

USGBC's COMMUNITY COLLEGE MEMBER HANDBOOK

A Guide to Educating the Next Generation
of Green Building Professionals



THE CENTER
FOR GREEN SCHOOLS

“The ability to engage our students in green building education and credentialing opportunities offered by the U.S. Green Building Council will allow us to provide them with real hands-on experiences that can prepare them for quality careers.”

Frederick E. Harris

Assistant Vice Chancellor
College Finance & Facilities Planning,
California Community Colleges

WELCOME TO USGBC

The Center for Green Schools at the U.S. Green Building Council (USGBC) has a mission to transform every school and campus into a healthy, high-performing place to learn. As a community college, your institution plays a critical role in helping us reach this vision. Community colleges are the centers for educational opportunity, offering high-quality and affordable education to nearly half of the undergraduate population and providing millions of people with access to more promising futures.

We know that times are tough. With growing enrollment, limited resources and a changing economy, colleges are facing more challenges in fulfilling their mission. Green building provides a solution. This industry has expanded five fold over the last three years to a \$48 billion national market, and is projected to triple in the next five years. The green economy supports job creation, drives workforce transformation and spurs economic recovery. Community colleges are uniquely positioned to prepare students to garner the skills needed to land steady, well-paying jobs in this new industry.

Preparing the next generation of leaders and green building professionals can be a daunting task, but you don't need to do it alone. The Center for Green Schools at USGBC will partner with you to transform your curriculum, campus and community.

Community Green is a new program from the Center for Green Schools designed to make USGBC membership more accessible and helpful for community colleges. USGBC has recruited Community Green chairs: mid-career professionals working regionally to support our members. Your assigned chair can help you understand the member benefits package and assist you in determining how best to utilize it for your college's unique programming and goals.

On behalf of the Center for Green Schools at USGBC, I want to say how appreciative and humbled we are by the hard work you do every day to educate millions of students. Our new community college member package is our commitment to supporting your efforts and to helping you position your college as the local hub for green building education in your community.

Welcome to USGBC. We are thrilled to have you as a member, and we look forward to partnering with you to educate the next generation of green building professionals.



Rachel Gutter

A handwritten signature in black ink that reads "Rachel Gutter". The signature is written in a cursive, flowing style.

Director, Center for Green Schools
at the U.S. Green Building Council

INTRODUCTION

By 2013, green building will support nearly 8 million workers. High-quality jobs in a range of occupations, including building engineers, construction managers, cost estimators, electricians, facilities managers and landscape professionals, among others, will be available to those who understand sustainability and have the right skills and training.

Many community colleges have started integrating green building activities and strategies into coursework and co-curricular opportunities to meet the needs of this new economy, but more can be done.

USGBC recognizes your critical role and, as the leading national organization of green building professionals, we are partnering with you to share our knowledge and tap your expertise. Together, we can create a dynamic green workforce.

USGBC membership offers resources, ideas and connections to help community colleges leverage existing resources, create new programming, and network with the green building industry.

USGBC's *Community College Member Handbook* was created specifically with you in mind. It outlines how to make the most of your membership, and details ways you can use your benefits to create cutting-edge coursework and project-based learning opportunities, green your campus and engage the community in sustainability initiatives. The handbook also offers ideas for showcasing your accomplishments to solidify your standing in the community as a leader in green building education.



“As we all seek solutions to vexing employment and environmental challenges, this program offers California Community Colleges and all of our students an opportunity to acquire nationally recognized credentials that will qualify our graduates for career opportunities in green building and design fields that are continuing to grow.”

Henry A. J. Ramos

Member, Board of Governors
California Community Colleges

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GET STARTED

As a community college member, you receive unique benefits. Learn how best to take advantage of these benefits by staying connected with USGBC.

» Understand Your Member Benefits

Your USGBC member benefits extend to all full-time employees, including faculty, staff and administrators. When your membership is activated, you will receive a link to your member resource page.

Resources: A diverse collection of members-only webcasts, podcasts and green building curricular materials free of cost.

Member Savings: Discounts on valuable products and services, including education publications, online courses, Greenbuild attendance, LEED Professional Credential exams, and more.

Marketing and Promotions: Display the USGBC member logo in your publications, marketing collateral, advertisements, web sites and more. Also use it in your marketing plan to promote campus sustainability courses and activities.

Involvement: Faculty, staff and administrators can make their voices heard by joining a committee, voting in members-only ballots, and enjoying other exclusive involvement opportunities to help shape the development of the LEED rating systems and other USGBC programs.

Community: Network with other USGBC members and learn how community colleges are utilizing their member benefits to bring green building activities to their campus.



Create Member Accounts

USGBC recommends that each member institution create separate usgbc.org site user accounts for individual employees. To take full advantage of member benefits, community college members are asked to create usgbc.org site user accounts for at least the four campus stakeholder positions listed below. These contacts will not be emailed more than twice a year.



Educational Advocate: A member of faculty, staff, and/or an administrator who is involved with curriculum.

Facilities Advocate: A member of staff, and/or an administrator who is involved in facilities planning and/or management.

Students Advocate: A member of faculty, staff, and/or an administrator who is responsible for student activities.

Financial Advocate: A member of staff and/or an administrator who is involved in the budget planning process.

» Connect to USGBC

The Center for Green Schools at USGBC established the *Community Green* program to support community college members in incorporating green building training into curricular and co-curricular activities. As part of this program, the Center has identified mid-career professionals to serve as USGBC's Community Green chairs and has charged them to work regionally to assist community college members in making the most of their membership. Your first step as a USGBC member is to connect with your chair.

Community Green chairs:

- serve as your direct point-of-contact for USGBC
- welcome colleges to USGBC membership
- help you to establish and maintain campus-wide goals for your membership
- work with colleges to organize students around sustainability
- identify and support green building activities (both curricular and co-curricular) appropriate for your campus

Contact Vanessa Santos at vsantos@usgbc.org to meet your assigned chair.

Activities Community College Members Undertake To Educate the Next Generation of Green Building Professionals

Teach Green Building Coursework

Integrate green building and LEED coursework into the curriculum to prepare students for LEED credentials and for careers in the green building industry.

Start a USGBC Students Group

Engage and organize students around hands-on project experiences and LEED credentialing opportunities.

Facilitate Project-Based Learning Opportunities

Integrate hands-on learning experiences for students into curricular and co-curricular opportunities.

Organize Service Projects

Lead efforts to organize a local sustainability project that can bring the community together. Consider participating in USGBC's annual *Green Apple Day of Service*, scheduled for the last Saturday in September.

Develop LEED Project Profiles and/or a Campus Profile

Highlight the buildings and sustainability efforts on campus.

Join a Local Chapter

Join local USGBC chapters to stay up-to-date and involved in the local green building industry and to connect with green building professionals in the region.

Partner with other Colleges

Work with other colleges in the region or district on green building activities and other sustainability.

Learn more and complete your college's USGBC member registration at centerforgreenschools.org/communitygreen.

» Set Goals

We recommend you set some clear goals for the specific activities you want to accomplish through your USGBC membership. Your Community Green chair can assist you in identifying your membership goals. Start the process by reviewing the *Goal Setting Checklist*, which can help determine what activities will be the most impactful and appropriate for your campus. Once goals are identified, your chair can help you devise a plan that uses your USGBC member benefits to reach them.

Goal Setting Checklist

Curriculum

- ✓ What green building and/or sustainability courses are currently offered at your college?
- ✓ Are there opportunities to add new green building courses and/or integrate LEED concepts into existing courses?
- ✓ What resources and support can USGBC provide to assist you in transforming your curriculum?

Campus

- ✓ Are there any campus facilities slated for renovation that are best suited for energy efficiency upgrades or LEED certification?
- ✓ Are there opportunities to involve students in any planning or implementation activities?
- ✓ What resources and support can USGBC provide to assist you in transforming your campus?

Community

- ✓ Does your college currently require or encourage students to participate in service activities in the community?
- ✓ Are there opportunities to partner with local sustainability organizations on new or upcoming service projects?
- ✓ What resources and support can USGBC provide to assist you in transforming your community?

TAKE ACTION

Now you're ready to start putting your benefits to use in educating the next generation of green building leaders. The most effective way to prepare students for the green economy is to implement a holistic approach that integrates green building training across the curriculum, the campus and the community.

» Transform Your Curriculum

Teach Green Building

USGBC membership can help faculty and staff develop innovative green building courses and keep content current.

LEED Credentials

The LEED credential indicates a clear understanding of green building principles and strategies. USGBC offers two professional credentials: LEED Green Associate and LEED AP with specialty.

The Green Associate credential attests to basic knowledge and skill in understanding and supporting green design, construction and operations. The LEED AP with specialty signifies an advanced depth of knowledge in green building practices and specialization in a particular LEED rating system. The LEED AP credential requires LEED project experience.



Prepare

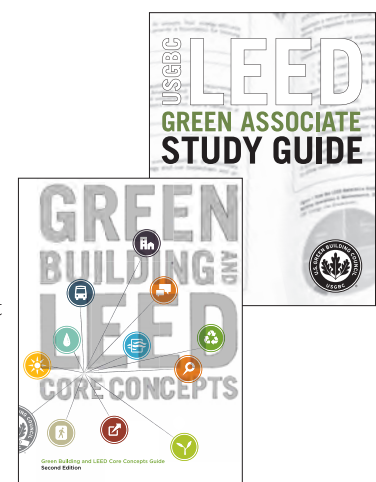
As a USGBC member, you can take advantage of discounts on publications, workshops and online courses, local USGBC chapter membership, Greenbuild and LEED credentialing, which can help prepare you to teach a green building course.

USGBC also offers regular webcast trainings on a variety of topics, including how to develop green building course activities and ways to facilitate LEED credentialing opportunities for students. Ask your Community Green chair when the next community college member webcast training will take place.

Community colleges may want to encourage key faculty and staff to earn LEED credentials to ensure there are experts on campus to assist with curriculum development and green campus planning.

Develop

Your USGBC member benefits can be tapped to add green building concepts to existing classes or to create new courses. Through your member resource page, you can access a sample syllabus, free online courses, project case studies, slide decks, and test and discussion questions. These free resources were created to guide you through the development of an introductory green building course that can help prepare your students to sit for the LEED Green Associate exam. USGBC's [Green Building and LEED Core Concepts Guide](#) and the [LEED Green Associate Study Guide](#) are our textbooks that work in conjunction with the free resources to help you facilitate your green building course.



USGBC has a wealth of other educational products and resources to connect your community college to green building and LEED education. Your Community Green chair can help you determine what USGBC education programs best meet your needs.

Connect to the Local USGBC Chapter to Help Green Your Curriculum

As a group of local green building professionals, USGBC chapters are great resources to help develop course content. Joining the chapter will help faculty and staff connect with the local green building community. Many chapter members are willing to share their experience and expertise as guest speakers or to advise on course development. Chapter membership can also help colleges identify student internship opportunities, potential adjunct professors and area programming that students can participate in. [Find your local USGBC chapter.](#)

Keep Current

With an always changing economy, it's crucial that colleges are able to keep course offerings relevant. As a USGBC member, you will receive regular updates on the ever-evolving green building industry, so you can ensure that your college's courses are up-to-date with the latest green building trends. Email updates, webcast trainings and other networking opportunities will also help you connect with your colleagues across the U.S. to learn about successful courses and programs that can be replicated on your campus.

Valuable Resources For Your Curriculum

Webinar Subscription License for Higher Education

Community college members can purchase a discounted *Webinar Subscription License* that provides all campus employees and students with unlimited access to e-learning education resources focusing on innovation and best practices in sustainable building and LEED.

USGBC-Pearson Education Partnership

USGBC has partnered with Pearson Education to provide customizable online courses and exam prep solutions to support your green building education efforts. These courses meet the needs of a broad range of audiences, including those pursuing green building professional credentials and healthcare, business, construction and hospitality professionals looking to take a leadership role in their organization's sustainability efforts.

Academic institutions, including workforce education departments, government agencies and training programs, will find the courses a good fit for augmenting workforce education programs. USGBC community college members can receive free demos.

To learn more about these courses and USGBC's partnership with Pearson Education, and to request a free demo, contact Vanessa Santos, vsantos@usgbc.org.

Scholarships to Attend USGBC's Greenbuild International Conference & Expo

Greenbuild is the largest international green building conference and expo. It includes more than 30,000 attendees and 100 educational sessions where experts discuss the latest in innovation and best practices in sustainable design, construction, and operations. The expo includes more than 1,000 exhibitors, showcasing the newest technical and product innovations.

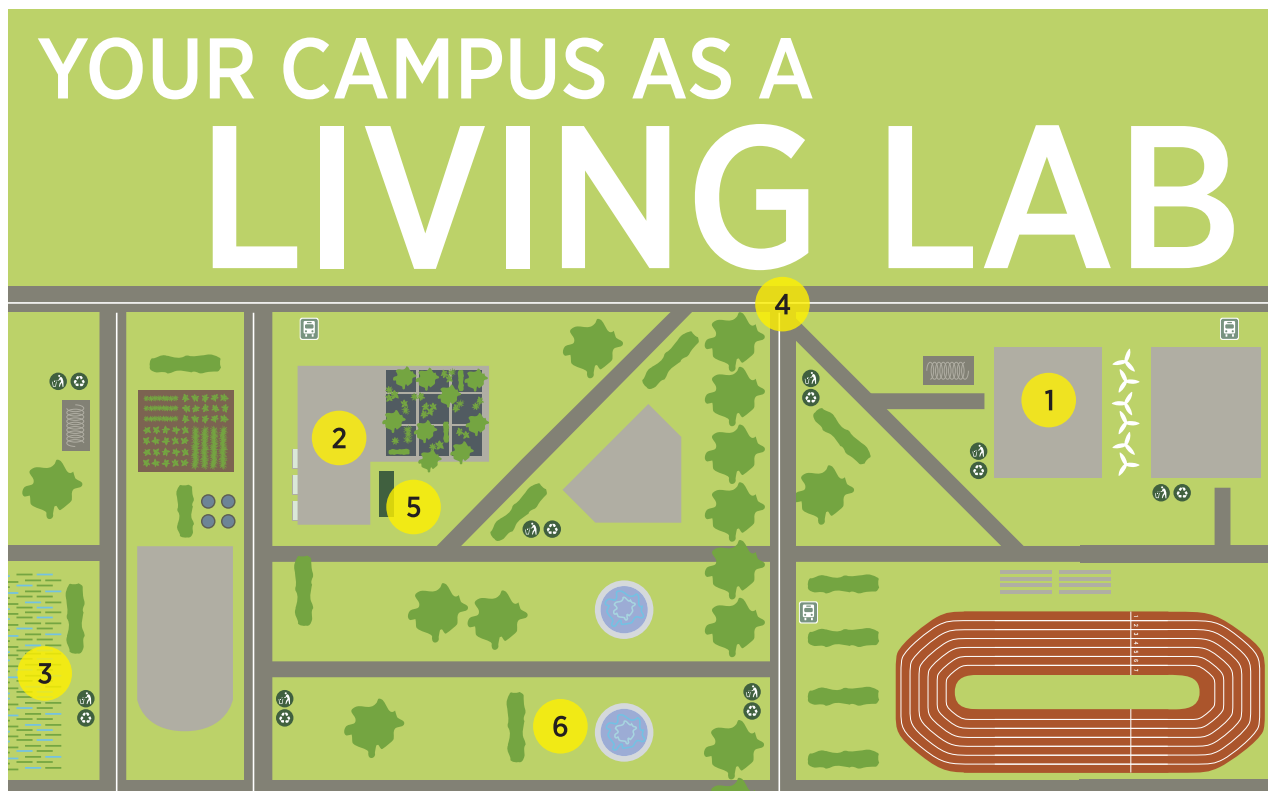
Community colleges members are eligible to apply for scholarships each year for students, faculty or staff to attend Greenbuild, providing the opportunity to learn from cutting edge education sessions, and meet a diverse group of people from around the world who play important roles in the sustainability movement. All employees of member institutions also receive discounts to attend the conference.

<http://centerforgreenschools.org/greenbuildscholarships>

Provide Real-World Learning Opportunities

Diving into hands-on projects on campus and off gives students the chance to work directly with the built environment. Whether conducting an energy audit on a campus dormitory or preparing LEED documentation to certify a new building in the local community, these projects can help students see where their interests and skills lie, while setting them apart in the job market.

USGBC has many products and services to help colleges integrate these project-based learning opportunities into the curriculum. The [Hands-On LEED: Guiding College Student Engagement](#) is a great place to start. It outlines strategies for involving students, providing clear steps and incorporating proven case studies.



- 1 Your Classrooms:** conduct performance energy audits; conduct occupant comfort surveys and develop behavior change studies; create energy models for existing facilities
- 2 Your Cafeteria:** conduct a waste audit of food products; create signage about sustainable food procurement
- 3 Your Landscaping:** perform a landscape inventory; conduct a study on the quantity and quality of water
- 4 Your Transportation:** develop and conduct commuter surveys; create a plan to lower the number of campus travelers
- 5 Your Dumpsters:** conduct waste audits
- 6 Your Campus Green:** grow vegetable and herb gardens

Encourage Cross Departmental Collaboration

Implementing project-based learning opportunities on campus requires collaboration between faculty members and the planning and facilities management teams. These staff members have the most knowledge of the college's master plan and its construction, renovation and maintenance priorities as well as the access needed to integrate the built environment into the classroom.

A meeting to discuss the goals of a faculty member's course may be all that is needed to secure participation from a planning or facilities staff person. Once interested, faculty can include these staff members in meetings to plan the course and to make recommendations on how students can get involved in campus building or renovation projects. Consider listing staff as advisors in course descriptions.

On Campus

As a first step, faculty and staff can work together to determine what campus buildings are best suited for upgrades and for student-learning activities. Students can be assigned to:

- Conduct light, water and waste audits to benchmark a building's current energy performance and research what system upgrades are available and most appropriate for the building
- Review current operations and maintenance policies and outline recommendations for establishing new green procedures
- Create and administer occupant surveys
- Complete LEED documentation

Off Campus

Faculty and staff can also seek off-campus opportunities. Projects can be identified through relationships with local USGBC chapter members, and provide an opportunity for students to gain real experience on LEED projects if none are planned on campus.

Learn LEED

Earning LEED credentials will help students distinguish themselves in a competitive job market by indicating to potential employers that they have clear understanding of green building practices and strategies. You can assist students in preparing to take the LEED credential exams by adding LEED material to your courses, offering LEED exam prep classes, and hosting LEED study groups. Community college members can download USGBC's [Learn LEED: How to Guide for Planning and Conducting LEED Study Groups](#) for free to help guide faculty, staff and students through the process of planning for and hosting a study group.

71%

Of hiring decision makers maintain that being credentialed increases competitiveness

The Value of LEED Credentials

85%

Of LEED professionals believe that their credential gives them a competitive edge in the market

USGBC membership offers additional products and services to teach LEED, including in-person workshops, online courses, and LEED publications. Faculty and staff at member colleges receive free access to [LEED 101: Green Building Basics](#) and [LEED 201: Core Concepts and Strategies](#) online courses, which can be integrated into coursework to help prepare students for the LEED Green Associate exam. Your USGBC membership also provides discounts on publications, such as:

- Green Building and LEED Core Concepts Guide
- LEED Green Associate Study Guide

Consider requiring these LEED publications as course textbooks and having students take the LEED Green Associate credential exam as their final test for your course. Doing so will help ensure that your students are walking away with a tangible and valuable credential.

“We’re excited to bring this educational opportunity to our students at Austin Community College. We’ve identified green building as a necessary program to bring to our campus this year. The value of doing that in partnership with the U.S. Green Building Council is going to be crucial in helping us place our students in quality careers upon completion.”

Donnie Thurman

Senior Lab Tech/Adjunct Professor
Austin Community College
Building Construction Technology

» Transform Your Campus

We know students don’t just learn from opportunities in the classroom. Your campus environment – including your buildings, your operations and maintenance policies, recycling programs and transportation strategies – can all affect the educational experiences of your students. Transforming your campus into an environment that exemplifies green building practices will not only provide real world examples that students learn from, it will also help your college stand out in the community.

Create a Green Campus

Many colleges use the LEED rating system to identify and implement green campus solutions. LEED credits can be applied to campus-wide policies and programs, used to set design standards, and integrated into a college's master development plan.

Best practices include:

- Adopting green operations and maintenance practices
- Implementing green cleaning policies
- Developing alternative transportation strategies
- Coordinating procurement efforts
- Establishing recycling programs
- Promoting innovative landscape planning and maintenance
- Evaluating food purchasing procedures, and
- Organizing student and staff education programs to reduce energy and water consumption

USGBC Member Resources to Help Prepare Planning and Facilities Staff to Green Your Campus

Free access to:

- USGBC's [Paid-from-Savings Guide to Green Existing Buildings](#)
- Online course: LEED 101: Green Building Basics and LEED
- Online course: LEED 201: Core Concepts and Strategies
- Discounts on workshops, online courses, LEED Reference Guides, LEED Study Guides and other educational resources.

USGBC's [Roadmap to a Green Campus](#) can help with your green campus planning. This comprehensive resource provides strategies for using LEED to develop campus-wide sustainability plans. It references more than 100 tools and resources to support campus greening efforts, profiles success stories, and offers guidance to help institutions of higher education.

Free Member-Only Campus-Focused Webcasts

- [Roadmap to a Green Campus](#)
- [LEED for Neighborhood Development for Colleges and Universities](#)
- [What You Didn't Know About Design & Construction on Campus Until Now - A Discussion on How Colleges and Universities Can Best Utilize LEED](#)
- [Building Performance on Your Campus: How to Integrate Energy and Water Into Your Broader Sustainability Goals](#)
- [Establishing a Culture of Performance on Your Campus](#)

Develop a Green Campus Profile

Community colleges can document their green campus planning efforts to record lessons learned and share best practices. Consider identifying ways to integrate the development of your green campus profile into course work, such as assigning an English class to write a report outlining the planning process or a math class to calculate the energy savings resulting from recent building upgrades or from a campus-wide conservation competition. Community college

members can document their green campus initiatives and share them on USGBC's communications platforms by creating a Campus or LEED Project Profile.

USGBC Campus Profile Toolkit

USGBC developed a toolkit to help students, faculty and staff create a green campus profile. This kit can be found on your member resource page, and includes a PowerPoint template, profile-development guide and questionnaire. Faculty members can include this activity as an assignment or a student group can take the lead in preparing it. The profile requires a combination of web research and interviews with key college stakeholders to showcase the innovative work on campus, from buildings to curriculum to community engagement. Preparing this profile is a great way for students to learn about what is happening on campus and meet the change-makers advocating for more sustainable policies and practices. The school's final presentation will be displayed on the Center for Green Schools' website as a resource to other schools looking for ideas of what's working on the greenest campuses. The profiles will also be incorporated into presentations given by the Center for Green Schools' staff across the country.

LEED Project Profiles

USGBC's [project profiles](#) demonstrate real-life strategies, best practices and lessons learned. Stand out as a leader in transforming the built environment and [submit your project](#). You'll also gain global exposure for your project and campus. Faculty can integrate these profiles into coursework, providing students the opportunity to learn about the LEED rating system. Students can also help create these profiles for LEED projects on campus or in the community, developing critical research skills and garnering a better understanding of effective green building strategies.

"I am so very happy to have Clover Park Technical College now a part of the U.S. Green Building Council. This alliance will be a tremendous asset to the college and the student body. The college will benefit from the association with the USGBC and students have the opportunity to earn a LEED credential. This is a resume builder for everyone involved, a win-win situation."

Dan Smith

Instructor: Sustainable Building Science
Clover Park Technical College

Engage Students

Creating opportunities for students to learn outside the classroom can keep them more engaged and helps them develop new and different skill sets. Through planning and participating in sustainability events, such as recycling drives or the Center's [Green Apple Day of Service](#), students acquire leadership and project management skills. Activities that reach beyond the campus also expose students to local green building professionals and community members, providing ways for students identify internships opportunities and network with potential employers.

One great way to foster student engagement is through participation in the [USGBC Students program](#).

Why USGBC Students is a Good Fit for Community Colleges

USGBC Students stands out from most campus-based student groups. These USGBC-sanctioned organizations are connected to and supported by dedicated national staff and a strong regional network. USGBC Students are focused on tangible results and implement programs and events to help students prepare for employment in the green economy. Many take the lead on campus in preparing students to earn their LEED credentials. USGBC Students groups are supported by a network of regional green building professionals. This well-established infrastructure helps community colleges feel confident in supporting a student group that can address regional priorities and that needs to accommodate older students who do not reside on campus. USGBC Students' emphasis on preparing students for the green economy aligns well with a community college's commitment to training the next generation of green building professionals.

“Community Green and the resources from USGBC is a good way for the students at Moraine Valley Community College to learn about the fundamentals of making buildings energy efficient, and what steps may be reasonable to take for those buildings that are underperforming their energy design.”

Steve Brasel

Department Chair, Mechanical Technologies
Moraine Valley Community College

The [USGBC Students Guide to Transforming Your Campus, Community and Career](#) was created to assist students in organizing a group. It provides a step-by-step plan for students to establish groups with the goal of creating and implementing green campus movements. Many of these initiatives support students' direct involvement in green building projects on campus or in the community and encourage the integration of sustainability throughout the curriculum.

USGBC Students Benefits

- Networking opportunities with green professionals
- Support earning LEED credentials
- Connect to USGBC chapters and affiliates in the community and across the country.
- Volunteer opportunities at Greenbuild and receive discounted admission costs
- Complimentary access to online courses: LEED 101: Green Building Basics and LEED and LEED 201: LEED Core Concepts and Strategies
- Special assistance from the national staff in using *Hands-On LEED* and *Roadmap to a Green Campus*

» Transform Your Community

Community college members can reach beyond their campus borders by forging alliances with USGBC's diverse membership. Connect to other college members to share lessons learned on successful green campus initiatives, network with national and local industry leaders to establish relationships that can assist students in finding jobs, and support community service activities to help students identify mentors and learn about a broad range of career options.

Connect with Members

USGBC has more than 12,000 member organizations representing a variety of industries and organizations committed to creating a sustainable built environment, including large companies, small businesses, nonprofits, educational institutions and governments. The new USGBC website includes member profiles that will allow you to highlight details about the LEED and green building activities at your college (see a [sample profile](#)). The new profiles will make it easier for community college members to engage in USGBC, highlight their sustainability commitment and fully utilize member benefits.

Plan Service Activities

USGBC has several service activities that promote community engagement, including the Center for Green School's annual [Green Apple Day of Service](#), held the last Saturday in September. For one day, advocates from around the world—students, teachers, parents, elected officials, international green building councils, USGBC staff, chapters and member organizations—come together in support of healthy, sustainable schools by taking action in their communities to show that where we learn really does matter.

Lay the groundwork for your *Green Apple Day of Service* event!

Participate in the “Where We Learn Matters” Photo and Video Campaign

Community colleges can show their support for healthier more sustainable schools and campuses by participating in the “Where We Learn Matters” photo campaign. Faculty, staff and students can take a photo holding a green apple on campus or create a 10-20 second video testimonial. In the video, students explain that “We learn here and where we learn matters.” Photos and videos will be used on the Green Apple website and in promotional materials. Go to the “Share Your Story” section of [mygreenapple.org](#) for more details. This is a great project for your school's USGBC Students group!

Green Apple Day of Service provides a great opportunity for colleges to connect students to community members and service opportunities. Community service activities can be small in scale, such as students helping to organize and volunteer at sustainability lectures, or more far reaching, such as students working with the local K-12 school district to help conduct energy and water audits of all its major facilities. These activities help students develop hands-on skills and may provide connections to potential mentors and employers. USGBC has developed webcast trainings for colleges that outline the goals of the initiative, present a variety of events to consider and provide tips on how to encourage campus and community participation. Other resources include a project captain kit and a how-to promo guide. Go to [mygreenapple.org](#) to learn more.

Join Your Local Chapter

In addition to helping you transform your campus and curriculum, joining your local USGBC chapter will also help you impact the community. Establishing strong relationships with the green building professionals active in the local chapter will ensure the community college perspective is heard and that your critical role in providing technical training for the local green economy is publicized. As an employee of a USGBC member institution, you are eligible to receive a 25 percent discount on chapter membership. [Find your local USGBC chapter.](#)

SHARE YOUR SUCCESS

Once you have taken action, it is important to promote your achievements and the great work you are doing as a USGBC community college member. Highlight the efforts you have made to educate the next generation of green building leaders, showcase your green campus initiatives and publicize the accomplishments of your USGBC Students group. The following ideas will help you tell your success stories – stories that are important to communicate to prospective students, local employers, donors, elected officials and your peers.

» Compile Your Stats

Gather statistics on the results of your workforce development initiatives and green campus plan, such as the number of green building training programs you offer, how many students have landed green jobs, or costs savings from recent building upgrades or energy reduction competitions. Create a media kit with fact sheets outlining these statistics and include case studies and testimonials from students and local businesses that have benefited from your college's green building courses and technical programs. Design a format that can be easily modified so you can tailor it to specific audiences, such as potential students, local employers, media and donors. Put the kit on a flash drive with pictures and videos to make distribution easy. Also work with your USGBC Students group to maximize social media and get the word out about what programs you offer and the success you have achieved.

A Picture's Worth a Thousand Words

Create a photo opportunity for the local media that shows community college students in action. If you want media to attend an event, draft a media alert or invitation with the five "W's" (who, what where, when and why) and let them know there will be photo and interview opportunities. Be sure to send this at least two weeks in advance and again the week of the event so they have it on their calendars. If you can't get the media to come to you, go to them: recruit a photography student to take pictures that you can send post-event to make the local paper's job easier. Post your photos on Flickr, Facebook and other social media outlets.

» Make the Pitch

Put together a press release to send to the local media to spread the news about your green campus. Press releases are great when you have exciting information to share with a large audience. If you can, take it a step further by calling journalists directly to "pitch" your story to targeted media. Either way, be concise, have quotes, interesting information and links to share and be sure to follow up with phone calls or emails that provide the writer more information. In addition to local media, look for publications like your community newsletter or campus paper where you can make announcements and encourage community and student participation.

» Create Your Own Story

If you are having trouble getting media attention for all the great work you are doing, take matters into your own hands. Start a blog on USGBC membership and green job trends and report on what your local community college has been doing in this field. If you have green building courses on your campus, you should also consider getting students involved in blogging about their experience in the class. Post relevant updates, share your success stories and offer advice related to sustainability and green building. You can use email and social media to distribute your blog. When blogging, make sure your posts are timely, concise and include useful links and visuals when possible.

CONCLUSION

Pioneering USGBC community college members across the country have used their memberships to become leaders in green building education and drivers of local green economies. Together colleges are creating healthier, more sustainable campuses and communities, and preparing students for brighter futures.

The opportunities for impact reach well beyond a single campus. Once your campus is established as a leader in sustainability, expand your reach by taking the lead in creating a district-wide initiative, recruiting your peers to become USGBC members or replicating your most effective green building courses and programs for those outside your classrooms.

As you engineer new and innovative ways to bring green building initiatives to life, remember to keep USGBC up to date about your activities and accomplishments. We want to inspire others with your successes so that they too can get involved.

When you join USGBC, we become your partner in making your college a leader in sustainability and in preparing your students to meet the demands of the new green economy. There's no better time for us to come together, combine resources and take action.

“This program offers our students an opportunity to be exposed to sustainability within the context of their majors, and to learn about sustainable building concepts from nationally recognized subject matter experts.”

Donald Gauthier

President, District Academic Senate Los Angeles Community
College District



usgbc.org