Panel II: Green Career Stepping Stones

Moderator: Kevin Coyle
Panel II

David Corsar

Career Center Manager, EcoLeaders

National Wildlife Federation
My Path

Environmental Engineering

Project Management

Youth Leadership Development

Public Administration
NWF EcoLeaders Green Career Stepping Stones

**Project Design and Management (PDM)**
- EcoLeaders PDM Resource Library
- Project Certification

**Leadership**
- Personal EcoMission
- Community of Leaders
- EcoLeader Certification

**Career Pathways**
- Self-assessment
- Career landscape research and guidance
- Networking opportunities
PDM Cycle: Planning

Visioning, Planning, or Research
• How to measure success
• How to map out short- and long-term goals
• Best practices in surveying

Recruiting Others
• How to recruit and manage volunteers
• Best practices for meeting with college leadership

Budgeting and Fundraising
• How to develop and manage a budget
• Fundraising tips
• Campus or community revolving loan fund
• Online crowd-sourcing tips
PDM Cycle: Doing

Project Management and Logistics
• How to develop a project management plan
• Best practices in volunteer management
• How to lead effective meetings - meeting best practices

Education, Training or other Support
• Conflict management resources
• Diversity training resources
• How to write grants/apply for scholarships

Project Advocacy and Networking
• Best Practices for Networking
• Best practices for meeting with student leaders

Technology and Science
PDM Cycle: Communicating

Marketing, Communications, and Telling the Story
• How to create a marketing/communications plan:
• How to write a marketing plan:
• How to get an article published:
• Social media resources:
• How to write a press release:

Measurement, Evaluation and Reporting
• Evaluation Best Practices:
PDM Cycle: Sustaining

Celebrating and Recognizing

Fostering Reflection and Continuous Improvement
• Best practices in group project reflection
• Engagement best practices

Cultivating Energy and Renewal
• Resources on mentorship
• Coaching resources
• Meeting design/facilitation resources
Leadership Philosophy

- Advancing project-based learning and leadership
- Supporting others
- Making choices: among topics, levels, scope (i.e. curriculum, campus, community, region, national, global)
- Placing biodiversity (and ecosystem services) at the core of sustainability education and solutions
- Promoting local and global citizenship
- Designing for diversity, equity and inclusion (including age, gender, socio-economics, ethnic and religious)
- Fostering continuous learning & improvement
Career Planning Resources

Insights Into:

- Hiring
- Salaries
- Required Education and Certifications
- Relevant Project-Based Experience
- Who’s Who Among Employers and Other Professionals in Field

**Sustainable Foods Career Outlook**

America’s food industry is one of the most productive in the world. Raking in over $1 trillion dollars annually, it serves as a significant driver of our economy, which ensures employment in this sector provides to all. Millions of people are already working in food-related jobs, from farm and dairy operations to food manufacturers and distributors, and the demand for more food-related jobs continues to grow. In this Outlook, you will find:

- Sizing Sustainable Food Jobs: 1.7 million full-time jobs in the U.S. food industry, as reported in the 2013 U.S. Department of Agriculture’s Census of Agriculture 1
- Identifying the need for additional food-related jobs and the critical role they play in addressing the challenges facing our food system 2
- Examining the financial and environmental benefits of sustainable food systems

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<th>SIZING SUSTAINABLE FOOD JOBS:</th>
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| **Job Growth in Sustainable Food Systems:** 1.7 million full-time jobs in the U.S. food industry, as reported in the 2013 U.S. Department of Agriculture’s Census of Agriculture 1
| **Identifying the Need:** The demand for more food-related jobs continues to grow. In this Outlook, you will find:
| **Encouraging Financial and Environmental Benefits:** Sustainable food systems can provide economic benefits and improve the environmental sustainability of our food system.

1. U.S. Department of Agriculture, 2013 Census of Agriculture

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**A Professional’s Perspective:**

Kathleen Cassella
Sr. Director, Environmental Sustainability

**Job opportunities that address sustainable food systems offer a wide range of roles and responsibilities.** From farm worker to food service manager, to all the responsibilities in between—each person plays a key role in supporting a sustainable future. Work experience cultivated through the NWF EcoLeaders program is a great way of building your knowledge and finding the right opportunity for you.
EcoLeaders’ Top 50 Inspirations
Career Planning Resources

Career Pathway Tool

CHARTING YOUR CAREER PATHWAY

“Many people give more thought to choosing a new pair of shoes,” than to planning their careers, notes Stanford Educator, John Kumboitz.

Mapping out a career pathway is a great way to start planning. In this 5 step sequence, you will reflect, research and record ideas that will serve as a guidepost in plotting your career plans now and into the future. We start with self-assessment and move from there in sequence to piece together five building blocks that you can then print as a downloadable career plan. This process can be helpful whether you already have a clearly defined career goal or not.

Reflect  Research  Resolve  Realize  Reach Out

GET STARTED NOW
Career and Leadership Development

Webinars

Sustainable Careers in Food and Agriculture

July 21, 2016

National Wildlife Federation

Welcome to the fourth and final Career and Leadership Development webinar of the 2015-16 Academic Year. We will begin at 3 pm EST. Thank you for joining us today!