



Partnering with High School, Community College, and Vocational School Programs

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Presenters



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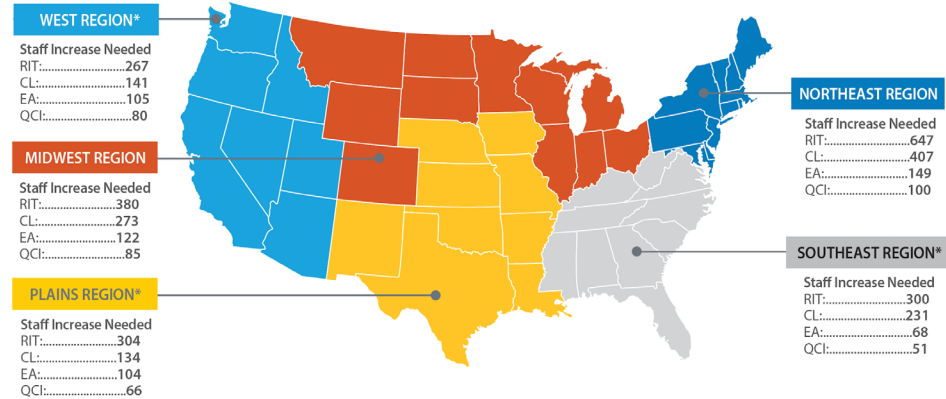
Kye Garvin,
NASCS



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NREL

The Workforce Challenge

Regional Subgrantee Job Gap to Meet Production Associated with BIL Funding



*Results may not be fully representative of the region due to small sample size.

Image Source: NREL Presentation at 2023 NASCSP Winter Training Conference

- In an [NREL survey from 2022](#), the WAP Subgrantee labor needs related to influx of BIL funds **may grow by 4,000 positions or more nationwide.**
- In a survey for the [2023 U.S. Energy & Employment Report](#), **92% of U.S. Energy Efficiency employers reported difficulty in finding qualified workers**
- In a 2022 [national survey](#) of workers on residential construction job sites, **25% were thinking of leaving their job.**

The Opportunity



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- The Weatherization Assistance Program (WAP) does not require college education for field staff.
- 214,000 U.S. high school students participated in construction-related [Career and Technical Education \(CTE\) programs](#) as of 2019.
- There are [400+ construction/carpentry programs and 500+ HVAC tech programs](#) at community colleges and trade schools across the country.

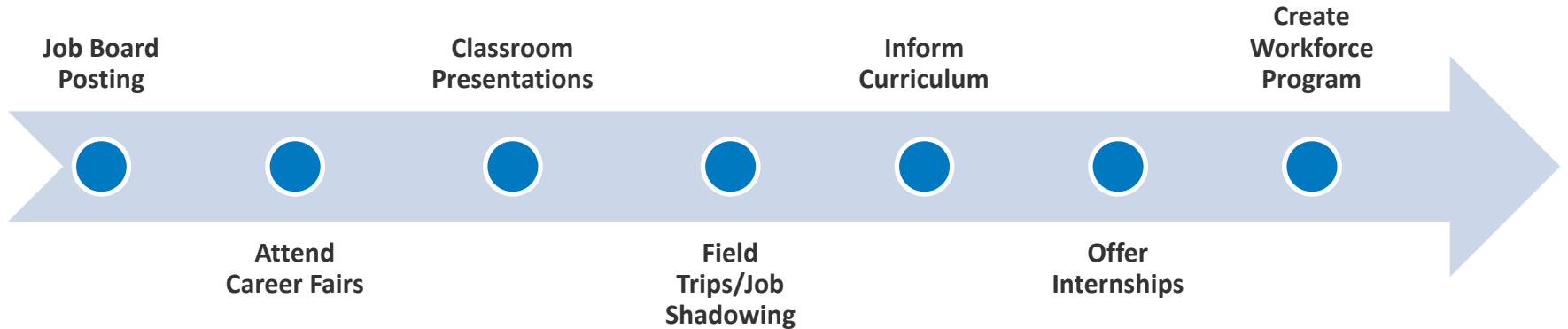
Quick Definitions

- **Career and Technical Education (CTE)** provides career-focused programming at middle schools, high schools, and community colleges, combining academic instruction with skills training and work opportunities. CTE is funded by the Perkins Act, through the U.S. Department of Education.
- **Community colleges** are postsecondary schools offering certificates and two-year associate degrees that are stand-alone or can sometimes be counted towards credits needed for a bachelor's degree at a four-year institution. They may also offer vocational programs. Most are funded by the U.S. Department of Education, but some are private.
- **Technical colleges** are career-focused technical training and education institutions that offer certificates and two and four-year degrees. They can be publicly or privately funded.
- **Trade or vocational schools** focus on providing skills training and certifications that are industry-responsive and industry-specific. They are typically privately funded, and can offer trade-specific programs such as apprenticeships.

Ways to Engage with Schools

Allison Moe, NREL

Many Ways to Get Involved



Your level of engagement will depend on:
(1) your availability, (2) school offerings, and (3) instructor interest.

WAP Workforce Case Studies

Successes & Solutions Center of the Weatherization Assistance Program

Learn about weatherization workforce success stories:

- [WAP Successes & Solutions Center](#) (New!)
- [Workforce Development Toolkit](#).

Weatherization Assistance Program > Successes & Solutions Center of the Weatherization Assistance Program

The Weatherization Assistance Program (WAP) is implemented by a network of almost 800 state and local agencies across the United States, Washington, D.C., and five U.S. territories. Collectively, these agencies have found creative solutions to challenges that are common to many WAP agencies.

The WAP Successes & Solutions Center provides a centralized and searchable hub for successful solutions (big and small) that are helping WAP organizations improve processes or outcomes for staff and clients.

You can search for solutions by location (state), by keyword, or by category.

Archived item will not be accessible

Showing 1 to 20 of 23 entries

Category -

- Client Success
- Program Administration
- Technical/Field Solutions
- Workforce Development

State -

- Alaska
- Colorado
- Connecticut
- Georgia

Search:

CATEGORY	DESCRIPTION	STATE
Program Administration	Special Projects Team Grows State Agency Capacity in Indiana	Indiana
Program Administration	Expanding Weatherization Services Equitably in Minnesota	Minnesota
Workforce Development	Staff Onboarding Efforts Support Inclusivity and Retention in Colorado	Colorado
Workforce Development	Leveraging Technology to Expand Training in New Mexico	New Mexico
Program Administration	Addressing Health and Safety Deferrals in Connecticut	Connecticut
Workforce Development	Embedding Weatherization Training and Education in High Schools in Illinois	Illinois

Connecting with Students

Brent Kossick, Service Year Alliance

What We Will Cover in the Next 15 Minutes



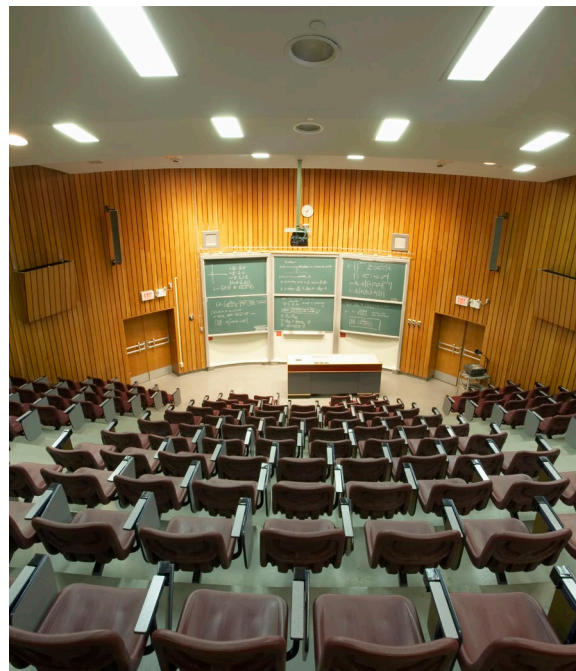
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- Strategies for engaging with postsecondary institutions
- Additional best practices for engaging high schools
- Increasing the effectiveness of your outreach activities.

Engaging Postsecondary Institutions

Consistent presence on campus is key:

- Identify at least three postsecondary institutions to build an ongoing recruitment presence.
 - [Minority populations](#)
 - [Women](#)
 - [Indigenous populations.](#)
- Make personal connections with as many faculty, staff, graduate assistants, and club leaders as possible.
 - Attend campus events.
 - Ask current employees to introduce you to past college professors, faculty, staff, or student groups.
 - Emails do not always work; pick up the phone or visit faculty during open office hours. Invite them out for a cup of coffee.



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Engaging Postsecondary Institutions

Use the campus career center as the base for your relationship.

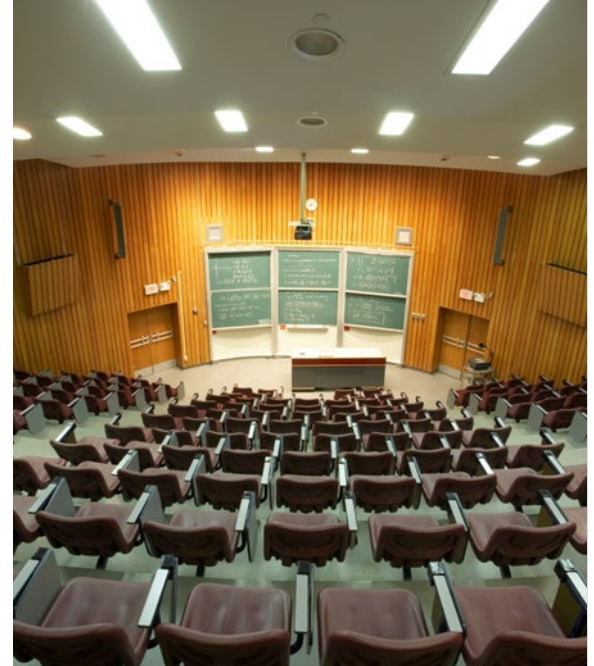
- Resource to help navigate campus environment
- Primary connection to career fairs and job boards
- Oftentimes serve as the point of distribution for recruitment material
- Have the ability to connect you to staff, faculty, and students
- Information about job boards that the institution utilizes and if any discounts are available.



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Engaging Postsecondary Institutions

- Advertise positions in campus newspapers and campus career guides. (Yes, students still read campus papers.)
- Post flyers in locations where students eat, play, and study.
- Post your positions going into holiday breaks.

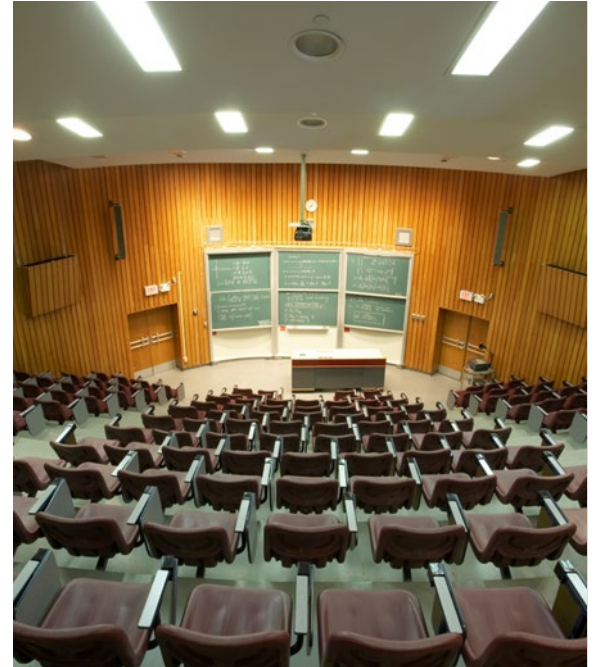


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Engaging Postsecondary Institutions

Before attempting to build partnerships, always think about what value-add you/your organization may be able to offer.

Increase your “value” to the campus career center and meet potential applicants by volunteering to facilitate mock interviews and resume-building workshops, etc.



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Engaging High Schools

- Counselors are often the key entry point, but also consider building relationships with principals, teachers, and administrative staff.
- Leverage your current employees as an entry point.
- Parent-teacher organizations can be a great way to disseminate your open positions.



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Increasing the Effectiveness of Your Outreach

Captive audience events:

A captive audience event is a platform where you have an engaged group that has agreed to some type of presentation or engagement with your agency. Oftentimes, these events will attract a much more interested audience.

- Courses that most align with your open positions
- Offer to “sponsor” student activities, meetings, or events in exchange for 5 minutes of time—hot dogs can go a long way
- Lunch and learns.

Increasing the Effectiveness of Your Outreach

Community College and University Career Fairs

Career fairs can produce high quality applicants and should likely be incorporated into your agency's recruitment strategy; however, many employers find that when factoring in cost and time, career fairs produce a low return on investment for their organization. As such, it may be more effective to focus your resources towards "captive audience events."



NREL Image Gallery,
https://images.nrel.gov/mx/thumbsx/2022/11/tDir0243/7bb4_x495_3021_9.jpg

Increasing the Effectiveness of Your Outreach

Community College and University Career Fairs - Booth Setup

- Ensure that the booth looks professional and neat. Consider investing in a professional table runner, recruitment banner, recruitment poster board, etc. Generally, these items can be produced for around \$500 total.
- Use a laptop or tablet to play a looped presentation highlighting the benefits and work environment of your agency, or if your organization has one, play your recruitment video.
- Provide swag to encourage attendees to visit the booth (i.e., candy, stickers, chapstick, buttons, sticky pads, etc.).

Increasing the Effectiveness of Your Outreach

Effectively Selling Your Open Positions During Career and Engagement Events:

- To effectively recruit high-quality employees, you need to present the right benefit to the right person at the right time.
- Dominating the conversation is oftentimes not effective.
 - Instead, try asking questions and getting to know potential candidates. This keeps you in control of the conversation.
- Don't try to sell the position before knowing your buyer.
 - When speaking to potential applicants, seek out their motivations during the first phase of your conversation.

Increasing the Effectiveness of Your Outreach

- **Overcoming objections.**
 - Rehearse responses.
 - Reassure the potential applicant that their worry is valid.
- **Making the close.**
 - Provide targeted, tailored, and timely next steps. Candidates need structure and action steps to stay engaged.
 - Candidates often value and appreciate options. Three options for next steps is oftentimes the sweet spot.

Increasing the Effectiveness of Your Outreach

General Comments

- Bring other employees who are enthusiastic about your organization with you to help staff the recruitment booth.
 - Determine if you have any employees who are alumni of the school.
- For attendees that exhibit a high level of interest, ask them to connect you to additional friends, faculty, staff, or student groups that may be interested in learning about the opportunity.
- If applicable, encourage attendees to connect to your program's social media pages on the spot.
- Ensure that you bring plenty of flyers or follow-up materials to pass out to event attendees.
- Use the career fairs as an opportunity to post additional recruitment materials around campus or the community.

Increasing the Effectiveness of Your Outreach

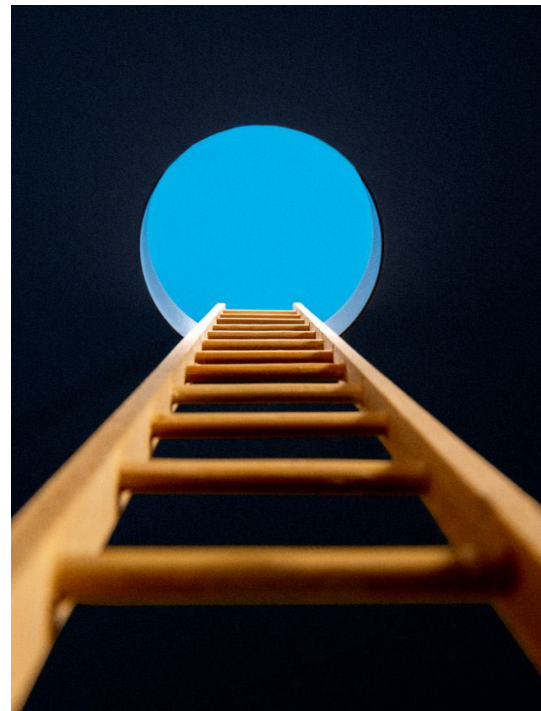
Thank you so much for your time today. I enjoyed learning more about you and your interest in working at our agency today. I invite you to:

1. Learn more about openings with our organization by visiting the following website...
2. This is what the application process will look like and this is when you would potentially begin working with our organization.
3. Feel free to contact me if you have more questions, or would even be interested in job shadowing at one of our project sites.

Resources


Next Steps

1. Identify relevant schools/programs in your region.
2. Contact/introduce yourself to a career center, school counselor, or instructor.
3. Start small—attend an existing event or ask to present during class.
4. Based on interest (student and instructor), continue conversations about potential next steps.
5. Engage in the way that works for you.
6. Make it easy for the schools/instructors—they are busy too!



How to Find Schools/Programs

- Visit [Advance CTE](#)'s website for details on CTE programs and contacts for your state.
 - Every state is different, it may take some time to find the schools in your region.
 - Contacting the state administrator can make it easier.
- Use [College Navigator](#) to find community colleges and trade and vocational schools in your region.
 - Search by location (state/zip code).
 - Select programs (e.g., construction, carpentry, heating, air conditioning, ventilation and refrigerator maintenance).
 - Select 2-year or <2-year.



The screenshot shows the College Navigator search interface. At the top is the logo for COLLEGE Navigator. Below it is a search form with the following fields and options:

- Name of School:** A text input field with the placeholder text "Type name of school here".
- States (use map for more than 1 state):** A dropdown menu currently showing "No Preference", with "Alabama" and "Alaska" visible below it. To the right is a "Use Map" button with a map of the United States.
- ZIP Code:** A text input field.
- Miles from:** A dropdown menu.
- Programs/Majors:** A section showing "0 Items Selected" and a "Browse for Programs" button with a book icon.
- Level of Award:** A section with a help icon (?) and four radio button options: "Certificate", "Bachelor's", "Associate's", and "Advanced".
- Institution Type:** A section with a help icon (?) and four radio button options: "Public", "Private non-profit", "Private for-profit", "4-year", "2-year", and "< 2-year".
- MORE SEARCH OPTIONS:** A section with a plus icon (+).
- Show Results:** A large blue button with a white arrow pointing right.
- Guide Me | Clear Search:** Two links below the "Show Results" button, with "Guide Me" having a small globe icon.

NEW RESOURCE!!! WAP Careers Slide Deck

Editable slide deck includes:

- Introduction to weatherization and WAP
- Overview of careers and career pathways
- Optional activities
- Instructions and speaker notes.

<https://nascsp.org/workforce-resources-and-tools/>



Exploring Careers as a
Home Energy Professional

Presenter Name
Venue or Organization
Date

What is Weatherization?



<http://www.energy.gov/eere/buildings/what-is-weatherization>



Building Shell
Projects



Mechanical
Projects



Electric Baseload
Projects



Health and
Safety Projects



Retrofit Installer Technician

Retrofit installer technicians perform home energy-saving upgrades.

Experience with tools

Basic building science & math

Computer and phone skills

Customer service skills

Positive attitude



Photo by Dennis Schröder / NREL, 2016

WAP Career Flyers

Editable career flyers describe:

- Benefits of WAP careers
- A sample career pathway
- Wages for different positions
- State flyers and generic/editable options.

<https://nascsp.org/workforce-resources-and-tools/>



WEATHERIZATION CAREERS ARKANSAS

Why start a career in weatherization?

- Earn competitive wages while you learn – the cost of your training is covered.
- Paid benefits can include health care, retirement, vacation, and sick leave.
- Choose a career pathway that is technical or administrative, depending on your interest.
- Your skills and experience move with you anywhere in the country. Since 1976, weatherization has grown into a multibillion-dollar industry, with work in every county and state.
- Your work can improve your neighborhood and help the most vulnerable residents by making their homes safer to live in and more energy-efficient.

Do you have a ...

- Willingness to learn?
- Positive attitude and strong work ethic?
- Desire to help your community and the environment?

Then a career in weatherization may be a good fit for you!

Sample Career Pathway (depending on experience and qualifications)

Retrofit Installer Technician (0-2 Years) → Crew Leader (2-3 Years) → Energy Auditor (1-2 Years) → Quality Control Inspector (3+ Years)

Average Arkansas Wages (based on a 40-hour work week. These wages are averages and may vary by agency)

Retrofit Installer Technician Installs home energy-saving upgrades \$14.50/hr. or \$30,160/yr.	Quality Control Inspector Ensures quality and completion of installed energy-saving upgrades \$22.00/hr. or \$45,760/yr.
Crew Leader Supervises installation of home energy-saving upgrades \$16.50/hr. or \$34,320/yr.	Client Intake Specialist Confirms client eligibility for the program \$14.50/hr. or \$30,160/yr.
Energy Auditor Examines homes to identify energy-saving upgrades \$18.50/hr. or \$38,480/yr.	WAP Program Manager Oversees program staff, planning, and performance. \$25.50/hr. or \$53,040/yr.

Find a weatherization agency near you:
https://www.adeq.state.ar.us/energy/incentives/pdfs/wap_providers_2021-2022.pdf

february 2022

NASCSP NREL

<https://nascsp.org/wage-surveys/>



GREEN WORKFORCE CONNECT

Cultivating a New Generation of Diverse
Weatherization Assistance Program
Professionals and Contractors





Take advantage of our...

GREEN WORKFORCE CONNECT

Resource Hub!

Access workforce development resources on the Green Workforce Connect platform! Find up-to-date resources for local program providers, training centers, community based organizations, and contractors.

- Career exploration information for job seekers
- Job description templates for key roles
- Recruitment and outreach messaging to reach underrepresented populations, including youth
- Links to commonly requested program resources
- Project information and upcoming events
- “Contractor’s Guide to Success” coming soon!

The screenshot shows the 'Resource Hub for Organizations' page on the Green Workforce Connect platform. The page features a navigation bar with 'Home', 'How It Works', 'Resource Hub', and 'About Us' links, along with a search icon and a 'Connect Now' button. The main heading is 'Resource Hub for Organizations', followed by a sub-heading: 'Up-to-date resources and guides for local program providers, training centers, employers, community based organizations, and contractors.' A featured section titled 'Upcoming Workshops at NHPC' mentions a participation in the 'Building Performance Association National Home Performance Conference & Trade Show April 8-11, 2024 in Minneapolis, Minnesota.' Below this is a 'Top Resources' section with three featured cards: 'About Green Workforce Connect: Recruiting...', 'Outreach and Engagement Toolkit for Weatherization...', and 'Template Job Descriptions for Key Weatherization Assistance...'. Each card includes a 'Read More' link. At the bottom, there are filter sections for 'ORGANIZATION TYPE' (Employers, Training/Education, Contractor, CBOs, Show All) and 'TOPIC' (DEIA, Industry Links, Outreach, Workforce Dev, Show All). A grid of resource cards follows, including 'DOE Approved State Weatherization Assistance...', '2019 DOE Weatherization Assistance Program Briefing...', 'IREC Best Practices for Solar Energy Education and Training', 'IREC Accreditation for Clean Energy and Weatherization...', 'Cultivating a Diverse and Skilled Talent Pipeline for the Equitabl...', and 'Installer Badges Toolkit'. Each card has a '+' icon in the bottom right corner.



Join Us to Learn More!

GREEN WORKFORCE CONNECT

**Recruiting Weatherization Professionals and
Contractors with Green Workforce Connect**

Register today for the launch event!

January 25, 2024 | 2-3:30 PM ET

SCAN ME



www.greenworkforceconnect.org | info@greenworkforceconnect.org

Additional Partnerships to Consider

Career Pathway Ecosystem Diagram



More partner links are available in appendix slides.



Questions

Upcoming WAP Workforce Webinars

- **Green Workforce Connect Launch Webinar**

January 25, 2-3:30pm Eastern

https://irecusa.zoom.us/webinar/register/WN_SVG9orHKRnGURpkyYSZvRQ#/registration

- **Tools and Strategies for Weatherization Recruitment and Onboarding**

January 30, 2-3:30pm Eastern

<https://nrel.zoomgov.com/meeting/register/vJltc-6sqjluHrOjO17vo--fYY7fG2aAIVo>

- **Navigating Weatherization Workforce Retention and Succession Planning**

February 28, 2-3:30pm Eastern

<https://nrel.zoomgov.com/meeting/register/vJltfuquqDorHws1cABySi41Vlr2bZiFr4w>

Thank you!

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Thank you

www.nrel.gov

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Photo from iStock-627281636



Appendix – Additional Partnerships

Brent Kossick

Additional Partnerships to Consider

Workforce Partners

It can be beneficial to notify local workforce agencies of your hiring needs so that they can work with you to get your positions in front of various applicant pools.

- [State labor offices](#)
- [State and Local Workforce Development Boards](#)
- [American Job Centers](#)
- [CareerOneStops](#)
- [State and local union councils representing relevant occupations](#)
- [Relevant state and industry associations](#)
- [Chambers of Commerce](#)
- [Vocational rehabilitation](#)
- [Department of Youth and Family Services](#).

Additional Partners to Consider

Service Year Programs

A [service year](#) is a paid opportunity for a young person to gain marketable skills while also helping to meet community needs. These include programs supported by federal resources such as AmeriCorps, VISTA, YouthBuild, and Peace Corps, as well as programs not affiliated with federal support, such as faith-based programming and state-sponsored service year initiatives.

Additional Community-Based Partners

Beginning to build recruitment relationships with community partners can be as easy as sending quick emails to organizations that represent a wide array of individuals and providing them with information about your open positions. Most groups are happy to share the information with their community, especially since WAP services provide a variety of support to the local community. In addition to using Google to help you identify local parent-teacher organizations, community groups, churches, mosques, temples, etc., tools like [2-1-1](#) can also be helpful in identifying workforce development partners and organizations that serve and engage youth, women, and BIPOC communities in your area.

Additional Partners to Consider

Indigenous communities

- [Tribal colleges and universities](#)
- [Tribal vocational rehabilitation agencies](#)
- [Urban Indian Centers](#).

Organizations serving individuals with disabilities

- Centers for independent living
- [Self-advocacy organizations](#)
- [Departments of vocational rehabilitation](#)
- [United Cerebral Palsy](#)
- [National Federation of the Blind](#)
- Sites like [2-1-1](#) can also assist.