# Sustainability

## What can I do with this major?

### AREAS

**PLANNING AND CONSERVATION**
- Architecture/Landscape architecture
- Urban and regional planning
- Construction
- Park and reserve management
- Transportation
- Food and Agriculture
- Sustainability management
- Water resources
- Aviation planning
- Transportation planning
- Land acquisition
- Land use
- Recreation management
- Park/Preserve management
- Mining

### EMPLOYERS

Federal, state and local government:
- Environmental Protection Agency
- Natural Resource Conservation Service
- National Oceanic and Atmospheric Administration (NOAA)
- Fish and Wildlife Service
- National Park Service
- Department of Agriculture
- Department of Transportation
- Public works departments
- Planning departments

Utilities companies
- Forestry companies
- Mining companies: Petroleum, mineral
- Consulting firms
- Real estate development companies
- Market research companies
- Colleges and universities
- Nonprofit organizations
- Land trust organizations:
  - The Nature Conservancy
  - Trust for Public Land
- Zoological parks
- Hunting and fishing clubs
- Wildlife ranges

### STRATEGIES

- Obtain experience through volunteer positions such as Student Conservation Association, and seek leadership positions.
- Seek research experience with professors, through coursework or through internships in the industry.
- Develop knowledge of land and water policies, ecology and conservation history. Real estate experience may be beneficial for some positions.
- Participate on planning boards, commissions and committees to stay abreast of local planning and conservation initiatives.
- Hone communication and negotiation skills for interacting with various stakeholders including land owners, elected officials, and conservation and community representatives.
- Seek a masters degree in urban planning or architecture.
### Areas

**Corporate Sustainability**
- Chief sustainability officers
- Corporate green programs
- Sustainability management
- Logistics
- Economics
- Consulting
- Investment
- Marketing
- Business administration

**Corporate Sustainability Employers**
- Federal, state, and local government:
  - Environmental Protection Agency
  - Department of Defense
  - Natural Resource Conservation Service
  - Parks and Rec Departments
  - Office of Neighborhoods
- Colleges and universities
- Private Corporations

**Strategies**
- Take courses in business such as economics and marketing
- Gain relevant experience through internships.
- Hone your verbal and written communication skills.
- Learn to solve problems creatively, and build strong conflict resolution skills.
- Earn a master’s degree for career advancement or a law degree for employment law.
- Consider a master’s degree in Sustainability with concentrations in sustainability leadership.

### Education and Communications

**Teaching**
- K-12
- Higher education
- Technical writing
- Editing
- Public relations
- Photography

**Publishing companies:**
- Scientific magazines
- Professional journal
- Periodicals
- Textbooks
- Online publishers

**Newspapers**
- Educational and scientific software companies
- Environmental organizations
- Government agencies
- Nonprofit organizations

**Employers**
- Public and private schools, K-12
- Two-year community colleges/technical institutes
- Four-year colleges and universities
- Museums
- Zoos
- Nature centers and parks

**Strategies**
- Gain experience working with students through tutoring, part-time employment or volunteering.
- Learn to work well with people of varying backgrounds and skills.
- Develop excellent interpersonal, communication and content area knowledge.
- Complete a teacher preparation program for K-12 positions, which varies by state. Learn about the endorsements for environmental science.
- Master’s degrees may be sufficient for teaching at community or two-year institutions.
- Seek Ph.D. for teaching opportunities at colleges and universities.
- Join professional associations and environmental groups as way to learn about the field and network.
- Acquire thorough knowledge of photographic procedures and technology.
- Take advanced courses in technical writing or journalism classes or consider a minor in either.
- Join professional associations like the National Association of Science Writers or the Public Relations Student Society of America.
- Seek related volunteer or paid experiences with student/local publications to increase marketability.
- Consider earning an advanced degree in a communications field to specialize (e.g., scientific journalism or public relations).
## ENVIRONMENTAL LAW/JUSTICE

**Political action/Lobbying**  
Regulatory affairs  
Science policy  
Patent law  
Nonprofit or public interest  
Environmental Law  
Mediation

**Employers**
- Law firms  
- Large corporations  
- Federal and state government:  
  - Environmental Protection Agency  
  - Department of Justice  
  - Attorney General Offices  
  - Political Action Committees  
- Nonprofit organizations (e.g., Green Action and Natural Resources Defense Council).

**Strategies**
- Develop strong research and writing skills. Hone communication skills through public speaking courses, debate team or Toast Masters, a public speaking organization.  
- Participate in pre-law honor societies and seek guidance from campus pre-law advisors.  
- Maintain current knowledge of industry trends, laws and policies specific to area of interest (e.g., conservation, regulation compliance).  
- Take courses in history, political science, and/or sociology to supplement science curriculum.  
- Learn about the law school admissions process, maintain a high GPA and plan to perform well on the LSAT.  
- Research schools with concentrations of interest (e.g., environmental law and policy, conservation, sustainable development).

## HOSPITALITY AND TOURISM

**Operations management**  
**Property and facility management**  
**Rooms management**  
**Banquet and catering management**  
**Front office management**  
**Reservations and sales**  
**Guest relations**  
**Meeting and event services**  

**Employers**
- Ecotourism companies  
- Outdoor outfitters

**Strategies**
- Join student professional associations and seek leadership positions.  
- Build a strong foundation in customer service. Learn to communicate effectively with a wide variety of people and to work well in teams.  
- Develop the ability to effectively problem solve, make quick decisions independently, and to handle stress while meeting deadlines.  
- Become detail oriented.  
- Prepare to work "from the bottom up" to gain industry experience and to relocate for promotions.  
- Demonstrate enthusiasm for working with the public. Gain experience in reservations or telephone sales. Master the product line and learn to give excellent service.  
- Plan trips or outdoor excursions for campus activities boards or recreational centers.  
- Volunteer to assist at local festivals and events.  
- Take courses in a second language. Travel or study abroad.
### GENERAL INFORMATION

- Sustainability provides a broad base of hard sciences as well as social science coursework.
- Choice depends upon career focus, for example, administration or policy-making versus technical areas or research.
- Pursue volunteer or internship experience to test fields of interest and gain valuable experience. Take independent research classes if possible.
- Stay up-to-date with changing environmental legislation by reading related literature and journals and participating in professional associations.
- Attend seminars, conferences and workshops sponsored by professional associations or public interest groups and utilize networking opportunities.
- Learn local, state and federal government job application procedures. Utilize your campus career center staff for assistance.
- A bachelor’s degree will qualify one for work as a laboratory assistant, technician, technologist or research assistant in education, industry and government.
- A bachelor’s degree is also sufficient for nontechnical work in writing, illustration, sales, photography and legislation.
- A master’s degree allows for greater specialization in a field and more opportunities in research and administration. Some community colleges will hire Master’s level teachers.
- Doctoral degrees are necessary for advanced research and administrative positions, university teaching, and independent research.