

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

EDUCATION AND COMMUNICATIONS

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

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

Public and private schools, K-12
Two-year community colleges/technical institutes
Four-year colleges and universities
Museums
Zoos
Nature centers and parks
Publishing companies:
 Scientific magazines
 Professional journal
 Periodicals
 Textbooks
 Online publishers
Newspapers
Educational and scientific software companies
Environmental organizations
Government agencies
Nonprofit organizations

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.

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).

AREAS

EMPLOYERS

STRATEGIES

ENVIRONMENTAL LAW/JUSTICE

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

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).

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

Ecotourism companies
Outdoor outfitters

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.

AREAS

EMPLOYERS

STRATEGIES

HOSPITALITY AND TOURISM (continued)

Earn certifications in industry analytics if interested in management.

Learn about world geography and international travel regulations.

Understand that employees in this industry typically work long hours including nights, weekend, and holidays.

For travel positions, research certification with the Institute of Certified Travel Agents and learn to use Computer Reservation Systems (CRSs) or Global Distribution Systems (GDSs).

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.