

# National Association for State Community Services Programs



# 2023

WINTER TRAINING CONFERENCE

April 3 – 7 | Arlington, VA

# MISSION POSSIBLE

## Restoring Hope

**Cultivating a New Generation of Diverse WAP Workers**

[www.nascsp.org](http://www.nascsp.org)

# WAP E&I

Cultivating a New  
Generation of Diverse  
WAP Workers

NASCSP Winter  
Training Conference

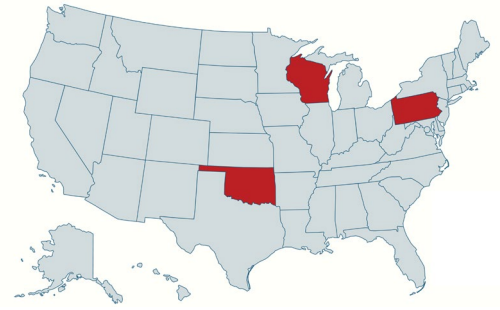
April 5, 2023



# Agenda

- Welcome & Who's in the room
- Project Overview
- Breakout Group Activity: Recruitment Needs
- What's Next

# Project Overview



# Project Goals

**Empower** you with tools and resources to more effectively connect with, and recruit new workers.

**Align** recruitment strategies with the needs and values of underrepresented populations in the home energy industry and underrepresented community members.

**Improve** the employee candidate pool for Weatherization Assistance Program jobs and reduce the time and cost to hire new workers.

# Key Project Activities

- Develop, pilot, and nationally deploy a data-driven outreach campaign focused on recruiting and hiring new WAP workers.
- Provide third-party contractor support and education, including a *Guide to Contractor Success*.
- Produce a multimedia, multi-audience outreach toolkit and an online engagement platform.

# Outreach & Engagement Platform

- Raise awareness of WAP careers
- Provide an engaging online experience
- Connect potential workers to local job opportunities
- Access to outreach collateral and community engagement resources for Subgrantees
- Access to Guide to Contractor Success for contractors

# Small Group Activity

1. Designate a Note Taker.
2. Have a conversation using the questions that follow.
3. Note taker: capture ideas using “slicky” notes provided.





## Questions (20 min)

1. How/where are people learning about WAP jobs? What has worked for filling WAP job openings?
2. What would help to recruit underrepresented groups? What messaging would raise awareness about WAP careers?



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# Thank you!!

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