



# SERVICE YEAR ALLIANCE

Increasing Weatherization Capacity Through Leveraging National Service

# Welcome



# Introduction



**Brent Kossick**

Director, Programs

Service Year Alliance

[bkossick@serviceyear.org](mailto:bkossick@serviceyear.org)

# Agenda

- Overview: Service Year Alliance, National Service, and the Climate Project
- Remarks from NREL
- Overview of New Resources
- Where to Start and Examples from the field
- Q&A

# OUR MISSION

To make a year of paid, full-time service — a service year — a common expectation and opportunity for all young Americans.

## Our 3 Goals

### EXPANSION:

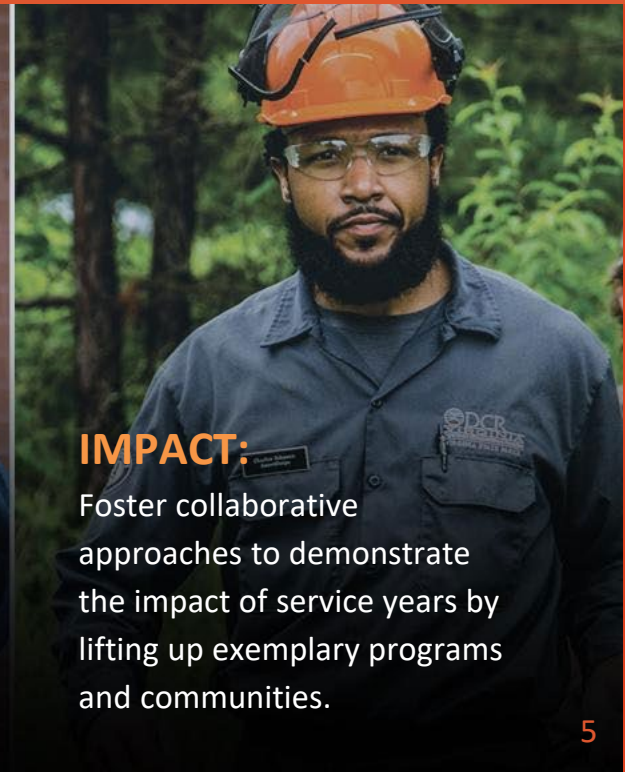
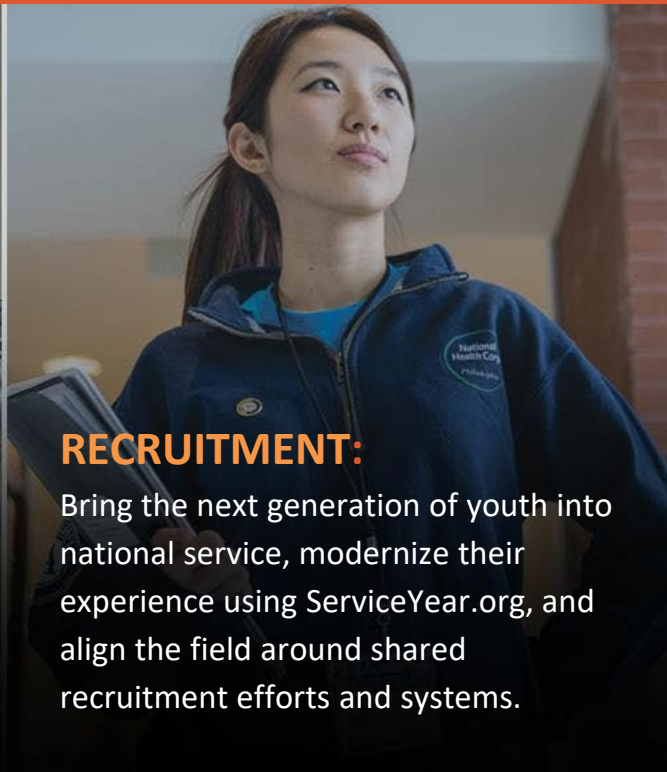
Build support from external stakeholders to make the recent expansions of national service successful in a new era.

### RECRUITMENT:

Bring the next generation of youth into national service, modernize their experience using ServiceYear.org, and align the field around shared recruitment efforts and systems.

### IMPACT:

Foster collaborative approaches to demonstrate the impact of service years by lifting up exemplary programs and communities.



# What is a service year?

A service year is a paid opportunity to develop real-world skills through hands-on service that seeks to address some of our nation's greatest challenges

*"A Better You, A Greater Us"*

There are between 65,000-85,000 service year opportunities across the country that offer experiences of varying lengths of commitment, in different issue areas, and across different geographic regions

Win: Program participant or "corps member"

Win: Community being served

Win: The nation as a whole

# The Service Year Ecosystem



**AmeriCorps**

- **VISTA** – Capacity Building
- **NCCC** – Team Based/Episodic
- **State/National** – Direct Service



**TFA**  
TEACH FOR AMERICA



**AmeriCorps  
Seniors**

- **Senior Companions**
- **Foster Grandparents**
- **RSVP**



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# Let's Lean into AmeriCorps

## State & National

- Full-time and part time service options
- Direct service, working hands-on in the community
- Members serve in group and individual settings at nonprofits, in schools, at food banks, and other community-based organizations (CBOs)

## VISTA

- Full-year service term
- In-direct service focused on building capacity and sustainability at nonprofits and CBOs
- Members design tools and resources to strengthen community services and supports
- Focus on eliminating poverty

## NCCC

- 11-month, full-time residential service program
- Direct service focused on conservation, disaster response, and emergency preparedness
- Members travel around different regions to complete projects

Professional development and skill building in project management, program design, communications, fundraising, construction, teaching, that can be applied to industries such as education, healthcare, agriculture, and housing, conservation.



# Foundational Elements

- Set term of service that you can factor into production schedule
- Corps members' living allowance, education award, and health insurance are typically supplemented by AmeriCorps
  - Cannot supplant staff, but can be used to increase capacity by enhancing or expanding services
  - Learn and earn: "Host sites" typically contribute a cost share that is far less than what a full employee would cost
  - Ability to hire corps member after their term of service (extended interview that can benefit both parties)

# Service Year Alliance's Climate Project

## Project Goals

- Identify the points of greatest leverage to help climate organizations better utilize national service as a human capital solution
- Understand the best practices, challenges, and opportunities in utilizing national service to address climate change
- Help to develop new messaging, partnerships, and resources to advance the national service field and help it to better serve the rapidly growing green economy

# Service Year Alliance's Climate Project

- Held targeted conversations in the national service field with innovative climate programs and a variety of state service commissions to learn more about existing models, best practices, challenges, and areas of opportunities
- Connected with green sector employer associations, workforce development partners, and other organizations and agencies advancing Climate and environmental resilience initiatives to better map alignment between the national service ecosystem
- Identified three diverse program models that provide significant opportunity and published free resources to support diverse stakeholders to take advantage of these opportunity areas - *Energy Efficiency, Community Capacity Building and Rural Resilience*



Allison Moe  
[allison.moe@nrel.gov](mailto:allison.moe@nrel.gov)

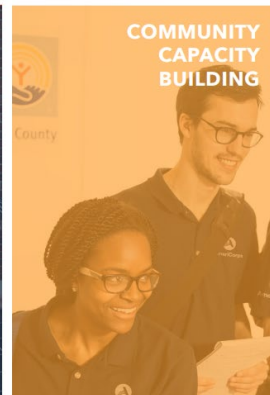
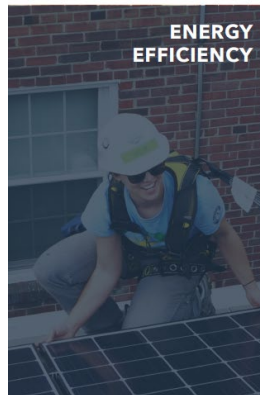


# **Climate and Environment Resilience Guide / Energy Efficiency Roadmap**

# Learning Cohort

## Eight stand-out service year programs

- [Ampact's Climate Impact Corps](#)
- [CivicSpark](#)
- [Green Iowa AmeriCorps](#)
- [Mile High Youth Corps](#)
- [PowerCorps PHL](#)
- [Resource Assistance for Rural Environments](#)
- [Rural Action's Appalachian Ohio Restore Corps](#)
- [The Sustainability Institute](#)



# Learning Cohort

## Energy Efficiency Working Group

- [Ampact's Climate Impact Corps](#)
- [CivicSpark](#)
- [Green Iowa AmeriCorps](#)
- [Mile High Youth Corps](#)
- [PowerCorps PHL](#)
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- [The Sustainability Institute](#)



# Energy Efficiency Overview

## Energy Efficiency

- Typically entails corps members participating in service activities that are intended to reduce energy consumption in either residential housing or public buildings
- Service activities can be Direct or Capacity Building in nature and can be advanced through either a team-based or single member placement model



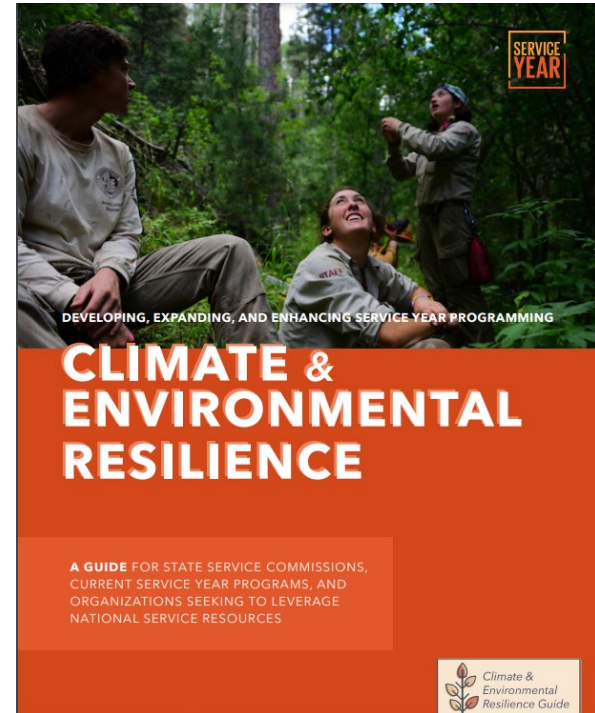
# Alignments

- Increased opportunity to expand programming do to Congress' recent investments in weatherization, energy efficiency and clean energy
- Increase access for diverse talent to enter into the space
- The mission driven-nature of corps members may equate to a higher employee retention level if you hire them after their term of service
- Opportunity to learn and showcase employability skills
- Applicable trainings and certifications

# Free Resources

## Climate and Environmental Resilience Guide

- New to Service Year Programming
- Program Model Summaries and Highlights
- Link to Roadmaps
- Fundamental Components
  - Corps Member Recruitment
  - Centering Program Design Around Belonging and Inclusion
  - Prioritizing Post Service Pathways (Support Services, Training, and Credentials)
- State CCC Initiatives



# Free Resources

## Roadmaps

- Highlighted Framework
- Alternative Options

### 1) Need(s)

### 2) Service Activities

### 3) National Service Resources

- 4) Administration
- 5) Partners/funding streams
- 6) Corps Member Support, Training, Development
- 7) Impact Reporting
- 8) Impact Reporting



# Leveraging Service to Support WAP

These resources can assist in developing new service year programming, but keep in mind that the path of least resistance may be to utilize them to support partnership development with existing corps

- State-based service year programs currently advancing energy efficiency projects
- Programs that are well suited to expand programming to support WAP needs
- National programs that have the ability to subgrant corps member slots

## Community Action Agencies



## Conservation Corps



# Leveraging Service to Support WAP

## Partnership Opportunities

- Developing a diverse talent pipeline
  - Partnerships with existing service programs
  - California
- Community outreach, education, and intake
  - AmeriCorps State and National SBP
- Homeowner education
  - AmeriCorps State and National
  - Sustainability Institute SC
- Communication/coordination support
  - VISTA
  - [Maine](#)
- Entry level weatherization services
  - AmeriCorps NCCC

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# Next Steps

- All resources are available for free at [www.serviceyearalliance.org/climate](http://www.serviceyearalliance.org/climate)
- [Contact your State Service Commission](#)
- Connect to the Interstate Renewable Energy Council's [WAP Enhancement and Innovation Project](#)
- Check-out [Geri's Career Story](#) from Aspen Ideas: Climate (1hr2min mark)

# Survey

Before we hear about a specific example from the field  
please take 15 seconds to complete the 2- question  
survey

# Home Energy Initiative



Dylan Kelly  
Director of Climate Programs





# AmeriCorps / Climate Impact Corps



# The need for AmeriCorps support

## Minnesota's Climate Action Framework Goals

- By 2030, weatherize a quarter of dwellings where occupants earn 50% or less of the state median income.
- By 2030, reduce the energy burden so at least 80% of Minnesotans spend less than 5% of the household income on energy costs.



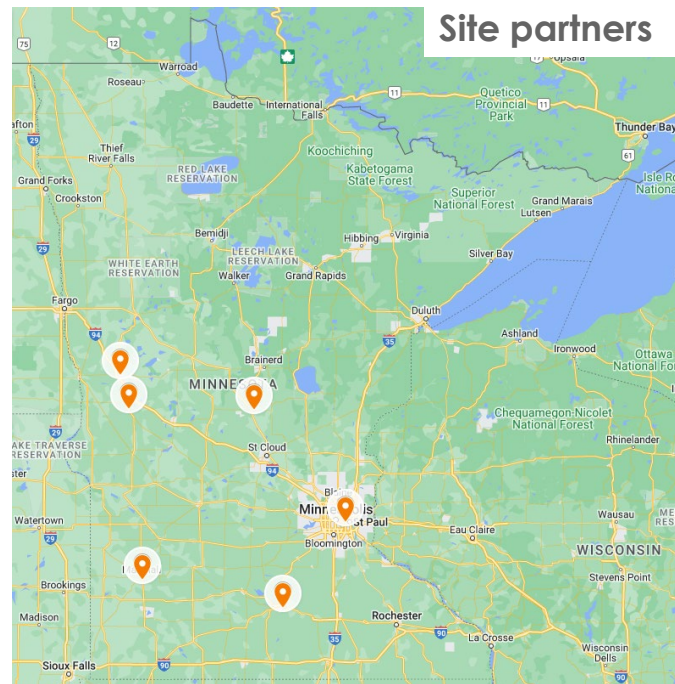
**Approximately  
1,700 of  
almost 500,000  
eligible  
households are  
weatherized each  
year**

# Overview of Home Energy Initiative (established 2021)

**AmeriCorps members placed with  
WAP providers for 7- to 11-month service terms**

**During a year of service, members:**

1. Support the energy audit process in the field and office
2. Provide homeowner education and outreach on energy conservation
3. Provide solar education and remote solar assessments



# Training Topics

- Climate and Social Justice Foundations
- Community Action Partnership Agencies
- Weatherization Assistance Program
- Building Science
- Solar Energy and Site Assessments
- Community Data Analysis



# Building the Workforce

## BPI Building Analyst Certification

- 23-24 training provided by Everblue
- Course and examination at no cost to members
- 4 members certified in 23-24 term

**Currently funded through  
independent grants and WAP funds**



# Partnership Model

## Climate Impact Corps

*Member Recruitment  
Member Stipend  
Foundational Climate Training  
BPI BA-T and BA-P Certification  
Career Support  
Educational Award*

## Minnesota Department of Commerce

*Funding  
Site recruitment support  
EAP/WAP Training  
-DoC Trainer  
-LMS Training*

## WAP Service Providers

*Direct member supervision  
On-the-job Training  
Mentorship from industry professional  
Data Collection Support*

# Outcomes

**8 Members**

**210 hours of  
on-site  
training  
and job  
shadowing  
per member**

**5 BPI-BA  
certification  
earned**

**3 hired by  
their sites**

**373 Home  
Energy  
Audits**

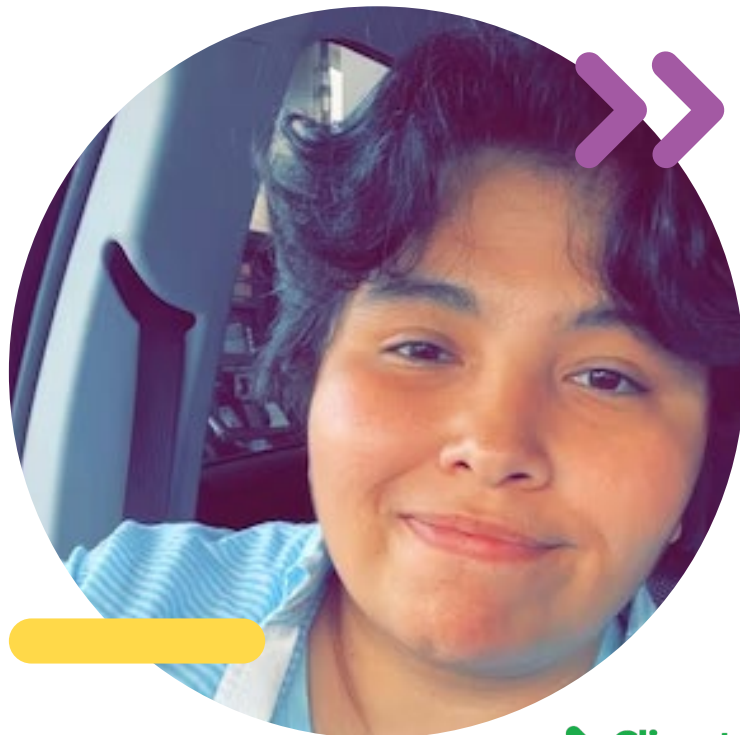
**537  
Residents re  
ceived  
energy  
efficiency  
education**

**1,287 remote  
solar  
suitability  
assessments**

# Inside The Data: Personal Stories

“During my very first home visit I was assisting an older woman with her home energy usage. I remember her telling me that she was so impressed to see a woman serving in what she that traditionally thought of as a man’s profession. **Until then I hadn’t realized that my service year was doing more than helping my career. It was serving as an inspiration for other women who are interested in a career in the energy sector.**”

-Gerilyn Lopez., Climate Impact Corps 2021-2022





# Challenges and Solutions

**Planning in  
a quickly  
evolving  
landscape**

**Emphasis  
On Member  
Recruitment**

Questions,  
comments, and  
ideas always  
welcome!

Dylan Kelly,  
Ampact

[dylan.kelly@ampact.us](mailto:dylan.kelly@ampact.us)

# Questions

(You can use the chat or raise your virtual hand)

**Thank You**