

WAKE TECHNICAL COMMUNITY COLLEGE
Raleigh, North Carolina
Green Jobs

SCHOOL

Northern Wake Campus, Public, 2 year, 17,071 registered students, Raleigh, North Carolina.

ABSTRACT

Wake Technical Community College created the Green Symposium project to introduce students and community members to local green businesses and industries, and to enable individuals to become a part of the growing green workforce. This symposium is designed for lower-skilled adults and other non-traditional students who lack access to postsecondary training in energy conservation and renewable energy to find opportunities for employment and advancement in the building of a greener U.S. economy.

Specifically, the symposium gives students insight into new, locally-based fields in sustainability while building relationships and beginning dialogue with a variety of green businesses, from ethical coffee to ethical travel, from green building to green burial.

The class culminated in a job fair for over 30 attendees in June 2012. Seven faculty members worked on the project, five students attended the classes and ten local businesses presented throughout the course.

According to the green job bank there are 235 openings in North Carolina. North Carolina's green sector has expanded to 12,500 jobs, a 22 percent increase in the past year, a Raleigh trade group announced in its annual report. The N.C. Sustainable Energy Association said green jobs are available across private industry, nonprofits and government agencies in all 100 counties. Wake County leads the state in green jobs, with 128 organizations responding to the trade group's survey.

GOALS AND OUTCOMES

The goal of the symposium was to start interaction between green industries and Wake Technical Community College over the course of one semester. The goal was accomplished by students networking and establishing relationships with the 10 speakers from a varied group of organizations that partnered with us for these classes. Their diverse experience and expertise allowed us to address sustainability across a wide range of interests. The students were fascinated with the green concepts and applications. The impacts were eye opening for teachers and



students alike, looking at the world through “green eyes” and seeing how we can make a difference in our world daily.

Challenges and Responses

The challenge that our program faced was recruitment of students. Having more access to advertising and marketing funds will allow us to attract and maintain a larger base student population for programs, through green division of the college, in the future. Specifically, having more time to advertise the classes would greatly impact the number of students who attend in a positive way. A new marketing team is now available to assist green programs at Wake Tech and their assistance will be instrumental to increasing attendance for future events.

The scheduling of classes may not have had a positive impact on participation, as our classes were held on Friday evenings. In the future, we will schedule classes on weekday evenings, which we feel would have less of an impact on participant’s free-time and would therefore be a better option for students, which would lead to a higher number of participants.

Campus Climate Action: Your School’s On-Campus Sustainability Projects

Wake Tech’s Northern Wake Campus has recently had the distinction of being the first college campus in the nation to be certified all-LEED (Leadership in Energy and Environmental Design) by the U.S. Green Building Council. We have developed strong relationships with the sustainability effort at the Northern Wake Campus and they are aware of new green and eco-friendly programs being implemented on their behalf.

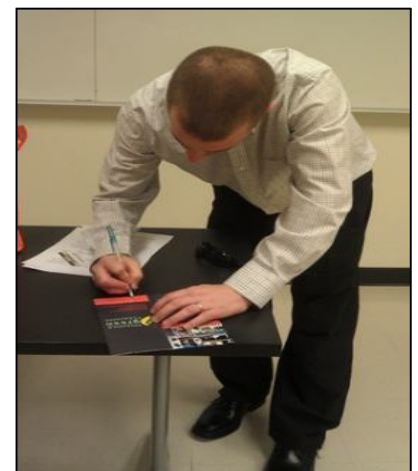
Commentary and Reflection

We chose a varied group of professionals that expressed passion and enthusiasm for their career choices, as evidenced by their presentations and their ideas about the future. Every student took home something they learned and realized they could make a difference in any future business path.

ENGAGEMENT AND SUPPORT

Leaders and Supporters

Dean Pamela Little led this project as the liaison for Wake Technical Community College. Lisa Marie Haywood was Coordinator, filling the teaching roll and contacting all the speakers and students. Supporters included Lynn Kavcsak and Tara Waters, who worked on the contracts and space to hold the classes on both campuses. Pat Taylor played a supporting role to our team by writing the contracts and developed flyers and marketing with Natalie Alford. Yolanda Clark processed the paperwork from each class into the schools system and Patty Robinson coordinated the job fair venue.



Funding and Resources

The funding came from Greenforce Initiative and provided us advancing Green Careers and Campuses to pay for the coordinator’s salary. The money also provided refreshments for the career fair.

Employer and Other School Partnerships

This project engaged local employers in our community and green based businesses with students. Each business spoke for 3 hours every other Friday evening. Many of the speakers brought tools of their trade and showed the class what opportunities we can expect to see in this industry.

Education and Community Outreach

We reached out to the community through social networking, such as Facebook, and through conventional methods, such as taking class flyers to public buildings and local organizations.

Contact Information

Dean Pamela Little – Main Campus of Wake Tech Continuing Education Department.

Phone: 919-866-5805

Email: pmlittle@waketech.edu

Lisa Marie Haywood – Owner of Appalachian Creative Designs

Phone: 919-621-8794

Email: appalachiancreativedesigns@gmail.com

MORE ABOUT YOUR SCHOOL

Wake Tech's Sustainability Mission Statement

At Wake Technical Community College, we understand that a healthy, sustainable society requires citizens who understand consequences and the balances among economic success, social equity and environmental conservation. Wake Tech Community College is therefore committed to promoting a culture of sustainability across its campuses and throughout our community.

We will accomplish this by:

- Preparing students to be engaged and responsible citizens by integrating sustainability topics, issues and applications into academics, career development and student life
- Promoting innovation, stewardship and leadership to transform sustainability principles and policies into effective practices
- Creating partnerships within the larger community that support sustainability principles, goals and practices
- Understanding and employing best practices in campus operations and services
- Acting as a clearinghouse for public education, outreach and resources

Educational Opportunities at Wake Tech

At Wake Tech, green jobs are clustered within Wake Tech's current training in traditional technology programs of plumbing, heating and cooling, construction, architecture, landscaping, environmental sciences, automotive technology, heavy equipment, and civil engineering. Green Classes are offered through either curriculum education or continuing education departments.

Curriculum Education (Earning Credit toward a Degree)

There are two main educational paths in the Curriculum Education at Wake Tech:



1. Gain the skills for employment with a two-year Associate of Applied Science degree, a one-year technical diploma, or a technical certificate. Or,
2. Earn a two-year Associate of Science or Associate of Science in Pre-Engineering degree and then transfer to a four-year college or university. This will allow you to earn a bachelor's degree in a green job-related degree program.

For more information on Curriculum Education training in green careers, contact the Wake Tech Dean of Sustainability, Butch Grove, at rhgrove@waketech.edu or 919-866-5244.

Continuing Education (non-degree, short-term training)

Wake Tech also offers many opportunities for short-term Continuing Education (non-credit) courses in green jobs and emerging technologies. Such as Solar Photovoltaic Installation, Solar Thermal Installation and Design, Residential Building Energy Analyst, Smart Home Technology, Green Automotive classes and more.

For more information on Wake Tech's Continuing Education training in green careers please visit: <http://www.waketech.edu/about-wake-tech/sustainability/short-term-training>.

Image Credit: Lisa Haywood