

# THE GREENING OF REGISTERED APPRENTICESHIP IN FLORIDA

## *Impact of Green Jobs on Registered Apprenticeship*

Green Seminar Minutes  
Orange Park  
Thrasher Horne Conference Center  
St Johns River Community College  
June 10, 2010

### **The Greening of Registered Apprenticeship in Florida**

This is the fourth of a series of green workshops being held around the state to identify the progress being made in the “greening” of Florida apprenticeship programs.

The following individuals representing various government and industry construction and affiliations in the Jacksonville area attended the workshop:

#### **Green Apprenticeship Guest List**

<b>Name</b>	<b>Organization</b>
C. W. Campbell	Carpenter Union FATC
Nick Della Fave	Flagler County Community Apprenticeship Program
Julie Elliott	Nassau County
David Fitzgerald	United Association JATC
Shawn C. Graves	Gainesville Electric JATC
Rob Grisar	Florida Department of Education
Al Herndon	FMAEF
Scott Jarvis	Daytona Electric – JATC
Michele Lamarsh	SJRCC
Bill Lauver	FLDOE – Apprenticeship
Pat McLaughlin	MMA Inc. – Facilitator
Richard Melton	US DOL Office of Apprenticeship
James Nolan	Jacksonville Electrical - JATC
George Richardson	JAX Sheet Metal /JATC
Robin Roundtree	NEFBA
John Shellhorn	City of Jacksonville – EOC Dept.

Pat McLaughlin, Facilitator, began the meeting explaining what apprenticeship is and how it benefits workforce systems and employees. McLaughlin then described the

meaning of the “green economy. The green economy is rooted in the development and use of products and services that promote environmental protection and energy security. This is comprised of industries and businesses engaged in:

- Energy efficiency
- Renewal energy
- Preventing and reducing pollution
- Mitigating or cleaning up pollution

There really isn’t a separate “green economy” with its own set of industries and occupations. Instead, we have one economy that is becoming greener. Markets may be responding well to consumer demand for more environmentally friendly products and services.

The remainder of the meeting focused on green job training and development – what is currently happening and what needs to happen in the near future.

### ***What are Florida Registered Apprenticeships doing now?***

#### **Promote Your Green Initiatives**

Apprenticeship representatives are trying to educate the construction industry of the importance of having trained tradesmen sticking to their specific area of expertise. For example, often electricians should be hired to install solar roofing panels, not roofers. Contractors serve their clients per the clients’ mandates. They don’t understand the intricacies of the construction field. Code violations then result.

For example, a California contractor came into the Gainesville market because of incentives given by workforce funding. The contractor did not care about using specifically trained tradesmen (electricians for electrical installation of solar panels, not roofers.) He simply wanted to secure the workforce credits.

Apprentice programs are ensuring the correct procedures are being taught for both plumbing and electrical installation of solar panels. This results in energy savings and environmental protection – hence this is a green initiative.

Rob Grisar then pointed out how important it is to get this type of information on the website. There are many such similar apprentice initiatives currently happening, and they need to be promoted via the website and other communication vehicles. Rob recently took an out of state call from someone seeking information on the installation of solar panels. If Rob had been aware of solar installation specifics in the apprenticeship curriculum, he could have pointed the caller to that information on the website.

True, there are many current apprenticeship practices that are green in nature. The challenge is to repackage them, and become recognized for our efforts. We can take the current curriculum and point out the green components.

## **Take Advantage of Federal Funding**

Federal monies are becoming available. The Green Job Training Bill (Sec. 422) increases funding authorization for the Energy Efficiency and Renewable Energy Worker Training Program authorized by the Green Jobs Act within the Energy Independence and Security Act of 2007, from \$125 million to \$150 million.

The Green Construction Careers Demonstration Project Bill (Sec. 424A) directs the Secretary of Labor, in consultation with the Secretary of Energy, to establish a Green Construction Careers demonstration project “to promote middle class careers and quality employment practices in the green construction sector among targeted workers and to advance efficiency and performance on construction projects related to this Act.”

To receive this stimulus money, jobs have to be “Davis Bacon Act” worthy. The problem is there are no construction projects, and therefore there are no jobs. Registered apprentices need to be on jobsites to secure their licensing requirements.

In January of this year, the U.S. Department of Labor announced \$100 million in green jobs training grants through the Recovery Act. The Florida Broward County Minority Builders Coalition obtained grant money in the amount of \$3,280,656. This funding went toward the development of unemployed workers, veterans, women, ex-offenders and minorities. This is proof that the stimulus money is there. We can understand you may not have time to sift through the government websites. But it may behoove you to have someone who is computer literate to spend 30 minutes a week perusing the websites to locate such opportunities. From this you can pull together partnerships – workforce boards, trade organizations, etc. Bang on their doors – find viable employers for your vocational training programs - fit in with their green monies.

## **Continue Community Involvement**

January of this year Flagler County put on a “Home Show” that attracted between 30 – 50 thousand potential employers. They followed this two months later with a “Green Expo” and then another event at Town Center that featured planting trees in honor of all who attended. These events were a great draw for viable employers; but upon follow-up these employers could not be counted on for employment. One reason could be the pay structure.

Flagler County has established a great program for green landscaping. But the students are becoming frustrated because there simply are no jobs. Without jobs, this program cannot sustain itself. In addition to the landscaping programs, there are similar programs for air conditioning and electrical.

A similar promotional event was held in Ocala a few years ago with the same results. The auditorium at the Vocational Technical Center was filled; apprenticeship directors followed up with four different employers but to no avail.

One group featured a “solar trailer” at an event . . . however, they got rained out. But the back-up generator worked!

Another example of community involvement occurred in Jacksonville, with the offering of a “Green Expo.” Again, the community response was great, and people did participate. But no long-term results – jobs – came of it.

Rob Grisar offered some advice at this juncture. He asked why we are not questioning the employers with “what are you looking for in an employee?” Of the employees you have recently hired, what did those employees have that our apprentices did not? Is it something in their background? Did that employee settle for 50 cents less? The answers to these questions may provide lessons learned and actions to take for future employment strategies.

Cheryl indicated their construction programs are incorporating LEEDS certification. Contractors feature this certification on their business cards – great promotion. Again – Rob emphasized the importance of featuring all this community green initiative involvement on the website, in addition to curriculum updates. The website is thirsty for concrete information that is verifiable, to provide employers specifics rather than generalities.

The final mention of community involvement was the current emphasis on the NABEP Certification. (National Association of Building Energy Practices)

### Using New Sheet Metal Technology

A new product is on the market related to sheet metal. Recently approved by the NIMI (National Insulation and Manufacturing Installation), this product has a full backing on both sides, and has been coined “green duct” or “cool duct.” Only a few companies are licensed to fabricate using this “green duct.” It is not widespread, but is definitely up and coming. As of this writing only three companies are licensed to sell this proprietary product and to certify installers. You have to be a licensed contractor to use this product. The product reduces man hours, increasing workforce efficiency. The installation of green duct requires special tools, such as routers. Grants are available for the purchase of the tools and equipment needed for installing green duct.

This is another example of the possibility of partnerships between organizations and industries nationally.

### **What’s Happening in Jacksonville**

The Jacksonville Mayor recently signed sustainability ordinances for the retrofitting of buildings to meet green standards, in accordance with LEED. Protection boards have put up funding programs for retrofitting the buildings. The Recovery Act set aside \$7.8 million for these and other green projects.

The City is also conducting energy audits to determine savings to pursue. The JEA is providing rebates for the use of energy efficiency technology in water heating systems.

The City has partnered with Florida State College, using \$190,000 in grants to create a focused green curriculum. The curriculum will promote remodeling, solar technology and a rating program for energy efficiency. “Energy Star Certification” will pay for renovation of private buildings to meet new efficiency codes. (More on the federal level rather than state.)

### **Promote Apprenticeship by Using the Right Language**

As indicated before – the funding is there for the taking. Often, a simple “repackaging” of the existing program is all that is needed. Spruce it up, and go for the opportunity. As with all marketing – it is all in the *perception*.

Talk to the parties you are interested in. Refrain from talking to people in traditional terms. Talk to them in their language. As was mentioned in the recent “Collaboration for Success Clinic”, it’s all in how you speak to your audience. Instead of saying “career” say “talent supply chain.” Use today’s terms. Words mean a lot. Speak to what your audience wants to hear.

Al Herndon mentioned that the masonry industry undertook a campaign to change the perception of masonry in the construction community, specifically with architects. The “pro-masonry” initiative targeted architects who graduate from college and are never schooled about masonry. The architects are amazed to learn of the “power of masonry.”

The masonry industry has been green for YEARS. What could be greener? Masonry uses local cement, local labor, local water. Some participants questioned the use of “local labor!” Again – all in perception!

At a recent Building Officials Conference in Tampa it became apparent that many commercial high-end builders appreciate masonry products. Did you know there is a city ordinance in Jacksonville that every building has to be built with masonry? It is not clear if the record has run out. Specifications for a recent arena in Jacksonville required the building plans be changed to accommodate building with masonry.

It is clear that masonry has been practicing green for years. Rob encouraged participants to look at other offerings – such as heating, air conditioning, etc. How can we ramp up these programs? Can they be repackaged - change the language, gear to the new green generation. Nothing merits more credit than “living what you preach.” Do a hands-on school demonstration. Show what you do; don’t just talk about it. What excites kids? What is socially acceptable? Is it a nail driving championship?

Remember – it’s green if it enhances the environment and saves energy.

## **What Are You Planning To Do?**

One group is sponsoring a summer camp that teaches basic skills regarding green construction, such as recycling. The students will participate in a project to build a house for a non-profit organization.

Beginning in July, the start of the fiscal year for the State, field representatives will be sent on the road to work out projects under Federal grants. Be prepared to speak to these representatives, speaking the right language to build the partnerships we have been discussing – bringing together representatives such as we have today: university, college, school boards, cities, and union and non-union apprenticeships.

One “dream” for partnership is to have a central training facility, such as what has been tried in Ft. Pierce – all trades are in one building. Another dream is to promote after-school programs for high schools. One obstacle to increased vocational/technical training in middle/high school is the emphasis placed on FCAT scores and preparation.

However, we can’t let that keep us from pursuing these key partnerships. Maintain access to all school officials – administrators, advisors. Go to the schools, and let parents know their children are under proper guidance. Menendez School is an excellent example of a successful partnership program. The Florida Masonry Apprentice & Educational Foundation (FMA&EF) has sponsored projects at the school approaching \$50,000 per year.

Good times will return; be sure you will be ready, with adequate funding. Rob asked “what can the Department of Education do to promote apprenticeship and become greener, more successful?” He received an overwhelming response – employment! Get jobs! Students need their OJT hours. It is not adequate to just be well schooled. They must pass their tests and licensing requirement. In addition, the Department of Education was encouraged to support the proactive promotion of apprenticeship.

Two items were emphasized in the conclusion:

1. Apprenticeship is not just about jobs. It is about careers. The majority of the programs are well ahead of the curve for green environments.
2. We must promote what we have already accomplished! Tie craftsmanship and knowledge of the trade to the green initiatives. Promote all trades that lend themselves to apprenticeship – electrician, air conditioning, etc.

Rob referred the audience to a presentation he recently viewed by John Ladd. John emphasized the importance of marketing – you may have a lot of stuff going on, but it means nothing if people don’t know. We are not re-inventing the wheel, but emphasizing those parts of our program that indeed are green. We are progressing our industry to evolve with green technologies. Any concrete blocks not used at job sites are not discarded; they are saved and recycled. Most don’t know that urinals are often hung on the wall and they can be flushed without using water.

And lastly, participants were asked to please complete a questionnaire provided by the U.S. Department of Labor on “Apprenticeability Determination Worksheet.” This analysis will indicate what job descriptions might be applicable for apprenticeship. What jobs are evolving within your sphere of influence? Consider the nature of services, and what could be added to your curriculum.

Please note the website links to banner green centers in Florida that are listed in your handout. This link is: [www.fsec.ucf.edu/en/education/banner/links.htm](http://www.fsec.ucf.edu/en/education/banner/links.htm)  
In addition the Solar Energy Center is located at: [www.fsec.ucf.edu/en/](http://www.fsec.ucf.edu/en/) Rob has been asked to be an advisor to the FSEC.

And don’t forget to send any updates on green initiatives to Bill Lauver, your state apprenticeship rep, so they can be listed on the website.

Respectfully Submitted,  
Patrick McLaughlin  
McLaughlin Management Associates, Inc.  
Boca Raton, Florida  
[Pat@mmainc.us](mailto:Pat@mmainc.us)