

# Workforce Development Goals

- ✓ *For Students-* clear, compelling connections between their courses and career pathways
- ✓ *For Faculty-* support to stay current and relevant to regional workforce demand, curriculum that connects the classroom to the workplace through internships, field work, guest speakers, industry resources, local business network
- ✓ *For the Academy-* Grants & Gifts! \$\$\$\$ to bring student and faculty dreams to fruition



# How do we define Green?



*Businesses that provide the products and services that:*

- Provide alternatives to carbon-based energy sources
- Conserve energy and all natural resources
- Reduce pollution and repurpose waste

# What is Sustainability?

*Over 300 definitions of Sustainability:*

*Classic :*

- “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”  
(UN 1987)

*Simple :*

- “The capacity for continuance into the long term”

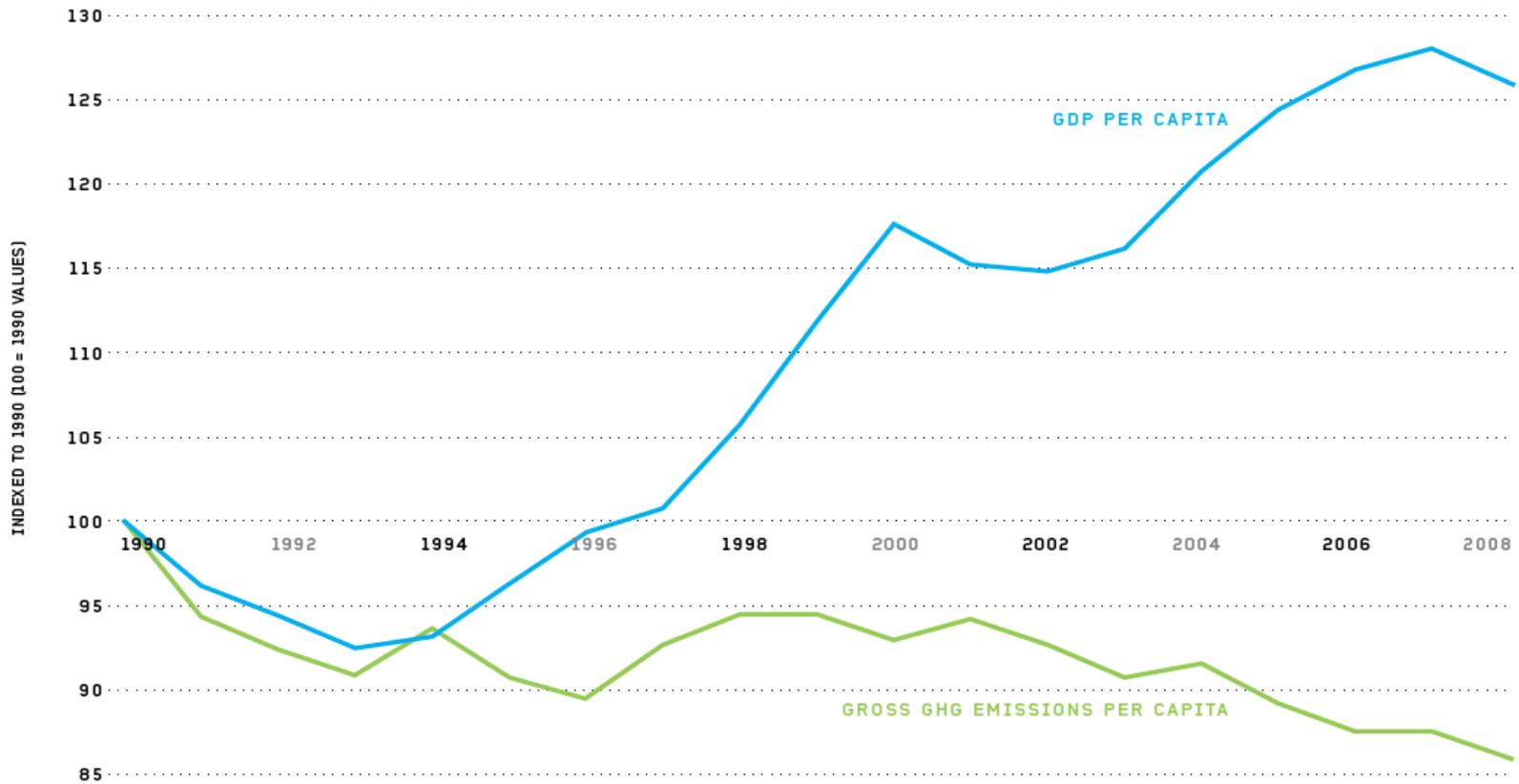


## Assembly Bill 32 – Global Warming Solutions Act of 2006

- Established a timetable to bring California into near compliance with the provisions of the Kyoto Protocol; roughly a 25% reduction.
- Implemented a statewide Green House Gas emissions cap for 2020, based on 1990 standards. By 2050, emissions must be reduced to 80% below 1990 levels.
- Mandatory reporting rules for significant sources of greenhouse gases by January 1, 2008.

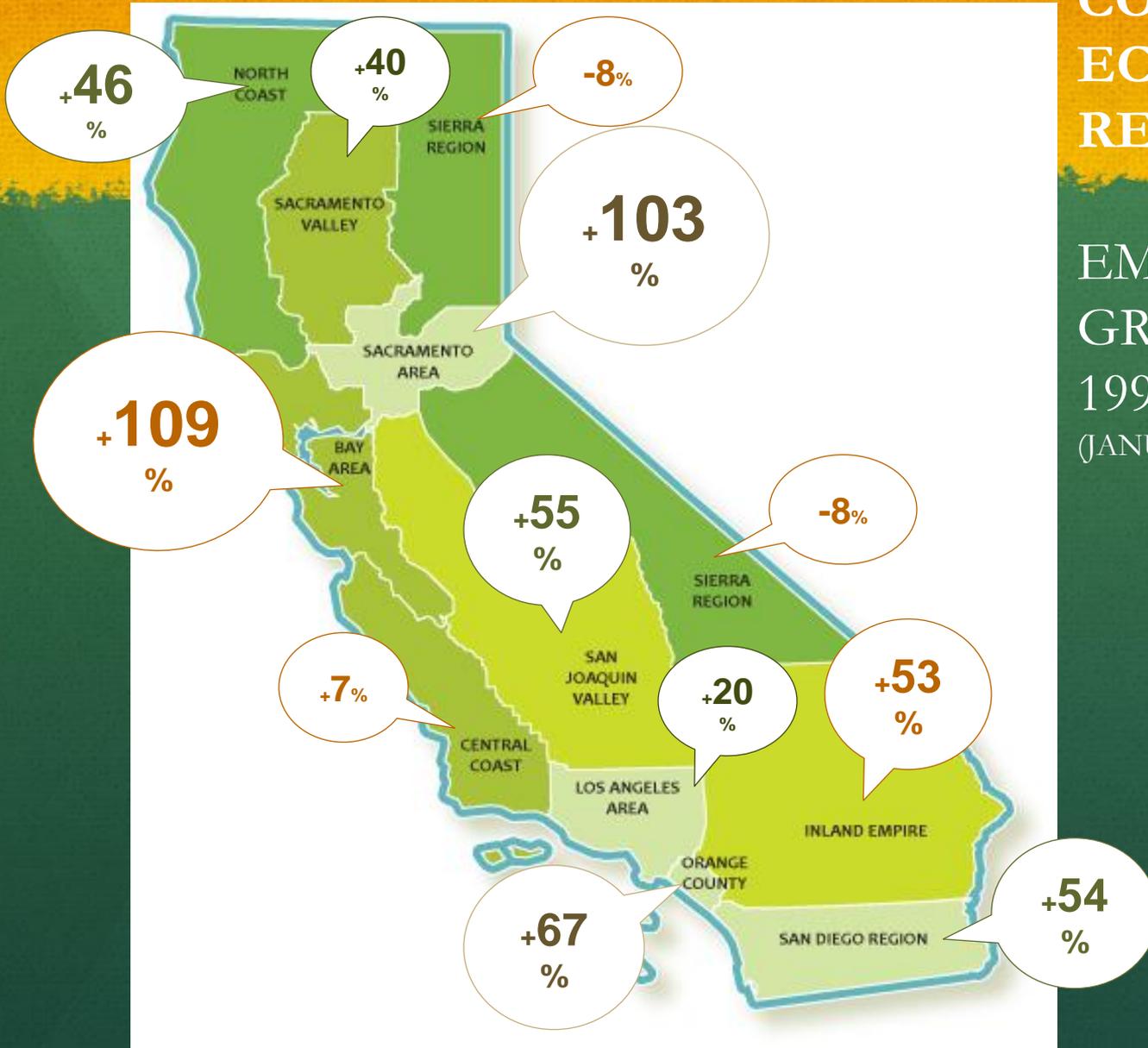
# 2010 California Green Innovation

**FIG 2. GHG EMISSIONS AND GROSS DOMESTIC PRODUCT**  
CALIFORNIA'S RELATIVE TRENDS SINCE 1990 / GROSS GHG EMISSIONS AND GDP DOLLARS PER CAPITA



# CORE GREEN ECONOMY BY REGION

EMPLOYMENT  
GROWTH  
1995-2009  
(JANUARY)



# Bay Area Employment 1995-2009

	<b>PERCENT CHANGE 1995-2009</b>
GREEN	+109 %
TOTAL	+12 %

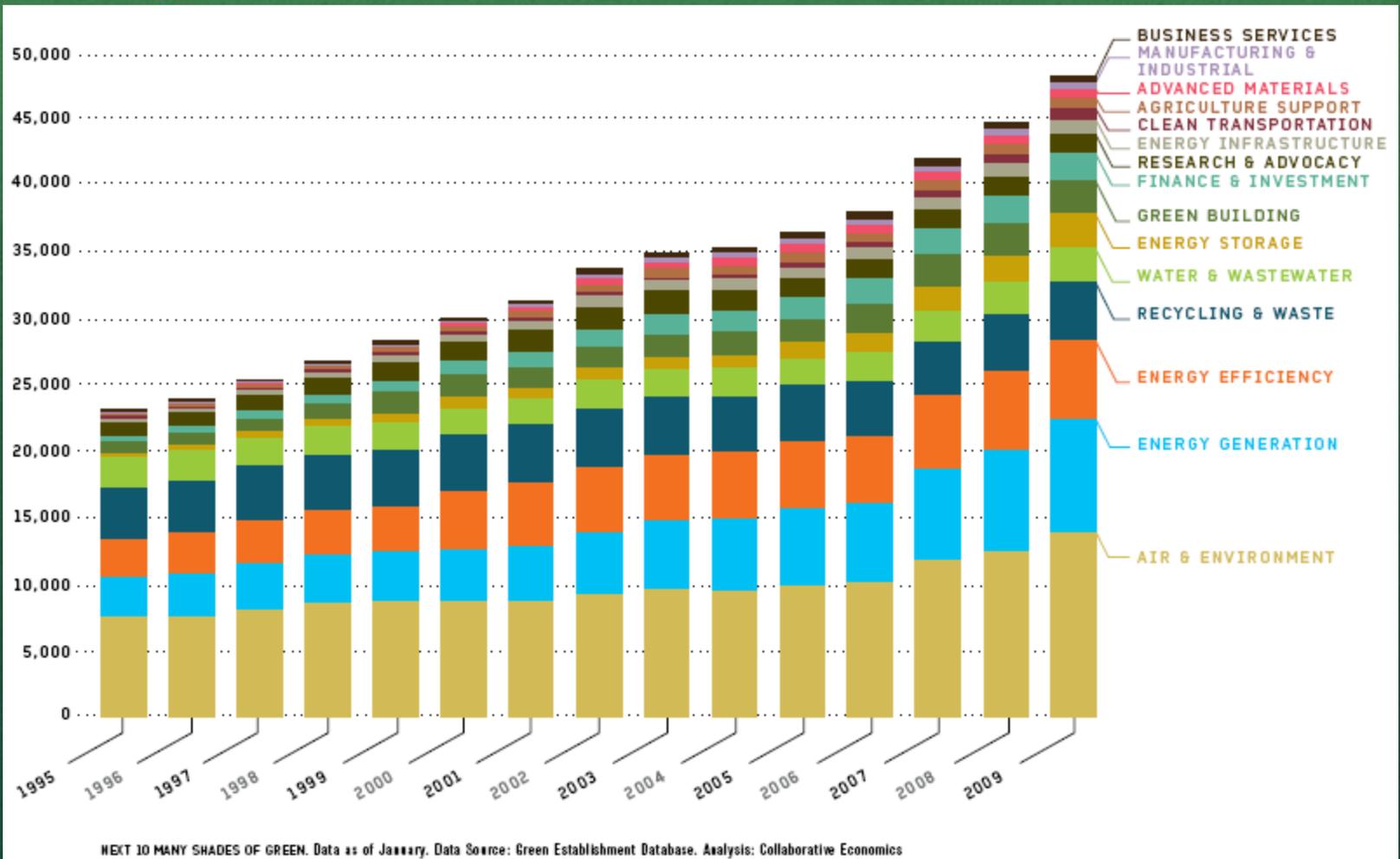
# Many shades of Green

## (2011 Bay Area)

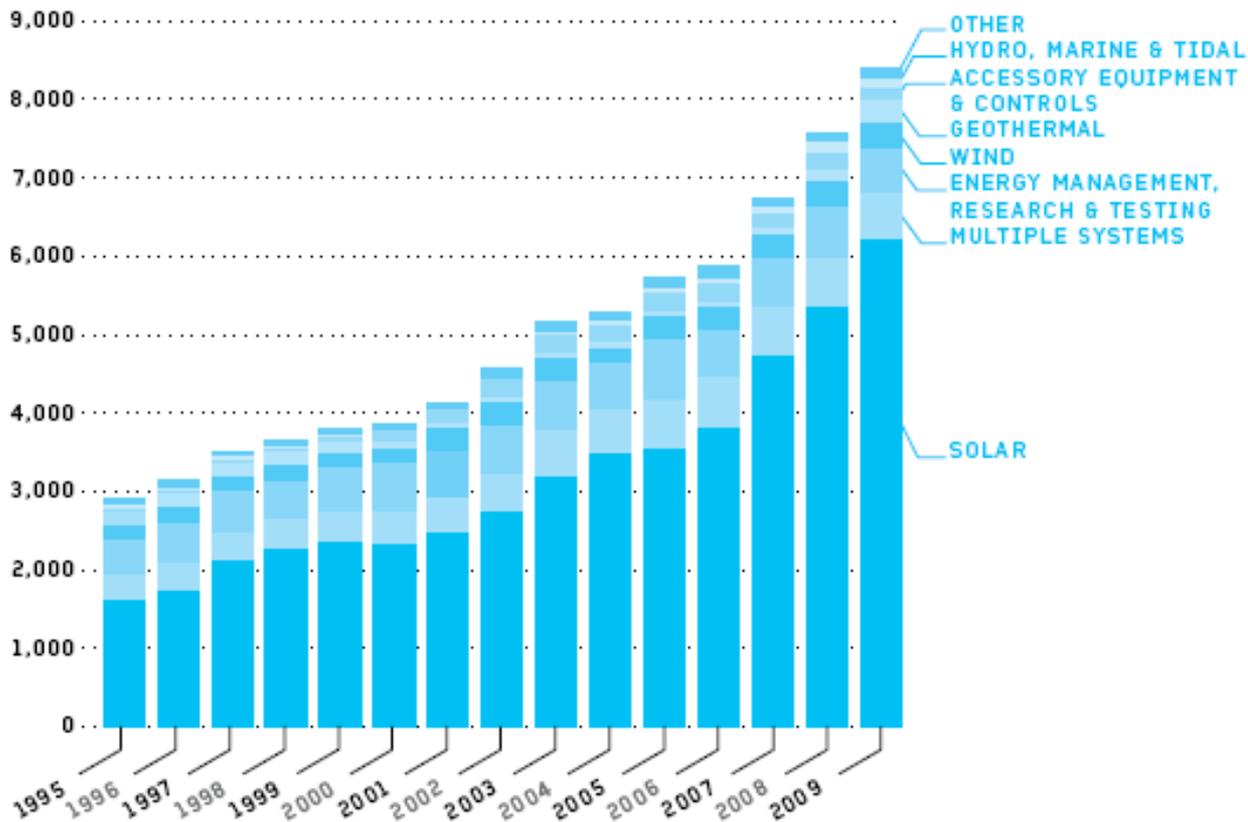
### 15 Core Green Economy Segments

1. Energy Generation
2. Energy Efficiency
3. Transportation
4. Energy Storage
5. Air & Environment
6. Recycling & Waste
7. Water & Wastewater
8. Agriculture Support
9. Research & Advocacy
10. Business Services
11. Finance & Investment
12. Advanced Materials
13. Green Building
14. Manufacturing & Industrial Support
15. Energy Infrastructure

# Employment by Green Segment (Bay Area)

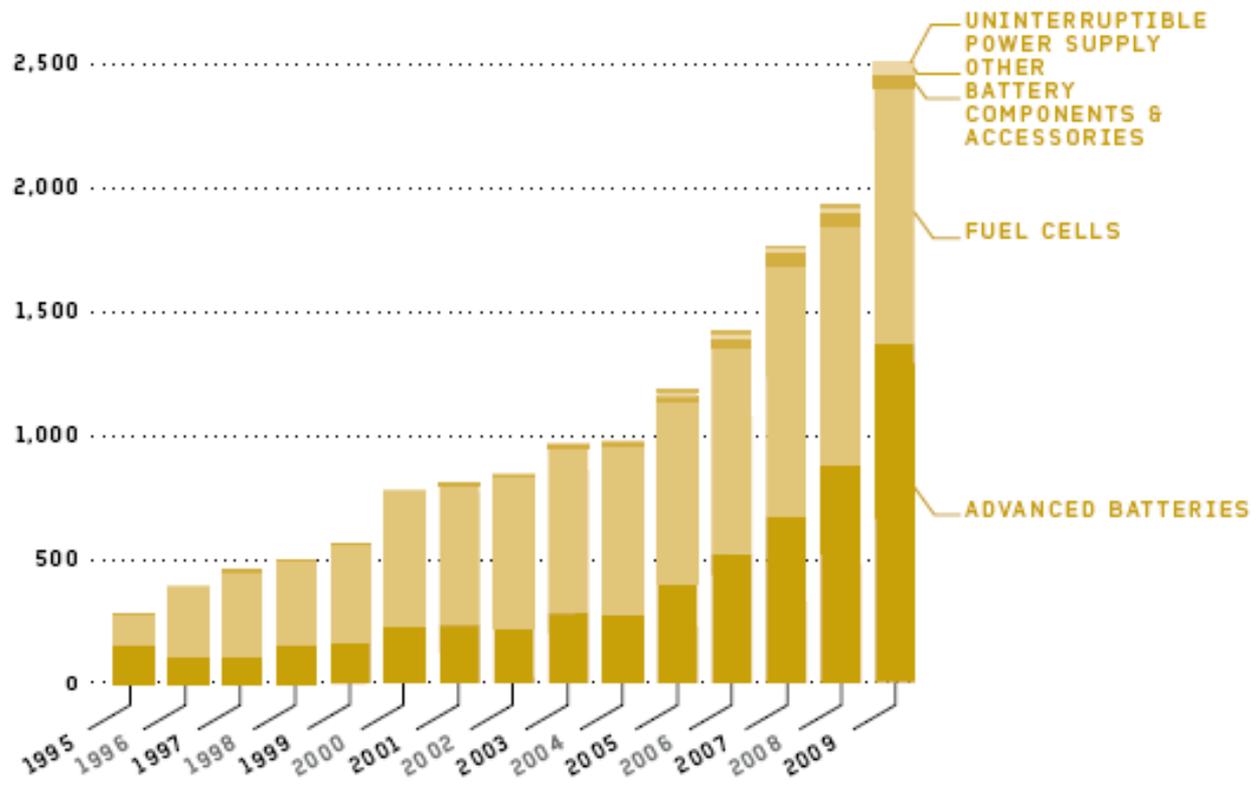


# Energy Generation Jobs (Bay Area)



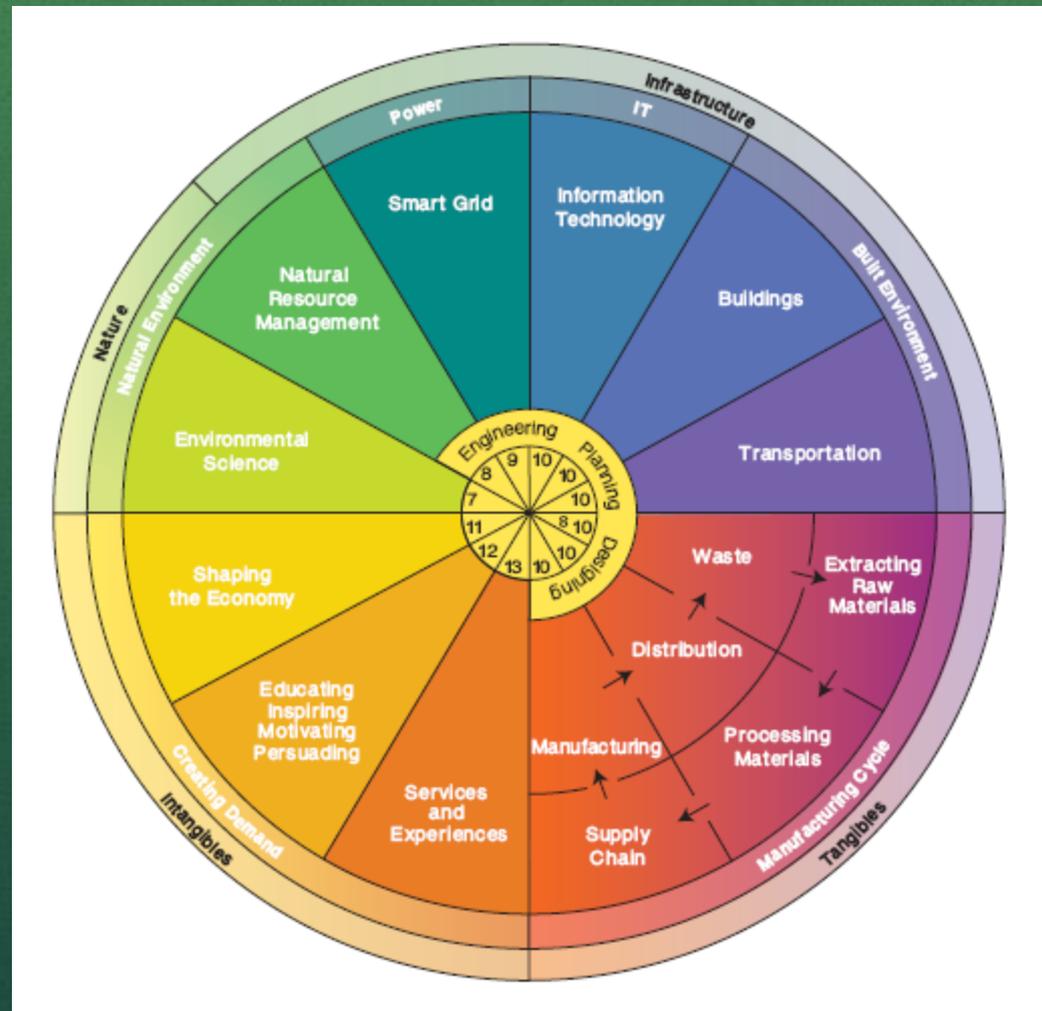
NEXT 10 MANY SHADES OF GREEN. Data as of January. Note: Other includes Hydrogen, Biomass, Co-Generation. Data Source: Green Establishment Database. Analysis: Collaborative Economics

# Energy Storage Jobs (Bay Area)



NEXT 10 MANY SHADES OF GREEN. Data as of January. Note: Uninterruptible Power Supply has less than ten in employment in 2009. Data Source: Green Establishment Database. Analysis: Collaborative Economics

# Guided Tour through Sample Disciplines and the Next Economy



# Innovation @ Cañada

WHERE GOOD IDEAS COME FROM by Steven Johnson



# To be continued...



“Create a physical and virtual space for inquiry and excellence in teaching, learning, and program planning.” CIETL Mission

Let’s continue this conversation in environments where our  
‘slow, small hunches can collide’.

Let’s ignite innovations in teaching and learning to benefit  
our students, ourselves, and the planet.

Thank You!

Kay O’Neill: [oneillk@smccd.edu](mailto:oneillk@smccd.edu) 306-3450

Raj Lathigara: [lathigarar@smccd.edu](mailto:lathigarar@smccd.edu) 306-3446