



Environmental Advocacy Webinar Series

Advocacy as a Career: A Calling and a Practice

February 24, 2021

12:00-1:00 PM ET

[http://www.communityresilience-center.org/
environmental-advocacy-webinar-series/](http://www.communityresilience-center.org/environmental-advocacy-webinar-series/)

Clara Fang

Organizer of the Environmental
Advocacy Webinar Series

Graduate Assistant, Center for Climate
Preparedness & Community Resilience

PhD Candidate, Antioch University



Webinar Logistics



Everyone should be connected via Audio Broadcast upon entering the webinar. You do not need to call in & you are automatically muted



The presentation will be recorded and posted to the Antioch CCPCR web site within one week



Please submit any questions you have for the presenter in the Q& A section



If you are having trouble with any aspect of the broadcast, use the Chat section to message the Host directly



Special Issue on Environmental Advocacy

June 2021

Fang, C.C. The case for environmental advocacy. *J Environ Stud Sci* (2021). <https://doi.org/10.1007/s13412-020-00650-5>

Local Solutions for Strong Communities

... a series of online courses focused on the fundamentals of climate change resilience.

- Enroll for graduate credit or audit the course
- Increase your skill set in climate resilience for better outcomes
- Discover solutions to local issues you face on the job or in your community.
- Register for one course or the whole series.



<http://www.communityresilience-center.org/climate-change-resilience-series/>

Local Solutions for Strong Communities

... a series of online courses focused on the fundamentals of climate change resilience.

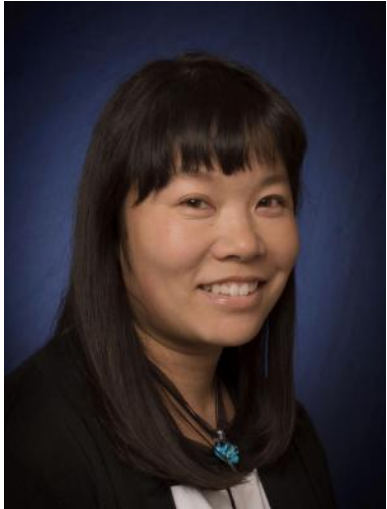
Join us for our next online course in this series **Climate Impacts: Public Health (ES-5750)** **March 7 - April 3, 2021**

Burning fossil fuels and our changing climate have a significant impact on public health. Existing health threats will intensify and new health threats will emerge. This course will focus on how to leverage existing public health infrastructure to build climate resilience and engage and serve frontline communities that are most vulnerable.



Instructor: Sarika Tandon

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07ehfqcoze1640a5c0&oseq=&c=&ch=>



Lisa Yee-Litzenberg is a certified career coach and President of Green Career Advisor, helping people find their career niche and secure their dream green jobs. Lisa has a degree in natural resource management from the University of Michigan and spent 12 years working for the National Wildlife Federation in various endangered species and water quality advocacy roles. Prior to launching her green coaching business in 2016, Lisa spent 10 years leading the career services at the University of Michigan for environmental graduate students. In her spare time, Lisa is an avid soccer player and does volunteer climate advocacy work.



Dr. Beth Offenbacher is the founder and CEO of Waterford Inc., a consulting firm that specializes in executive and leadership coaching. She co-designed and leads the Green Career Workshops for the global nonprofit Leaders in Energy, a 4,500+ member organization of clean energy and sustainability professionals in the U.S. and more than 100 countries. She also serves as Director of Training & Development for Leaders in Energy.

Lisa Yee-Litzenberg, President, Green Career Advisor



**GREEN
CAREER**
ADVISOR LLC

Advocacy Careers

- Introduction
- What is an Advocacy Career?
- Examples of Advocacy Careers
- Skills Needed + How to Get Them
- Advocacy Work as a Lifelong Passion
- Advocacy Career Resources

About Lisa:

- President, Green Career Advisor
- U-M School for Environment & Sustainability Career Services (10 yrs)
- National Wildlife Federation (12 yrs)



What is an Advocacy Career?

A career that allows you to advocate for policy changes--typically in the nonprofit arena.

Question: Please share a one sentence description of your advocacy career in the chat--including what issue will you focus on.

Career Example: Endangered Species Organizer



Career Example:
Katie Westfall,
Director Ocean
Climate Strategies



Career Example: Environmental Attorneys



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BEFORE FEBRUARY 14 **SPY**

HOME > POLITICS > POLITICS FEATURES

SEPTEMBER 20, 2019 11:11AM ET

Meet the Lawyers Beating Back Trump's Reckless Environmental Policies — and Winning

On the front lines of the David-and-Goliath battle to thwart Trump's planet-wrecking agenda

By **ANDY KROLL**



Career Example:
Na 'Taki Osborne Jelks,
Scholar-Activist for
Environmental Justice



Spelman College



Career Example:
Kathryn Prater-Bomey,
U.S. Policy
Communications
Manager (former role)



What Skills Do I Need in an Advocacy Career?

Skill:

Passion for Making a Difference in a Focus Area

How to Obtain:

Find a spark that motivates you to get up every day and work for it.

Pay attention to environmental issues in classes, in the news, etc. that inspire you.

Do internships. Create an independent project. Volunteer. Travel. Listen to your heart.

What Skills Do I Need in an Advocacy Career?

Skill:

Environmental Policies + How to Change

How to Obtain:

Take environmental policy classes or consider an environmental policy major.

Do your own research on environmental policies of interest. Write a case study report.

Internships or volunteer with environmental advocacy groups

What Skills Do I Need in an Advocacy Career?

Skill:

How to Develop a Policy Campaign

How to Obtain:

Participate in [Green Corps](#) field school for environmental organizing. Learn by doing in this year-long paid training program.

Start in an entry-level grassroots organizing role and learn the ropes.

Intern with a legislator to learn how policies are made.

What Skills Do I Need in an Advocacy Career?

Skill:

Fundraising: Writing a Grant, Corporate + Individual Donors

How to Obtain:

Get active as a leader on a student environmental group and help raise funds.

Do a development internship or volunteer to write a grant for a Nonprofit organization.

Take an online course on fundraising.

What Skills Do I Need in an Advocacy Career?

Skill:

Media Skills: Writing Press Releases, Hosting a Press Conference, Pitching a Story Idea, Radio + TV Interviewing, Social Media

How to Obtain:

Again, Green Corps' training program would teach many of these skills.

Do an internship or take on an entry-level role for an environmental advocacy group that involves working with the media.

Find opportunities to reach out to local and campus media (radio, tv, newspaper) to generate coverage on campus environmental issues.

What Skills Do I Need in an Advocacy Career?

Skill:

Strong Communication Skills: Public Speaking + Writing

How to Obtain:

Take creative writing and/or journalism classes.
Work to improve your writing skills.

Write for your campus paper and other local publications.

Participate in a local [Toastmaster's Chapter](#) or find opportunities to give public presentations.

Do internships that allow you to produce quality written products that can be part of your portfolio.

What Skills Do I Need in an Advocacy Career?

Skill:

Coalition Building

How to Obtain:

Find internships that have a community engagement component and create opportunities to develop diverse coalitions to partner with on an issue.

Volunteer with environmental NGOs on projects that allow you to build partnerships with diverse organizations to support your issue.

Advocacy Work as a Lifelong Passion

If not in a career, you can pursue advocacy work in your spare time. . .

Ex: Climate Reality Leadership Corps Trainings with former VP Al Gore.

www.climaterealityproject.org/training

UPCOMING TRAININGS

The Climate Reality Leadership Corps Trainings will be hosted online in 2021 due to the COVID-19 public health risk. We are excited to offer three different training options to choose from based on your interest, work, and location. We'll see you soon!

VIRTUAL US
TRAINING
APRIL 22-MAY 2, 2021

VIRTUAL LATIN AMERICA
TRAINING
JULY, 2021

VIRTUAL GLOBAL
TRAINING
OCTOBER, 2021



Advocacy Work as a Lifelong Passion

If not in a career, you can pursue
advocacy work in your spare time. . .

Ex: Serving on a Nonprofit Board

Boardsource Article, "Joining a
Nonprofit Board"



ALLIANCE for the
GREAT LAKES

Environmental Advocacy Career Resources

Where to Find Environmental Advocacy Jobs:

- (Green Career Advisor's) [Top 50 Green Job Posting Sites](#)
- [Environmental Advocacy + Communications Jobs](#)
- Subscribe to [Green Jobs Network's Monthly Jobs Newsletter](#)
- [Environmental Advocacy Jobs](#) (ECO)

Environmental Advocacy Career Resources

- [Green Corps: The Field School for Environmental Organizing](#)
- [How to Advocate for Environmental Justice](#)
- [Green Career Resources Page](#) (articles, resume + cover letter templates, interview prep, salary research)
- [35 Environmental Organizations and Nonprofits for a Sustainable Future](#)
 - Gain hands-on advocacy skills via internships + volunteer work

Contact Me for Career Help:

Lisa Yee-Litzenberg, Green Career Advisor

E-mail: Lisa@GreenCareerAdvisor.Com

Website: <http://www.greencareeradvisor.com>



Two Ways I Can Help:

- 1) Finding Your Green Career Fit
- 2) Helping You Secure a Green Job/ Internship (resume/ cover letter, interview prep, salary negotiation, networking tips)

****Fill Out My [Online Form](#) + Set up a Free 30-Minute Consultation to Learn More About My Services (link at top of my [webpages](#))**



Dr. Beth Offenbacher

The logo for Antioch University New England, featuring the letters 'AU' in a large, white, serif font, followed by a vertical bar and the text 'ANTIOCH UNIVERSITY NEW ENGLAND' in a smaller, white, sans-serif font.

ANTIOCH UNIVERSITY NEW ENGLAND
Center for Climate Preparedness
and Community Resilience

Environmental Policy Careers: A Calling and a Practice

Wednesday, Feb 24, 2021

Beth Offenbacher, PhD, ACC
Executive/Leadership Coach
and Talent Development Consultant
Waterford, Inc

www.waterfordinc.com

Executive/Leadership Coach and Consultant



- Senior executive with 25+ years of experience at the local, state, regional, national, international levels
- Investor-owned, corporate, start-up, nonprofit, public sector

Executive/Leadership Coaching
Talent Development, including Career Coaching
Stakeholder Engagement

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Organizations**

*Specialized Expertise in Energy & CleanTech |
Conservation & Forestry*



Poll: What aspect of Environmental Policy most interests you?



A Calling and A Practice

Information (What)

Relationships (How)



Stewardship (Why)

What is Your Why?



Self
People & Planet
Work

My Why

I believe that when people have an individual connection to nature, the world is a kinder, more just, more equitable, more sustainable place

I believe....

Type in the chat window

TIMES OF TRANSITION

Emotional Intelligence for Your Career Management

Servant Leadership

Focus on leading by serving others

Robert Greenleaf

Meg Wheatley

Self-Aware

Listening

Integrity

Result-Oriented

Humble

Foresight

Trusting

Intellectual Authority

Coach

Resolve Conflict

Collaborative

Doesn't Misuse Authority

"It is amazing what you can accomplish if you do not care who gets the credit"

-- Harry S Truman



What's needed by others?

- What way can I contribute?
- Generous, altruistic behavior changes us physically in positive ways



Advice from Experts in the Field

Leonard Adler, Green Jobs Network

Finding your job

- All functional skillsets are needed.
- “Follow the money”: Investment (Private/VC & Public), Policy, Grants, Prizes/Competitions. Where there is investment & new enterprise creation = jobs.



Practice tips

- Look at your work through the lenses of justice, equity, and inclusion.
- Be mindful of the economic impacts (short- and long-term) of policy.
- Public opinion can have a significant influence on policy. Be prepared to address myths and mis/disinformation.
- The need and interest for innovative solutions is growing (e.g., ways to remove CO2 from the atmosphere).

Most of all **remember why you are doing it.** What is the future state you are committed to – in 10 years? 20 years?

What Contribution Do You Want to Make?

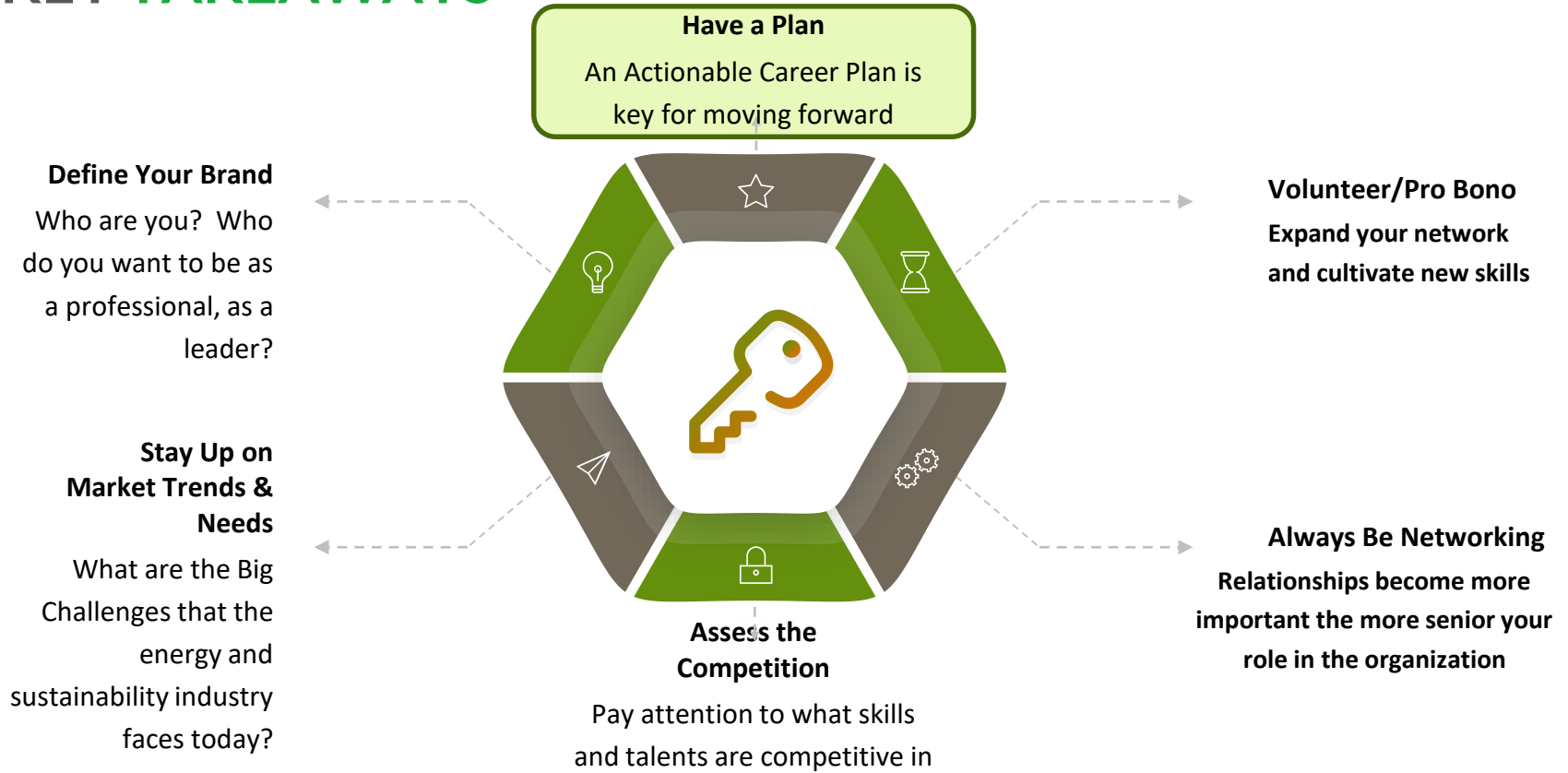
Environmental Goals



Social and Economic Goals



6 KEY TAKEAWAYS



CURRENT STATE VS FUTURE STATE



Strengths-Based

Take stock of your current Strengths, Experience, Expertise. What's Your Brand?



The New Plan

What kind of roles most interest you? What organizations are a good fit for you? Where can you be a part of moving the industry forward?



Scaled Deployment

Create a Go To Market strategy for your Plan. Network. Volunteer. Implement your Plan.



Continuous Improvement

Hone Your Skills. Find a Mentor. Be a Mentor. Be active in the industry.

Return to Step 1

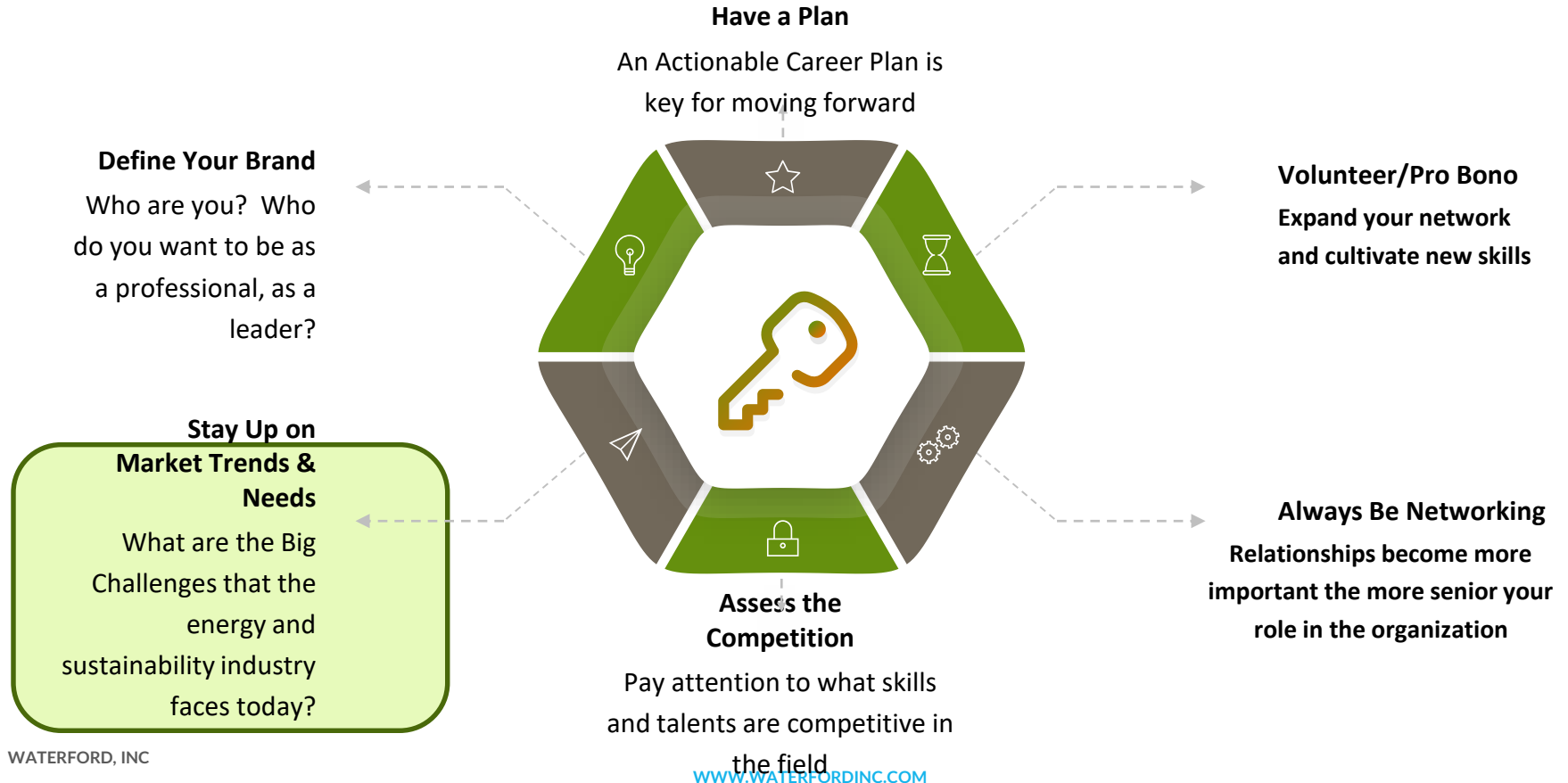
Step 1

Step 2

Step 3

Step 4

6 KEY TAKEAWAYS



Advice from Experts in the Field

Corey Ramsden, VP, Solar United Neighbors

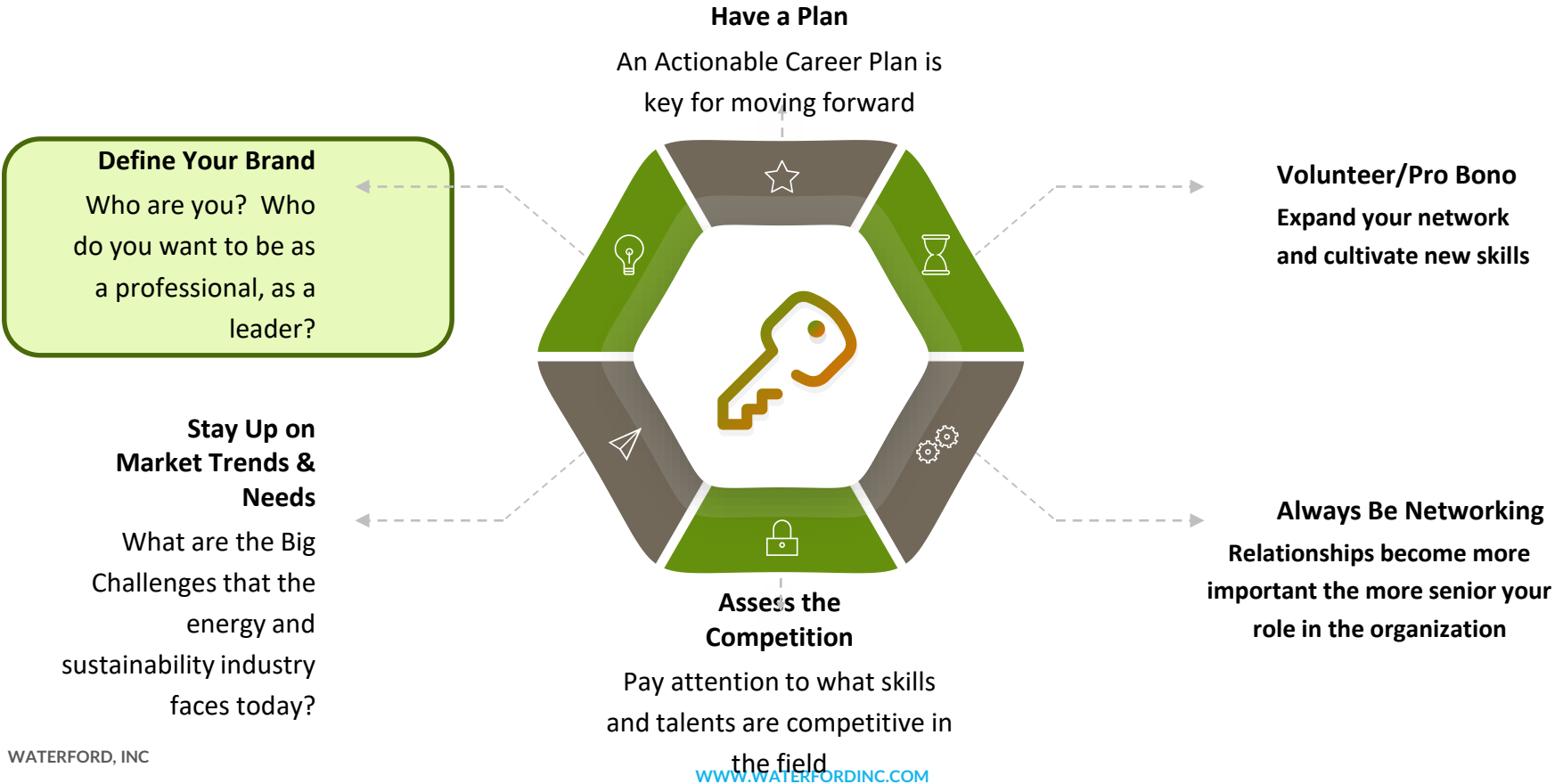


- Experience counts! More common for internships/fellowships to pay a living wage. SUN is starting to do this.
- Read trade magazines, newsfeeds. Absorb the vocation and language. Learn the issues you need to be fluent about to have a conversation with peers in the industry. Do informational interviews. People want to help you!

Policy Trends

- **Finance.** For example, the National Green Bank has been talked about a great deal these last few months. That also relates to access. E.g., the Pay As You Save (PAYS) model being considered in Colorado, Property Assessed Clean Energy programs in several states.
- **The Where and How of Solar.** Rooftop, community, and utility focus. Using policy solutions to help where and how to site solar and to help settle land use conflicts.
- **Agriculture/rural use of land for solar.** State and local base perspective on policy. The key is demonstrating benefits of collocating benefits with agriculture.
 - Native grasses and pollinator plantings, agrovoltatics in Minnesota; Solar grazing – using sheep to graze and manage the property; Crops – shade tolerant crops under panels, chicken raising. Key is resolving land use conflicts, which makes the project look and feel better to people
- Solar advocacy is moving toward **aggregating independent points on the grid**, where people in homes and companies are contributors. Grid services to be aggregated for all, to help operate the grid
- Another aspect of the field that is **locating storage** – DER. Demand and response management through such things as EV charging, thermostat set adjusted based on demand.

6 KEY TAKEAWAYS



EMPOWERMENT = AGENCY

Intrinsic Motivation

Focus on inspiration, what has meaning for us personally
Corresponds with our individual values

Extrinsic Motivation

Focus on rewards from others. For example,
Power Money
Visibility/Recognition

Action

Expression of choice Self-determination
Desired "Sense of Self" Outward representation

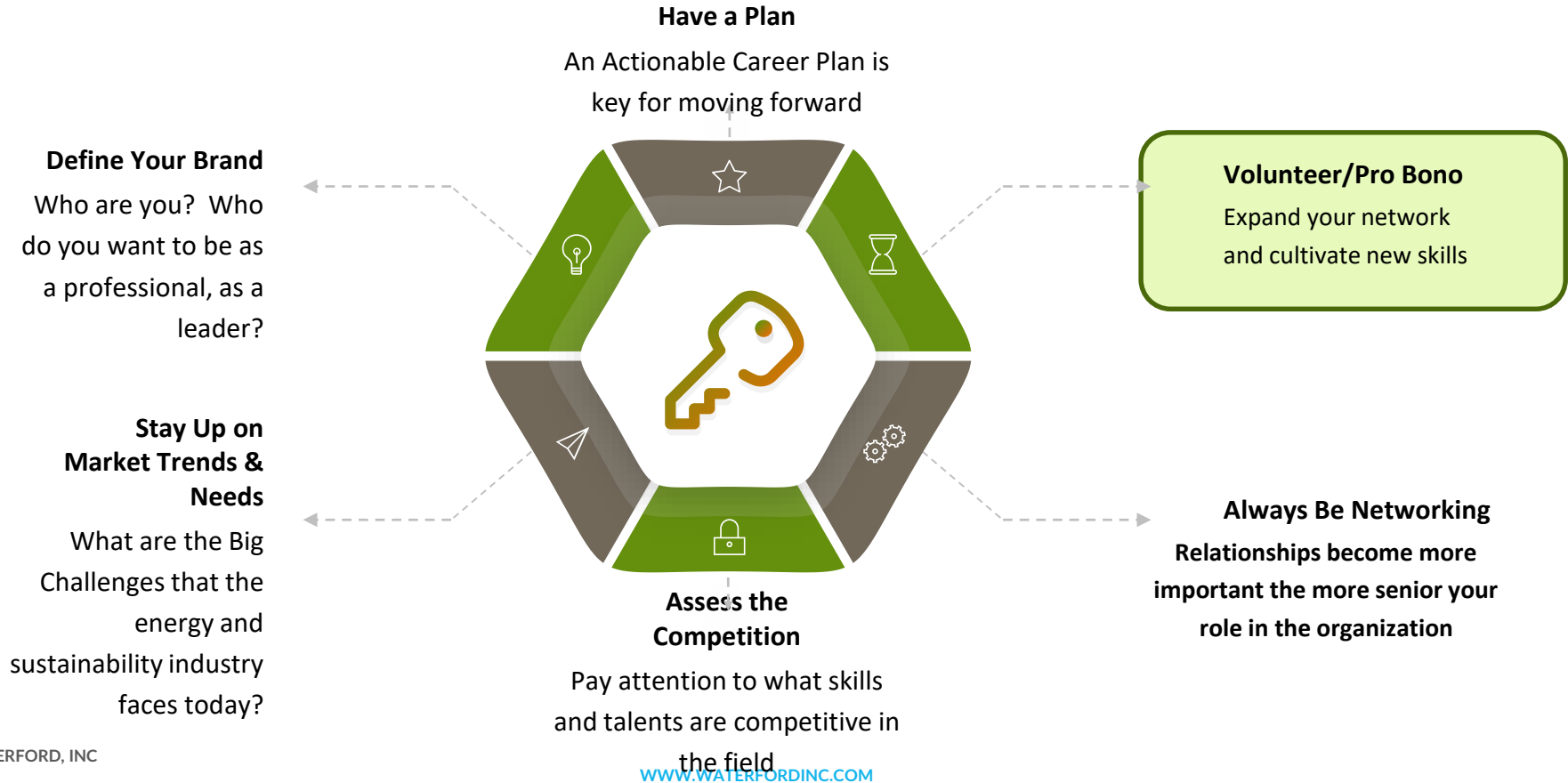
Meaning Making and Identities

Intentions
Aspirations
Mental processes: "Mediating a Sense of Self, a Self-Projected Self"

Parsons, Eggins, & Marston, 2017



6 KEY TAKEAWAYS



My Contributions



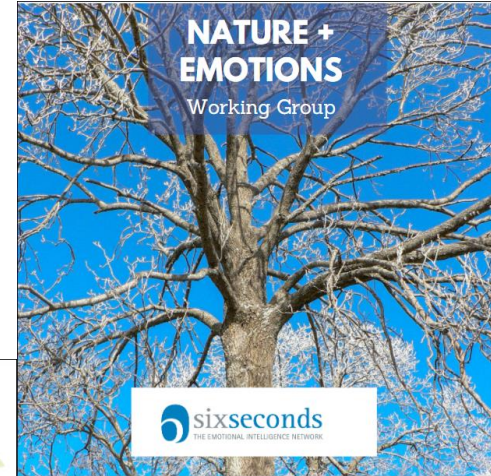
Green Career Momentum

WINTER 2020

A 6-Session Group Coaching Program
Landing or Creating Your Dream Green Job

LEADERS IN ENERGY AND WATERFORD, INC

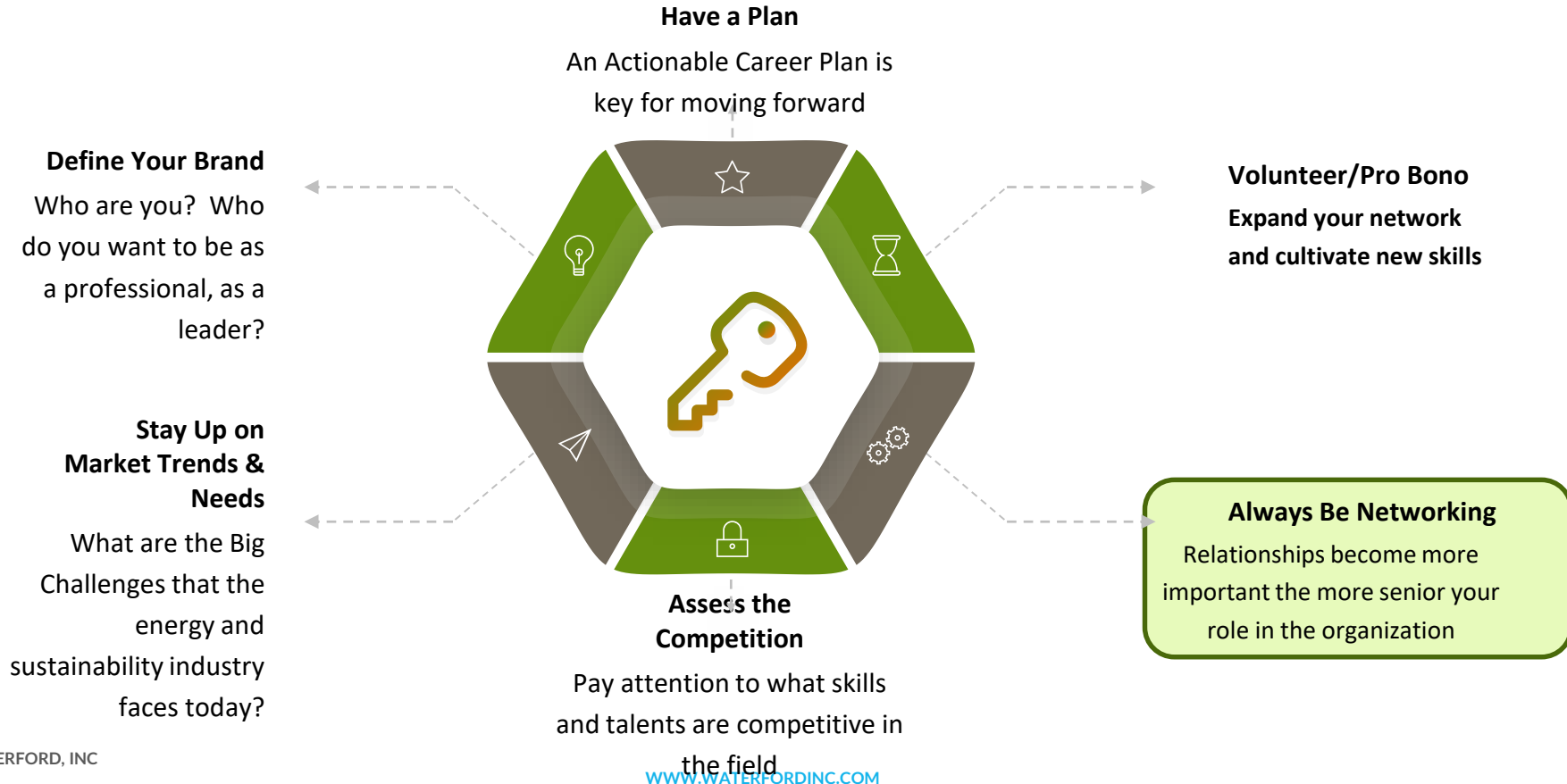
Self
Service
Career/Community



What **one contribution** can you make,
or are you making right now?

Share in the chat window or raise your hand

6 KEY TAKEAWAYS



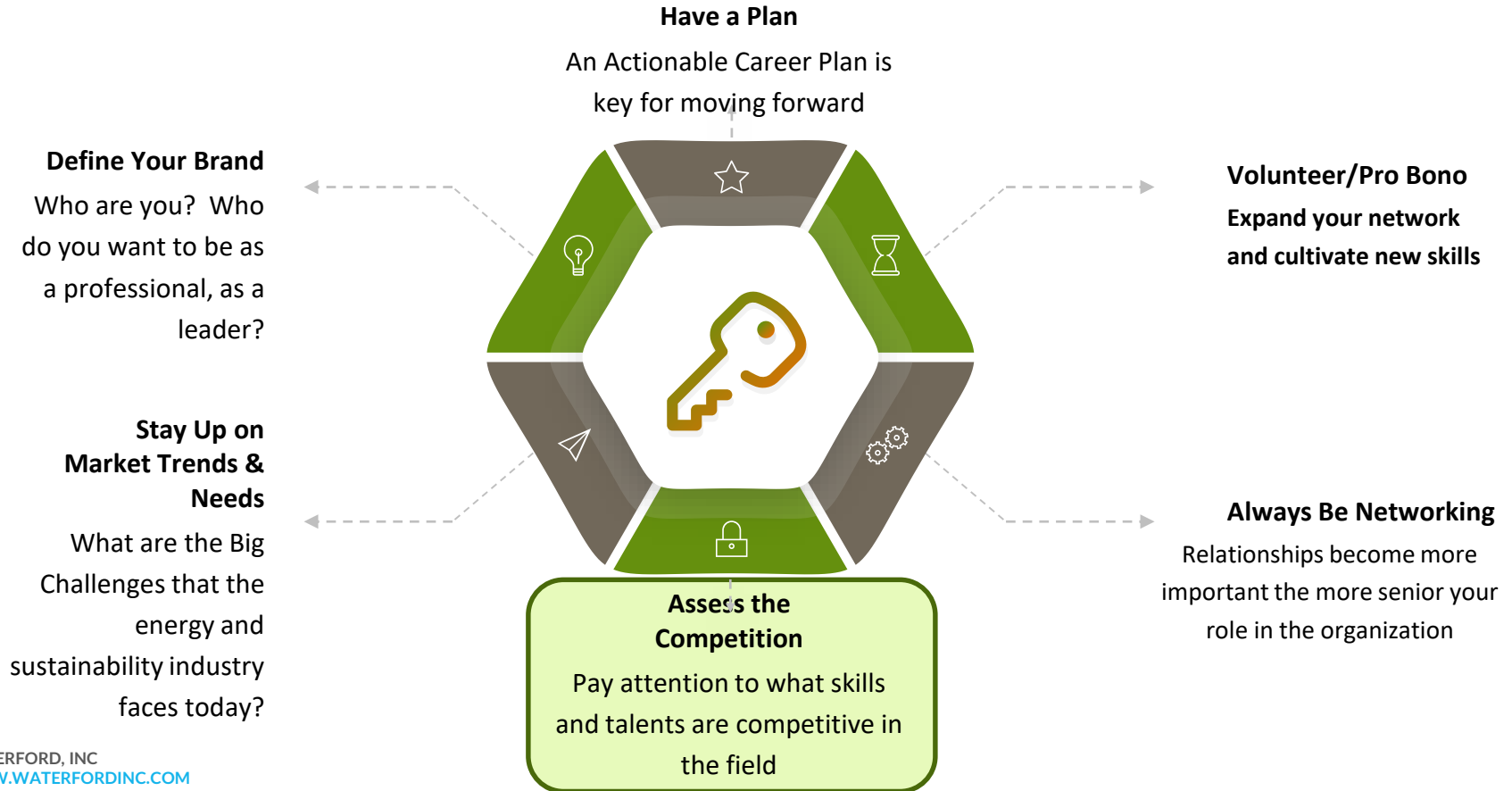
Professional Networks

- Women's Council on Energy and the Environment (WCEE)
- National Association of Environmental Professionals (NAEP)
- Association of Climate Change Officers (ACCO)
- National Environmental Health Association (NEHA)

Others by category at

<https://environment.yale.edu/careers/resources/env-professional-associations/>

6 KEY TAKEAWAYS



How Will You Get Into Action?

What **one step** will you commit to taking today in support of your Green Career?

Example

Community Garden volunteer ↪ Food
resilience/ systems



Type in the chat window

A Calling and A Practice

Information (What)

Relationships (How)



Stewardship (Why)







Connect with Me



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THANK

YOU
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“One of the most
courageous things you can
do is identify yourself,
know who you are,
what you believe in
and where you want to go.”

-- Sheila Murray Bethel



Questions?