The Great Green Career Quest:

Open the Door to Superior Strategies for Success

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Background

- Michigan State University senior, completing B.S. Degree in Construction Management.
- Michigan Public Service Commission.
- Past employment: variety of management and labor positions at small and large-scale construction companies, some of which work in the renewable energy industry.
Purpose:

• To introduce green jobs and careers and empower individuals with tools to assist in completing a successful quest

• Advantages accrue to those who have a good understanding of the field and those who are ready to employ the best strategies in their search.
Situational Factors

1. Just launching into your profession, fresh out of college
2. Encountering mid-career cross-roads
3. Suddenly out of work as a result of circumstances beyond your control
What Are Green Jobs?

- **Green Jobs: A Guide to Eco-Friendly Employment**;
  
  Green “generically…has described something that has a benign or moderate effect on the environment. By extension green jobs, or green-collar jobs are those connected to eco-friendly products and services and associated with work that contributes to sustainable environment and better economy” (Llewellyn, Hendrix, Golden, 2008, p. 17)
The Green Job Search

• Techniques for searching for and securing a green job are practically the same as for any type of job, and green job opportunities abound.

• Be prepared that your job hunt may last longer than usual given the state of the economy.
How Do I Search for a Green Job?

• As of June 17, 2009, almost four million people in the United States had been looking for work for twenty-seven weeks or more.

• Use your time wisely to find a job that will best fit your needs.
Identify Your Direction

• What does success mean to you?
  – Determine what satisfies your personal success.

• What are your values?
  – “They are deeply held convictions that develop from your culture, your experiences, and how others behave towards you. Your values motivate you and determine how you relate to the world around you…. You may not always be aware of them, but your values are always present, always a part of who you are, and always influencing what you do” (Llewellyn, Hendrix, Golden, 2008, p. 29).
Books to Help Define Your Values

- **The Job-Hunter's Survival Guide** (Bolles, 2009)
- **Do What You Are** (Tieger and Barron, 2007)
- **Green Jobs** (Llewellyn, 2008)
Websites to Help Define Your Values

- Quintessential Careers (2010)
- Stewart, Cooper, and Coon, Inc. (2006)
Start with the Basics

• The basic tools and techniques for job or career-hunting are the same for green jobs as for any other kind.

• Creating a resume, writing customized cover letters, focusing your search, targeting delivery to promising opportunities, and preparing for interviews are not different.

“My resumé is not all lies! My name is correct!”
Start with the Basics (2)

• “What’s different is the slant you give your search and the questions you pose to your prospective employers” (Llewellyn, Hendrix, Golden, 2008, p. 32).
Wisely Use Internet Tools

• The internet can be helpful, but it should not be your only tool and you should learn to use it wisely.

• A simple search for “green jobs” results in a glut of sites claiming to assist matchmaking between companies and applicants.
• Create your own inventory of green job board sites.

• Install a simple add-on to your Internet browser, such as Alexa’s ranking toolbar. This can show which job-search boards are generating the most traffic.
• Google search for “green jobs” with Alexa’s ranking toolbar
Wisely Use Internet Tools
(3)

- Set up an account that will organize RSS feeds from popular job boards
  - An RSS (really simple syndication) feed is a way to easily collect a list of update notices from preferred websites.
  - As businesses make posts relevant to your search, the notices will be delivered to your RSS reader program. This way you can see at a glance when new jobs are posted without being bogged down by having to visit numerous sites.
• On at least several of these, create a search using specific keywords for the kinds of jobs and locations you are interested in and open to.
Click the RSS feed link to add this search to your RSS program.
• once set up, your RSS program will continually update itself around the clock
• As you find companies of interest, research them.
• Visit their websites, but also seek information about them from other sources, too, such as from news articles and trade publications.
• Keep on the lookout for similar companies and related industries, that may also represent values similar to your own.
Connecting on Social Media Websites

- High traffic Internet sites, such as LinkedIn (www.linkedin.com), provide opportunities for connecting with professionals in the widest range of industries.
Build your connections...
Create a profile...

Ryan Johnston
Research Assistant for the Michigan Public Service Commission
Lansing, Michigan Area | Government Administration

Ryan Johnston Signed with Barton Malow Company 20 days ago

Current
- Construction Management Intern at Barton Malow Company
- Research Assistant at Michigan Public Service Commission

Past
- Construction Management Intern at Barton Malow Company
- Construction Management Intern at JM Olson Corporation
- Demolition Laborer at Great Lakes Construction Services

Education
- Michigan State University
- University of Detroit Jesuit High School

Recommendations
1 person has recommended Ryan

Connections
65 connections

Websites
- MPSC
- Barton Malow Company

Public Profile
http://www.linkedin.com/pub/ryan-johnston/16/7b6/93b

Unable to connect
Firefox can’t establish a connection to the server at ad.doubleclick.net.

Ryan’s Connections (55)
Tara Jennings
Project Engineer at Barton Malow Company

Lynn Landwehr(Hall)
Legal Assistant at Barton Malow Company

Alex Morese
• The profile interface on LinkedIn is used to set up an online resume highlighting your qualifications, including education, past and present employment experiences, and more.

• Can also be used to view job postings, learn who posted the position, and perhaps discover – based upon your networking connections – if there is anyone you already know at the same company or in a related business.
Use your connections to land the job...

- Director of Sustainable Development
  - Parsons
  - Washington, DC - Jan 29, 2010
  - Find people in your network at Parsons
  - 1 person in your network works at Parsons

- Senior Sustainability Engineer
  - Cundall
  - South Brisbane Area, Australia - Feb 1, 2010
  - Find people in your network at Cundall

- Water/Wastewater Practice Leader
  - Stantec Consulting - Sarasota, FL - Feb 5, 2010
  - Find people in your network at Stantec Consulting

- Europe Business Development Manager (Compound Semiconductor Solutions)
  - Dow Corning Europe - Senielle (Mons) - Jan 26, 2010
  - Find people in your network at Dow Corning Europe
Advanced Energy Technology Network

- Inaugurated by Michigan’s NextEnergy
- Connects green energy stakeholders and technology developers in our state.

https://nextenergy.groupsite.com
NextEnergy’s Group Site

- Network with Industry Leaders
- News
- Funding Opportunities
- Business Opportunities
- Blog Space
- Featured Events
- Career Opportunities
• Once again, be careful though:

  – Only 4–10% of job seekers find their jobs online.

  – Research shows that 51% of people who use just one search method give up within the first month. … Given two search methods, only 31% give up
Network, Network, Network

• “Eighty percent of people are hired through having some sort of connection with the company” (Mansfield 2009).

• Talk to your friends, family members, and business acquaintances.

• Think of other networking avenues such as college or graduate school friends, professors, casual contacts, and professional colleagues.
• Consider starting with the Michigan Renewable Energy Program (MREP; [www.michigan.gov/mrep](http://www.michigan.gov/mrep))
  – "It consists of individuals and organizations with knowledge and experience in energy production, technology, education, and policy development… assembled to identify and address barriers to the advancement of renewables and recommend initiatives to increase renewable use in Michigan" (MREP, 2009).
– MREP currently has several committees that meet on occasion to discuss points of view and learn more about renewable energy applications from one another and from state and national experts.

– MREP also provides an email distribution list and a web-based Calendar of Michigan Renewable Energy Events that help keep subscribers informed.
Networking Pointers

• Attend a conference or trade show or a lecture at a nearby college or university.

• Study agendas and directories of recent events to build your own directory of potential contacts and businesses to research.

• Contact people in your preferred fields and ask them for an informational interview.

• Join, or even form, a group of job seekers that will meet regularly.
What Background is Required to Land a Green Job?

• You may feel your background doesn’t directly relate to the green job that interests you, but you may bring a unique perspective that a relevant organization doesn’t yet realize it needs.

• It’s important to remain flexible.

• Your dream job may not be available right now.
Education and Training are Always Fruitful

• First identify whether you need more and what you need
  – Decide on a degree
  – Decide on training; renewable energy training, for example, is becoming easier to find and financial support may be available to help you find your green path forward.
• DELEG Energy Office list of Michigan institutions offering training programs and curricula in:
  – construction trade
  – energy efficiency
  – clean technology

• Interstate Renewable Energy Council
  – indexes four-year universities and training providers anywhere in the United States
American Solar Energy Society (ASES) and Management Information Services, Inc.

- In a 2007 study, Roger Bezdek headed the development of working definitions of jobs in the renewable energy and energy efficiency industries.
- Used 2006 baseline data to forecast the growth of these industries through 2030, given three differing scenarios.
• The report reveals how today’s professions are not going to require much different education or training than those of tomorrow; “accountants, engineers, computer analysts, clerks, factory worker, truck drivers, mechanics, etc.” (Bezdek, 2007, p. 3).

• Recognize that this competitive market might require furthering your current education or skill set.
No Worker Left Behind

• Introduced on August 1, 2007 by Governor Granholm.
• Two years free tuition program to help residents stay employed with the changing economy.
• Ends August 1, 2010

"COLLEGE! ARE YOU CRAZY?! WE CAN'T HARDLY AFFORD TO SEND YOU TO KINDERGARTEN!"
First 18 months of NWLB

- 62,206 people enrolled in training
- 34,355 participants completed training
- 24,699 (72%) of trainees either obtained or retained jobs
NWLB Success Story

- General Motors worker laid off after ten years of employment
- After finding and completing a 16-week course paid for by NWLB, this former GM employee received a job working at Dow Corning in solar manufacturing.
- “out of the 23 students in the class, 11 had job offers before the class even concluded.”
Entrepreneurs Lead the Way

• There is a possibility that your dream job doesn’t exist.
• Venture capital and business start-up funds are pouring into new green business development.
• There are plenty of books and online resources available to let you know what it takes and help you to determine a niche for yourself.
• Just as the internet boom accounted for 28 percent of job growth in the final decade of the 20th Century, green jobs are presently one of the largest and fastest growing sectors of the economy (Llewellyn, Hendrix, Golden, 2008, p. 20-22).
“That’s A Wrap”

Questions?