

Greening Your Curriculum

with Cengage with Cengage Learning:
 Partners for Successful Training



How is your school's curricula responding to the new green economy?

Now is the time to take advantage of the surge in "green collar" jobs. Your school has the opportunity to meet the demands of the green marketplace by retraining current workers as well as training new students in the latest technologies. Greening your curriculum benefits both you and your students.

With the quick pace that the industry is revolutionizing, the path to green is not always clear.

Whether you're starting from scratch or modifying existing curricula, Cengage Learning can help your school or program go "green" in a way that makes sense for you and your overall mission and vision.

Green construction: 7 million jobs will require "green" capabilities by 2016

What is a "Green Collar" Job?

"Green collar" jobs are living-wage, career-track jobs that contribute to preserving or enhancing environmental quality in a low-carbon economy. The majority of the jobs associated with America's transition to clean energy are occupations that people already work in today. A green collar job directly works with policies, information, materials, and/or technologies that contribute to minimizing environmental impact and requires specialized knowledge, skills, training, or experience in these areas.

The expect growth over the next several years include:

- commercial and residential energy auditors
- carpenters, electricians, electronics technicians and HVAC workers needed to make buildings and homes greener and to install renewable energy and energy efficient technologies
- solar and wind power workers
- engineers and construction managers who plan large energy-saving or renewable energy projects

Green energy - solar & wind power:

3 million new jobs by 2019

Your Curricula Needs to be Green

The fact is "green" is rapidly becoming THE way of doing business. The jobs of the 21st century require the knowledge and application of green technologies and processes – especially for those in the construction and energy trades. All workers at all levels need to keep up with new techniques and be in compliance with new codes in the green economy. Workers who do not have current certifications or understanding of the technology will have difficulty finding positions.

Your school needs to stay competitive by helping prepare students for the rapidly evolving and emerging careers. Now is the time to take advantage of the high growth in "green collar" jobs that are being driven by federal and state economic stimulus, regulations, and public demand. There is opportunity for your school to train students to meet the needs of a quickly growing market.

Green Education consists of individual courses and entire programs that meet today's broad-based demand for technicians who can employ green practices in their workplace and in their trade. Green education can address specific trades and categories, such as electrician, HVAC, plumbing, construction, health care, hospitality, and transportation. Green certification may be required for some jobs.

For information on "greening" your curriculum
 contact your local Delmar, Cengage Learning Representative

Or visit us at www.thegreendestination.com

1-800-354-9706

Greening Your Curriculum *cont.*

Going Green: How can Cengage Learning help you?

Cengage Learning can help you Go Green. We'll help you determine your needs and what makes sense for your institution's unique needs, mission and vision for the future.

We will look at your student population, current and future program offerings, educational delivery method whether it is on ground, on line, or a blend of the two, and help you create green offerings that make sense for you. It could be new programs, greening existing programs, or designing new courses or learning modules that result in meaningful credentials and jobs for your students.

Cengage Learning's team of Course Developers and Instructional Designers would like to partner with you to make a difference for your students, the economy, and the environment.

Here are just some of the services and support that we can provide:

- Identify the "best fit" first steps to get green quickly and cost-effectively
- Propose new green programs that build on the ones you currently offer
- Enhance and transform your current courses and curriculum
- Design and build custom green instructional content
- Provide cutting edge research; white papers and reports on green trends, needs, and opportunities
- Develop new programs, and provide marketing, and accreditation documentation support
- Create links to jobs and emerging employers
- Explore green grants and government contracts that deal with green education, workforce development, and technology transfer

Green Job Trends & Your Curriculum

There are many career opportunities in America's green economy with training gaps. This is not a comprehensive look at all the green jobs but instead a look at the high-growth opportunities for your institution.

Quickly evolving and workers must change with the times

- Construction Trades
- HVAC: Interior Climate Control
- Plumbing
- Electrical Trades
- Electronics Technicians

New opportunities, with high potential

- Smart Technology Building Integration
- Renewable Energy – Solar and Wind

Looking to the future, the green way of doing business will be moving beyond the construction and energy trades into many other parts of the economy.

Emerging and future opportunities

- Hospitality/Tourism
- Automotive
- Health Care/Allied Health
- Culinary Arts

"Cengage Learning Green Sheets" will guide you through the changes in industry and how you can best prepare your students to "Go Green".

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