

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
Environmental data collection/analysis

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
Department of Energy
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.
Develop skills in environmental mapping softwares (e.g., ArcGIS), spatial data tools, or remote sensing technologies.
Pursue data analysis and impact assessment skills to support evidence-based policy and land use decisions.
Seek a masters degree in urban planning or architecture.

AREAS	EMPLOYERS	STRATEGIES
<u>CORPORATE SUSTAINABILITY</u> Chief sustainability officers Corporate green programs Sustainability management Logistics Economics Consulting Investment Marketing Business administration Environmental, Social, and Governance (ESG)	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 Sustainability and ESG consulting firms Impact investment firms and corporate social responsibility departments Tech companies with green innovation or net-zero goals Startups in clean tech, energy, and climate solutions	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. Build competency in carbon accounting, ESG frameworks (e.g., GRI, SASB, TCFD), and sustainability reporting platforms. Get familiar with sustainable finance principles and corporate social responsibility trends. Pursue certifications like LEED Green Associate or ISSP-SA to strengthen credibility.

AREAS	EMPLOYERS	STRATEGIES
<u>EDUCATION AND COMMUNICATIONS</u> Teaching: K-12 Higher education Technical writing Editing Public relations Photography Environmental outreach/engagement Sustainability content creation/communications Environmental journalism/digital storytelling	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	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). Learn to use multimedia tools and digital platforms.

AREAS	EMPLOYERS	STRATEGIES
<u>ENVIRONMENTAL LAW/JUSTICE</u> Political action/lobbying Regulatory affairs (e.g., EPA compliance and audits) 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). Pursue internships with legal aid clinics, environmental NGOs, or state agencies working in policy or environmental law.

AREAS	EMPLOYERS	STRATEGIES
<u>HOSPITALITY AND TOURISM</u> Operations management Property and facility management Room management Banquet and catering management Front office management Reservations and sales Guest relations Meeting and event services Travel coordination 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. Earn certifications in industry analytics if interested in management. Learn about world geography and international travel regulations. Understand that employees in this industry may work long hours including nights, weekends, and holidays.

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 non-technical 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.
 - Use platforms like Handshake, LinkedIn, and Net Impact to connect with sustainability professionals and find internships in emerging fields like ESG or climate tech.
 - Look for microcredentials in climate risk, sustainable finance, or green building to add industry-specific skills.
 - Learn relevant software tools (e.g., project management software, GIS, data visualization platforms).
 - Pursue professional certifications (e.g., LEED, OSHA, GRI) to stand out in the job market.
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