

# **Green Jobs Training: Funding, Implementing, and Collaborating**

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**Prepared for the  
U.S. Department of Labor, Women's Bureau  
by Public Policy Associates, Incorporated  
and Wider Opportunities for Women**

# Opening Remarks

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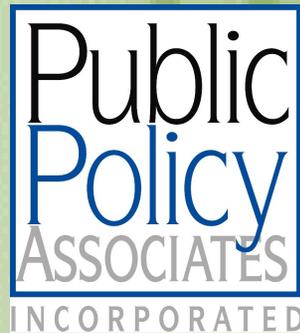


# Setting the Stage

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Project Manager

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# **U.S. Department of Labor**

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Workforce Analyst

Employment and Training Administration,  
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# “Greening” of Occupations

- Green Growth Occupations:
  - 🌱 Increase in the employment demand for an existing occupation
- Green Enhanced Occupations:
  - 🌱 Significant changes in work and worker requirements
- Green New and Emerging Occupations:
  - 🌱 New, unique work and workers requirements from green economic activities

***For the O\*NET report, see:***

***<http://www.onetcenter.org/reports/Green.html>***

***For the latest BLS information on  
measuring green jobs, see:***

***<http://www.bls.gov/green>***



## ETA Investments in Green

- In December 2009 and January 2010, ETA awarded 189 grants totaling nearly \$500 million to support training and research in green jobs
- Five separate grant programs:
  - State Labor Market Information (LMI) Improvement Grants
  - Energy Training Partnership Grants
  - Pathways Out of Poverty Grants
  - State Sector Training Grants
  - Green Capacity Building Grants
- Investments focus on career pathways and the attainment of industry-recognized, portable credentials



## Example Grantee: *Grand Rapids Community College*

- *Pathways Out of Poverty Grant*: \$4 million for the Green Pathways Job Opportunity Program in Grand Rapids, MI
- Implementing coordinated and integrated processes for providing assessments, support services, job placement, and retention services
- Engaging employers in the development of curriculum, customized training, apprenticeships, internships, and employment opportunities
- Partners include: Women's Resource Center, Michigan Works!, Goodwill Industries of Greater Grand Rapids, Literacy Center of West MI, and Manpower



## Example Grantee:

### *International Transportation Learning Center*

- *Energy Training Partnership Grant*: \$5 million for national Transit Green Jobs Partnership project serving Ohio, New York, New Jersey, and Utah
- Using a national transit training system (which includes standards, apprenticeships, and certifications) to design or enhance programs at partner sites
- Led by a national labor-management nonprofit, with partners including: local and regional transit authorities, local unions, the Consortium for Worker Education, and Nontraditional Employment for Women, and local affiliates of the National Fund for Workforce Development



# “Greening” of the Workforce Investment System

- Through Green Capacity Building Grants and other efforts, ETA is working to “green” its programs
- For example, YouthBuild is focusing on new green skills:
  - Weatherization specialties
  - Solar installation or prep
  - Optimum Value Engineering (OVE) framing
  - Water conservation
  - Land restoration
- The workforce system is transitioning to support green job opportunities for its customers as well, and ETA facilitates this through providing technical assistance



# Future Funding Opportunities

- Green Jobs Innovation Fund
  - \$40 million in FY10 budget, to be awarded by June 2011
  - Designed to complement the competitive grant awards made through the Recovery Act
  - Will focus on strategies to help workers access green training and green career pathways, including pre-apprenticeship, registered apprenticeship, and innovative partnerships between community-based organizations and the public workforce system



## Future Funding Opportunities *(continued)*

- Career Pathways Innovation Fund

- \$125 million in FY10 budget, to be awarded by June 2011
- Continues the support for community colleges provided by the Community-Based Job Training Grants
- Grants will be awarded to community colleges and consortia of community colleges developing or expanding career pathway programs in partnership with education and training providers, employers, and the workforce investment system
- \$65 million reserved for health care projects



# Vermont Works for Women

**Tiffany Bluemle**

Executive Director

Vermont Works for Women



## VWW: Mission and Work

- Vocational training in nontraditional fields
- Supported employment opportunities for women with particular barriers to employment
- Education programs for girls that develop self-confidence, promote career awareness, and boost girls' participation in trades and technical programs



# Moving Women into Green Careers

- Incorporating green skills into girls' programming
- Weaving green construction education and skills-building into trades training
  -  Modular home program for incarcerated women, Step Up to Green Carpentry
- *FRESH Energy*: On-the-job training program for women focused on weatherization and solar tracker installation



# FRESH Energy

- Weatherization (air sealing, light carpentry, insulation installation, and window replacement)
- Energy audits and consults
- Solar tracker installation



## FRESH Energy: *Impetus*

- Sustainable training
- Intensive and broad-based experience that strikes a balance between training and production
- Cross-training opportunities (tracker installation and weatherization)
- Low capitalization = greater opportunity for women to grow into small business owners



## The First Ten Months

- Installed 39 solar tracker units
- Air sealed 63 units of mixed income housing as subcontractor
- Ongoing subcontractor to state's leading Community Action weatherization program
- Private weatherization jobs
- Energy audits for affordable housing agencies



# Certifications

- State's first registered apprenticeship for Weatherization Installer and Technician (2000 hours)
- BPI-Certified, Lead Technician
  - Building Envelope Professional; Building Analyst Professional; Heating Professional
- EPA Lead RRP (Lead renovator, remodeler, and painter), all crew



## Critical Components: *Strategic Partnerships*

- Access to bigger projects (and better training opportunities)
- Mentoring in technical and back office skills
- Trainees exposed to range of employers and worksites
- **Win-Win-Win**: environmental stewardship; reduction in utility bills for low-income Vermonters; and job creation



## *In Three Years*

- Self-funded
- Two crews operating in the northern and southern regions of the state, employing a total of ten women
- Preferred provider or subcontractor for state housing agencies and community action weatherization programs
- *Balance of work:* Energy audits, weatherization, and solar tracker installs
- 80 percent retention rate in field
- Some graduates will pursue self-employment



# Changing the Face of Green Jobs Will Require...

- Funding meaningful, intensive career education, and exploration activities for children in grades K-12
- Funding pre-apprenticeship training opportunities for women at levels that will make a difference
- Supporting retention activities



# Changing the Face of Green Jobs Will Require... *(continued)*

- A shift in cultural attitudes that have devalued trades and technical and careers
- Shifting the debate from equity to economic development
- Male champions for whom this is a priority



# Minnesota Renewable Energy Marketplace

**Teresa Kittridge**

Executive Director

Minnesota Renewable Energy Marketplace



## Our Mission

*To develop regional talent and businesses, boost innovation, and support the cultivation of new technologies, in order to achieve a competitive advantage in the global economy*



## Our Key Goal

- To achieve long-term sustainable economic vitality and compete in a global economy through the retention, creation, and attraction of an educated and skilled workforce.



# Focus on Renewable Energy



# MNREM Development

- Originated from sector strategy
- Support the rural region in the transformation from traditional agriculture resource and industrial-based economic model to a knowledge-based economy
- Encourage workers to stay in the region
- Bring new workers into the region
- Develop a skilled workforce for the renewable/alternative energy industry

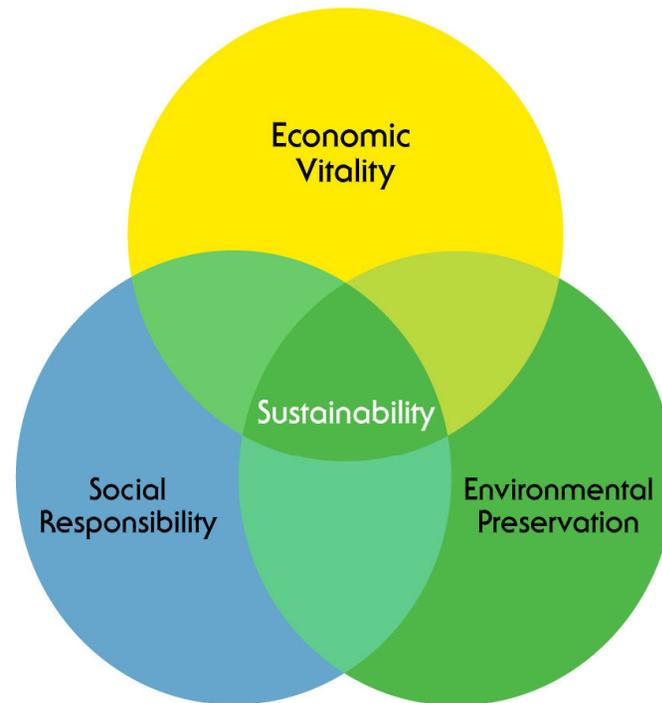


## *So how did we do this?*

- Built upon the wealth of creative and innovative ideas in the region
- Drove collaborative efforts with WIRED investments, which resulted in business, workforce, economic development, and educational stakeholders to develop and implement new methods of talent development
- Our leadership board



# TRIPLE BOTTOM LINE LEADERSHIP

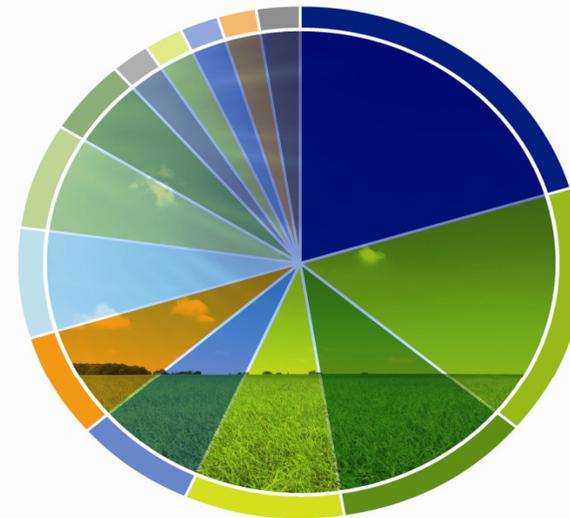


# Summary of All Projects Funded

## MNREM Funded Projects

\$3.3 MILLION OF MNREM FUNDED PROJECTS

- Curriculum development
- Youth/adult career awareness
- Tuition support
- Skills training - renewable energy
- Energy-efficient housing
- Teacher training/mentorships
- Incumbent worker training
- Youth/adult internships
- Leadership training
- Entrepreneurship
- High school-based ethanol production facility
- Wind energy technician program
- Energy careers website/electronic magazine
- Pre-employment energy academy



Cultivating talent  
education and innovation



# Success Story

## WDI – Workforce Development Inc. Renewable Energy Academies

Becky Thofson  
Industrial Sectors Projects Manager  
Workforce Development, Inc.



## MNREM Moving Forward

- 501c3 and IFC
- Statewide Board
  - Private/Public/Philanthropic
- Current program of work:
  - DEED Strategic Doing
  - MESP, MN Energy Sector partnership
  - Blandin, Intelligent Rural Communities
  - Blue Green Alliance
- Continue to build out portfolio



## MNREM Moving Forward

- Collaborate with like-minded organizations
- Communicating MN R/E stories
- Demand meaningful engagement between private sector and education
- Build out sector strategies
- Industry engagement to better inform policy-makers
- Rural/Urban energy demonstration
- Energy clearing house



# Question and Answer Period





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