



## Green Industries and Jobs in California

Green Collar Jobs Council  
March 4, 2009



# Today's Presentation

About the Centers of Excellence

Green Study Methodology

Overview of Framework

Renewable Energy Example

Value to Colleges & Stakeholders

Wrap Up



# Centers of Excellence Mission



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



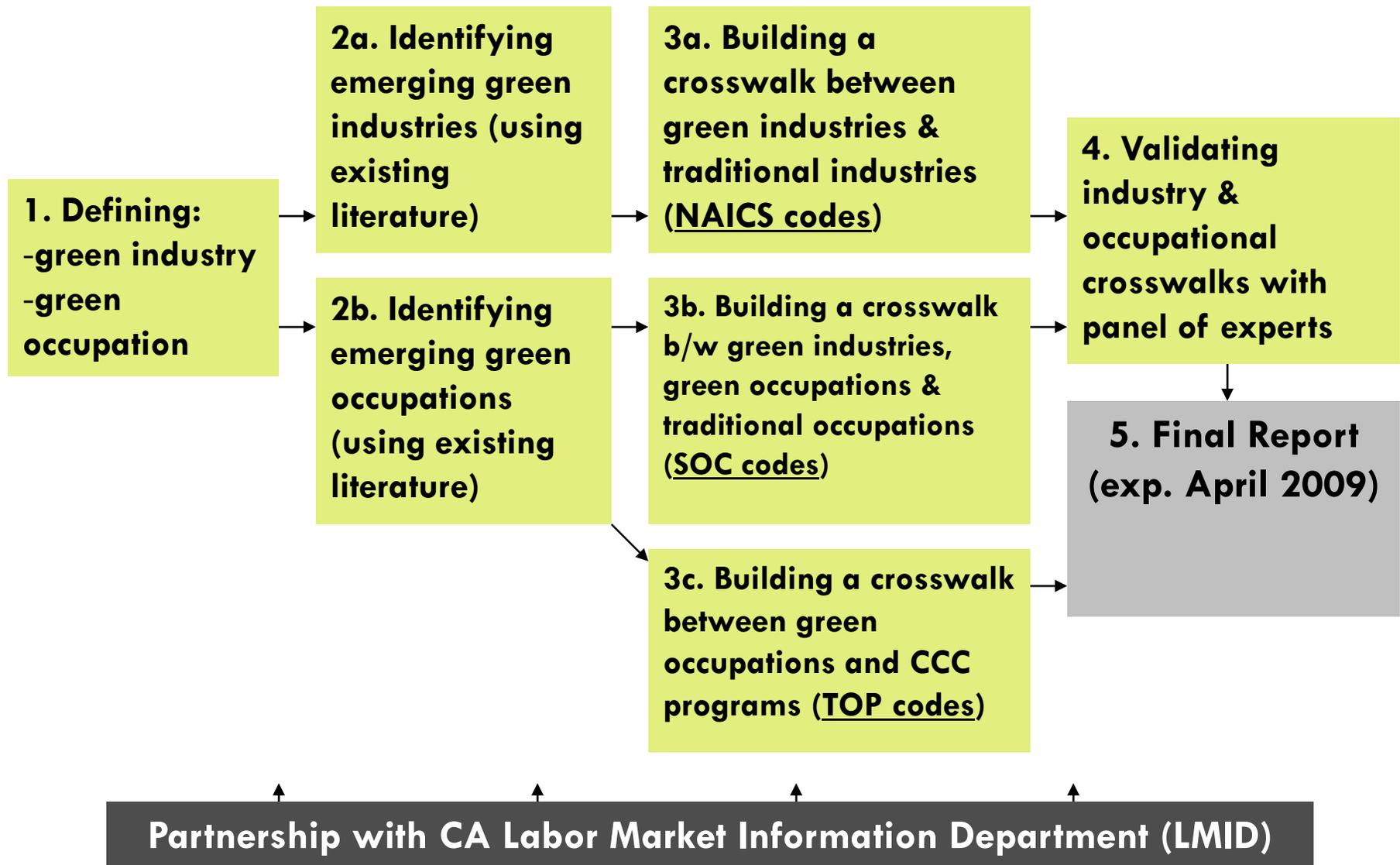
# Green Study Methodology



- **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 future labor market opportunities in green sectors. Identify possible gaps between demand and supply of prepared workforce.



# Statewide Study: Phase 1 Process



# Defining the Green Economy



- The Challenge
- Defining Green Firms
- Defining Green Jobs



# Green Industry Clusters

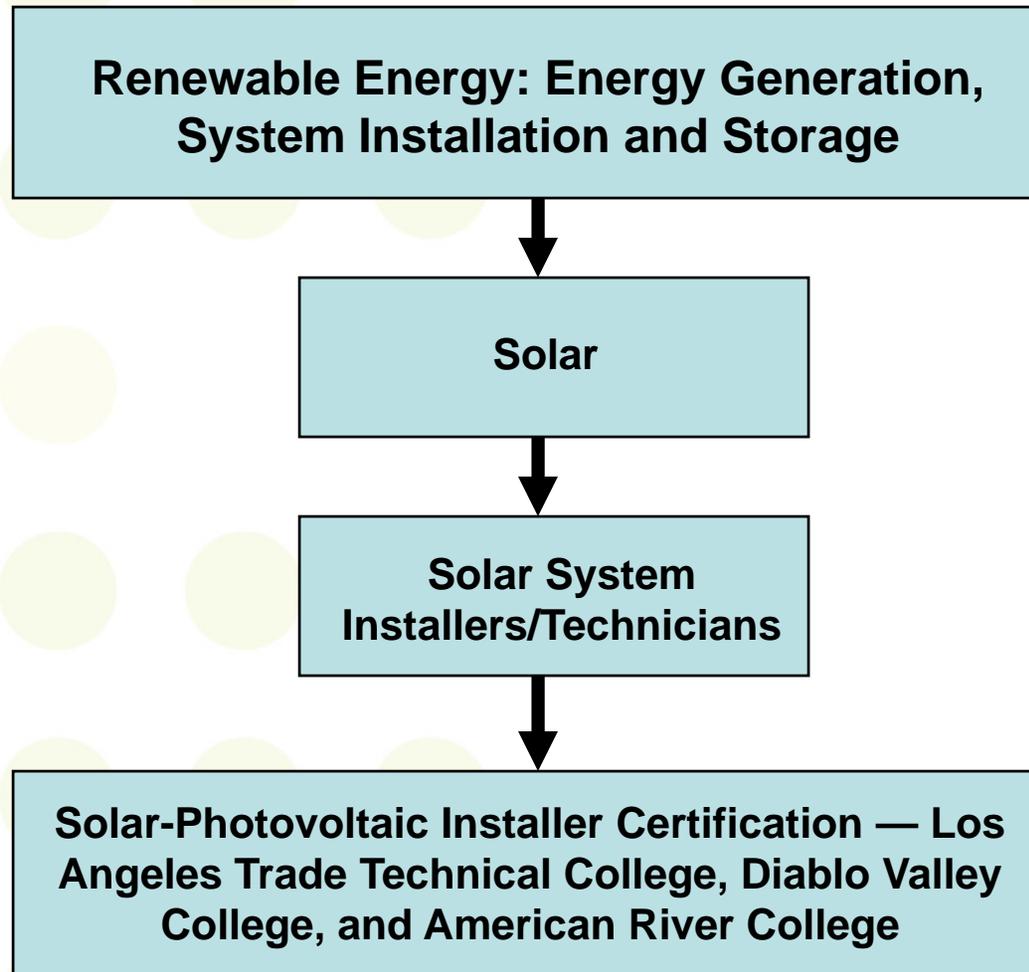


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# Renewable Energy Example



# Value to Colleges & Stakeholders



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- Internal framework for future primary research
- Provides a structure and common language for colleges to classify their programs and to address industry needs
- Broad awareness of community college programs



**ECONOMIC &  
WORKFORCE  
DEVELOPMENT**  
*through the*  
CALIFORNIA  
COMMUNITY  
COLLEGES

# Wrap UP



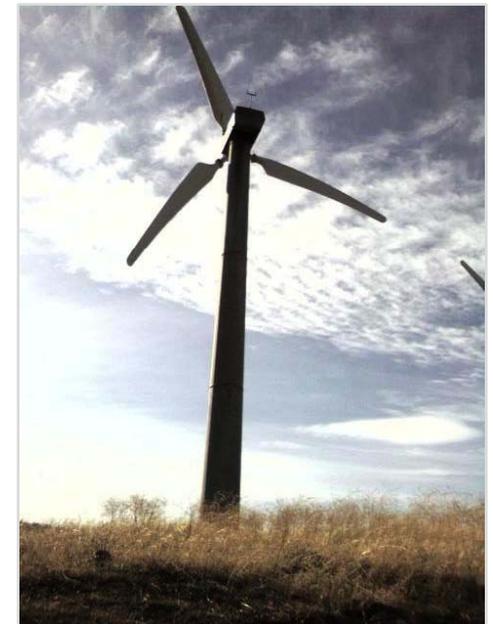
## Upcoming Scans

- California's Green Economy – Industry and Occupational Overview (April 2009)
- Energy Efficiency (Bay Area, March 2009; CA, July 2009)
- Wind (CA, May 2009)

## Completed Scans

- Solar: [www.coeccc.net/solar/](http://www.coeccc.net/solar/) (CA)
- Water Efficiency Technology (Greater Sacramento)
- Green Building and Construction (L.A.)
- Green Economy Workforce Study: [www.coeccc.net/green](http://www.coeccc.net/green) (Central Valley)
- HVAC Occupations (L.A.)
- Water Operators (L.A.)

[www.coeccc.net](http://www.coeccc.net)



# Thank You!

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