National Wildlife Federation’s EcoLeaders Program

March 22, 2017
National Wildlife Federation EcoLeaders

- Builds on success of NWF’s Campus Ecology Program’s 25+ year history and expands offerings
- Greenprint: A Plan to Prepare Community College Students for Careers in the Clean Economy
- First project-based sustainability leadership certification
- Provides students and young professionals with a vital credential
- Helps young leaders develop a career path
EcoLeaders Scope:

- 1,900+ Enrolled Students and young professionals
- 340+ Represented colleges and Universities in 50 US states (plus, DC, Ontario, Puerto Rico) and 11 countries
- 200+ Declared EcoMissions
NWF EcoLeaders Green Career Preparedness Ladder

- Project Design and Management
  - EcoLeaders PDM Resource Library
  - Project Certification

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

- Career Pathways
  - Self-assessment
  - Career landscape research and guidance
  - Networking opportunities
The 5 Step EcoLeader Program

1. Declare an eco-mission (campus, community, nation, or beyond)
2. Advance a community project
3. Support others (exchange information and encouragement),
4. Earn certification (for project-based leadership),
5. Create a personalized career pathway
Eco-Mission: Tia Dodd, Spelman College

“My Eco-Mission is to help our community in many different aspects to become environmentally healthy and stable.

....This involves community service to help clean up the Atlanta area, recycling, planting trees, community gardens and promoting a healthy environment.”
Project Design and Management Cycle

Plan
Do
Communicate
Sustain

NWF Campus Ecology Resources

Featured Resource
The Campus Wild: How College and University Green Landscapes Provide Havens for Wildlife and "Lands-on" Experiences for Students
This richly detailed guide highlights how colleges and universities are playing a dynamic role protecting wildlife and restoring habitats in campus green spaces - including on-campus landscapes and natural areas, as well as distant campus-owned lands.
Download Guide

Opportunities
- Search Case Studies - How are campuses going green?
- Campus Ecology Fellowships - Get support for your project
- Become a Campus Ecology Member - Enjoy great benefits

Emerging Leaders Initiative
The Emerging Leaders Initiative (ELI) is National Wildlife Federation’s premier young professional leadership program for post-graduates in the conservation field. Learn more here >>

Latest Blogs
- Professional Development Starts with Self-Assessment (2/10/17)
- 4 Social Media Strategies to Help You Land That Dream Green Job (2/3/17)
- How To Find Funding For Unpaid Internships (2/2/17)
- End of Semester Update: Top 50 Inspirations (1/16/16)

More Resources
- Campus Sustainability Case Studies
- EcoLeaders: A Community for Students
- Webinar Series
- Greener Campus Conferences

Campus Sustainability Report Cards

SUPPORT NWF
Purchase U.S. made eco-friendly
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
Certification Offerings

- Campus EcoLeader Certified
- Community EcoLeader Certified
- EcoLeader Project Certified
- Wildlife Crossing EcoLeader Certified
- Pollinator EcoLeader Certified
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. It is over 2.7 trillion dollars annually. It is a significant driver of our economy, which ensures employment in this sector possible to all. Millions of people are already working to grow, pack, ship, and dispose of food. What opportunities exist for ecosystemic ways to improve their natural environment by working in sustainable food systems?

The U.S. food industry can be grouped into a few major sectors: Production ($200 billion in sales), Processing ($380 billion in sales), Retail ($700 billion in sales), and Wholesale ($1.8 trillion in sales). In all these sectors, over 15.5 million people are currently employed in the food industry. While the food system in the United States is extremely complex, the production of food along the supply chain, market, and farm level is essential. The sustainable food system is an area that is experiencing growth. A great way of building your knowledge and finding the right opportunity for you.

A Professional’s Perspective:

Agricultural Development Specialist, Environmental Sustainability Analyst

“Job opportunities that address sustainable food systems provide 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. New on the horizon is the National Young Farmers Coalition, a group that is working to attract young people to farming in the modern food industry.”

Sizing Sustainable Food Jobs:

Jobs growth in sustainable food systems is promising. Developing in the area of the sustainable food industry with 2-3 million farms in the United States. However, not many young people are going into the food industry. The average age of a farmer is 48 years old. There are a number of organizations that the National Young Farmers Coalition and The 4-H Club work with to attract young professionals to farming in the modern food industry.

A wide range of jobs in sustainable food. Here are some additional options to consider:

- Aquaculture Technician
- Apiary Inspector
- Animal Health Technician/Veterinary Technician
- Food Pantry Technician
- Food Technician
- Animal Science Technicians and Technologists
- Food Safety Coordinator
- Community Garden Coordinator
- Food Safety Manager
- Supply Chain Manager or Analyst
- Procurement Manager
- Sustainability Coordinator
- Project Manager, Supply Chain

Photo Credit: Charles Brown

In this Outlook you will find:
- Sizing Sustainable Food Jobs
- Salaries for Sustainable Food Jobs
- Required Education and Certifications
- Sustainable Food Project Examples
- Business

National Wildlife Federation EcoLeaders Program
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 Kumboltz.

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.

GET STARTED NOW
Career and Leadership Development
Annual Conference and Webinar Series
Upcoming Opportunities
Campus Partner Opportunity

• Basic and Advanced Memberships:
  • Discount on EcoLeader Certification
  • Free registration for the annual EcoCareers conference
  • EcoLeaders Career Pathway Planning tool
  • Campus partner webpage and forum within the EcoLeaders Community
  • Social media/email promotions
  • Annual report of campus EcoLeaders and projects
  • Profiles of campus stars/alumni
  • Discounts on a visit to campus by NWF Naturalist David Mizejewski and/or others
Online instructor tutorial

• 5 Module Tutorial to help instructors prepare students for clean economy fields

• Goals:
  • Help instructors prepare students to develop leadership and career competencies for sustainability
  • Summarize and illustrate examples of course adaptations that advance sustainability career skills
  • Library of media to share ideas from leading practitioners
  • Coordination of peer-to-peer learning
  • Offer certificate upon successful completion of tutorials

• Collecting advisory group feedback (thank you Michelle Zurawski of Moraine Valley CC!!)
On-line certification tutorials

• Five Modules
  • Why Sustainability?
  • Examples of courses infused with sustainability in both 2 and 4-year settings
  • Methods for Adapting Courses: Content and Pedagogy
  • Career examples, credentials and skills
  • Leadership on Campus and in the Wider Community
Contacting the EcoLeaders Team

Please let us know how we can help your members, student and organization.
You can contact any of us through:

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