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WORKFORCE DEVELOPMENT for GREEN COLLAR JOBS: PREPARING AUSTIN for a GREEN ECONOMY

Green jobs are a growing market opportunity for the region as increased energy efficiency standards create the need for new green technologies. What are the green job skill sets that need to be developed in our workforce? What should the regional training system look like in order to develop a green economy ecosystem?

PANELISTS & MODERATOR:

- Jack McDonald: CEO, Perficient, Inc. (Moderator)
- Jose Beceiro: Director of Clean Energy Initiatives, Greater Austin Chamber of Commerce
- Steve Jackobs: Executive Director, Capital IDEA
- Mike Midgley: VP of Workforce Education, Austin Community College
- Chris Winland: Project Manager, Good Company

Why Green Jobs Are Important to Central Texas

From Austin Chamber of Commerce, Green Job Task Force Initiative Report (June 2009)

Green jobs have both a broad and local appeal in the potential they provide:

- They are good jobs offering good wages. Like blue collar jobs they offer an opportunity to rebuild and strengthen the nation's middle class.
- Many green jobs require some level of post-secondary education and/or training, but many require less than a bachelor's degree. They provide career pathways that can help lead low-income individuals out of poverty and into self-sufficiency.
- Green jobs are local jobs.
- Green jobs contribute to protecting and preserving the environment and enhancing the quality of life in general.

RESOURCES:

Austin Chamber of Commerce Green Job Initiative:

www.austin-chamber.org/DoBusiness/ExistingBusiness/greenjobs.html

Austin Community College: www.austincc.edu

Capital Area Workforce Solutions: www.wfscapitalarea.com

Capital Idea: www.capitalidea.org

Green Job Training Information: www.txcleanenergypark.com/training.php

Pecan Street Project: www.pecanstreetproject.org/



Visit www.peoplefund.org for additional resources.