

March 11 - 15 | Arlington, VA Crystal Gateway Marriott



## WINTER TRAINING CONFERENCE

Turning Possibilities into Reality

Advancing the Weatherization Workforce

www.nascsp.org

## Run of Show

Kye Garvin	NASCSP
Aimee Gendusa-English	NCAP
Pagan Poggione	IREC
Julianna Williams	NREL



### 0 surveys completed

0 surveys underway

### Select the option that best represents your organization.

Grantee	
	0%
Subgrantee	
	0%
Training Center	
	0%
Contractor	
	0%
Other	
	0%

### \*New\* Workforce Resources & Tools

<u>Customizable Weatherization</u> <u>Career Exploration Presentation</u>

Weatherization Career Path Toolkit

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

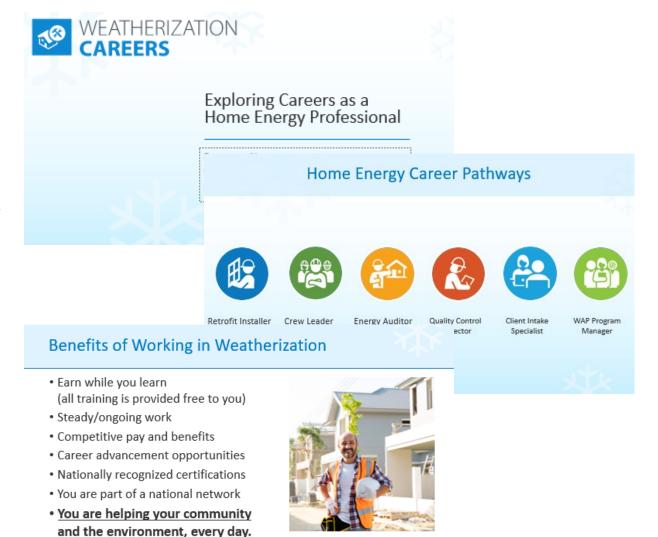
Workforce Resources and Tools



## Weatherization Career Exploration Presentation

Fully **customizable/editable**"Exploring Careers in
Weatherization" template side
deck with **instructions included!** 

The presentation contains speaker notes, optional slides, and group activities.



### Weatherization Career Path Toolkit

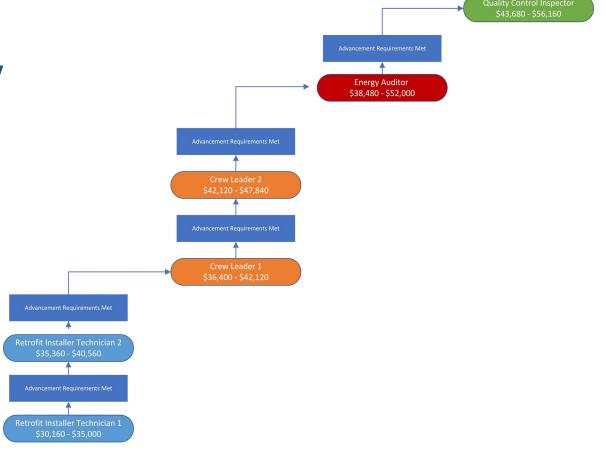
### Customizable toolkit to help

- identify skill & training requirements,
- align with organizational needs, and
- promote career advancement.

Includes instructions, examples, career path visuals, and KSA lists.

Weatherization Career Path webinar planned for March 27<sup>th</sup>.

**Register Here** 



10

NASCSP

## Workforce Development Working Group

Meeting monthly since Nov '23

Currently working on the 2024 NASCSP WAP Workforce & Wage Survey:

- First Draft being reviewed.
- WDWG will review at the end of March for final edits.
- Planning for Workforce Survey launch Q2/Q3 2024!



### NASCSP Weatherization Workforce Survey







**RECRUITING & RETENTION INFORMATION** 



INNOVATIVE **INFORMATION INITIATIVES & PRACTICES** 



CONTRACTOR **ENGAGEMENT** 



**CHALLENGES & OPPORTUNITY** 

### **Benefits of participating:**

- State based average wage data to use for jobseeker engagement and workforce development.
- Increased understanding of the impact of compensation on the workforce.
- Enhanced awareness of challenges, opportunities, and innovation.
- Tools and Resources for workforce development, recruiting, and retention.
- Easier onboarding to Green Workforce Connect! Reach out to learn more.

**TRAINING** 

### In Case You Missed It!

Workforce blogs about the impact of compensation in weatherization:

- Empowering Weatherization
   Professionals: A Success Story
   from Southwest Georgia
   Community Action Council
- The Positive Impact of Fair Wages: Supporting the Weatherization Workforce





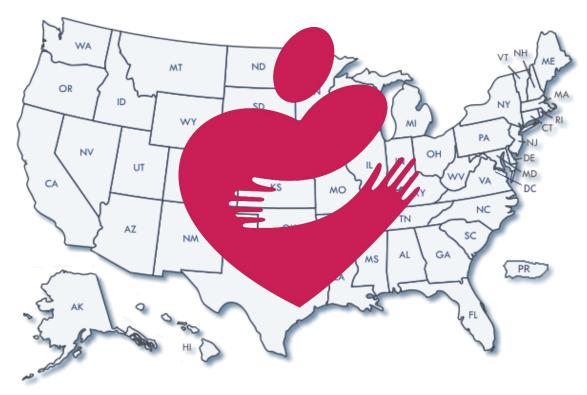
### Aimee Gendusa-English

Project Director,
Energy Partnerships
National Community
Action Partnership (NCAP)

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npartnership.com



## **Community Action Network**



1000+ Agencies | 44 State Associations | 50+ State CSBG Offices | National Partners

More than 15 million served

Community Action changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.



# Subscribe to Weatherization Plus E-Newsletter



SUPPORTING RELATIONSHIPS BETWEEN
WEATHERIZATION AND OTHER ENERGY INITIATIVES













### Overview

- Most hiring takes place at local agencies
- Senior Associate, Weatherization Workforce Development: Chris Small
- NREL, NCAP Weatherization Leadership Development Cohort 2024!
- Energy Task Force QCI Exam Committee





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



























Recruit and hire a new generation of home energy professionals and contractors from underrepresented populations and disadvantaged communities\*

- Women
- Youth
- Black, Indigenous, and People of Color (BIPOC)
- Asian American and Pacific Islanders (AAPI)
- And other minority and underrepresented groups





## Our Approach: Inclusive, Collaborative, Intentional

We center users and communities in the development of our workforce solutions.

Green Workforce Connect project examples:

- Advisory Group to ensure voice from underrepresented populations
- Input from over 600 stakeholders
- Tailored to the needs and realities of different audiences and geographic locations



## >>>> ADVISORY GROUP



Brian L. Harris



**Richard Burbank** 



**Polly Edwards** 



**Daniel Alvalle** 



Mia M. Naseth-Phillips



**Alfonso Nieves** 



Cornelious Richardson



Maria Lewis



**Beck Moore** 



**Derrick Meeking** 



**James Metoyer** 



**Keith Huggins** 



Stephanie Green



SOLUTIONS

- Job seekers don't know about opportunities in the Weatherization Assistance Program.
- Workforce development resources are fragmented.
- Subgrantees need help connecting to new audiences and reaching potential employees.
- Contractors don't know how to connect to program opportunities.

- Green Workforce Connect
   provides job seekers with a
   career exploration tool and
   connects them to their local
   weatherization employer.
- Subgrantees access workforce development resources, assistance, and support.
- Contractors access program information and resources to connect them to weatherization contracting opportunities.



## >>>> WHAT WE HEARD



## 1. How/where are people learning about weatherization jobs? **What** has worked for filling weatherization job openings?

### **Digital Media**

Social Media: LinkedIn, Facebook, TikTok, Snapchat - reels, images

Indeed

YouTube

### **Broadcast**

Partner with local public media, PSAs

Radio - multiple languages

### **Print Media**

Flyers, postcards, leave behinds

newspaper ads

### **Word of Mouth**

Weatherized home tenants, owners, neighbors (on-site)

Public housing

Job, career fairs

CAP agencies, Dept of Labor

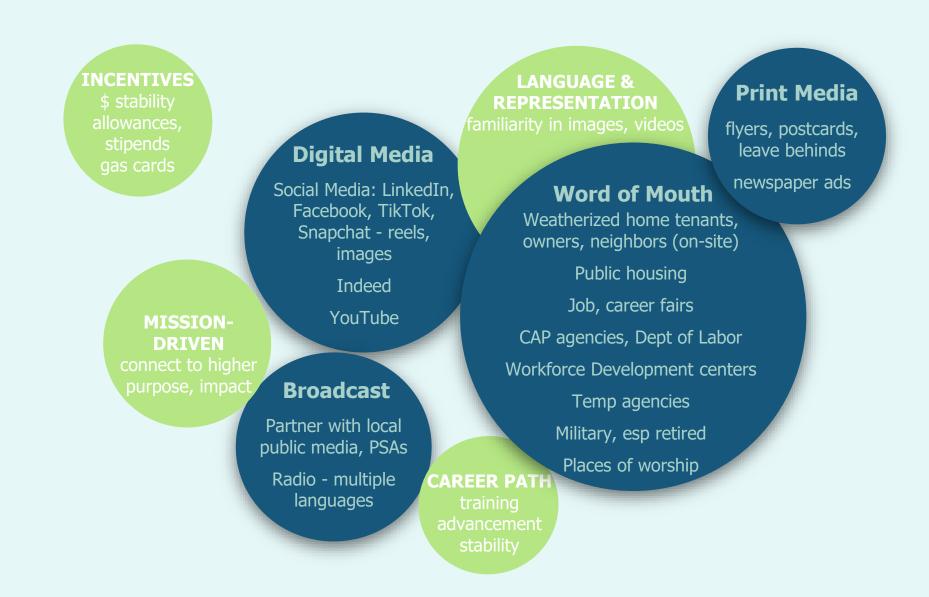
Workforce development centers

Temp agencies

Military, esp retired

Places of worship

## 2. What would help to recruit **underrepresented groups**? What **messaging** would raise awareness about WAP careers?



### 3. What would you want someone to know about working in the weatherization?

No degree needed.

You belong INCENTIVES **LANGUAGE & Print Media** REPRESENTATION here. flyers, postcards, leave behinds **Digital Media** newspaper ads Social Media: LinkedIn, **Word of Mouth** Make money. Facebook, TikTok, Weatherized home tenants. Provide for loved ones. Snapchat - reels, owners, neighbors (on-site) images Public housing Indeed Job, career fairs YouTube **MISSION-**CAP agencies, Dept of Labor **DRIVEN** Workforce Development centers **Broadcast** Temp agencies Partner with local Military, esp retired public media, PSAs Help people, Places of worship Radio - multiple **CAREER PATH** Help the planet. languages Unlimited opportunities to grow, advance. Free training.





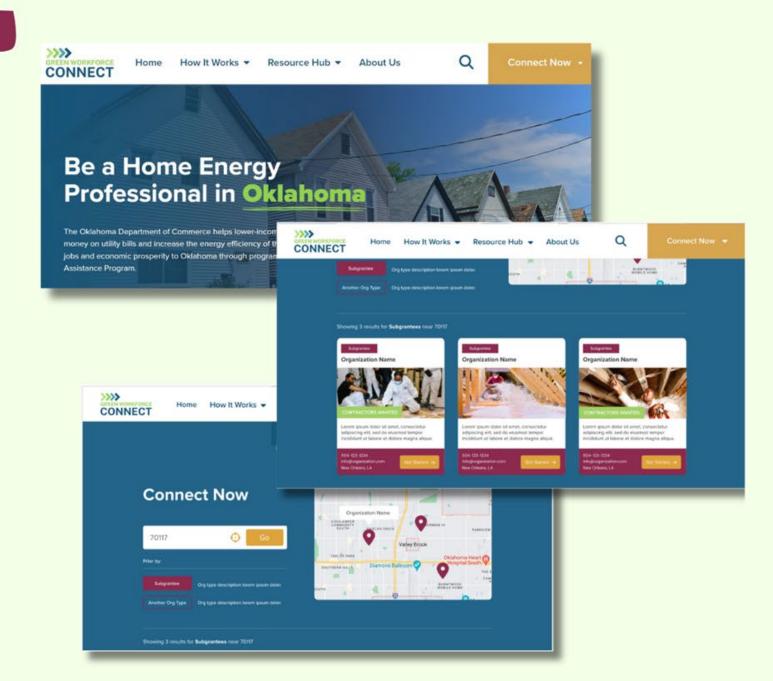
GreenWorkforceConnect.org

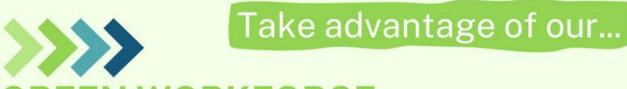


# GREEN WORKFORCE CONNECT.org!

### Job seekers will:

- Discover career pathways and explore entry points
- Access various resources
- Determine if this work is a good fit for them
- Connect to their local weatherization employer or training center



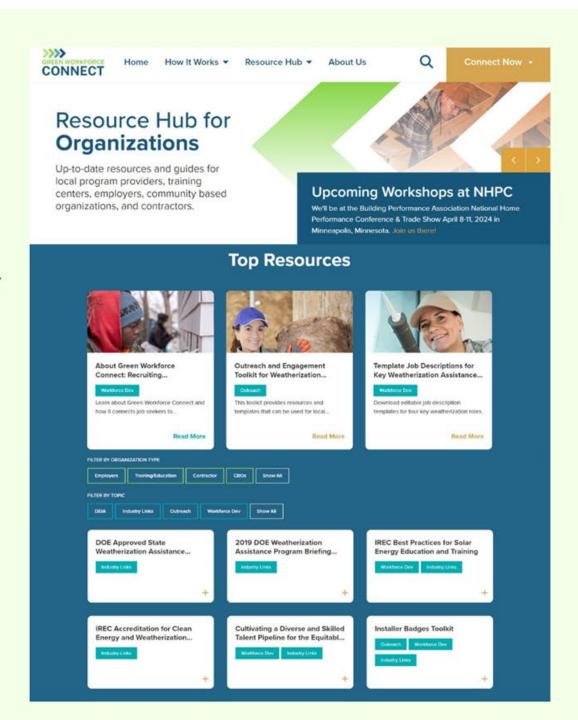


# GREEN WORKFORCE CONNECT

### **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"





# GREEN WORKFORCE CONNECT

### **Outreach Toolkit!**

Raise awareness of WAP careers and invite job seekers to visit the Green Workforce Connect platform! The outreach toolkit includes dozens of template options for multiple audiences, including:

- Printable Flyers
- Printable Postcards
- Social Media Toolkit
- Radio Ads/PSA Language
- Slideshow Presentations
- Videos Featuring Real Weatherization Professionals

## WEATHERIZATION IS THE WAVE OF THE FUTURE!



Do you enjoy working with your hands?

Do you pride yourself on completing large group tasks?

Considering applying to become a Home Energy Professional!

- Competitive pay and benefits
- Paid training and nationwide certification
- No degree or experience required
- Opportunities to advance
- Regular hours



CONNECT NOW!

GreenWorkforceConnect.org



## >>>> CONTRACTOR ENGAGEMENT

### Contractor's Guide to Success



**Getting Started** 



Preparation



**Application** 



Starting Work & Quality Control



**Growing Your Business** 



### Other Contractor Resources

- Tools and Equipment List
- Application Process
- · Understanding SWS, Field Guides, and Job Aids
- Quality Assurance



## **JOB DESCRIPTIONS RESOURCE**

### Retrofit Installer Technician



Download Template w

- Editable job descriptions RIT, CL, EA, and QCI
- How the templates were developed
- How the templates are structured
- How to use the templates
- Job descriptions vs. job postings
- Additional resources and support



## >>>> RECRUITMENT & JOB POSTINGS

- Career exploration and role information
- Job postings are different!
- Elements of a job posting
- How to reach a diverse audience
- Job posting checklist
- Additional resources and support

### Launch your career in weatherization and home energy performance.



#### Crew Leader

#### \$34k-\$45k

Lead a team of technicians in the installation of home energy upgrades and provide customer service to clients while ensuring work is completed safely and to the highest quality standards. Learn more about this role.



### **Solution** Green Workforce Connect Timeline

### **DECEMBER 2023**

**Green Workforce Connect** for Weatherization rollout in 3 Pilot States





### SEPTEMBER 2024

Weatherization training program and employer expansion to additional states



## **Stay Connected!**

Sign up for updates





## Thank you!

Pagan Poggione paganp@irecusa.org

Project Team info@greenworkforceconnect.org





## Weatherization Workforce Updates from NREL

Juliana Williams
NASCSP Winter Training Conference
March 13, 2024

# **NREL** Weatherization Support

The National Renewable Energy Laboratory (NREL) provides technical assistance and research to support high-quality work and highly qualified workers in the weatherization and home performance industry.



## Technical

- Standard Work Specifications (SWS)
- Energy Auditor (EA) and Quality Control Inspector (QCI) credentials
- Retrofit Installer Badges and 3D houses
- Weatherization Assistant model
- Regional priority lists
- Impact assessment.



### **Programmatic**

- Continuous Improvement Workshops
- Online programmatic trainings
- Stakeholder coordination
- Workforce development
- Innovation technical assistance
- Justice 40 implementation.

# Workforce Credential Updates

## EA and QCI Scheme Updates

- The EA/QCI Scheme Committee of subject matter experts completed revisions to the certification schemes in 2022 (next slide).
- Updated Job Task Analysis (JTA) reports were recently published.
  - EA Job Task Analysis
  - QCI Job Task Analysis.
- The Building Performance Institute (BPI) has started the process to update EA/QCI exams.
- NREL, BPI, and the National Community Action Partnership are working to improve processes in response to network feedback (e.g., diversity, equity, and inclusion).

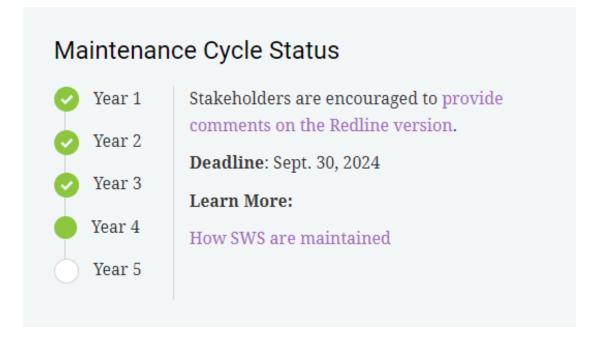
# Multifamily Scheme Updates

- Since January 2024, NREL is convening a Multifamily Scheme Committee to review and consolidate multiple JTAs, resulting in updated multifamily EA and QCI JTAs.
  - Expected completion: October 2024
- NREL will offer technical assistance related to multifamily energy audits and processes.
  - ☐ What are the most important technical or programmatic multifamily assistance needs for you or your Subgrantees?

# Technical Workforce Resources

## Standard Work Specification Maintenance

- We are in year 4 of the current 5-year SWS maintenance cycle.
- Redline version and draft new specifications are live:
  - Integrated LED Retrofit Kit
  - Wood or Pellet Stove
  - Aerosolized Envelope Sealant
  - Extruded Polystyrene Retrofit Wall System
  - Roof Interconnected PV.
- ☐ Submit comments by September 30, 2024.



https://sws.nrel.gov/maintenance

# Weatherization Image Gallery

- New Weatherization Image Gallery
  - Structured to align with SWS sections
  - Easily searchable
  - Includes brief description
  - Free to download and use images with proper credit
- Gallery can be used for:
  - Marketing
  - Field guides
  - Presentations, etc.
- ☐ Contribute additional photos.

https://sws.nrel.gov/image-search.

#### Section, Topic, Sub-Topic

- Air Sealing (40)
- Baseload (10)
- Health and Safety (10)
- Heating and Cooling (1)
- Insulation (23)
- Miscellaneous (2)
- Ventilation (35)

## Image Gallery

Use the image gallery to find weatherization photos equipment, and materials that comply with standard

These images support a variety of visualization need and marketing materials.

#### Contact

If you have any questions or feedback about the ima workforce.guidelines@nrel.gov.

#### How the Image Gallery Works

+ Contribute Images

(+) Browse and Download Images



#### Attic Air Sealing

A weatherization technician inspects and air seals an attic penetration.

Air Sealing > General Pressure Boundary > General Air Sealing

By clicking this box, you are agreeing to the terms of use with respect to your use of this material.

Doumload

Credit: Dennis Schroeder, NREL 29481

## EA Resources

The new resource repository conveniently compiles resources to help EAs.

- Topics include:
  - Insulation and building components
  - Appliance and baseload
  - Diagnostic testing
  - Health and safety.

https://sws.nrel.gov/residential-energyauditor-resource-repository



You may need to click "Enable Editing" (above) in order for the Calculator to function properly.

U.S. DEPARTMENT OF ENERGY **Home Energy Score** 

#### **Insulation De-Rate Calculator**

Choose Insulation	Fiberglass
Choose Type	Batt
Installation Quality	Fair
Enter Depth (inches)	8
Calculated R-value	15

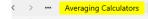
<= click cells to choose values Click "Enter" or "Tab" after entering or changing the Depth (inches) value. Cells that change to red are irrelevant and will be ignored during the calculation.

Select or enter a value in the green cells, above. If the cell is red, skip that cell. Always start at the top. The colors may change as you change preceding cell values. Red cell values are ignored during the calculation.

Use the diagrams below to help determine the installation quality

If there are multiple insulation depths (e.g., the blown insulation was not evenly applied or there are multiple paces with different amounts) use the "R-Value - Weighted Average" Averaging Calculator on the preceding tab to determine R-value.

If you cannot inspect the insulation to determine installation quality (e.g., cathedral ceiling cavities), derate the R-value assuming a fair quality installation. If you cannot inspect the wall cavity insulation, please go to the next calculator tab, "Wall Insulation Defaults", and select your region to determine the wall insulation default R-value based on the age and region of the constuction.



Insulation De-rate Calculator

Wall Insulation Defaults Equipment Efficiency

https://betterbuildingssolutioncenter.energy.gov/home-energy-score/become-assessor

## Retrofit Installer Badges

- Each Badge defines desired outcome, criteria to verify, applicable material requirements, and reference to SWS/standards.
- NREL is working to develop four new diagnostic testing Badges:
  - Blower Door Testing
  - Combustion Safety Testing
  - Thermal Imaging
  - Pressure Diagnostics.

https://sws.nrel.gov/installerbadges



### **Installer Badges Toolkit**

The Installer Badges Toolkit provides a flexible, customizable model for a competency-based apprenticeship approach to training and skills recognition across the home energy retrofit industry.

The National Renewable Energy Lab (NREL) and the U.S. Department of Energy (DOE) Weatherization Assistance Program (WAP) are collaborating with the home energy retrofit industry to support the development of skilled workers. The Installer Badges Toolkit provides a flexible, customizable, and voluntary approach to training and skills recognition for WAP implementers, utility programs, private sector workers, and contractors. It can be the basis of a competency-based Registered Apprenticeship, which offers greater flexibility and options for addressing talent development needs through apprenticeship, detailed here: https://www.apprenticeship.gov/.

#### A Flexible, Customizable Skills Verification Toolkit

The Installer Badges Toolkit consists of 25 Badges, each representing different energy efficiency tasks that an installer could perform on a home. Each Badge defines the desired outcome, criteria to verify, applicable material requirements, and references to SWS or other relevant standards. Workers earn Badges by completing each task and receiving approval from a qualified supervisor. To track progress, trainers or sponsors can provide workers with a physical Badges Passport or a digital badging platform.

The Badges provide a consistent approach to training by ensuring that installers in different regions are learning the same skills nationwide. Organizations can also customize the Toolkit by choosing only those Badges that are relevant to their program.

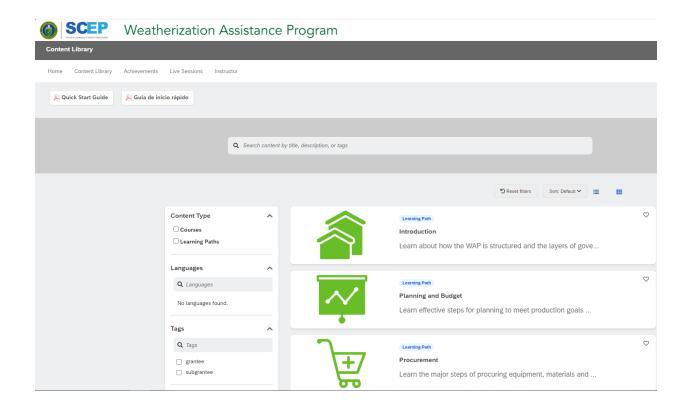
Whether workers earn Badges on the job with supervisor approval or at a training center, the work quality requirements are consistent. This allows workers to transfer applicable

## Installer Badges Platform

NREL is building out the Retrofit Installer Badges into the WAP learning management system:

https://wap.litmos.com.

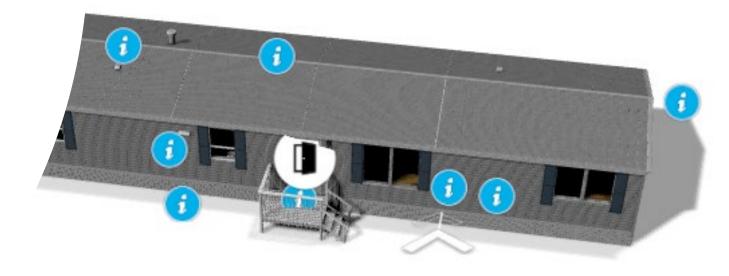
■ Available for pilot testers



# Visualization Resources: 3D House Tools

- The 3D houses provide an interactive learning environment and support safe, durable, and effective home energy efficiency upgrades.
- Users navigate through a single-family or manufactured virtual house to locate job aids where common upgrade measures occur.
- For more information, visit
   https://www.energy.gov/scep/wap/w
   eatherization-installer-job-aids-and-interactive-3d-houses



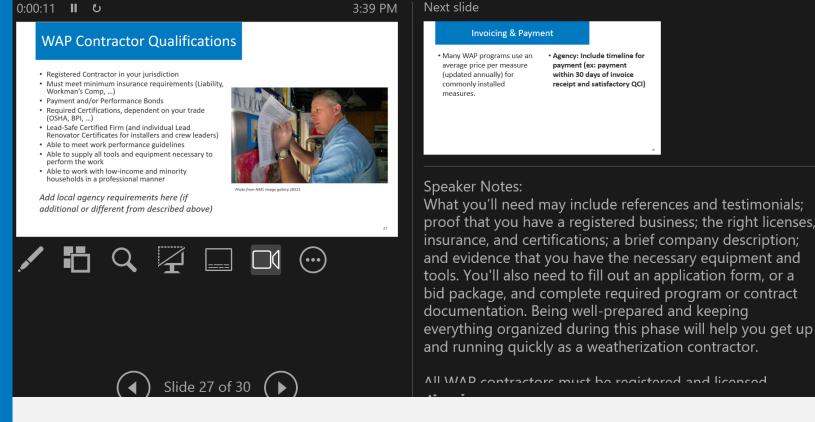


# Other Workforce Updates

## Subcontractor Recruitment Template Slides

### Recommended for:

- Presentations to local contractor and business associations
- Orientation for onboarding new contractors to your program.



- Customizable slide decks with speaker notes for contractor outreach, recruitment, and onboarding
- Align with the Interstate Renewable Energy Council's Contractor Guide to Success
  - https://greenworkforceconnect.org/a-guide-tosuccess-for-contractors-new-to-the-weatherizationassistance-program/
- Available for download in March

## Weatherization Success and **Solutions Center**

- NREL helped DOE build the Weatherization Success and Solutions Center, which 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. Topic areas include:
  - Client Success
  - Program Administration
  - Technical/Field Solutions
  - Workforce Development.
- ☐ To contribute a success story, email Allison Moe (Allison.moe@nrel.gov), https://www.energy.gov/scep/wap/successes-solutions-center.

## Workforce Development Technical Assistance



Exploring Careers as a Home Energy Professional

- NREL is coordinating workforce development technical assistance for the WAP network with the Interstate Renewable Energy Council and the National Association for State Community Services Programs (NASCSP).
- Technical assistance will provide one-on-one expert support to Subgrantees, training centers, and Grantees.
- Webinars, trainings, and other new tools and resources developed through this technical assistance will be available to the broader WAP network through the GreenWorkforceConnect.org website.



infrared scanning, is widely used in the weatherization and home performance industry to evaluate a variety of

professionals and educators to help illustrate basic building science principles in an engaging way for tudents who are new to these concer

cameras can allow us to "see" building anomalies when camera's field of view. These temperature difference:



- Plastic garbage bag

Image from https://nascsp.org/workforce-resources-andtools/







## WAP Emerging Leaders Program With NCAP

- NREL is collaborating with the National Community Action Partnership (NCAP) on a new leadership training program for emerging leaders in WAP.
- The goal is to enhance the organizational management and leadership skills of WAP staff and to support retention, growth, and advancement within WAP Subgrantee organizations.
- Applications will be announced in spring 2024.



Illustration from PowerPoint Stock Images

# Upcoming NREL Efforts in 2024

- Continuous Improvement Workshops
  - Recruiting and Retaining EAs and QCIs (virtual, May)
  - Communicating Weatherization Effectively to Diverse Audiences (virtual, July)
  - Optimizing Training and Technical Assistance Funds To Address Workforce Needs (in-person, October)
- Regional priority list updates (summer)
- Support to NASCSP in updating WAP wage survey analysis
- Development of a Wage Sensitivity Calculator.

# Thank you!

www.nrel.gov

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### Feedback on Available Resources

## 0 surveys completed

1 surveys underway

Did you see anything missing that could be helpful for your workforce development efforts?

## 0 surveys completed

1 surveys underway

## Thank You!

Your feedback is needed to shape the future of NASCSP conference sessions.

Please scan the QR Code to provide feedback for this session.

