



benchmark**green**

Web-Based Training for Deep Energy Retrofits

2011 Clean Energy Workforce Education Conference

Presented March 9, 2011

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**The Steven L. Newman Real Estate Institute, Baruch College
The Building Performance Lab, City College of New York
The City University of New York (CUNY)**



Our Vision

OUTCOMES & IMPACTS of the Certificate Program

Curriculum will address **knowledge and training deficiencies** among Building Operators, Property Managers & Portfolio Asset Managers

Content will focus on three broad areas: Financing, Technology, Project Execution

Courses will **strengthen careers** for those who obtain certification

Courses will represent a **clarity of consensus** in the market about what Property/Asset Managers should know for energy project decision-making

Project Schedule

YEAR 1
Each phase
= 6 months

Needs Assessment
&
Product Definition

Syllabus Development
&
Web Platform Strategy

YEAR 2
Each phase
= 4 months

Market Consultation
on
Preliminary Product

Curriculum &
Website
Development

Pilot
Offering



Online Education Platforms

Blackboard

Epsilon

New York Times Knowledge Network

iTunes University

Moodle

eLeaP

... and many more ...

Blackboard

The screenshot displays the Blackboard Learn 9.1 interface. At the top, a teal banner reads "What's New in Release 9.1?". Below this is a navigation bar with links: My Places, Home, Help, and Logout. A secondary navigation bar includes "My Institution" (selected), Courses, Community, Content Collection, Services, System Admin, and Outcomes. The main content area is titled "My Institution | Notifications Dashboard". It features a "Personalize Page" button and a "Add Module" button. The dashboard is divided into several modules:

- New York Times Science News:** A list of science news items including "U.N. Group Rejects Shark Protections", "Switzerland: Green Light for a Proton Collision Course", "Are Aquariums Getting Too Lifelike?", "Artists Mine Scientific Clues to Paint Intricate Portraits of the Past", and "Moral Lessons, Down Aisle 9". It includes a "The New York Times" logo.
- Alerts:** A section for managing notifications, including "Edit Notification Settings", "Past Due" (with "Assignment Past Due (20)" and "Item Past Due (20)"), "Early Warning System", and "People Places Purpose (2)". It shows a "Last Updated: March 24, 2010 7:33 AM" timestamp.
- What's New:** A section for managing notifications, including "Edit Notification Settings", "Actions", and a list of items: "Announcements (3)", "Assignments (2)", "Blogs (9)", "Content (124)", "Courses/Organizations (1)", "Discussion Board (37)", "Journals (3)", and "Tests (6)". It also shows a "Last Updated: March 24, 2010 7:33 AM" timestamp.
- Needs Attention:** A section for managing notifications, including "Edit Notification Settings", "Actions", and a "No Notifications" message. It shows a "Last Updated: March 24, 2010 7:33 AM" timestamp.
- To Do:** A section for managing notifications, including "Edit Notification Settings", "What's Past Due" (with "All Items (0)"), "What's Due" (with "Select Date: 03/24/2010" and "Go" button), "Today (0)" (with "Nothing Due Today"), and "Tomorrow (0)".
- Calculator:** A basic calculator interface with a display and buttons for numbers, operations, and functions.

Spectrum of Engagement

[spectrum – from

BEEP® (BOMA ENERGY EFFICIENCY PROGRAM)



PUT THE POWER OF
ENERGY SAVINGS
TO WORK FOR *YOU!*

Finally! An innovative operational excellence program to teach commercial real estate professionals how to reduce energy consumption and costs with proven no- and low-cost strategies for optimizing equipment, people and practices.

Learn in the Comfort of Your Own Office!

BEEP's six-course series gives you the information, strategies, technologies, how-to guides and resources you need to reduce energy and costs...all without leaving your office. Each seminar is delivered conveniently via web-assisted audio seminars.

This groundbreaking program has been developed by the BOMA Foundation in partnership with the U.S. Environmental Protection Agency ENERGY STAR® program and is supported in part by a grant from EPA.

Find out about BEEP Webinars and program features below:

- [Breakfast and Benchmarking with AOBA and BOMA](#)
- [Nine Great Reasons to Participate](#)
- [BEEP Curriculum](#)
- [Webinar Schedule](#)
- [Registration Fees and Details](#)

BEEP Quick Facts

FACT: The commercial real estate industry spends approximately \$24 billion annually on energy and contributes 18% of US carbon dioxide emissions.

FACT: Energy represents the single largest controllable operating expense for office buildings, typically a third of variable expenses.

FACT: If only 2,000 buildings adopt BEEP's no- and low-cost best practices over the next three years, energy consumption and carbon emissions will be reduced by 10% which will result in \$400 million in energy savings and 6.6 billion pounds less carbon dioxide released in to the atmosphere.

FACT: YOU should participate.

REGISTER NOW!



THE CITY UNIVERSITY OF NEW YORK CUNY

- The Steven L. Newman Real Estate Institute, Baruch College
- The Building Performance Lab, CIUS



Marketing & Commercialization: Society Sponsors



The screenshot shows the NYU-Poly website with a navigation bar at the top. The main content area is titled "Society Co-Sponsors" and features a sidebar with a list of links under the "ENTERPRISE LEARNING" heading. The main text describes the benefits of being a Society Co-Sponsor, including rebates for courses. It also includes a section for "Current Society Co-Sponsors" featuring the IEEE logo and a description of the IEEE as a nonprofit technical professional association.

NYU·poly CHANGES TO POLY.EDU

STUDENTS ALUMNI FACULTY + STAFF QUICK LINKS SEARCH

ADMISSIONS Apply to NYU-Poly
ACADEMICS Prepare for your future
RESEARCH Discover inquiries, findings
BUSINESS Partner with us
CONNECTIONS Develop + share knowledge
LIFE See what we do
ABOUT Explore who we are

Society Co-Sponsors

Business Enterprise Learning Society Co-Sponsors Contact Us Enterprise Learning Home

ENTERPRISE LEARNING

- Worldwide Delivery
- Master's Degree Programs
- Graduate Certificates
- Executive Programs
- NYU-Poly/NYU-SCPS Joint Program
- Corporate Members
- Society Co-Sponsors**
 - Society Member Rebates
- Board
- Corporate Partners
- Customer Service
- News and Publications
- Contact


Society Co-Sponsors

We partner with leading professional industry organizations as Society Co-Sponsors. Members of Society Co-Sponsor organizations benefit from rebates for any courses that they successfully complete. This can lead to a savings of thousands of dollars over the course of a master's program. Society members may also receive rebates after taking online training courses led by faculty and industry leaders. These offerings will allow you to gain education hours that are needed for some industry certifications.

Are you a member of one of our Society Co-Sponsors?
[Find out more about the rebate program and register as a society member.](#)

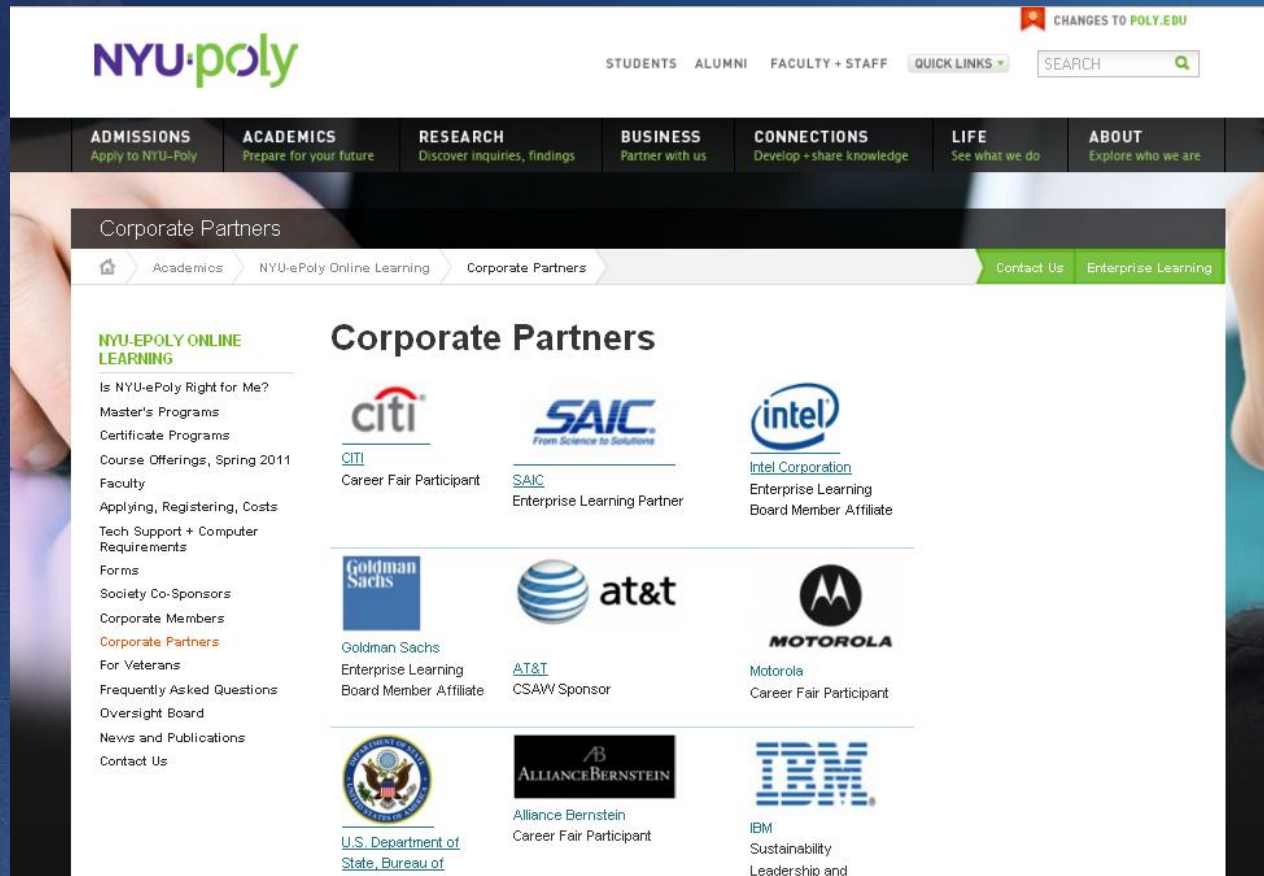
Do you want to learn about becoming a Society Co-Sponsor partner?
Contact [Marlene Leekang](#), Business Relations Manager.

Current Society Co-Sponsors










 **IEEE**

IEEE – The Institute of Electrical and Electronics Engineers, Inc.
IEEE is a nonprofit technical professional association of more than 360,000 individual members in approximately 175 countries. Through its members, the IEEE is a leading authority in technical areas ranging from computer engineering, biomedical technology, and telecommunications to electric power, aerospace, and consumer electronics, among others. IEEE's vision is to advance global prosperity by fostering technological innovation, enabling members' careers, and promoting community worldwide.

Marketing & Commercialization: Corporate Sponsors



The screenshot displays the NYU-Poly website's 'Corporate Partners' page. At the top, the NYU-Poly logo is on the left, and navigation links for STUDENTS, ALUMNI, FACULTY + STAFF, QUICK LINKS, and a search bar are on the right. A secondary navigation bar includes ADMISSIONS, ACADEMICS, RESEARCH, BUSINESS, CONNECTIONS, LIFE, and ABOUT. The main content area features a 'Corporate Partners' header with a breadcrumb trail: Home > Academics > NYU-ePoly Online Learning > Corporate Partners. To the left is a sidebar with links for NYU-EPOLY ONLINE LEARNING, including 'Is NYU-ePoly Right for Me?', 'Master's Programs', 'Certificate Programs', 'Course Offerings, Spring 2011', 'Faculty', 'Applying, Registering, Costs', 'Tech Support + Computer Requirements', 'Forms', 'Society Co-Sponsors', 'Corporate Members', 'Corporate Partners' (highlighted), 'For Veterans', 'Frequently Asked Questions', 'Oversight Board', 'News and Publications', and 'Contact Us'. The main content area is titled 'Corporate Partners' and lists nine partners in a 3x3 grid:

Partner Logo	Partner Name	Relationship
	Citi	Career Fair Participant
	SAIC	Enterprise Learning Partner
	Intel Corporation	Enterprise Learning Board Member Affiliate
	Goldman Sachs	Enterprise Learning Board Member Affiliate
	AT&T	CSAW Sponsor
	Motorola	Career Fair Participant
	U.S. Department of State, Bureau of Economic and Business Affairs	
	Alliance Bernstein	Career Fair Participant
	IBM	Sustainability Leadership and

Marketing & Commercialization: Webinars



**Webinar - Energy Managers:
Carving Out Your Niche**

Join us for a free, informative webinar with Craig Handley, Energy Manager, to learn how he navigated the challenges of being a large university's first energy manager to cut energy use by 15%.

Register Now Thursday, February 17th; 10:30 am PST; 1:30 pm EST





Lessons Learned

1. Use the platform of least resistance
2. Play to the strengths of online learning
3. ... but whenever possible, emphasize interactivity & teamwork
4. Develop a marketization strategy that fits the delivery: online, personalized
5. Explore new technologies: mobile aps, gaming, etc.



Thank you!

For more information, please feel free to contact me

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