

Great Lakes Environmental Finance Center

The GLEFC is one of nine university centers established by the U.S. EPA to help create sustainable environmental systems in the public and private sectors. It was established in 1995 to serve public, private and not-for-profit sector entities in U.S. EPA Region 5, which includes Ohio, Michigan, Indiana, Illinois, Wisconsin and Minnesota. The GLEFC is housed within the Maxine Goodman Levin College of Urban Affairs at Cleveland State University.

GLEFC provides professional training to state and local government officials, business executives, and others on environmental finance issues, strategies and resources, helping clients make more effective use of existing public and private sector financial resources. The GLEFC also provides expert assistance in strategy-building for brownfields redevelopment. Finance, marketing and urban real estate redevelopment are the key components of services available at the GLEFC.

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Coastal Training Market Analysis: A Summary of the Survey Results

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The Urban University Program is a unique network linking the resources of Ohio's urban universities with the communities and students they serve, in a cooperative effort to improve the state's urban regions.

Coastal Management Training Survey Results

Background

The Great Lakes Environmental Finance Center (GLEFC) of the Maxine Goodman Levin College of Urban Affairs at Cleveland State University recently conducted a **market analysis** for the Ohio Department of Natural Resources (ODNR) and its partners (Old Woman Creek National Estuarine Research Reserve and the Ohio Sea Grant College Program), to guide them in developing a **comprehensive training program on coastal resources management**.

Training providers in the Ohio Lake Erie basin were surveyed to generate information on the area's coastal training and education market. The information gathered from the survey was used to develop the **Coastal Training Market Analysis report**.

This **summary** is the **third in a series of four project reports** written by the GLEFC. This report outlines the **survey results** of the Coastal Training Market Analysis. If you would like a complete copy of the report, you may download it (PDF format) from our web site at www.glefc.org.

Survey Results

The findings of the survey are based on a **75% response rate** from those surveyed, or **142 out of 190** total respondents. The following is a summary of the results of the survey, organized according to the six separate sections of the questionnaire.

Organization

- The majority of survey respondents are public agencies that provide coastal resources management training in the Ohio Lake Erie basin.
- Respondents typically employ 50 or fewer full-time and part-time/seasonal workers.

Coastal Resources Management Training Topics

- Coastal resources management training is one of many topic areas for training provided by these agencies.
- The training topics most frequently covered are surface water quality and non-point source pollution, water quantity and quality, conservation and preservation, riparian corridors, invasive species and biodiversity, and habitat restoration.

Course Information

- More than 100 courses were offered in the past year, with the majority being offered only once within the past three years.
- The courses offered are mostly conducted for an eight-hour day, with one session per course.
- Typical attendance ranged from 11 to 50.
- A majority of courses were taught using a lecture format.
- A large portion of course instructors possess bachelor's and master's degrees.

Funding

- The courses are usually offered at no cost to the participants.
- Most providers fund the courses through general operating budgets. Salaries for staff and speakers are their major expenses.

Target Audiences

- Providers mostly market their courses to elected officials and candidates through direct mail campaigns.
- Public sector training providers also use organizational newsletters to market the trainings, while non-profit organizations frequently employ press releases and co-sponsors/partners. Private sector training providers target a more diverse audience, including consultant groups, corporations and firms, land use planners, local and state government employees and non-profit organizations, and use email lists and co-sponsors/partners to market their trainings. Public universities also target the science community, and use web sites to convey training information to audiences.

The Training Environment and Other Organizations

- The primary gaps in coastal resources management training lie in instructional quality and the types of training provided.
- Other training disparities include coordination, equipment/logistical factors, external/internal marketing and promotional assistance, funding, personnel and staff assistance, and regulatory, safety and security concerns.
- Survey respondents stated that ODNR and its partners could help to strengthen coastal management training programs by providing facilities/operational support, funding support, instructors/trainers, marketing assistance, and professional/technical assistance.
- Most providers fund the courses through general operating budgets, and salaries for staff and speakers are their major expenses.