

**Wayne County Community College
Detroit, Michigan
Green Jobs**

SCHOOL

Wayne County Community College, corporate, 2-year, Detroit, Michigan.

ABSTRACT

“WCCCD - Emerging Industries Career Connections at the Eastern Campus” is the project title and the focus is to create a connection between green employers and green jobs trainees and students through a (a) **community awareness campaign** and (b) **major event** that will be a driver of local workforce partnerships, jobs connector to meet emerging workforce needs, creator of opportunities for advancement and promote a diverse green workforce that engages lower-skilled adults throughout their working lives.

GOALS AND OUTCOMES

Goals

The **project** will focus on the following careers:

- GREEN JOBS [ENERGY EFFICIENCY; ALTERNATIVE ENERGY]
- HEALTHCARE IT
- FILM PRODUCTION TECHNICIAN
- HOSPITALITY/RETAIL MANAGEMENT
- ADVANCED AUTOMOTIVE TECHNOLOGY [CNC; WELDING;HVAC]
- IT/COMPUTER INFORMATION SYSTEMS

a. The project will include a **community awareness campaign** to engage students, the community and green jobs training participants through:

<ul style="list-style-type: none"> • New campus signage • Green displays • Green Career Maps & Brochures 	<ul style="list-style-type: none"> • Green Jobs Fact Sheets • Sustainability Updates 	<ul style="list-style-type: none"> • Community Green News • Green Incentives
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b. The **event** will be a two day Green Jobs Connector and Career Fair open to high school students, community residents, and green jobs training participants, other campuses, community college partners and employers. The two day event will target 500 participants and will feature:

Day 1	Day 2	High School Component
<ul style="list-style-type: none"> • Green Awareness Day 	<ul style="list-style-type: none"> • Green Job Career Fair 	<ul style="list-style-type: none"> • Career Counseling

<ul style="list-style-type: none"> • Career Counseling • Green Employer HR Roundtable – Panel I • Soft Skills Training • Mock Interviews • Resume Preparation 	<ul style="list-style-type: none"> • Job Interviews • Green Employer HR Roundtable – Panel II • Entrepreneurship Seminars 	<ul style="list-style-type: none"> • Summer Internships • Green Volunteers • Parenting Sessions • Hands on Demonstrations
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Both the campaign and major event are important to raising the college's visibility as a source for green jobs training and education and increasing access and success for lower-skilled adults to green career pathways leading to postsecondary credentials and family sustaining careers. The event will also help with recruiting and researching green employers in the region, their skill needs, hiring and growth plans, and opportunities for joint curriculum development, engaging them in roundtables or other collaborative efforts. Their input and participation will enhance the CC's unique stimulus funded green jobs training program {Regional Energy Efficiency Partnership Training Program} that is among the most comprehensive in the Southeast region.

A part of the campus preparation for the campaign and event will be to develop unique signage using the campus as a "learning laboratory" for green awareness which may motivate community residents, students and guests to learn more about the green jobs programs, sustainability and other Greenforce initiatives. We will also develop appropriate green "career maps" to communicate these opportunities, and the skills employers need, to lower-skilled adults. These efforts connect to the Greenforce Initiatives goals especially those of increasing access and success for lower-skilled adults which represent a large part of the community surrounding the Corporate College at the Eastern Campus.

Campus Climate Action: Your School's Carbon Footprint

WCCCD is a collaborative partner to one of the largest "green jobs" training initiatives in the state of Michigan with responsibility for preparing 340 adult participants for jobs in the emerging energy efficiency industry. Participants are prepared for careers in weatherization, construction, deconstruction, recycling, retrofit, remediation, energy auditing and entry into the labor delivered Residential Wireman pre apprenticeship program. We are also part of the planned *Green Skills Alliance* of the Detroit Regional Workforce Fund whose focus is on [business development in] the emerging energy efficiency retrofit sector in Southeastern Michigan to make it easier for green businesses to locate recruitment, training, and retention resources that are responsive to the needs of alliance employers. As the region suffers from the highest unemployment in the nation, this unique partnership brings resources and networks dedicated to creating sustainable family wage income jobs for local residents in energy efficiency and alternative energy.

ENGAGEMENT AND SUPPORT

Project Partners

- a. Mark Lang, Provost, ECCC Entrepreneurial Resource Institute
- b. Shawna Forbes, Chancellor, WCCCD Workforce Development & Continuing Education
- c. Glenda Magarrell, Project Director, SER Metro Jobs for Progress, Inc.
[Recruiting/Support/Employer Engagement]

- d. Guy Williams, President/CEO, Detroiters Working for Environmental Justice, Inc.
[Recruiting/Support/Employer Engagement]
- e. Jay Miller, WellHome, [Employer Participation]
- f. Dwight Hawks, PSI/Hawks and Associates, [Employer Participation]
- g. Detroit Regional Workforce Fund/Green Skills Alliance [Support/Employer Engagement]

Funding and Resources

This project received a Greenforce Initiatives grant.

Education and Community Outreach

Current and future students and community residents will benefit from the **community awareness campaign** which will provide exposure for our green jobs programs and sustainability services and programs

CONTACT INFORMATION

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MORE ABOUT YOUR SCHOOL

Campus Sustainability History

The Eastern Campus is located on Conner Road adjacent to I-94, and encompasses Detroit's East side and Northend, the five Gross Pointes and the cities of Hamtramck and Harper Woods. The region is also served by the Gross Pointe/Harper Woods Campus Center and several off-site locations in Detroit and Hamtramck. There are more than 19 certificate and 29 degree programs for students to choose from and the campus serves over 15,000 individuals and students each year in academic, continuing education, customized training and community events and courses.

Significantly, in June 2009 the Eastern Campus was transformed into a Corporate College (CC) under the leadership of Dr. Curtis L. Ivery, Chancellor whose vision is to establish a relevant, sustainable corporate college that is a solution for the community's workforce development, career transformation and corporate training service needs. Current CC programs include corporate training; workforce training; professional development; small business incubation/entrepreneurship; conference facilities; green jobs initiatives; community development among other components.

During the past two years, the CC has expanded its programs and undergone a significant physical transformation. This has involved extensive interior and exterior improvements including the installation of a state of the art CNC lab, Film Technician Production Lab, and launch of several emerging industry

technical training programs such as “green Jobs,” “geothermal” and “Health Information Technology” aimed at preparing hundreds of workers for future careers in energy efficiency and EHR.