

May 21, 2009

DIRECTIVE: JOB CORPS INFORMATION NOTICE NO. 08-48

TO: ALL JOB CORPS NATIONAL OFFICE STAFF
 ALL JOB CORPS REGIONAL OFFICE STAFF
 ALL JOB CORPS CENTER DIRECTORS
 ALL JOB CORPS CENTER OPERATORS
 ALL NATIONAL TRAINING AND SUPPORT CONTRACTORS
 ALL OUTREACH, ADMISSIONS, AND CTS CONTRACTORS

FROM: ESTHER R. JOHNSON, Ed.D.
 National Director
 Office of Job Corps

SUBJECT: Green Initiatives and Projects Funded Through the American Recovery and
 Reinvestment Act

1. Purpose. To provide the Job Corps community with information and details pertaining to “green” initiatives and projects funded through the American Recovery and Reinvestment Act (Recovery Act).
2. Background. The Recovery Act has allocated \$250 million in stimulus funds specifically to the Job Corps program. While the principal portion of these funds will be spent on Construction/ Rehabilitation and Renewable Energy Projects, a portion of the discretionary operations fund will be used to jump-start efforts to prepare Job Corps graduates for employment in the green economy and to make our centers more environmentally friendly. This Information Notice provides instruction for actions and initiatives in both areas, encompassed in large part within two major initiatives – Job Corps’ Green-Collar Training Initiative and Job Corps’ *Earth Day Every Day* Initiative. Other actions funded under the Recovery Act, such as increasing the use of alternative fuel vehicles (AFVs) throughout Job Corps, are ongoing and will be communicated separately to the Job Corps community.

Job Corps’ Green-Collar Training Initiative

The green economy holds great promise of creating good jobs and new career opportunities. Success depends on developing a workforce with the requisite skills and knowledge, and youth are a critical component that must be prepared to participate in the green economy. The National Office of Job Corps has developed a strategy/plan that will kick off the “greening” of Job Corps’ career technical training (CTT) programs and the development of green-collar job training. The plan is designed to:

- target Job Corps’ existing population;
- ensure a strong set of work readiness skills for future workers in the green economy;
- build a set of green career pathways for education and career advancement; and
- incorporate green technologies training.

The National Office will begin this critical work by providing career pathways that connect Job Corps youth to the green economy. Initial efforts will focus on three industry areas: Advanced Manufacturing, Automotive, and Construction. Over the next 18 months, Job Corps is expected to prepare 10,000 graduates for employment in the green economy. These three CTT program areas represent training opportunities for approximately 15,000 students across all centers at any one time.

The greening of Job Corps is an enduring initiative that will extend well beyond the 18-month lifespan of the Recovery Act projects and long after Recovery Act funds have been spent. For the last few years, Job Corps has been transitioning to a standards-based education and training system that leads to industry-recognized credentials and certifications for students, staff, and programs. The strategy/plan for the greening of Job Corps’ CTT programs is consistent with Job Corps’ current direction, practices, and operations.

a. Three Focus Areas for Development of the Green-Collar Training Initiative

The plan for greening Job Corps’ CTT programs identifies three primary focus areas. These three areas will not necessarily be implemented sequentially but will simultaneously span the entire 18-month funding window based on required levels of research and development, staff training and professional development, and technical assistance and support throughout implementation. The three primary focus areas (along with their planning elements) are as follows:

- (1) Enhancing and refocusing CTT programs to incorporate green technologies and training
 - Identification of new industry requirements for greening, including new certifications or endorsements
 - Development and implementation of green modules into current programs, to include the introduction of green segments (knowledge-based materials) from existing Automotive Advanced Training into the basic training program
 - Modifications to program content and curricula, including the integration of the U.S. Green Building Council’s green construction methods and rating systems, and green industry standards established or identified by our National Training Contractors (NTCs)
- (2) Expanding/replicating existing green CTT programs

- Development of criteria (such as performance and labor market information [LMI]) for identifying centers where green programs could be expanded or replicated
 - Re-allocation of CTT slots and/or additional training slots for identified programs/centers
- (3) Developing and initiating new CTT programs for emerging occupations in the green economy
- Conducting a feasibility study to identify new/emerging green occupations for Job Corps
 - Identifying student, staff, and program certifications in new/emerging occupations
 - Expanding partnering opportunities with community colleges, technical schools, industry, and employers
 - Developing and implementing new CTT offerings

b. Roles, Responsibilities, and Actions Under the Green-Collar Training Initiative

Recovery Act funding is made available with very specific objectives, strict guidelines and requirements for reporting and accountability, and an unprecedented timeline for implementation. Therefore, it is important that all Job Corps staff at the national, regional, operator, and center levels understand the extreme level of urgency and accountability required in our processes, responsiveness, and ability to coordinate all work surrounding the greening of Job Corps' CTT programs. To this end, specific roles and responsibilities are assigned to the following parties:

- (1) National Office
- Coordinate all communications and action steps
 - Disseminate implementation plan
 - Host regular conference calls with regions, operators, and centers to discuss the initiative
 - Disseminate funding as appropriate
 - Hold workgroups to ensure plan advancement (coordinating automotive, construction, and manufacturing groups)
 - Develop tracking system
 - Track plan progress
 - Coordinate with regions to implement enhancement and expansion of programs

- Conduct feasibility studies as noted in the development area
- (2) Regional Offices
- Recommend workgroup participants for three industry areas and monitor progress
 - Using the CTT change process, work with the National Office to identify CTT offerings that could be enhanced and/or expanded based on labor market information, performance, industry alignment, and other set criteria
 - Provide funding, guidance, and oversight to centers and Outreach and Admissions/Career Transition Services (OA/CTS) providers
 - Identify a point of contact (POC) to ensure that operators and centers have a technical assistance resource person
 - Track progress
- (3) Operators
- Work to ensure that centers have the support needed to enhance or expand programs quickly
 - Designate a corporate POC to ensure that centers have a technical assistance resource person
 - Make sure that this initiative is given high priority
 - Train staff and students as appropriate
 - Provide tracking information/support as required
- (4) Centers
- Designate the Center Director as center POC to oversee the initiative
 - Ensure that students are informed of new options available to them
 - Market the advantages of green-collar training and employment to meet program goals
 - Coordinate with OA/CTS providers
 - Track progress of green-collar programs as required
 - Train staff and students as appropriate

Job Corps' *Earth Day Every Day Initiative*

The green economy also holds great immediate promise for the construction, energy, and related industries. Success depends on developing and incorporating new ways of operating, doing business, and using materials. An understanding of concepts and actions that support renewability and sustainability – such as energy and fuel reduction, recycling, and conservation

of natural resources – is key to that success. Students should have opportunities not only to train in green jobs, but also to understand and participate in activities that support a green world and model green behaviors.

To that end, Job Corps is launching *Earth Day Every Day*, an initiative that encourages students to incorporate environmental stewardship and sustainability principles throughout their centers and communities. The initiative kicked off on Earth Day 2009, and a national “green center” award winner will be recognized in Washington, D.C., on Earth Day 2010.

Earth Day Every Day activities aim to: reduce centers’ negative impacts on the environment, educate students and staff about the importance of making green decisions, and show how individual contributions can make an impact. Each center is encouraged to select a team of students and staff members to plan, support, and monitor activities. The following questions and answers outline various actions under the *Earth Day Every Day* initiative.

Questions and Answers About *Earth Day Every Day*

Q. What types of activities are encouraged under the Initiative?

- A. Activities and projects that incorporate green principles vary widely, but generally occur within four major areas. These major areas will serve as categories for funding and recognition purposes:
- Energy reduction
 - Reduction of motor vehicle fuels, particularly petroleum gasoline
 - Conservation of natural resources, particularly water
 - Reuse, recycling, and waste reduction

Below are examples of activities to provide ideas for actions and also generate additional ideas for new and creative projects. Students and centers are encouraged to brainstorm incorporating these and other ideas into activities/projects that may best fit their programs, operations, and/or communities. Many actions may cross from one category into another.

(1) Energy Reduction

- Replacing old equipment with energy-efficient models, and measuring/tracking differences; exploring rebate programs from local utilities for energy-saving investments
- Controlling energy consumption during peak-demand periods; shifting demand to low-use periods; looking into possible credits from local utility companies for load shedding
- Weatherizing facilities (to reduce energy use); conducting thermal imaging studies of facilities to identify heating or cooling loss and take appropriate actions to remediate identified deficiencies

- (2) Reduction of motor vehicle fuels
 - Travel/trip management to reduce mileage and fuel usage
 - Utilization of non-petroleum-based fuels
 - Fleet management to reduce vehicles or replace with more energy-efficient models
 - Encouraging car pooling and ride-sharing programs
- (3) Conservation of natural resources
 - Creating a garden for cafeteria use, possibly organic (reduces transportation)
 - Xeriscaping (landscaping that minimizes water usage)
 - Reducing water usage by replacing fixtures and repairing leaks/drips
 - Reducing the use of pesticides, fertilizers, and industrial and toxic chemicals
- (4) Reuse, recycling, and waste reduction
 - Re-utilizing property and equipment
 - Recycling glass, plastics, paper, and metals
 - Reprocessing spent cooking oils for biofuel
 - Purchasing recycled content materials

Q. What funding has been made available for projects and recognition under the Earth Day Every Day Initiative, and how do centers apply?

A. All centers are eligible and encouraged to apply for funding in the following ways:

- (1) Incentive Award Program for reducing demand for energy and water use on center, reducing waste, and increasing use of recycled materials
 - Award application forms will be available beginning in June 2009
 - Centers may submit application for awards in October 2009 and April 2010 to the Regional Office
 - Application should show measurable results compared with the same quarter as the previous year, as well as describe activities taken to reduce energy or water, reduce waste, or increase recycling activities
 - Tools such as Energy Watchdog should be utilized to show results

- (2) Funding for Green Projects that will reduce energy or water use on center, or promote waste reduction, recycling, use of recycled materials, or environmentally preferred practices
- Project funding application forms will be available in June 2009
 - Centers may submit applications for project funding to the National Office by July 31, 2009. Funds will be transferred to centers by September 1 and must be expended by January 31, 2010
 - Funding for computers, fleet vehicles, and career technical skills training (CTST) projects will be provided separately
 - Reference Job Corps Program Instruction No. 06-31, “Department of Labor’s Green Procurement Program,” dated June 1, 2007, for a list of Web sites that address environmentally preferable products, materials, assessment tools, and resources
 - Applications should demonstrate how projects benefit the Job Corps program and the environment
- (3) Green Center Recognition Award – Entries from centers shall be submitted to Regional Offices not later than January 31, 2010. Each entry should be a written report that addresses the criteria listed below, along with any supporting materials and photos or media files:
- Detailed description of projects and activities
 - Data used to measure progress/success
 - Ways in which the projects or activities have improved the community, preserved the environment, and educated students
 - How the project, activities, or results will be sustained

Each Regional Office will make an award for the Regional Green Center by March 15, 2010. The six regional winners will be submitted to the National Office to determine the National Green Center award winner for a recognition ceremony in Washington in April 2010. A “Best Practices” Guide of projects submitted by the centers will be compiled and made available to all centers. More specific submission information on the awards and how to apply will be provided later this year.

3. Action. Addressees are to ensure that this Information Notice is distributed to all appropriate staff.
4. Expiration Date. Until superseded.
5. Inquiries. Inquiries pertaining to Job Corps’ Green-Collar Training Initiative may be directed to Marcus Gray at gray.marcus@dol.gov. Inquiries pertaining to Job Corps’ *Earth Day Every Day* Initiative may be directed to either Justin Meeks (meeks.justin.l@dol.gov) or Andrea Kyle (kyle.andrea@dol.gov).