in providing the information left with newfound excitement and knowledge of the various environmental career opportunities. A few students that participated later used their experience to apply for other educational opportunities based on their service learning experience at the Green Living Festival. The process not only benefited the community, but also the students.

As the supplemental material is sent to the colleges and universities in South Texas, other students will be exposed to the material and gain an understanding of how they may use it as future business managers and leaders.

Another consideration was that if you are promoting action to better the environment, it is important to practice what you preach. As a result, when printing brochures and making the supplemental booklet, I was very aware that I needed to use paper for these items that was recycled and/or recyclable. The packaging and labels for mailing the booklets also should be "green," thus the labels used on the packaging were made with 100% post consumer content, they are recyclable, processed chlorine free, and printed using soy and vegetable-based inks. When conducting this type of project, thought should be given to the participant's impact on the environment as well.



## **ENGAGEMENT AND SUPPORT**

### **Leaders and Supporters**

*Grant Compliance Department*

**Dr. Luzelma Canales** – Dir. of Office of Grant Development, Accountability, & Mgmt. Services (Assistance in developing the original grant / approval by STC Officers & Board of Directors)

**Elibariki Nguma** – Grants / Contracts Compliance Officer (Appropriate protocol with grants)

**Olga E. Moran** – Grants / Contracts Compliance Specialist (Follow up, staying on schedule, etc.)

*Marketing & P.R. Department*

**Jenny Cummings** – Director of Public Relations & Marketing (Brainstorming and discussion on possible approaches to Green Living Festival)

**Helen Escobar** – Coordinator of Public Relations (Revised and published article on STC web page)

**Daniel Ramirez** – Assistant Director of Web & Creative Services (Developed video used in Green Living Festival)

**Luptia Castillo** – Marketing Technician (Help to identify and secure recycled promotion items for Green Living Festival and to place in supplemental booklets.)

### *Business & Administration Department*

**Mario Reyna** – Dean of Division of Business & Technology (Resources to assist)

**Daniel Montez** – Department Chair – Business Administration (Course assignment)

**Cynthia Sanchez** – Business Administration Instructor (Material development)

### *Other*

**Alberto Cortez** – Head of Energy Management Department (Interviewed for video used in Green Living Festival)

**Craig Dye** – Book Representative – Cengage (Contacts in South Texas to send supplemental book)

### **Funding and Resources**

There was no additional funding or resources provided.

### **Employer and Other School Partnerships**

The collaboration with other colleges in the area consists of the distribution of the supplemental business booklet to 30 colleges and universities in South Texas from San Antonio, TX south to Brownsville, TX.

### **Education and Community Outreach**

The participation in the Green Living festival involved community outreach.

### **CONTACT INFORMATION**

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### **MORE ABOUT YOUR SCHOOL**

#### **Campus Sustainability History**

Our Biology Club has taken the leadership role in promoting the environment and sustainability. They were the host of an Environment and Sustainability Conference (2011) that brought in six speakers to discuss how green initiatives impact the success of the community. The Biology Club annually participates in the Green Living Festival and discusses and promotes how water and wildlife conservation are important, and how the community can contribute.

The Continuing and Professional Education Program offered a course on eco-construction (2010) to build a more environmentally sustainable community one house at a time.

Green Courses have been integrated into the curriculum: Biology Department has Environmental Science Certificate offering with Environmental Biology course. The Architectural Drafting Department offers a Green Design course for building green into new homes.

Alberto Cortez is the head of the new Energy Management Department (July 2011). His focus is primarily on identification of ways to run operations more efficiently and to reduce waste.