

Going Green: **Ensuring Success for Green Job Training Programs and Participants**

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The Heldrich Center for Workforce Development at Rutgers University

Founded in 1997, the Heldrich Center is a leading university-based research center focused on workforce development issues.

- Expertise includes:
 - Industry-based projects
 - Regional workforce and economic analysis
 - Real world solutions
- Over 300+ interviews with employers, dozens of focus groups, surveys



What are “Green Jobs” and Will They Really Grow?



What Do You Think?



What are “Green Jobs”?

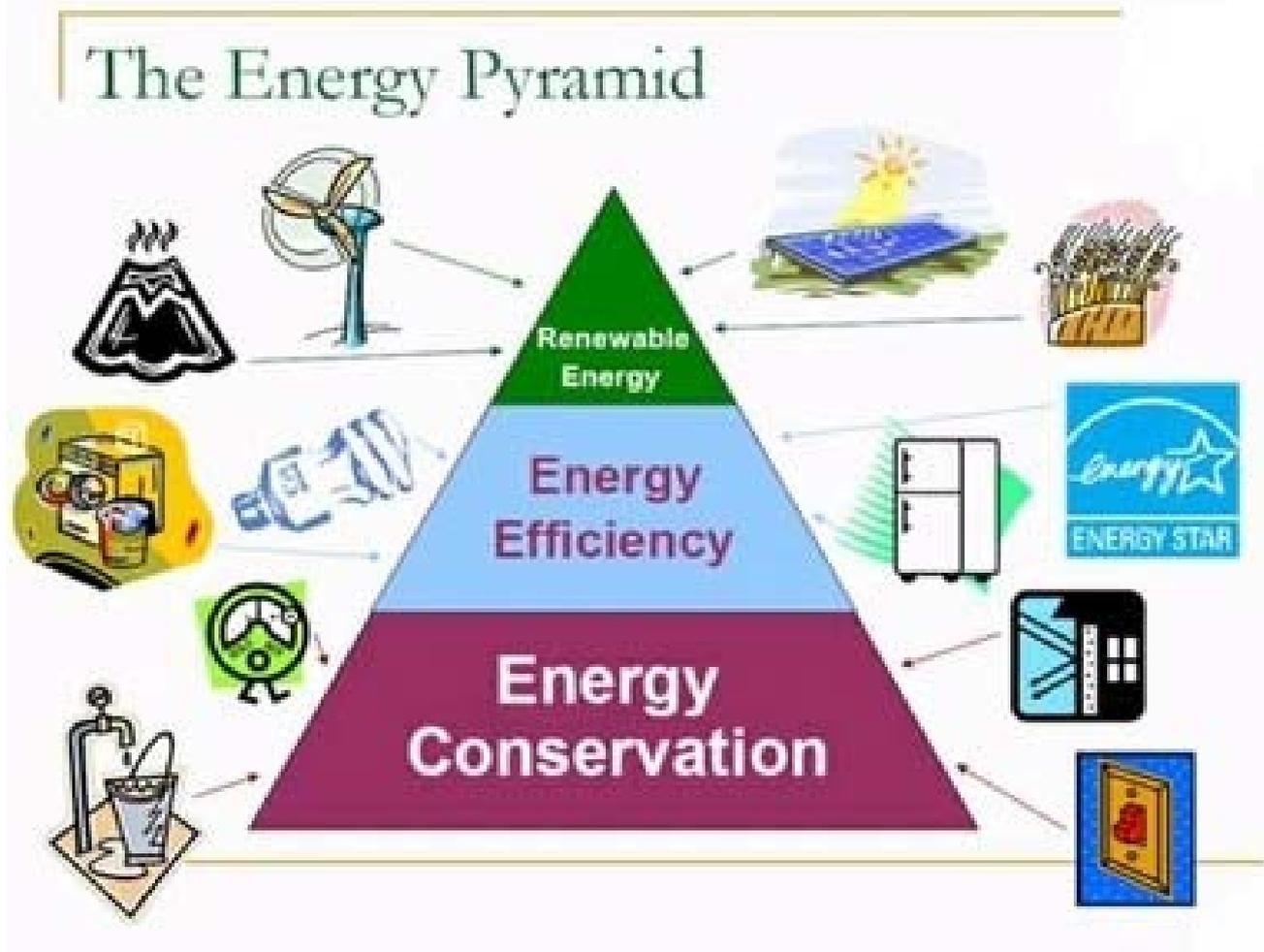
- No standard definition
- Most not new jobs, but **traditional jobs** with a “green” focus

A Better Question: Which Green Jobs Are Likely to Have Job Openings?

- **Energy** sectors have high growth potential

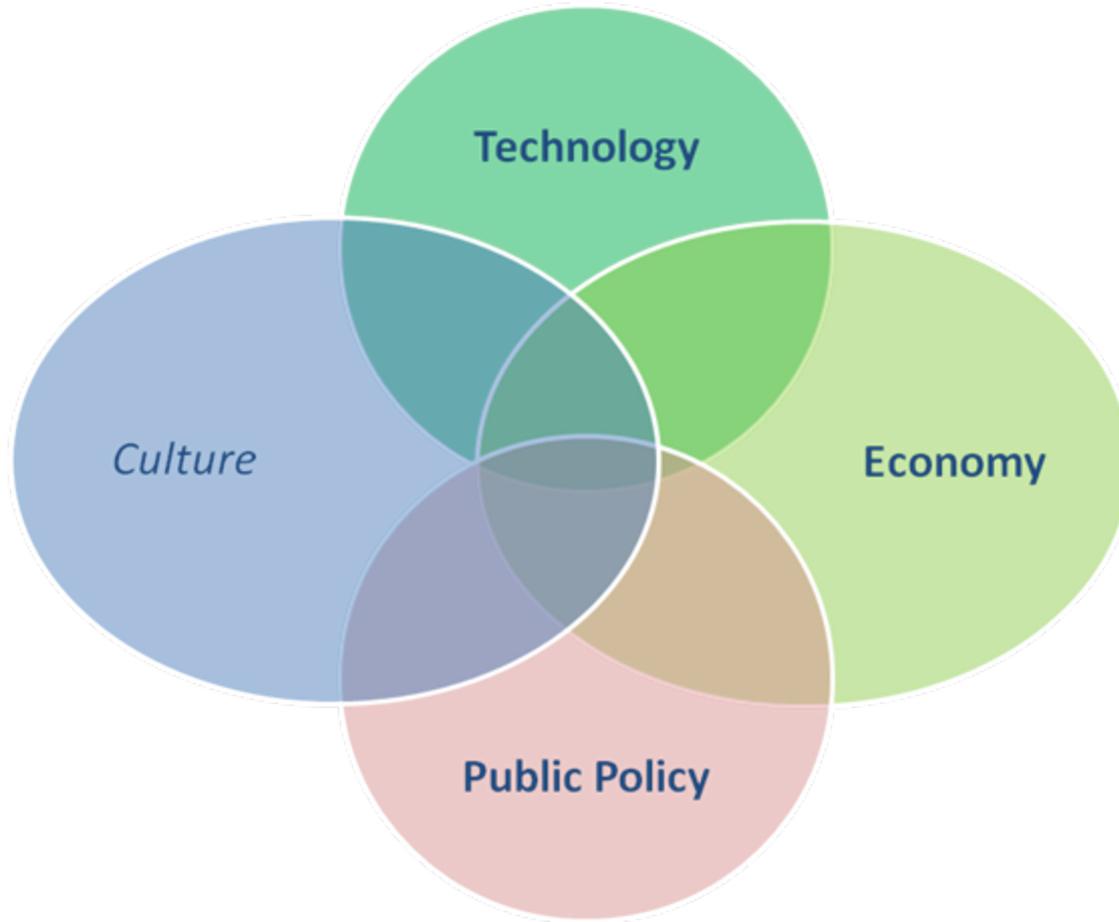


Defining the RE/EE Sectors





RE/EE Green Job Growth Drivers



Policy Affects Job Growth

Example: NJ Energy Master Plan Goals

Energy reduction of 20% by 2020



Jobs: Construction, energy auditors & raters

Employers: Utilities and subcontractors

EE Building codes – 30% more efficient



Jobs: Construction, architecture

Employers: Developers, contractors, architecture firms

Reduce peak demand by 2020

- Install “smart meters”



Jobs: Installation

Employers: Utilities (internal job for re-trained workers)

Solar - 2,120 GWh by 2020

- 60,000 installations



Jobs: Roofers, plumbers, piperfitters, contractors

Employers: Utilities and subcontractors

Common “Green” Job Categories

Construction, Installation, Repair, and Maintenance

Skilled trades workers and laborers

Building auditors and raters

Facilities management

Architecture, Engineering, and Project Management

High-skill design, engineering, project mgt.

Manufacturing

Production of RE/EE products and parts

Research and Development

Basic research, testing and development of new RE/EE products and technologies.

Business

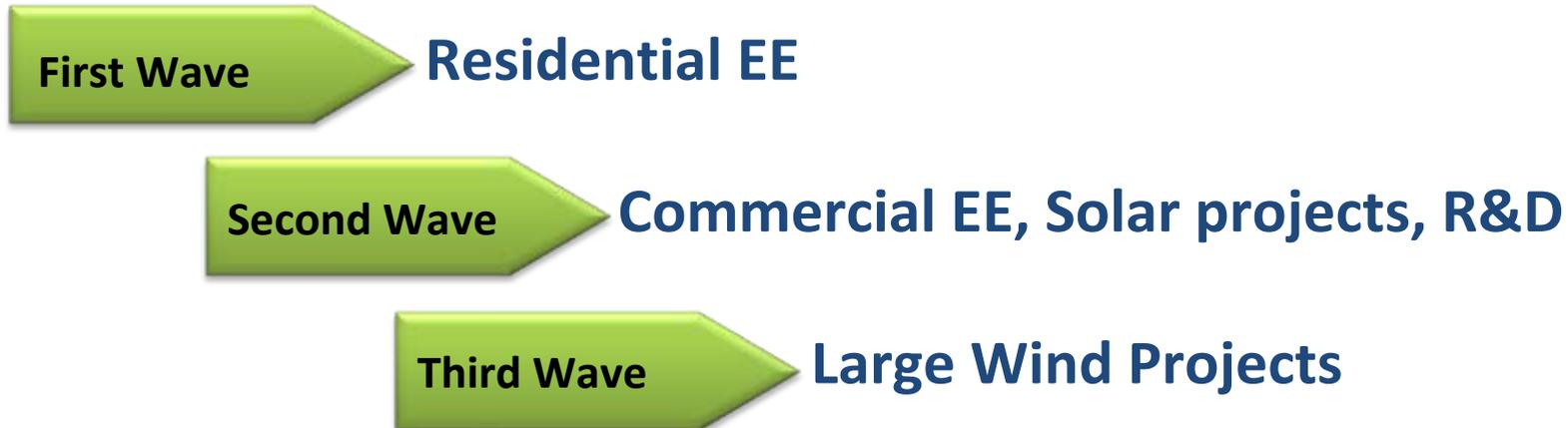
Administration

Financial/Sales/Marketing

Information Technology

Carbon/SREC trading

When Will The Jobs Be Here?



What Skills and Credentials are Important for Green Jobs

- Because green jobs are traditional jobs, employers care first about **traditional job skills** (electrician, insulator, carpenter, engineer)
- A **green credential** is sometimes, but not always, required
- **Multiple competing green credentials exist** – reflects the state of standards-setting in EE and RE industries.
- Employers and, increasingly, government agencies, set standards for credentials, which can **vary from region to region.**

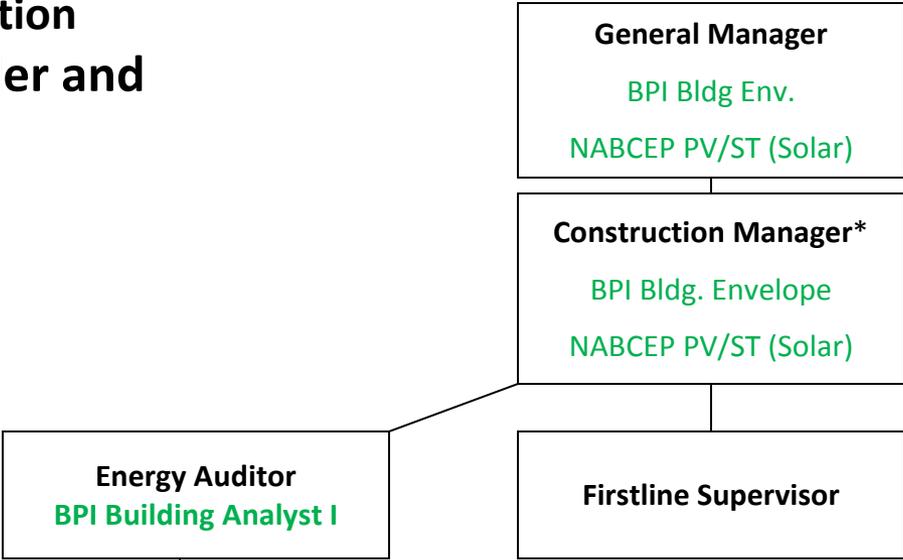


Energy Efficiency – Building & Installation & Residential Construction Green Career Ladder and Key Credentials

Potential Training Requirements

Cost Estimator
NABCEP CK

Retail Sales
NABCEP CK



LEED AP, Green Advantage Residential
Degree + Exp

LEED AP, Green Advantage Residential
Degree

LEED GA or AP, Green Advantage Residential
Work experience

Sheet metal worker

Plumber

Insulator
IAHFI

HVAC Tech*
BPI AC/
NATE HVAC

Carpenter

Electrician/
Solar Installer
NABCEP CK, ST, PV

LEED GA, Green Advantage Residential
Moderate to long term OJT

Insulator/
Auditor Helper
Auditor Asst. training

Carpenter Helper

Electrician Helper

LEED GA, Green Advantage Residential
Short-term OJT

Construction Laborers, other laborers

LEED GA, Green Advantage Residential
Short-term OJT

Basic skills

What Are the Markers of a High Quality Green Job Training Program?





High Quality Green Job Training Indicators

Responsive to Labor Demand

Priority#1: Program is Demand-Driven, not Supply-Driven

- Credentials are valued by employers in the region and comply with existing and planned government requirements
 - Use data and experts to understand job market as it evolves.
- Non-duplicative of similar programs
- Where possible, credentials are standardized and portable
- Strong partnerships with hiring employers*
 - *Due to competition from experienced industry professionals, THIS IS VITAL for programs training workers with limited skills/No experience.

High Quality Green Job Training Indicators: **Focused on The Basics**

Priority#2: Program Ensures Trainees Obtain Traditional Jobs Skill + Green Skill

- **Provide core job skill training to jobseekers with little or no construction or mfg. experience or training**
- **Make pre-requisites for “green layer” credential training clear**
- **Testing or other means used to verify pre-requisite skills**
- **Next steps for more advanced training are clear**

High Quality Green Job Training Indicators: Tied to a Career Pathway

Priority#3: Program prepares workers for “Next Step” on the training ladder

- Program articulates to higher level training tied to higher-wage jobs in a career path
- Delivery of training is coordinated with other programs in the region
- Partnerships with support services and higher-level training help ensure successful completion and advancement

What Does the Current Landscape of Green Training Look Like?



The Wild, Wild West.....

- Largely unregulated
- Competing & confusing credentials
- Amateur and experienced providers entering the training “Gold Rush”
- Large differences in training quality
- On-line training is the new frontier



A Note About Green Credentials

In EE and RE, standards for the level of efficiency or workmanship on projects are still being developed and debated. So, too, are standards and credentials for training.

This can be confusing for workforce professionals and jobseekers:

- **College credits** are generally valued by employers
- **Certifications** can apply to individuals, businesses, and/or EE/RE projects. (E.g. LEED certified project vs. LEED certified professional)
- **Certificates** are often less valuable and portable in the labor market
 - **Different credentials are valued in different labor markets**
 - **Green credentials are not enough by themselves**

Key “Green” Credentials for Jobseekers

- LEED
- BPI
- NABCEP
- RESNET
- AEE
- Green Advantage

The Green Training Landscape

Four Key Trends

Especially among newly created training programs fueled by growing jobseeker interest and government funding, these trends are emerging:

Trend #1: “Crowding at the Bottom “

Trend #2: Widely Varied Connections to the Job Market & Related Training

Trend #3: Lack of Career Ladder Transparency

Trend #4: Sometimes Aggressive Recruiting for On-line, Entrepreneurial and Other Green Training



What Trends and Promising Practices Have You Seen?



How Can The Workforce System Ensure Jobseekers Find High Quality Training For Green Jobs?



Helping Jobseekers Find High Quality Green Job Training

Step 1: Understand Local Labor Market Demand

KEY QUESTIONS

- What green jobs are available now?
- Which jobs do employers and energy policy officials expect to grow most & when?
- Which credentials are sought by employers and government funders
- Are there opportunities to provide custom pre-employment training for local employers?

INFORMATION SOURCES

- Labor Market Information Data (limited)
- Employer surveys
- Discussions with employers and government officials

Helping Jobseekers Find High Quality Green Job Training

Step 2: Ask Questions of Training & Education Providers

State policymakers, job counselors, and jobseekers should ask key questions of providers:

Program Quality & Labor Market Relevance

- What job(s) will training prepare students to fill? What credential is offered?
- Is there evidence of demand for these jobs? For the credential?
- Does the program have formal partnerships with employers to improve or guarantee placement after training?
- Will this course be sufficient to qualify participants for jobs? Does it prepare workers for a career ladder? Is it connected to higher level training, if applicable?
- What is the employment rate of those who complete the course? Are they working in this field?
- Does the credential align with existing or planned credential requirements imposed by government funding agencies?

Helping Jobseekers Find High Quality Green Job Training

Step 2: Ask Questions of Training & Education Providers (Cont'd)

State policymakers, job counselors, and jobseekers should ask key questions of providers:

Training Provider Quality

- Is the provider licensed and accredited in your state? (If not on the ETPL)
- Is the provider accredited or approved by the credential developer to teach the course (Not a requirement for good training, but provides better assurances)
- Does the provider have a history of offering programs that result in high placement rates ?

Key Conclusions

- Green Jobs are **traditional Jobs** with a green focus – sometimes, but not always, they require a **green layer** of knowledge and skill
- For the near to mid-term future, much **green job creation will be tied to public spending and will be focused in RE and EE sectors.**
- New interest in and funding for green training has caused a boom in training development
- **Lack of regulation is leading to wide variation** in program and provider quality
- Job counselors and job seekers **need better information on the connections between training and job availability to make informed choices.**

Recommendations for Workforce Professionals

- ✓ Consider stricter standards for funding training providers
- ✓ Require better inventories of existing training programs to address gaps
- ✓ Look for high quality partnerships with employers that include hiring agreements and access to career ladders/lattices.
- ✓ Build tools that provide program funders, counselors, and jobseekers with better information on demand **as it evolves (continuous feedback)**

Additional Resources and Contact Information

Additional Resources on Green Jobs:

USDOL Bureau of Labor Statistics Measuring Green Jobs:
<http://www.bls.gov/green/home.htm>

Green Job Search: <http://greenjobs.greenjobsearch.org>

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