

# E<sup>3</sup> GREEN JOBS FORUM

## I. Introduction

The New Mexico Department of Workforce Solutions (NM DWS) and the New Mexico State University (NMSU) Arrowhead Center teamed together to host the E<sup>3</sup> Green Jobs Forum on March 22, 2011. The event was held at the Farm and Ranch Heritage Museum in Las Cruces, New Mexico.

Collaborators for the project included:

New Mexico Department of Higher Education (NM HED)  
New Mexico Public Education (NM PED)  
NMSU College of Business  
New Mexico Green Chamber of Commerce (NM GCC)  
Hispano Chamber of Commerce de Las Cruces  
New Mexico Workforce Connection Southwestern Area

The NMSU College of Business provided the financial support for the speaker recognition items and the centerpieces for the tables in the meeting room. The remainder of the collaborators served on the Planning Committee and provided input and efforts toward invitees, speakers, and agenda preparation.

The goal of the event was to bring community leaders, employers, educational institutions, and the workforce system to network and candidly discuss their needs in employing and educating the green workforce and determining future collaborative opportunities with primary objectives to include:

- Joining employers, educators, and members of the workforce system to collaborate in creating green jobs and training programs
- Providing the latest information on green workforce employment estimates
- Discussing next steps for growing green employment opportunities

The Forum was developed by a Planning Committee consisting of

Carla Marquez-Walton (NM DWS)  
Ashley Leach (NM DWS)  
Vickie Galindo (Arrowhead Center)  
Ryan Vigil (NM DWS)  
Greg Scheib (NM DWS)  
Stacey Johnston (NM DWS)  
Glen Walters (NM HED)  
Melissa Lomaz (NM PED)  
Jay Hetler (NM PED)  
Allan Oliver (NM GCC)  
Elisa Cunduff (Las Cruces Green Chamber of Commerce)  
Steve Duran (Southwest Area Workforce Development Board)

The Arrowhead Center was assisted by undergraduate students Alexis Gorman, Hannah East, Meng Wang, Patrick Drake, Crystal Holguin, Alicia Escobedo, and Lexie Thomas and graduate students Ryan Mason, Ndem Tazifor, and Kefeya Diab.

Centerpieces for the event were designed and prepared by the students of the NMSU Floriculture Team. The students designed the centerpieces around the theme and provided a description of each design on the Forum tables. The centerpieces can be viewed in the photos from the event.

The Forum was photographed by Las Cruces photographer Jack Diven. Mr. Diven took 285 photographs during the event. Two printed copies of each photo have been provided to NM DWS with the DVD of the photographs attached as Exhibit "A" to this report. As the photographs are used in the future, credit should be given to Jack Diven Photography.

The power point presentations of the presenters were provided to the Forum attendees on a USB drive that was part of the nametag and lanyard to cut down on the number of pages that needed to be printed and distributed. Additionally, a poster for the "Fuel Your Career" project was included on the USB drive.

The entire Forum was electronically recorded. A DVD of the recording is provided as Exhibit "B" of this report. The recording will also be displayed permanently on the Green Jobs Web portal, located at [www.greenjobs.state.nm.us](http://www.greenjobs.state.nm.us)

The electronic invitation as well as the printed invitation is provided in the Appendices of this report as Exhibits "C" and "D", respectively. Additionally, the email reminder to participants just prior to the event is attached as Exhibit "E".

The event received press coverage from The Las Cruces Bulletin, KFOX News, and KRWG and was attended by 198 registrants. This report will detail the registrants, agenda, forum evaluation, and budget for the E<sup>3</sup> Green Jobs Forum.

## **II. Registrants**

Registrants for the E<sup>3</sup> Green Jobs Forum were solicited through a number of venues. These included the distribution of printed invitations to addresses compiled by the Planning Committee which included

- Two and four year post-secondary institutions
- NM Perkins institutions
- Economic development agencies
- NM Green Industry Council
- Government agencies and departments
- NM Senators and Representatives
- US Congressional delegation for NM
- NM Council of Government offices
- Regional workforce boards
- Members of the Green Collaborative
- People who participated in the NM NGA conference last fall
- Las Cruces City Councilors
- Dona Ana County Commissioners
- Members of the Solar and Wind Industry Councils
- Members of the Municipal League and NM Association of Counties

Additionally, email invitations were extended to the members of the NM GCC, the Las Cruces Chamber of Commerce, the Hispano Chamber of Commerce de Las Cruces, members of the Mesilla Valley Economic Development Alliance, and the people on the master invitation list that provided email addresses. Flyers for the Forum were placed at strategic locations around Las Cruces as well and members of the Planning Committee each individually solicited registrants.

Registration was facilitated through an online format through Eventbrite.com. A customized registration site was created and available beginning on March 1, 2011. The E3 Green Jobs Forum was well attended, with 197 registering prior to the Forum. There were an additional 13 on-site registrations, for a total of 210 registrations. 198 registrants attended on the day of the event.

This is broken down into the following categories:

*Table 1. Registrant Categories*

<b>Category</b>	<b>Number</b>
Employers	77
Educators	59
Employees	74

A complete listing of registrants by name, title, and business affiliation is provided in Exhibit "F" of this report.

### **III. Agenda**

The agenda for the **E<sup>3</sup> Green Jobs Forum** was developed by the Planning Committee over a period of weeks and is included in the Appendices as Exhibit "G". Each item in the agenda is discussed below with a brief description of each item with full biographies for all of the speakers at the Forum attached to this report in Exhibit "H".

Attendees were provided with index cards to write their questions on. The cards were picked up by students and given to either Vickie Galindo from the Arrowhead Center or Carla Marquez-Walton from the NM DWS who asked the questions of the speakers, time permitting. All questions that were received are noted below. The questions in red were not addressed during the Forum as time did not permit.

At the conclusion of their presentations, speakers were provided with speaker recognition gifts, which were provided by the NMSU College of Business. The gifts were presented to the speakers by NMSU Arrowhead Center students.

#### *Welcome and Introductions*

Welcome remarks and introductions were provided by Dr. Kevin Boberg, Arrowhead Center CEO. Dignitaries attending the event included:

- Jeff Bingaman, U. S. Senator
- Dr. Barbara Couture, President of NMSU
- Dr. Wendy Wilkins, Provost at NMSU
- Dr. Garrey Carruthers, Dean of the College of Business, Vice President for Economic Development, and Director of the Domenici Institute at NMSU
- Steve Fischmann, NM Senator
- Celina Bussey, Cabinet Secretary for the NM DWS
- Delores Connor, City Counselor
- Olga Pedroza, City Counselor
- Gil Song, City Counselor

Dr. Boberg provided the introduction for Cabinet Secretary Bussey, who also provided welcoming comments and an overview of the NM DWS and its participation in the Labor Market Improvement (LMI) grant project.

Lunch was served, which was followed by the introduction of Senator Jeff Bingaman by Cabinet Secretary Celina Bussey.

### Keynote Speaker

Senator Jeff Bingaman provided the keynote address for the Green Jobs Forum. He spoke about the sources of energy for the U.S. and how that affects the opportunities for green jobs in NM. Senator Bingaman's power point presentation is attached as Exhibit "I" to this report.

### Questions

#### Addressed

- What do you see as NM's biggest contribution in green jobs?
- What do you see as the biggest challenge to increasing the production of renewable energy in New Mexico? How might we work to overcome this challenge?

#### Not Addressed

- How is the current administration supporting the WFS in doing (SIC) and how will the WFS sustain its funding now that the federal funding expires in May?
- Do you see natural gas as a viable alternative fuel for the transportation sector both public and private? Your thoughts?
- Some raise their concerns regarding the cost of clean energy. Would they time when clean energy becomes cheap (SIC)? When and how?
- What will it take to make "Made in America" a more frequently green label than "Made in China" or "Made in Viet Nam"?

### Welcome from NMSU

Dr. Garrey Carruthers provided the introduction for Dr. Barbara Couture, President of NMSU. Dr. Couture provided welcoming remarks on behalf of NMSU and discussed the green projects that NMSU is currently involved in.

### Session I - Labor market improvement green jobs survey preliminary analysis and results

Carla Marquez-Walton, Project Manager for the LMI green jobs project at NM DWS, provided the introduction for Ashley Leach, an Economist on the project. Ms. Leach provided a brief discussion of the focus of the LMI

green jobs project and the preliminary results of the initial survey. Ms. Leach's power point presentation is attached as Exhibit "J".

Questions:

Addressed

- How were the surveys distributed? Where did they come from? i.e., by cities, by county by publication, etc.
- How many people can be served in the green jobs unit at one time?
- What is the cost to bring it to our community?
- Are the green jobs numbers in your survey in line with other states' findings? If not, what do you attribute that to?
- What industries did you consider green for your survey?

Not Addressed

- Will survey respondents be made available?
- What is the sample size? How many companies responded?
- How will job posting be identified for the green jobs posting site? Will the VOSS have filters to channel?

This was followed by a brief break in the exhibit room.

Session II - Employer, Educators, Workforce Development Panel

Ashley Leach provided the introduction for Allan Oliver, Chief Executive Officer for the NM GCC. Mr. Oliver introduced each of the panel members after which each member provided a short description of their efforts in the green economy. This was followed by an interactive question and answer session moderated by Allan Oliver between the panelists to discuss the type of workforce needed for current and future green jobs opportunities in New Mexico. This was followed by a question period from the Forum attendees. Panelists for the Forum included:

Sector	Name	Title	Affiliation
Education	Hank Humiston	JATC Training Director	International Brotherhood of the Electrical Workers #611
	Rebecca Kongs	Interim Division Dean	Technical and Industrial

			Studies Dona Ana Community College
	Dusty Lewis	Dean	Career and Technical Education and Assistant Vice President for Academic Affairs, Eastern New Mexico University - Roswell
<i>Employers</i>	Paul Laur	Founder, CEO, and President	Eldorado Biofuels
	Mark Westbrook	Employee-Owner and Manager	Las Cruces Branch Positive Energy Solar
<i>Workforce</i>	Clyde F. Hudson	Area Director	Rural Development, U.S. Department of Agriculture
	Marcos Martinez	Manager	Statewide Initiatives and Business Services, NM DWS

Questions:

Addressed

- We need to expand apprenticeship opportunities in northern new Mexico where many contractors are not part of a union. Your suggestions are appreciated.
- Are there standard certifications for renewable energy jobs and are the curriculums at the universities and colleges structured to meet the certifications? Specifically for solar energy.
- For Mark and Paul - what skill sets are you looking to hire for continued growth?
- Positive Energy - You said your company is growing exponentially. What type of training, certifications, etc, do you look for in potential employees?
- What one thing would facilitate collaboration between employers and educators to ensure the training and employment of a skilled green workforce?

Not Addressed

- New Mexico is a rural state; since renewable energy requires a large amount of land, how can solar and algae plants benefit rural economic development through green jobs and what will be the impact on low-income or poverty families?

- How do you get a student or faculty/staff to change their behavior on campus and be greener in their actions? i.e., turn off lights, equipment, ride busses, etc.
- Has much forethought or planning been placed into green emergency services and training? Examples: Emergency and first responders arriving at an electric car accident.
- To Paul Laur - rather than moving the skilled labor to Jal - could collaboration with DACC and ENMU provide training? Ideally with NM natives.
- How do we address the discrepancy between wages as compared to necessary skills for "green jobs"?
- How do we gain access to these programs? Directly thru (SIC) you or can we go thru (SIC) the educational institutions?
- How accessible are your programs? (Ease of process? Requirements? Do we need professional grant writing capabilities?)
- How much water is needed to produce algalbiofuel in acre units?
- Many large scale green building projects are being built by out of state contractors who use out of state subs.

Session III - Next Steps - State Energy Sector Partnership Grant Overview

Carla Marquez-Walton, Program Manager at NM DWS, provided an introduction for Gregory Scheib, Program Manager of the State Energy Sector Partnership (SESP) Grant and the WIRED project at NM DWS. Mr. Scheib provided an overview of the SESP project and its goal to establish a statewide, systematic approach to worker training in renewable energy/energy efficiency occupations. His presentation is attached to this report as Exhibit "K".

Questions:

Addressed

- How does the career and technical training at the secondary level fit into the SESP project?
  - Not Addressed
  - When will the training programs in the SESP program be available?
  - How do you access the training?

Conference Wrap-Up

Dr. Garrey Carruthers provided a recap of the day and encouraged the participants to view the Forum as a call to action to continue working on the development of a business-driven green workforce.

This was followed by a brief networking period in the exhibit room, after which the Forum was concluded.

#### **IV. Exhibitors**

Businesses with a green focus, as well as all two and four year post-secondary institutions were recruited to be exhibitors at the E<sup>3</sup> Green Jobs Forum with the intent being to encourage networking between businesses with green employment needs, the workforce system, and educators with current green job training opportunities. The Exhibitors were housed in the Organ View Room, with networking opportunities available one hour prior to the start of the Forum, during the afternoon break, and for one hour after the Forum ended.

A listing of the twelve exhibitors that participated is attached as Exhibit "L".

## V. Evaluation

An evaluation for the **E<sup>3</sup> Green Jobs Forum** was designed to gauge the value of Forum to the registrants as well as the green job needs of the business community that attended. The survey was developed by the Arrowhead Center in conjunction with the NM DWS. The survey was provided at the Forum in paper format, which resulted in four completed surveys. An email was sent to all Forum participants on March 23, 2011 providing the link to the online evaluation form. A reminder email was sent on March 29 and 30, 2011. A copy of the evaluation and initial email are attached as Exhibits "M" and "N", respectively.

The electronic survey was available through Survey Monkey, and realized 69 completed responses. The four completed paper surveys were also input into Survey Monkey, for a total response of 73. Of that number, only 51 completed the entire survey for a 26% completion rate among all Forum registrants. The results to the individual survey questions are listed below.

### Presentations

	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Disappointed	Very Disappointed	N/A
<b>Keynote Speaker</b>	61.1%	30.6%	6.9%	0.0%	0.0%	1.4%
<b>Session I</b>	37.0%	42.5%	13.7%	1.4%	2.7%	2.7%
<b>Session II</b>	45.8%	26.4%	15.3%	8.3%	0.0%	5.6%
<b>Session III</b>	29.2%	38.9%	22.2%	1.4%	1.4%	8.3%

*Answered - 72  
Skipped - 1*

### Conference Overall

	Yes	No
Were the topics discussed during the sessions relevant and useful to you?	95.7%	4.3%
Was a good mix of green stakeholders represented at this Forum?	78.3%	21.7%
Did the Forum meet your expectations?	81.2%	21.7%

*Answered - 69  
Skipped - 4*

If no, please describe:

- I was hoping to see new opportunities for green business. No financial institution were present, no incubator programs, nothing that would incentivize new industry that would create green jobs.

- There has to be a greater response from the employer community. Chambers of Commerce (SIC) was not represented as well as could be in a city of this size.
- I was anticipating receiving more in-depth data in regards to "Green" jobs available, "Green" training programs available and more information from the state in regards to the SESP.
- Event needed representation from other green sectors such as wind, energy conservation, green building, etc. Employers involved only talked about the technology, not the types of jobs needed.
- Schedule not set up properly to allow participants access to booths/exhibitors. Needed longer break. Everyone left after 3:30 pm and did not visit exhibitors.
- The Business community was not present, those people that will hire "green" trained individuals. The question remains "where are the supposed "green" employment opportunities?"
- Workforce has to work on what they are actually providing to the community. I have not been impressed with their staff; at best they seem inefficient, uniformed (SIC), and unmotivated, as a whole.
- Business representations statewide sorely missing.
- Not clear what the goal of the forum was.
- I expected more career-oriented explanation and representational presence of in- and out-of-state training/educational programs.
- I was expecting more how to accomplish finding green jobs, not just that they exist and that there is training for them.
- I expected the Labor Market Information for Green Jobs in the state to be more expansive - specifically to include growth projections. The literature should have been more specific.
- From the perspective of apprenticeship & training, I was disappointed that more prospective industry/employers were not present. I also hoped to hear more projections related to New Mexico from both the employer perspective and also the funding available.
- I would like to have seen more green employees here, to tell their story. Who is hiring who is investing and why.
- I would have liked more time to hear from green businesses. That would, of course, require a longer event.

### Conference Overall (Continued)

	Yes	No
Would you attend future events similar to this Forum to further expand on the issues addressed?	97.1%	4.3%

Answered - 69

Skipped - 4

What one thing would you recommend to improve a future event? Please provide a recommendation:

- I sat with a woman who was looking for help (financing) to bring her car wash to a place where she recycled the waste water. There were no venues to give her help.

- Great event.
- See above.
- Getting more employers involved.
- More specifics on demand and supply.
- Nothing, everything ran rather smoothly, considering that Senator Bingaman was a little bit late.
- Maybe some smaller group sessions for more individual interaction?
- Bring actual business representatives to meet that have "jobs" and know what kind of a skilled employee they are looking for.
- Relate our local green job development to global opportunities and impact.
- Thought there were more green businesses and better understanding. basic research into fusion electric power missing, higher efficiency PV panels needed, potable water processing needed.
- Have actual demonstrations of actual green products. For example, Solar panels, wind mills, etc
- We know why the vendors are there, to sell their wares. No problem, if that is truly "job or employment" related. This event is either a trade show or job fair. Maybe they should be two different sections, a clear division.
- Recruit large business.
- Provide more opportunities for Job seekers to meet with potential Sustainable, Green, Renewable Energy Employers.
- Set a clear outcome for the event, and establish follow up after. Work with business groups to ensure sufficient business representation.
- Greater emphasis on actual HIRING for current and future employment openings in addition to corresponding training/educations programs.
- Session One speaker spoke so fast that I couldn't follow and therefore didn't get a lot of information from this presentation...please allow speakers more time, or, encourage them to go over information more slowly.
- Bring experienced experts in the field of sustainability to discuss real down to earth things we can do to find green jobs.
- More of an emphasis on including Developers/City managers.
- I think a broader cross-section from the industry should be present. At this event, it was heavily attended by the Dept of Work Force Solutions and NMSU. Industry was not well represented, and they ultimately (SIC).
- More questions and answer time.
- Again, seeing and hearing from those industries and businesses are investing, hiring and training.
- Another event.
- Add one more break to the afternoon part of the presentation.
- Please provide a list of attendees and their e-mails, as well as companies represented
- Case studies of other states perhaps where E3 has been successful. Also there is another E3 that it hot on the sustainable topic hub and that is Environment, Economy and Energy projects.
- Highlight the action items that have been implemented that were developed at this conference. Talking about what needs to be done is nice but implementing action items it absolutely critical for people to stay engaged in creating green jobs. The one thing missing was discussing how to create a market so those getting trained have job opportunities in NM.
- More information, if you do a data survey complete the analysis
- It would have been better if it started earlier and then finished earlier.
- Bring in a national green resource person.

- Discussions with the State Economic Development to hear what they are doing to help out with this subject.
- More business representation / input.
- More networking time.
- Choose a bigger venue.
- It was well prepared great job.
- How public utilities will be held accountable to achieve their mandated sustainability, energy efficiency, and renewable energy targets. How the utilities will not be allowed to manipulate the rulings to delay their implementation plans and genuinely work toward a sustainable energy future.

**Is there anyone else who should be included in future discussions? Please provide a suggestion:**

- New green jobs will be created by the private sector; this event was mostly attended by government entities. This was a love fest of people who were already green; there were few new faces there. Where was the business community?
- I would have an "All Employer" panel discussion to identify needs, wants, and obstacles.
- Where were the employees mentioned in the title?
- GreenGo from Deming, NM.
- BUSINESS REPRESENTATIVES and fewer State and government representatives.
- Local Middle and High School students. In general, more student participation. The link must be connected closer to the root of the resources that impact the future of economic, social and governmental development and success.
- Intel, PV research people, nuclear reactor design and power utilities, CO2 and global warming facts.
- We know that when the Governor lends support to an initiative, business responds. The Job Fair in Albuquerque last year shows what is possible. Looking at the composition of the SICs and the participants yesterday, business participation seems to be low. Can we seek her support in contacting business' statewide regarding the SESP Grant?
- EnergyPlex in Lea County (Lea County Economic Development Corporation) and more on wind power.
- Trade associations and more business people. You know you have designed a good event when people who are not paid to be there decide to come.
- Perhaps green economy (inter)national company representatives and school faculty/staff.
- Sustainability Director from NMSU; people who have used the DACC and Eastern NM programs and found success; more employers who have hired people from the DACC and ENM programs and whether they were well-trained; students who have graduated from these programs and whether they found it adequate; professors from a sustainability program to talk about their classes in more detail; further information about the Arrowhead Center's program.
- Construction Industry Division.
- Definitely, more representatives of the industry, and prospective employers should be present! Without the employers, the green jobs will not materialize.
- One thing missing from the experts and panels was an actual green contractor/builder to answer how we locally can get more of this construction going.

- I would have liked to hear from more businesses that hire employees for green jobs, and any issues, (good/bad) they are running into.
- Someone from the federal government and state government to discuss public policies that support green energy industry.
- The Governor.
- All regional mayors.
- None
- Agricultural producers, home building industry, civic organizations, city managers/mayors from Southern New Mexico and the utilities.

How did you hear about the Forum?	
Newspaper	8.7%
Paper invitation	8.7%
Electronic invitation	73.9%
Word of mouth	8.7%
Other:	11.6%

Answered - 69

Skipped - 4

**Please specify:**

- Planning committee
- Internet
- Member of Green Chamber
- Through someone at work
- Boss
- My colleagues at NMDWS
- Work
- Work

**Additional Comments:**

- All the information that was sent to me said the event started at 10 am, waiting an hour and a half for things to get started was a waste of time. The agenda was not published with our reminders.
- Room setup and food were excellent but acoustics could have been better.
- N/A
- Very nice event, lunch, snacks, bags etc.--well organized. Thanks.
- Colleges are doing training in green related skills, they need to tell us if those that are being trained are actually getting jobs and if so where.
- Create Top Topic Consultation Circles which is something I have implemented in my workshops focusing on specific topics of importance to the community. Each circle attracts those most interested, who in turn, brainstorm, consult and develop a mini-implementation plan of the topic focusing on the betterment of the entire community or affected group.

- Push, push and push, NM can be a leader in this with all the colleges and national research labs, all it takes is leadership and money, fed money is available, DARPA money too, let's get moving.
- The meal was excellent.
- Although the keynote speaker gave some interesting information, I feel he could have elaborated much more on the Renewable Energy Jobs and Training to be made available and created by the Government. Oil and Gas quantities and use are widely known, and I think he could have been much more positive about the future as opposed to focusing on the cuts we will need to make, although they are realistic.
- This inaugural green jobs forum, in and of itself, was well executed.
- These forums are valuable. Keep doing them!
- There should have been more time for Q/A with the panel; way too much paper printed and other waste, so the program itself wasn't too green; exhibitors should have been closer; food was good; screens on either side of room were easy to see and sound system was good; this was a great program and I hope you can continue to have more with perhaps more specific subjects as mentioned above. Thanks a bunch - though seemingly quickly planned this was very nice!
- We have had the need to hire individuals to help on a temporary basis, however we have opted to not hire extra help and to just make do with staff that we have and pay overtime. The reason is, that we are still paying unemployment on people that have not worked for us for three years. These are business expenses that we have not counted upon, and we cannot afford to pay more of this. Whenever we bid a job we know what the wages are and plan accordingly. Having expenses on a job that we have finished three years ago is hard to plan for. I have talked to other contractors who feel the same way as I do.
- As a layperson, I think the forum should have included some advice for small green changes that can be started by regular folks not just builders and commercial interests. plus more recycling projects.
- I am looking forward to the results of the survey. I am also looking into getting a green jobs forum going for Tucson, Az.
- The students from NMSU did a wonderful job. Their freshness and enthusiasm was a great benefit to the event.
- Thanks for a great event!
- Hate it that Bingaman is retiring.
- Excellent forum....the green jobs mobile unit and the new secretary of Workforce Solutions brings new energy to the workforce whether green or not!!!!
- Strong work.
- The citizens of New Mexico must be informed to demand a sustainable future for the state. Green jobs are critical to transform our state. We know how to treat sewage, we know how to purify water and in this century we must know how to purify the air and reduce green house gases. Organizations must not let this fall to the last page of the newspapers. It needs to be out front.

**Who do you represent?**

Private Sector	20.0%
Governmental Agency	32.0%
Academic Institution	38.0%
Non-Profit	12.0%

Associations	2.0%
Other	14.0%

Answered - 50  
Skipped - 23

Please specify:

- Volunteers
- Recent MBA graduate seeking employment
- JOB SEEKER!!!
- Job Corps
- Commercial real estate firm
- DACC
- DACC

**Does your business provide goods or services in any of the four core areas in the green economy? If yes, please check the appropriate box for each category listed below.**

Renewable Energy	44.0%
Clean Manufacturing	12.0%
Energy efficiency	32.0%
Research, Development and Administration	28.0%
Other	44.0%

Answered - 25  
Skipped - 48

Please specify:

- No, some training funds
- Training funds
- Unity Building Skills that teach groups; businesses; organizations how to create & maintain unity which promotes creativity and productivity (eliminates divisiveness which is destructive to these)
- Education and certification in the above areas
- Jobs and training
- No
- Education
- Education
- Education and job opportunities
- Workforce Development
- Technical and academic-transfer education

	Yes	No
When interviewing for potential employees, do your interviewees have the necessary basic skills, such as math, reading, etc., to perform the job they are interviewing for?	76.7%	23.3%

Answered - 30

Skipped - 43

Do the employees you ultimately hire have the necessary basic skills to do the job for which they are hired?	89.7%	10.3%
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Answered - 29

Skipped - 40

If not, what specific skills are these workers lacking:

- N/A
- Generally, the specialized skills required for the field and in most cases the inability create/maintain unity with those who may not always agree with our own points of view, which in turn, causes such divisiveness and re-directs positive energy in the wrong direction. Teaching at the university and college level, I have experienced too many students who struggle with and are challenged with such skills as good writing and critical thinking. These, I believe impact the future abilities to question and conduct independent investigation and research whether in the area of green jobs or any other area that seeks to balance development with good stewardship.
- Green building certification
- Electrical Engineering

For the section below, please answer the following two questions:

1. When filling positions that require specific skills for green activities and tasks, please list the top four green skills required in the far left column below.
2. For the top four green skills you listed below, please rank the level of skills your workers currently possess.

Top 4 Green Skills Needed	Level at Which Workers Have Obtained Skills				
	With 1 Being Little to No Skill and 5 Being the Highest Level of Skill				
	1	2	3	4	5

For example: Knowledge of environmental regulations, installation steps for solar panels, sustainable conservation

practices, waste minimization, etc.

No answers were realized from this last survey question. Only three people responded and they only entered numbers in the left-hand column. As such, no information is available to report for this question.

## VI. Budget

The expenses for the E<sup>3</sup> Green Jobs Forum were covered by the LMI green jobs grant and are detailed in the budget in Exhibit "O" that is attached to this report. This budget covers all expenses except for personnel and fringe benefits for personnel working on this project and the costs associated with the centerpieces and speaker appreciation gifts. The later two expenses were covered through a donation from the NMSU College of Business.

Total costs for the Forum, excluding the costs referenced above, were \$36,417.63. This includes promotional items for an anticipated 500 registrants. When analyzing the budget, the expenses for the 302 additional promotional items were removed. This resulted in a per person cost of \$134.13 for each registrant that attended the Forum.

Analysis of Budget Expenses		
<b>Facilities</b>	<i>Total</i>	<i>Per Person</i>
	\$ 10,154.59	\$ 51.29
<b>Services</b>	<i>Total</i>	<i>Per Person</i>
	\$ 9,394.29	\$ 47.45
<b>Supplies</b>	<i>Total *</i>	<i>Per Person</i>
	\$ 7,006.74	\$ 35.39
<b>GRAND TOTALS</b>	\$ 26,555.62	\$ 134.13

\*Excludes cost of extra promotional items

## VII. Conclusion

The E<sup>3</sup> Green Jobs Forum was a well-attended event that met its goal of bringing together community members, employers, educators, and the workforce system to network and candidly discuss opportunities to collaborate on the development of a current and future green workforce. Feedback from the Forum was mostly positive, with an emphasis on how to continue the conversation, be more broadly inclusive, and move the green economy in NM forward. A call to action was given which included:

- ✓ Continued networking and collaboration building between green job employers and local educators to encourage a business-driven workforce development model
- ✓ Dissemination of the analysis of the baseline and follow-up survey to assess current levels of green jobs in New Mexico
- ✓ Continuation of the green jobs efforts at the end of the LMI green jobs project through the State Energy Sector Partnership grant and any others that may become available in the future
- ✓ Marketing and promotion of the Green Jobs Web Portal
- ✓ Marketing and promotion of the Mobile Green Jobs Unit

## VIII. Appendices

Exhibit "A"	DVD of photos from E <sup>3</sup> Green Jobs Forum
Exhibit "B"	DVD of recorded E <sup>3</sup> Green Jobs Forum
Exhibit "C"	Printed invitation
Exhibit "D"	Electronic invitation
Exhibit "E"	Reminder to registrants
Exhibit "F"	List of registrants
Exhibit "G"	Agenda
Exhibit "H"	Speaker Biographies
Exhibit "I"	Power point presentation - U.S. Senator Jeff Bingaman
Exhibit "J"	Power point presentation - Ashley Leach
Exhibit "K"	Power point presentation - Gregory Scheib
Exhibit "L"	List of exhibitors
Exhibit "M"	Evaluation form
Exhibit "N"	Email reminder to participants regarding evaluation
Exhibit "O"	Budget for E <sup>3</sup> Green Jobs Forum

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