



alternative fuels management program

*The **Alternative Fuels Management Program** seeks to fill the education gap between technical skills/application and executive knowledge/decision-making.*

Managers and leaders in the private and public sectors need to understand the strategic importance of alternative fuels from a corporate/social responsibility and environmental perspective, as well as the bottom line financial implications of investing in alternative fuel solutions.

*The **Alternative Fuels Management Program** will help business leaders understand alternate fuels and develop the competencies needed to build the business case for alternative fuels.*



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The Program

The Alternative Fuels Management Program is a fully-online management education program designed to provide an executive-level overview for senior managers and develop core competencies for mid-level managers.

The program addresses competencies in five key areas:

- ▶ 1. Foundational knowledge in alternative fuels: what they are, how they differ, and why to adopt.
- ▶ 2. Alternative fuel products: what is offered commercially and how to evaluate alternative fuel solutions.
- ▶ 3. Applying alternative fuel solutions: how to calculate costs and develop a specific business case for the organization.
- ▶ 4. Calculating return on investment: tools, metrics, and strategies for demonstrating the alternative fuels ROI.
- ▶ 5. Green marketing: how to promote the use of alternative fuels as a value-add and distinguishing feature of the organization and its products/services.

The online course materials will include readings, videos, case studies, quizzes, online resources and tools, and interactive business scenarios. Upon completion of each program module and demonstrated competency, participants will receive a digital badge that recognizes the participants' achievement. Program completion will certify that participants have the knowledge and

skills recognized by industry leaders. The value and viability of an ongoing approach to keeping “graduates” of the program connected and to provide access to updated information through a learning community or membership of some sort will be explored.

Audience

The program targets business managers, local and state government division heads, fleet managers, and anyone who is responsible for the management of private and public organizations with multiple vehicles.

How Can You Get Involved?

Partnerships with industry experts, associations, and professional resources are key to the quality and relevance of the program. Industry partners and subject matter experts will be engaged to define essential competencies and inform program development, help us gather program resources, strengthen marketing and outreach, and be part of the ongoing review and development of the program.

Let us know if you would like to serve on the program advisory council, if you or someone you know would be a valuable subject matter expert to contribute to the program, or if you are interested in participating in the program!



Clare Roby | Program Director

Center for Regional & Continuing Education
California State University, Chico
Chico, CA 95929-0250 | 530-898-5674
rce.csuchico.edu/alternative-fuels