

Educating for Careers Conference
March 2024

Building Pathways into California's Good Green Jobs Together



CALIFORNIA
ENVIRONMENTAL
LITERACY
INITIATIVE

Welcome & Introductions

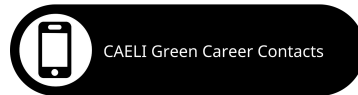
- “Call to Action: Educating for a Green Economy” - Spring 2024
- “California Roadmap to Educating for a Green Economy”
- Promising Practice Profiles



1. **Emily Courtney** - Good Green Work
2. **Derek Kirk**, Assistant Deputy Secretary of Climate Economy - California Labor & Workforce Development Agency
3. **Rafael Aguilera**, High Road Training Partnerships Field Specialist - California Workforce Development Board
4. **Juan Hernandez**, M.A., Educator - Environmental Innovation Academy - Oceanside High School
5. **Kirk Anne Taylor**, Executive Director - Climate Action Pathways for Schools
6. **Cynthia Brown**, Director of Student Pathways - Porterville Unified School District

Agenda

1. Call to Action Report Overview
2. Key State Initiatives and Promising Practices
3. Discussions
4. Opportunities to Engage



Overview of the Call to Action Report

The Need

- Environmental systems are under critical pressure
- California policies are creating good green jobs
- Need green career education to inform, inspire, and empower students to thrive in green jobs

Which Jobs? Criteria for Priority Green Careers:

1. Environmental Impact
2. Labor Market Demand
3. Accessibility &
4. Job Quality



The Vision

- Every job is a climate job
- Equitable access to quality green career information and skills education
- Empower students and job seekers to achieve California's climate and economic equity goals



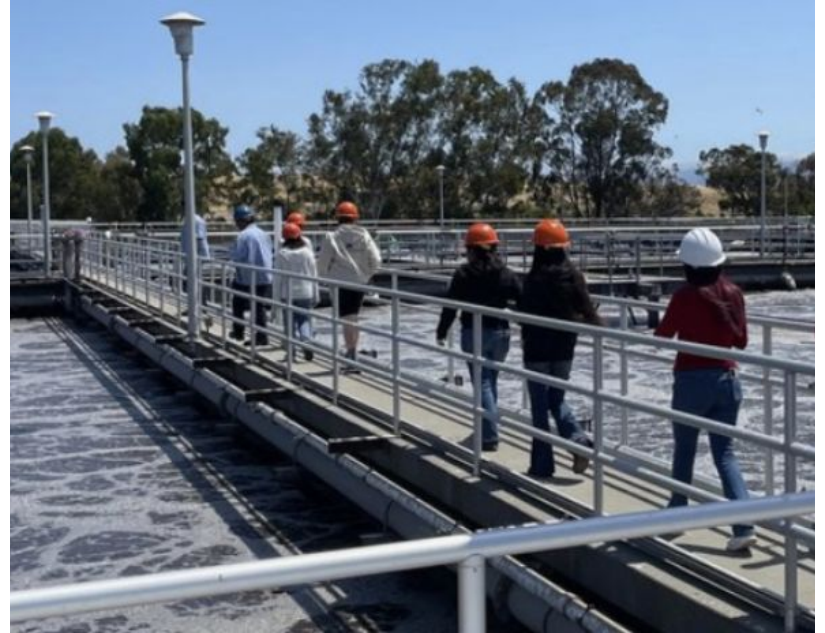
Challenges of Educating for a Green Economy

Challenge 1: Shared Understanding of Priority Green Careers

- Lack of shared criteria and labor market information to identify Priority Green Careers.
- Need for regularly updated information on essential green skills, occupations, and industry sectors.
- Without this, we risk failing to meet the potential to train for in-demand, quality climate careers

Challenge 2: Coordination Among California's Agencies

- There is no systemic green career education leader or organization.
- There is no mandate to ensure that public agencies work together to identify and invest in Priority Green Career Pathways.



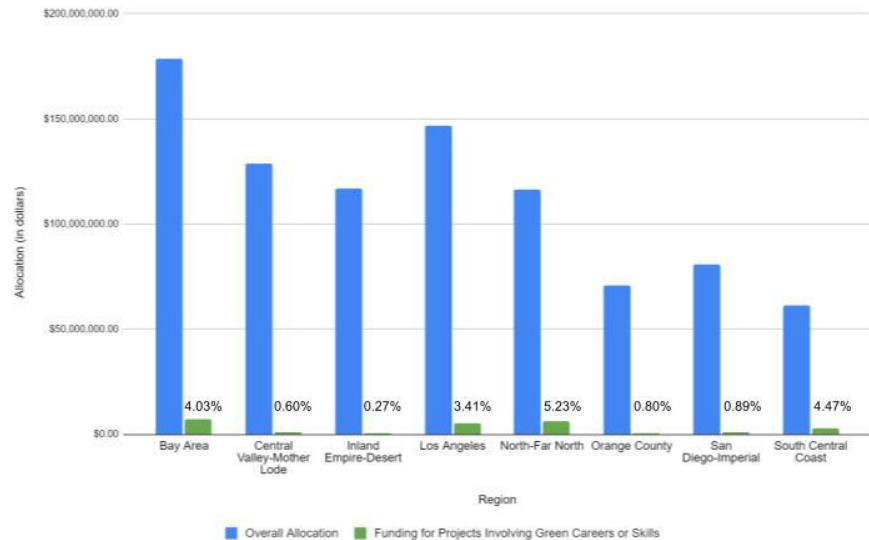
Challenge 3: Coherent Standards and Pathways

- SB 720 requires the integration of California’s “environmental principles and concepts into curriculum and instruction for career and technical education,” but are not yet incorporated.
- The CA CTE standards for Career Ready Practice establish that career-ready individuals “understand the environmental, social, and economic impacts of decisions,” but there’s no coordinated effort to include environmental literacy within pathway standards.
- TK-12 career education system is segmented into 15 industry sectors and 58 career pathways.
- The Community College and TK-12 systems are not aligned on Industry Sectors and Careers.

Challenge 4: Equitable Access to Green Career Education

- Lack of universal environmental literacy and green career education deepens disparities.
- Investments and access to green career education programs are insufficient and equitably distributed.

Total K12 SWP Allocations vs "Green" Grant Project Allocations



Recommendations for Educating for a Green Economy

Recommendation 1: Statewide Strategic Planning Phase 1: Create a Roadmap

- Establish a convening organization and leader to facilitate the Roadmap with an equity-informed lens.
- Gather labor market data that identifies Priority Green Careers.
- Foster statewide collaboration through the Roadmap process



Recommendation 2: Coordinated Implementation - Phase 2

- Collaboration at the state and regional level
- Attract and align funding with Priority Green Careers
- Regularly updated labor market research
- CTE standards and universal environmental literacy
- Teacher recruitment and capacity building, including training and curriculum
- Bridge the gaps in the green career pathway journey
- Statewide green career awareness and student recruitment campaign

The Good News

State Initiatives & Promising Practices to Support Pathways into Good Green Careers

Derek



Building a Community-Led,
Climate-Forward Economy

CALIFORNIA
GOVERNOR'S COUNCIL
FOR CAREER EDUCATION

High RoadSM Training Partnerships: CWDB

- Working with Community Colleges, workforce training CBOs, organized labor, and forward thinking companies to support partnerships that connect workers to “High Road” green jobs.
- Examples of High Road Training Partnerships in low carbon economy
- How often do “workforce” needs and opportunities come up in various levels TK-12 education?
- Strategies for fostering links to the TK-12 education system and implementing the Call to Action.

HIGH ROADSM

Oceanside High

- Established in 1906
- 1,907 students
- 74.6% Socioeconomically Disadvantaged
- 63.1% Hispanic
- 9.2% English Learner
- Block Schedule - 4 x 4 (semester system)



Oceanside High - Environmental Science Pathway

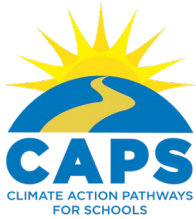
- 3 Course Pathway:
 - Renewable Energy
 - Green Building Design
 - Environmental Sustainability



Oceanside High - Environmental Science Pathway

- Career-related experiences outside of the classroom:
 - Forestry Challenge
 - International Travel
 - Electric Vehicle Build



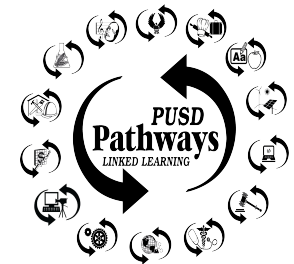


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Porterville Unified School District

- Serving over 14,000 TK-12 Students
- 88.9% Socioeconomically Disadvantaged
- 83.0% Hispanic
- 25.3% English Learner



OUR IMPACT



REDUCE 
**GREENHOUSE GAS
EMISSIONS**

In the first two years at PUSD, we reduced GHG emissions by **28%**.

SAVE \$\$\$
MONEY
**FOR
SCHOOLS**

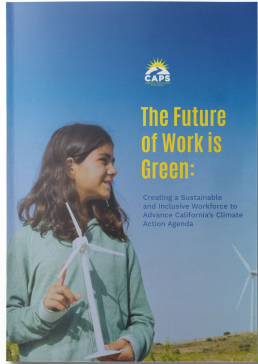
At PUSD, we exceeded our goal, achieving **\$850,000** in electric and natural gas savings in the first two years, a **25% cost reduction**.

OUR IMPACT

TRAIN + FUTURE SUSTAINABILITY PROFESSIONALS


“Before the internship, I was set on becoming an aerospace engineer and working on rocket design. However, the internship led me to understand **the urgency of green careers**. I decided to go into the **energy industry** and major in **engineering** because of its potential to provide **clean and sustainable power**.”

~ Victor, Porterville Student Intern



CLEAN ENERGY & BUILDINGS
Conservation goal of 30% of CA's lands and coastal waters by 2030

10 Yr. Forecasted Job Growth: **12%**



SUSTAINABLE FOOD SYSTEMS
Increased demand for hydroponic farming in areas at risk for drought

10 Yr. Forecasted Job Growth: **11%**




TRANSPORTATION
100% of new car sales to be zero-emissions vehicles (ZEVs) by 2035

10 Yr. Forecasted Job Growth: **9%**



SUSTAINABLE GOVERNANCE
Law proposals for companies to disclose full value chain emissions

10 Yr. Forecasted Job Growth: **9%**



WATER CONSERVATION & USE
Conservation goal of 30% of CA's lands and coastal waters by 2030

10 Yr. Forecasted Job Growth: **8%**



WASTE MANAGEMENT
Highest recycling waste in the country; recent "minimum recycled content" bill

10 Yr. Forecasted Job Growth: **7%**



Small Group Discussion

- Help us to co-create solutions
- Select a small group to join.
Requests for a volunteer notetaker.
- Share your ideas for the Call to Action, with a solutionary lens.



Discussion Prompts

- Do these recommendations resonate with you?
- How would these recommendations be helpful to your work, and to creating a thriving, equitable green economy in CA?
- Which recommendations are most important and why?
- Other recommendations?
- What do you need in order to provide great green career learning experiences?



Next Steps

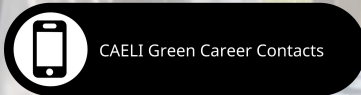
- Reviewer role: \$250 honorarium
- Share additional input in Draft Report or by email: Emily@goodgreenwork.com
- Sign up to receive further information on:



- Next steps
- The Call to Action report and
- Opportunities for advocacy

Thank you!

Sign Up to Receive Updates:



Provide Input on Draft Report:

