

Case Study: California: 2024-2025



Blue Job Shadow Day & Sustainable Career Pathways

Impact

- Developed roadmap for how the College of Marin could collaborate with companies to build Blue Economy Workforce Development Pipeline.
- Conducted Sustainable Career Pathways Internship that culminated with a report for actions CoM can take to train students for local jobs.
- Surveyed local companies to determine workforce training needs.
- Identified three Pathways for the College to expand their academics: Aquaculture, Water Management, Marine Electrical
- Identified unique project to benefit Marin City community.
- Developed first Blue Economy Coalition in Bay Area.

Our Partners

- College of Marin
- CoM's Environmental Action Club
- Hog Island Co.
- Humboldt Cal Poly, California State Polytechnic University
- MARE, [Romberg Ocean Science Center](#)
- Marin City's community leader
- Marin County Supervisor
- Mendocino Community College
- Sausalito Sustainable Waterfront Association
- [ZeroMar's](#) Marine Electrification Apprenticeship

[Video](#)

[Website](#)

[Report for College of Marin President](#)

[Report Blue Economy Community Leaders](#)

The Institute conducted a customized 8-month comprehensive program with the College of Marin to determine how they could bridge the gap and meet companies' workforce development needs and fulfill student's dreams of green/blue jobs by supplementing their academics. The College has a once-in-a-generation opportunity to become a regional hub for Blue Economy innovation, workforce training, and leadership.

The Challenges

- Students seek sustainable career pathways that lead to good-paying jobs
- CoM has just one course in sustainability and no wet lab.
- CoM's goal is a feeder system for UC System and continuing education.
- Businesses need training certificates in Aquaculture, Clean Water Management, Regenerative Agriculture, Marine Electricity. Companies & have had to search elsewhere for their workforce development training.
- Hog Island hires employees trained at Cal Poly/Humboldt County or Santa Monica Community College - then faces affordable housing crisis.
- California has thousands of available jobs in water management.

Strategic Implementation

- **Blue Job Shadow Day:** This immersive career event with local and national blue companies enlightened students, educators, and academic leaders about the potential of the Blue Economy in the Bay Area.
- **Business Survey:** local companies shared their needs, projected jobs, challenges, goals and workforce development internships and jobs.
- The **Blue Economy Map** was created as a way imagine a new vision.
- Hosted VIP meeting with business, government, education leaders to explore how we might collaborate to build a Blue Economy.

Program

- The Institute conducted an intensive 10-week paid internship with students to explore Sustainable Career Pathways with entry, mid, and advanced-level jobs - projected jobs, salary ranges and education needs.
- Shared the Institute's tools: bio/resume, LinkedIn profile, 5-year plan
- Networking events & interviews with local companies, national experts
- Through their research, interns found these careers are accessible, in demand, and offer living wages that could allow them to live/work here.

"The Institute's Blue Job Shadow Day sparked an ongoing exploration of the Blue Economy. We invite potential supporters and funders to join us to invest in Marin and Bay Area young people and support this exciting sustainable economic initiative."

Dr. Jonathan Eldridge, President, The College of Marin