



CAREER CONNECTIONS

THE ASVAB CEP COUNSELOR NEWSLETTER



IN THE NEWS

GREENING THE World of Work



"We shall require a substantially new manner of thinking if mankind is to survive." –Albert Einstein

As a result of the climate crisis, 'going green' has changed the way we do things, especially in the world of work. "The green economy encompasses the economic activity related to reducing the use of fossil fuels, decreasing pollution and greenhouse gas emissions, increasing the efficiency of energy usage, recycling materials, and developing and adopting renewable sources of energy."¹

The growing need to facilitate these activities has generated new jobs and changed the face of others. In response to these changes, O*NET has conducted an intense review of occupations that are affected by the 'green' way of life. "The "greening" of occupations refers to the extent to which green economy activities and technologies increase the demand for existing occupations, shape the work and worker requirements needed for occupational performance, or generate unique work and worker requirements."¹

Applying this definition to their occupational analysis, O*NET developed three categories that describe how green economy activities and technologies impact an occupation:

Green Increased Demand Occupations.

The work context may change, but the tasks themselves do not, (i.e. there is an increase in the employment demand for an existing occupation but the impact does not entail significant changes in the work and worker requirements of the occupation).

Green Enhanced Skills Occupations.

The essential purposes of the occupation remain the same, but tasks, skills, knowledge, and external elements, such as credentials, have been altered.

Green New and Emerging (N&E) Occupations.

The impact is sufficient to create the need for unique work and worker requirements, which results in the generation of a new occupation relative to the O*NET taxonomy.¹

Total, 215 occupations fall into these three categories (see back for further breakdown). Naturally, the majority of N&E occupations emerged in the field of research and development, due to the need to support the growing green economy.

DID YOU KNOW?

Where the Green Jobs are...

Green Job Sectors: ¹

Renewable Energy Generation

Transportation

Energy Efficiency

Green Construction

Energy Trading

Energy and Carbon Capture Storage

Research, Design, and Consulting Services

Environment Protection

Agriculture and Forestry

Manufacturing

Recycling and Waste Reduction

Government and Regulatory Administration

¹ Greening of the World of Work: Implications for O*NET®-SOC and New and Emerging Occupations http://www.onetcenter.org/dl_files/Green.pdf

Through a multi-stage research process O*NET identified the following occupational changes:

- **64 O*NET-SOC occupations** were found to qualify as “**green increased demand**” occupations,
- **60 O*NET-SOC occupations** were found to qualify as “**green enhanced skills**” occupations,
- **45 O*NET-SOC N&E occupations** previously identified through research on in demand industry clusters were found to qualify as “**green N&E**” occupations, and
- **46 candidate N&E occupations** in the green economy were found to qualify as “**green N&E**” occupations.¹

The ASVAB CEP:

**USEFUL,
USER-FRIENDLY,
AND FREE!**

Budgets are tight in all school districts. The ASVAB CEP remains free to all participating schools and gives students the all-important opportunity to fully explore career possibilities. Schedule the 2010-2011 ASVAB CEP in your school today! Call **1-800-323-0513**.

Coming Soon: Counselor Resources

Visit the Counselor Resources link on the Educators and Counselors tab at www.asvabprogram.com to find:



- **ASVAB Overview Presentation!** - A redesigned PowerPoint presentation designed to better highlight the key program elements and tools available to students and counselors.
- **Template Letters**
 - **Parent Letter** - send vital program information home to Parents. Keep them involved!
 - **Opt Out Letter** - let parents know their child has no obligation to the military.
 - **Student Letter** - keep students thinking about the next step.
- **School Announcements** - Does your school have a multimedia outlet for presenting the latest news and events to the student body? Include one of our school announcements in the rotation to keep students informed while generating excitement about the ASVAB program at your school.
- **Student Sign-Up Cards** - Make it easy for students to show their interest in participating in the ASVAB CEP by making these sign-up cards available in your office or around school.
- **ASVAB CEP Activity Checklist** - We've made it easy for you to keep track of the different activities and publication you can use to help generate a buzz among students and parents about ASVAB.

DID YOU KNOW?

Green Jobs in the OCCU-Find

O*NET has identified 215 occupations that are impacted by the green economy. Of those, 61 are currently represented in the OCCU-Find.

We have compiled a list of the green occupations that are included in the OCCU-Find and represented the primary and secondary interest codes that are associated with them, so that students can easily evaluate these progressive occupations with their own interests and abilities.

Visit the MyASVAB area at www.asvabprogram.com to explore green occupations within the OCCU-Find.

For more information about the O*NET study that identified the 215 occupations impacted by the green economy, visit www.onetcenter.org



Help students make informed career decisions.

For more information, visit www.asvabprogram.com or call 1-800-323-0513.

¹ Greening of the World of Work: Implications for O*NET®-SOC and New and Emerging Occupations http://www.onetcenter.org/dl_files/Green.pdf.