



# Green Economy Workforce Study

## Central Valley Region



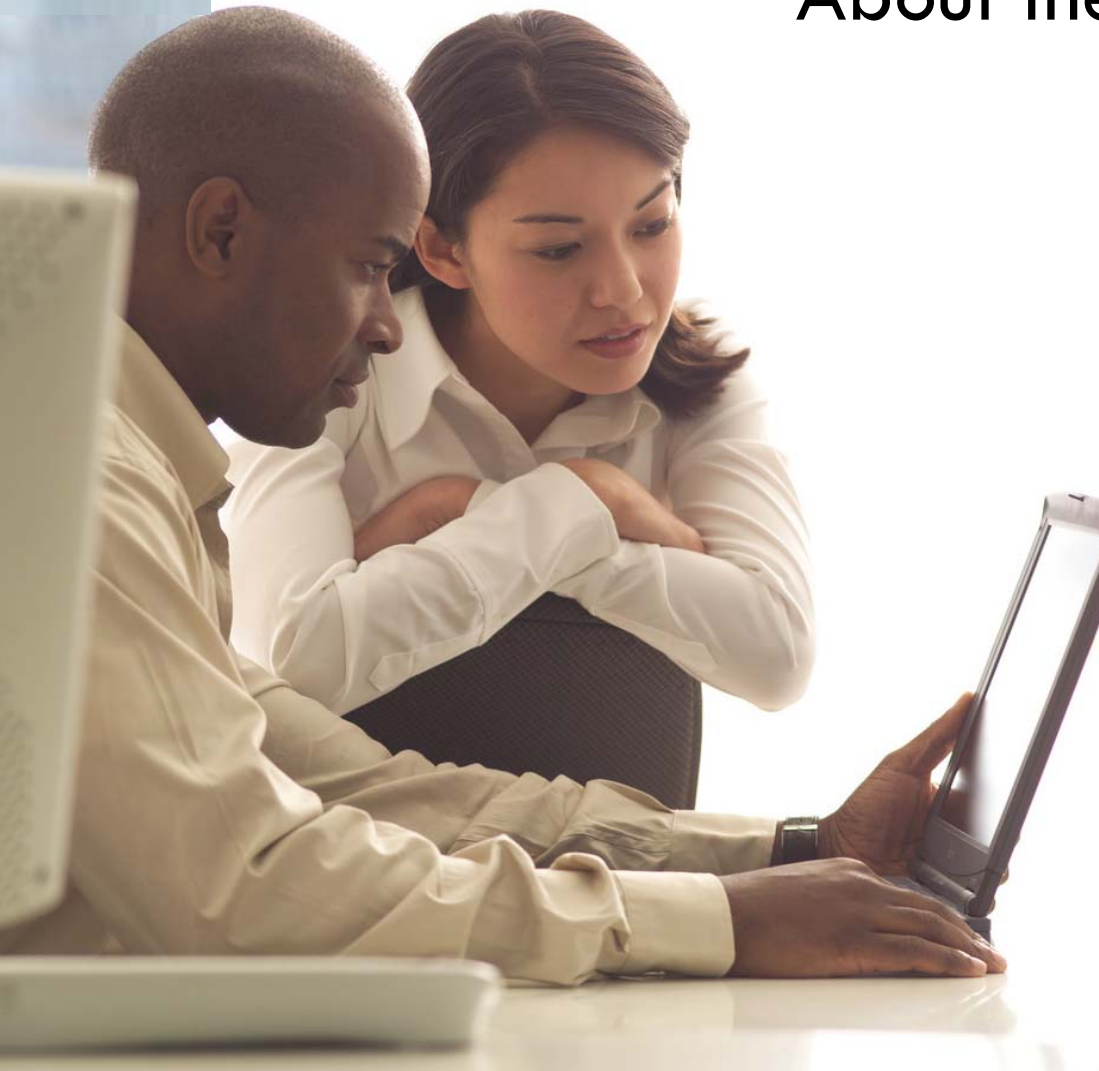
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Inform Connect Advance

# Today's Presentation

Introduction/Housekeeping  
About the Centers of Excellence  
Summary of Research  
Key Findings  
Regional Discussion  
Statewide Project  
Questions & Answers



# Housekeeping



- Conference line: (888) 886-3951
- Passcode: 503447
- Audio will be muted during the presentation.
- Please send questions to the moderators using the chat window.



# Today's Presentation

Introduction/Housekeeping

**About the Centers of Excellence**

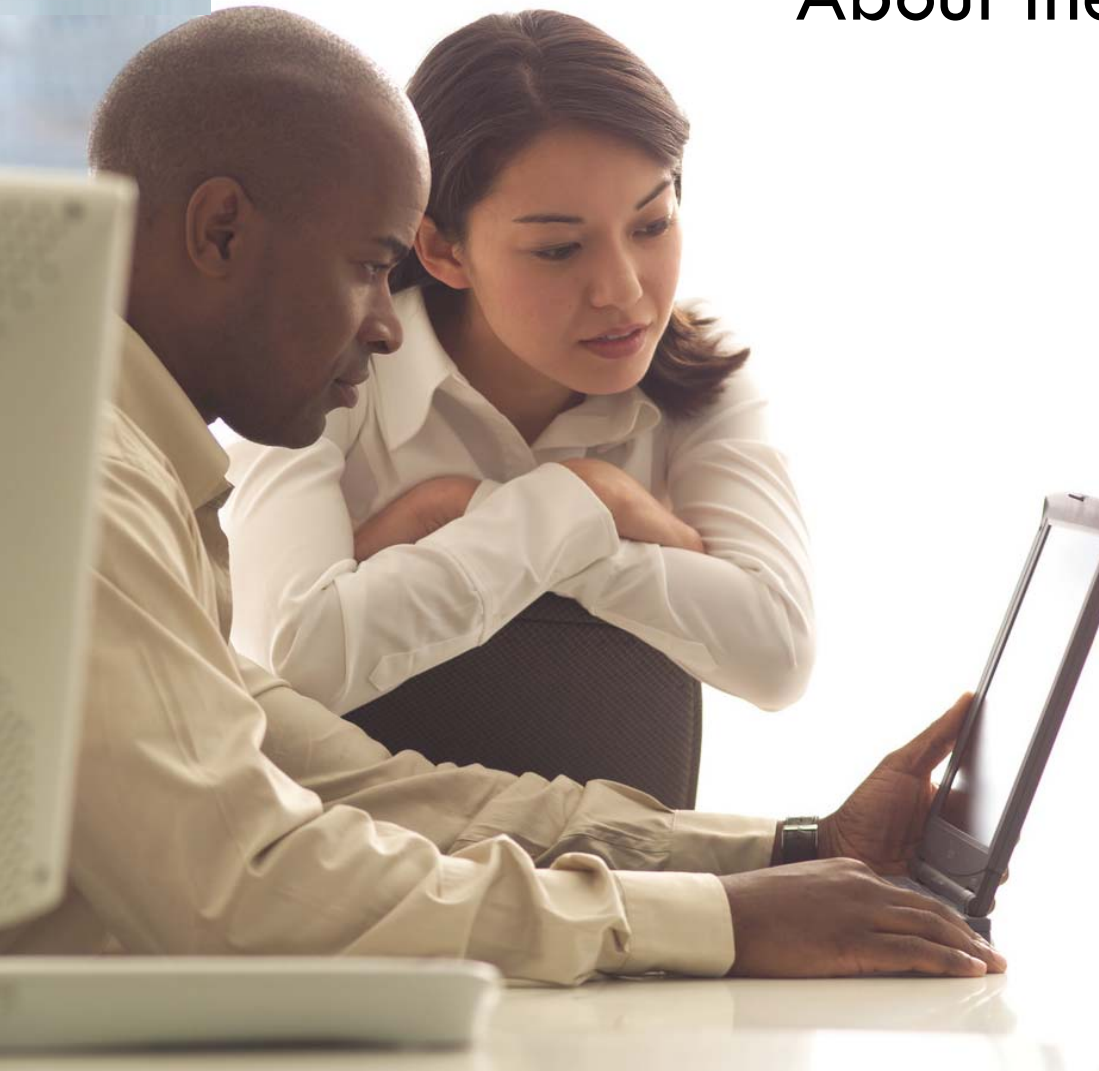
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# Centers of Excellence

## Mission



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The Centers of Excellence, in partnership with business and industry, deliver regional workforce research customized for community college decision making and resource development.



# 10 Regional Centers of Excellence



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- San Francisco Bay
- Greater Silicon Valley
- Los Angeles County (2)
- Orange County
- Inland Empire
- San Diego & Imperial
- Central Valley
- South Central
- Far North & Greater Sacramento



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# Green Workforce Study: Research Objectives

- Identify the industries that are expected to be the most impacted by the developing green economy
- Identify the key green workforce needs and occupations that are most relevant to the industries and community colleges
- Identify employer challenges



# Green Economy Profile: Central Valley Region



Five industries in the region most likely to be connected to the green economy:



- Engineering & Environmental Services
- Building and Design Services
- Public Administration Agencies
- Agriculture
- Energy Production & Utilities



# Green Workforce Study: Methodology



- Extensive literature review
- Surveyed regional employers in the five identified industry clusters
- Extrapolated existing labor market data
- Industry validation
- Keep a ‘broad’ focus



# Green Workforce Study: Methodology



- What is a ‘green’ firm?
  - **Green firms** in the research were defined as “businesses that are making money off of providing products or services that use resources more efficiently, provide alternative sources of energy or lower or minimize greenhouse gas emissions.”



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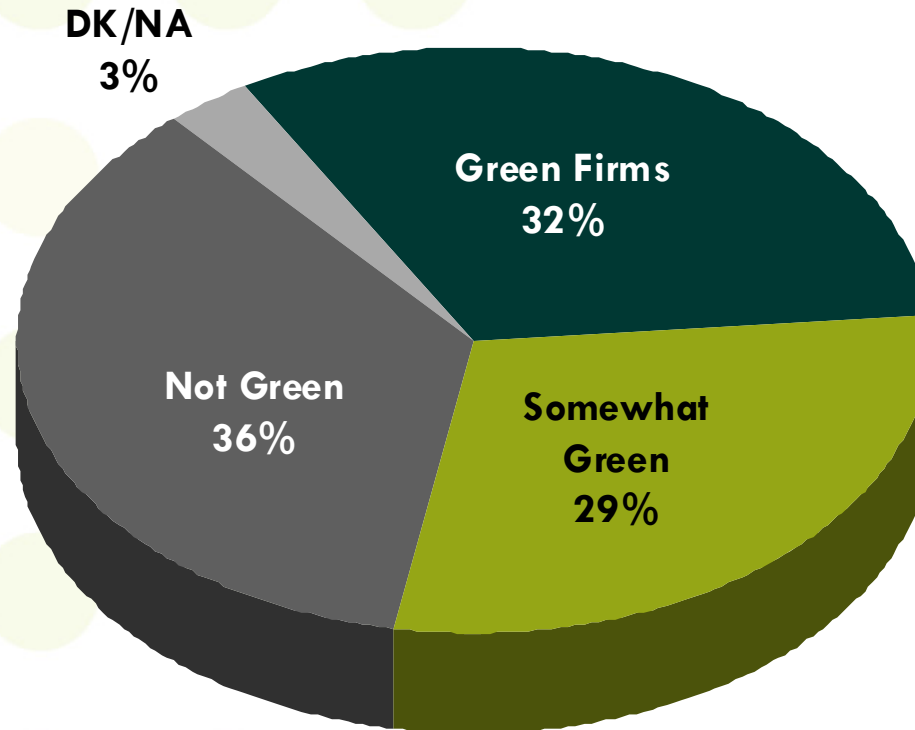
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# Green Employers: Survey Results

- 32% of regional businesses identified themselves as a green firm



# Green Employers: Survey Results



- 71% of employers have some degree of difficulty recruiting experienced employees with adequate skills and work experience.
- More than half of businesses have difficulty retaining valuable employees who could be hired by competitors.
- 46% of employers are interested in the community colleges providing on-site customized training for current employees.



# Green Employers: Current Workforce

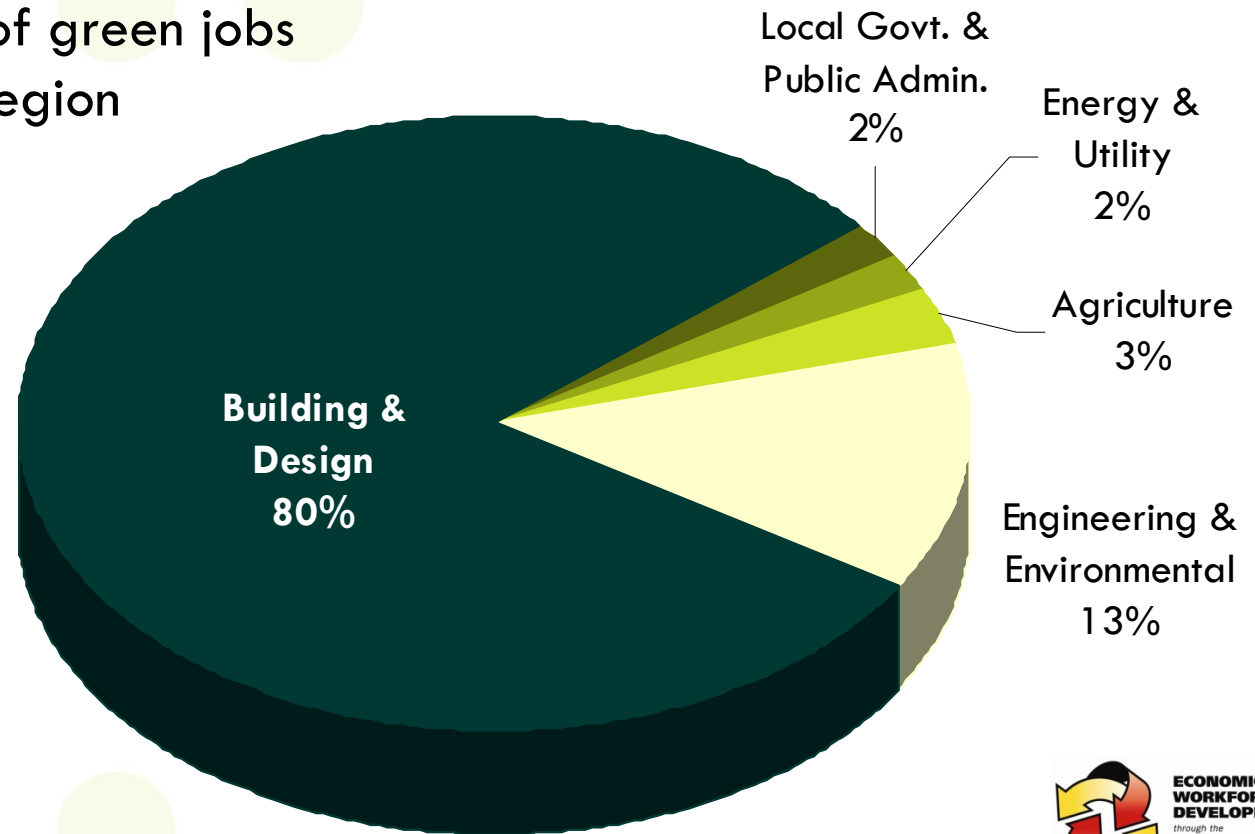


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- Building & design services comprise 80% of green jobs in the Central Region



# Green Industries: Current Workforce

- The study identified over 3,500 green firms and over 28,000 green jobs in the Central Valley in the identified industry sectors.
- Building and Design services have the largest number of green jobs (19,614 jobs)
- Energy and Utility services have the smallest number of green jobs (825);
- According to the CPUC, 45% of the energy and utility workforce in CA will be eligible for retirement in the next five years



# Green Workforce: Employer Challenges

Recruiting experienced employees with adequate skills & work experience



Retaining valuable employees who could be hired by competitors



Recruiting entry level employees with appropriate training and education



Providing training opportunities for advancement of current employees



■ Great difficulty  
■ Some difficulty

0%

100%

# Summary of Findings: Top Employment Opportunities

- Renewable energy training programs
- Green engineering technician programs
- Environmental policy (planners)



# Recommendations



- **It would be beneficial for colleges in the region to embed green curriculum throughout all courses**
  - If existing degree and certificate programs had a ‘green thread’ throughout the program, students would begin to understand and value the green economy.
- **There are few specific new programs for green that need to be created**
  - Jobs that may require specific programs are the technician level jobs for specific trades (i.e., wind, solar, geothermal).
  - Employers do see a value in all employees having a base understanding of what green is and the value behind it.
- **Safety is an issue**
  - Many of the jobs in the green economy require safety training beyond industry standards. This is particularly true in the renewable energy sector.



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# Regional Discussion



- Keith Griffith
  - Senior Manager for Education, The Alliance



# Regional Discussion



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1. Can you briefly explain the Alliance and what your role is, particularly in the efforts of 'green' economic and workforce development?



# Regional Discussion



2. Can you give an example of how you are working in the Central Region in the area of green workforce education with:

- SJ Partnership
- Local WIBs
- Education (K-12 and CC)



# Regional Discussion



3. What are the top 3 challenges in developing green programs?



# Regional Discussion



4. What are the most critical areas of workforce needs that community colleges in the region can address?



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# Green Study: California



- **Phase I:** Provide a research-based framework to assist Community College administrators and faculty in studying what “green” is in terms of industries, occupations, and educational programs.
- **Phase II:** Collecting primary data to qualify existing and near-future labor market opportunities in green sectors and industries and identify possible gaps between demand and supply of prepared workforce.



# Statewide Study: Phase 1 Process



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# Wrap-Up

- Upcoming scans:
  - Wind (May 2009)
  - Green Overview: California (April 2009)
  - Energy Efficiency (July 2009)



# Thank You!

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