



National Recycling Coalition | National Standards Certification Board

***A National Accreditation of Sustainable Resource
Management Training Programs***

Presented by MaryEllen Etienne, Reuse Institute

Why SRM?

- It's not just about recycling anymore!
- **“Sustainable Resource Management”** – it's a broader, most inclusive field
- Reduce, Reuse and then Recycle towards Zero Waste



A Program of NRC

- The **National Recycling Coalition** is a nonprofit focused on promoting & enhancing the 3Rs
- Network of more than 6,000 members
- Looks to facilitate activities between and among nonprofits, businesses, trade associations, individuals and government that are committed to the conservation of natural resources.



Nat'l Standards Certification Board

- John Frederick (Chair), Intermunicipal Relations Committee
- Judi Gregory (Secretary), California Resource Recovery Assoc.
- Jack DeBell (Program Manager), University of Colorado
- English Bird, New Mexico Recycling Coalition
- MaryEllen Etienne, Reuse Institute
- Lisa Friend, Boulder County Commissioner Office
- Bert Jacobson, Kankakee Community College, Illinois
- Marie Kruzan, Association of New Jersey Recyclers
- Gary Liss, GrassRoots Recycling Network, Zero Waste USA
- Joanne Shafer, Centre County Recycling & Refuse Authority



Our Mission

- Support high standards for Sustainable Resource Management professionals,
- Facilitate the development of state/or regional certification programs,
- and to develop and maintain a national accreditation of such certification that includes student learning outcomes



Our Goals

- We're helping to:
 - Create demand for SRM Training Certificates
 - Establish a foundation for Good Green Jobs
 - Promote Highest and Best Use of Resources Locally
- We're supporting the development of certified training programs at:
 - State/Provincial Recycling Organizations
 - Universities
 - Other entities



Why a National Standard?

- Certification means the same thing everywhere
- Transferability within and between states provides universal credibility
- Programs are held to a high and consistent standard
 - Course Content / Minimum Hours
 - Instructor Standards / Administrative & Program Reqs
 - Student Learning Outcomes / Proficiency Measures / Recertification
- Allows state, provincial or topical focus while still providing general uniformity



Standards with Flexibility

- “Certification” fundamentally means the same thing...
- ... But flexibility within programs is still permitted.
 - Individual state, provincial or topical focus
 - Account for regional differences
 - Allow for different approaches



What's the SRM Standard?

- Standard provide states and others with the ability to certify students as a “**Certified Sustainable Resource Management Professionals**”
- Ensures professional training for current SRM organizational leaders and future SRM leaders
 - Identify
 - Prepare
 - Train
 - Certify
 - Retain Certification



The Standard

- Program Requirements
 - Post-secondary institution certification
 - Minimum 30 hours of instruction
 - Progressive & final proficiency exams
 - Recertification
- Program Administration
 - Committee Structure | Policies & Procedures
- Student Learning Outcomes (SLOs)
- Curricula Oversight
 - Instructor qualifications | Facilitate reciprocity



Benefits to Trainers

- Promotes enduring strategic partnerships & collaborations
 - SRM professionals will look to you for continued support & guidance
 - Develops new organizational leaders
 - Creates an fellowship/common ground
- Creates new/recurring revenue streams
 - member growth and retention
 - Increased attendance at events, meetings and training workshops



Benefits to Trainers, cont'd

- Increases statewide presence
 - Raising your profile with local government
 - Establishing consistent/professional media messaging through trainees
- General awareness raising
 - Broadens statewide understanding of SRM
 - Creates a larger audience for your advocacy work



Benefits to Trainees

- Increased level of professionalism and training
 - Partner with training entity
 - Peer mentoring & networking
 - Enhances knowledge in a dangerous field
 - Connection with facilities and professionals in a non – regulatory networking environment
- Learn best practices
 - Exposure to state regulatory needs, national trends, policies and industry best practices (e.g. safety, ops)
 - How to improve program effectiveness & capacity
 - How to work with media to create consistent messaging



Benefits to Trainees, cont'd

- For job/advancement seekers,
 - Employers seek professional certification & training
 - Certifications are resume builders
 - Promotes enduring partnerships & collaborations
- Forum for training on topics with reoccurring issues
- Constant improvements & upgrades; Better reporting, can create requirements for reuse, recycling & compost training



Costs to Trainers

- Initial start-up costs to develop program, create consensus.
- Minimizing costs:
 - Partner with state, facilities, Board members, other professionals
 - Board/Members willing to donate time to instruct
 - Using free training facilities



Certification Start Up

- Planning
 - Convene an inclusive committee
 - Identify & secure partnership with post secondary institution
 - Obtain guidance
- Course Development & Instructors
- Finance & Funding
 - Seek partners



Guidance from NSCB

- Program & Administrative Guidelines
- Student Learning Outcomes (SLOs)
- Recertification
- We offer:
 - Models from experienced programs
 - Help
 - Guidance & Flexibility



What Employers are Saying

- “Raised level professionalism”
- “Adds credibility to the title “Sustainable Resource Management Professional”
- “Saved us training dollars and time”
- “An excellent way to educate on important issues”
- “Networking and exposure to experts has enhanced our outreach efforts, program performance and market opportunities”



Contact Us

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