

my green jobs
curriculum



My Green Curriculum

my weatherization
curriculum



student
marketing tool



my green building
curriculum



student
skills



my green jobs
curriculum



student
career path



my energy auditing
curriculum



student
credentials



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consultation, education, photography

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1 Green Job Case Studies

The Green Jobs Unit, weaves the concepts conveyed in the rest of the curriculum into a plan for students to achieve placement in a green job. This module specifically imparts information about green jobs that are available in the marketplace and the tools that students can utilize to maximize employment and business opportunities.

Objectives

CONCEPT	STUDENTS WILL LEARN:	STUDENTS WILL:
energy rater	The job conditions and responsibilities of a practicing energy rater.	Assume the role of an energy auditor in a role playing activity.
renewables installer	The tools, equipment and responsibilities of an alternative energy contractor.	Assume the role of an alternative energy contractor in a role playing activity.
weatherization contractor	Real life experiences and responsibilities of a weatherization contractor.	Assume the role of a weatherization contractor in a role playing activity.
insulation contractor	The tools, equipment and responsibilities of an insulation contractor.	Assume the role of an insulation auditor in a role playing activity.

Activities

total length of all activities 4h 40m

introduction discussions

- What green jobs do you think that you are interested in at this point? Why? 20m
- What topics are you interested in learning more about? 5m
- Please share new ideas with me: rob@organicthink.com

videos

Show the list of content related videos. Following each video, lead the class in a discussion of the topics covered. List some of the participant thoughts after each video on a whiteboard or flip chart. Length includes time for discussion for each video, unless otherwise indicated. The length of time, especially for the short videos, could vary widely depending on the amount of time you take to introduce and discuss the video.

- Show This Short Promotional Video For Green For All** 2m
 - <http://vimeo.com/4539755>
- Green Jobs In Philadelphia** 8m
 - <http://vimeo.com/12000419>
 - Prompt: Ask students what similarities they see between their program and the Greenworks Philadelphia program.
- Los Angeles Green Jobs** 15m
 - <http://vimeo.com/2205120>
 - Prompt: Why are minority groups and lower income individuals so well positioned for green jobs?
- Green Jobs Revolution** 15m
 - Van Jones begins this video with the statement that, "we need a green economy that is strong enough to lift people out of poverty." <http://www.youtube.com/watch?v=Zp979n502RM>
 - Prompt: What points from this video can you relate to?
- Green Jobs For A Green Future** 10m
 - Van Jones, previously from the White House Council of Environmental Quality visits a local work site that gives us a glimpse of the clean energy economy that's on the way. Green roofing is just one of the countless green job opportunities that will emerge from President Obama's comprehensive energy policy. <http://www.youtube.com/watch?v=iYIY9XHOUg&feature=related>

Green Job Opportunities 5m

- http://www.youtube.com/watch?v=mBB6qaLhGqI&feature=player_embedded#!

labs

Green Jobs Case Study Role Playing 180m

- Divide students into groups to research a green job.
- Have groups designate a person within the group to role play and present information to the class as the group’s case study green business person.
- Distribute background information to each group about their green job.
- Have students assemble a presentation about their green job’s business responsibilities, equipment and tools that they use, as well as potential growth of the job.

daily rap session

Briefly review the major learning objectives covered today. Ask participants if they have any questions related to the day’s activities or about the program in general.

- | | | |
|--------------------------|--|-----|
| <input type="checkbox"/> | • What did you learn about specific green jobs today? Any other questions about green jobs? Did you see anything within this module that particularly motivated you? | 15m |
| <input type="checkbox"/> | • What did you like the most about today’s lesson? The least? | 5m |
| | • Please share comments with me: rob@organicthink.com | |

Spend Some Time Preparing

- Gather green job case study reference materials for group research for their presentations.

Materials And Equipment You Need Today

- Green job resources and presentation equipment for groups.

National Credentials + Local Certificates

- Green Advantage
- **Green Skills:** Green Jobs

What Goes In The Student Greenfolio?

- Green job case studies
- Photos



2 Graduate Resources: Green Action Plan

Using information from the previous module and experience throughout the program, students will solidify a green job goal and develop a plan to achieve that goal.

Objectives

CONCEPT	STUDENTS WILL LEARN:	STUDENTS WILL:
where to find green jobs	About resources available for performing green job searches.	Search resources for potential green job placement.
where to get more credentials	About credentials that program graduates can strive for, the necessary requirements and next steps toward becoming accredited.	Explore other credential opportunities besides the ones that the curriculum is directly focused on.
action plans	How to build an action plan for their professional green future.	Create an action plan that will act as a tool for furthering their green knowledge.
practice green job interviews (video)	Appropriate green job interview skills.	Practice green job interviews while being video taped for review and critique.

Activities

total length of all activities 4h 5m

introduction discussions

- What steps have we talked about in class that can help you next in your search for green jobs? 10m
- What topics are you interested in learning more about? 5m
- Please share new ideas with me: rob@organicthink.com

presentations

- Action Plan Template** 30m

labs

- Create Action Plans** 180m
 - Students will use the provided template to create a green action plan for their green career.
 - Have them research their options for green jobs or beginning a business.
 - Have students identify further training, possible apprenticeships, additional credentials or experience that they are interested in. Tell them to be very specific about their plans.

daily rap session

Briefly review the major learning objectives covered today. Ask participants if they have any questions related to the day's activities or about the program in general.

- What new action items did you come up with in this module for advancing your green career? Do you need any clarification about your direction? 15m
- Tell students to bring ads that they like from magazines, TV etc.
- What did you like the most about today's lesson? The least? 5m
- Please share comments with me: rob@organicthink.com

Spend Some Time Preparing

- Gather video equipment for recording interviews.

Materials And Equipment You Need Today

- Video camera to record practice interviews
- Action Plan Presentation

National Credentials + Local Certificates

- **Green Skills:** green action plan

What Goes In The Student Greenfolio?

- Student action plans
- Video from mock interview

Teacher Resources

- Green For All Green Business Plan Guide: <http://www.greenforall.org/resources/the-green-business-plan-guide>
- Green For All Green-Collar Jobs Resources: <http://www.greenforall.org/resources/green-collar-jobs-resources>



3 Graduate Resources: Green Marketing Plan

Students will gain more information about marketing themselves and the skills that they have gained from this program. They will develop a green marketing plan to help them achieve their goals.

Objectives

CONCEPT	STUDENTS WILL LEARN:	STUDENTS WILL:
social marketing	The benefits of social and web marketing in the current marketplace.	Add to wordpress blog account and social networking accounts.
traditional marketing	Methods of traditional marketing.	Conclude which traditional marketing strategies to include within their marketing plan and how to weave with social marketing.
energy bill guarantees	How energy bill guarantees work (EFL, comfort home, TEP, artistic homes, Rick Chitwood).	Explore energy bill guarantees.
how to use your Greenfolio to get jobs	How to use their Greenfolio for job search and obtaining clients.	Review their Greenfolio to make sure it is complete, neat and well organized.

Activities

total length of all activities 6h 55m

introduction discussions

- What media do you see as your most important for marketing and finding your green job? Why? How can you use that marketing method to you advantage? 15m
 - What are some things that you can tweet about?
- What topics are you interested in learning more about? 5m
 - Please share new ideas with me: rob@organicthink.com

presentations

- Marketing Plan Format** 30m

reading assignments

Introduce the following articles. Ask students to read these articles while thinking about the main points from each paragraph. After an appropriate amount of time, ask participants to reflect on the main concepts and share with the class. Assist students with reading comprehension as necessary. Circulate around the room and ask students how they are doing with the reading assignments. If necessary for your group, talk the students through the article by summarizing each section, and tell them how to pull out the key points from articles.

- Stand Out From The Pack** 60m
 - How to Position Yourself as an Expert Eco-Builder. Attention builders: learn how to promote yourself in the green building marketplace <http://www.greenbuildingadvisor.com/content/stand-out-pack-how-position-yourself-expert-eco-builder>

labs

- Create A Marketing Plan** 240m
 - Either for yourself or for your business
- Create An Ad** 45m
 - Have students create an ad to market their services.

daily rap session

Briefly review the major learning objectives covered today. Ask participants if they have any questions related to the day's activities or about the program in general.

- What components of your marketing plan do you think will be the most fun? Most beneficial? What other resources for marketing do you need? 15m
- What did you like the most about today's lesson? The least? 5m
 - Please share comments with me: rob@organicthink.com

Spend Some Time Preparing

- Have sample ads for students to study. Tell students to bring their own ads.

Materials And Equipment You Need Today

- Copies of Stand Out from the Pack: How to Position Yourself as an Expert Eco-Builder. Attention builders: learn how to promote yourself in the green building marketplace <http://www.greenbuildingadvisor.com/content/stand-out-pack-how-position-yourself-expert-eco-builder>
- Marketing Plan Presentation

National Credentials + Local Certificates

- **Green Skills:** marketing plan
- **Green Skills:** social media marketing

What Goes In The Student Greenfolio?

- Marketing plan
- Social media entries
- Green resume

Teacher Resources

- GreenBiz.com Green and Sustainable Marketing, Communications, and Reporting: <http://www.greenbiz.com/business/browse/marketing-communications>
- Is "Green" the New Organic? <http://www.fastcompany.com/blog/fast-company-staff/fast-company-blog/green-new-organic>



4 Graduate Resources: Top 10

This module presents a fun way to review the content covered within this curriculum. Students individually develop a Top 10 list of concepts that they have learned within the program.

Objectives

CONCEPT	STUDENTS WILL LEARN:	STUDENTS WILL:
top 10 important things learned in this program	Assess and prioritize the concepts and skills that they have earned throughout the program.	Compile a Top 10 list of learned skills, strategies, equipment or concepts that they have gained through the program.

Activities

total length of all activities 3h 50m

introduction discussions

- Present your list of the Top 10 funniest experiences from training this cohort. Make sure that what you are presenting will be different from the Top 10 you are asking them to compile in their activity. Do your best to incorporate pictures and props. 30m
- Ask students to share their funniest experiences from the program.
- What topics are you interested in learning more about? 5m
- Please share new ideas with me: rob@organicthink.com

reading assignments

Introduce the following articles. Ask students to read these articles while thinking about the main points from each paragraph. After an appropriate amount of time, ask participants to reflect on the main concepts and share with the class. Assist students with reading comprehension as necessary. Circulate around the room and ask students how they are doing with the reading assignments. If necessary for your group, talk the students through the article by summarizing each section, and tell them how to pull out the key points from articles.

- Social Media Networking Craze** 45m
- How it all works—and how to make it work for your business: <http://www.greenbuildingadvisor.com/blogs/dept/green-building-blog/social-media-networking-craze>

labs

- Personal Top 5 + Top 10** 120m
- Ask students to look back at the top 5 list that they made in the Course Logistics module of the program.
- Have them review the list and consider whether they achieved, exceeded or missed their goals.
- Ask them to create their own top 10 list of things learned in the program (Greenfolio).

daily rap session

Briefly reviewing the major learning objectives covered today. Ask participants if they have any questions related to the day's activities or about the program in general.

- Ask students what parts of the curriculum content, activities, labs and field trips could be improved in their opinion. 20m
- Please share responses with me: rob@organicthink.com

- What did you like the most about today's lesson? The least?
- Please share comments with me: rob@organicthink.com

10m

Spend Some Time Preparing

- Prepare your Top 10 funniest things presentation

Materials And Equipment You Need Today

- Copies of Social Media Networking Craze. How it all works—and how to make it work for your business: <http://www.greenbuildingadvisor.com/blogs/dept/green-building-blog/social-media-networking-craze>

What Goes In The Student Greenfolio?

- Top 10 list



5 Outros: Final Presentations

And finally folks, the Outros: Final Presentations module allows students to utilize their presentation skills to deliver their Action Plans, Marketing Plans and Top 10 Lessons Learned to the class. Review with students graduate resources available for them after the conclusion of the program.

Objectives

CONCEPT	STUDENTS WILL LEARN:	STUDENTS WILL:
presentations of plans + top 10	From other students about their intended paths and most important lessons learned from the program.	Present their action plan and Top 10 lessons learned.

Activities

total length of all activities 13h 45m

introduction discussions

- Share with students your plans for the program or your own personal professional cultivation. 15m
- What topics are you interested in learning more about? 5m
- Please share new ideas with me: rob@organicthink.com

videos

Show the list of content related videos. Following each video, lead the class in a discussion of the topics covered. List some of the participant thoughts after each video on a whiteboard or flip chart. Length includes time for discussion for each video, unless otherwise indicated. The length of time, especially for the short videos, could vary widely depending on the amount of time you take to introduce and discuss the video.

- Bertrand Piccard's Solar-powered Adventure** 45m
 - http://www.ted.com/talks/lang/eng/bertrand_piccard_s_solar_powered_adventure.html
 - For the dawn of a new decade, adventurer Bertrand Piccard offers us a challenge: Find motivation in what seems impossible. He shares his own plans to do what many say can't be done -- to fly around the world, day and night, in a solar-powered aircraft.
 - Have a discussion with students about motivation and where they are going to find it as they will find it as they enter the workforce.

labs

- Conduct Student Presentations:** 720m
 - green marketing plan
 - action plans
 - top 10 green things you learned
 - Let students know that these presentations are the basis for evaluation for their last three Green Skills tests:
 - Green Skills: green action plan
 - Green Skills: marketing plan
 - Green Skills: social media marketing

daily rap session

End of each module show the review slides while briefly reviewing the major learning objectives covered today. Ask participants if they have any questions related to the day's activities or about the program in general.

- What are your parting words for the next cohort? Ask students to share what advice they would like to depart for the next cohort of students. 30m
- Video their responses if possible.
- Please share responses with me: rob@organicthink.com
- What did you like the most about today's lesson? The least? 10m
- Please share comments with me: rob@organicthink.com

Spend Some Time Preparing

- Have presentation materials together and video equipment if you are recording the presentations.

Materials And Equipment You Need Today

- Video equipment to record presentations

National Credentials + Local Certificates

- **Green Skills:** green action plan
- **Green Skills:** marketing plan
- **Green Skills:** social media marketing

What Goes In The Student Greenfolio?

- Photos
- Video of presentation
- Final presentation report