

March 11 - 15 | Arlington, VA Crystal Gateway Marriott



WINTER TRAINING CONFERENCE

Turning Possibilities into Reality

Mastering Workforce Outreach & Engagement

www.nascsp.org



0 surveys completed

0 surveys underway

Select the option that best represents your organization.

Subgrantee O% Training Center Contractor National Partner
Training Center O% Contractor O%
Training Center O% Contractor O%
Contractor 0%
Contractor 0%
0%
National Partner
0%
Other
0%



Agenda

- The Workforce Challenge
 - **Green Workforce Connect**
- Building a Workforce Pipeline
- Workforce Outreach and Engagement Tools
- Career Pages and Job Posts
 - More Workforce Resources
- What Are You Going to Do Next?

The Workforce Challenge

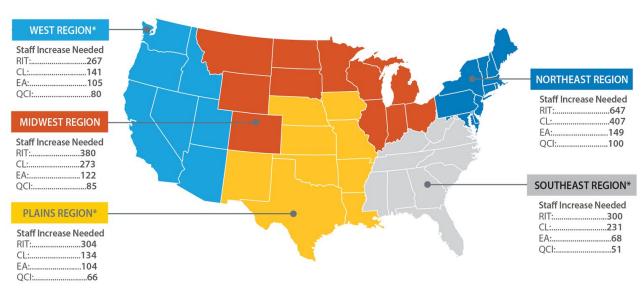
HELP WANTED

- In a survey for the <u>2023 U.S. Energy and Employment</u>
 <u>Report</u>, **92% of U.S. energy efficiency employers reported** difficulty in finding qualified workers
- In a 2022 <u>national survey</u> of workers on residential construction job sites, 25% were thinking of leaving their job.

The Workforce Challenge

Weatherization Snapshot

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

- •According to an <u>NREL questionnaire from 2022</u>, the Weatherization Assistance Program (WAP) Subgrantee labor needs related to the influx of Bipartisan Infrastructure Law funds **may grow by around 4,000 positions nationwide**.
 - Around 1,900 Retrofit Installers
 - Around 1,200 Crew Leaders
 - Around 600 Energy Auditors
 - Around 450 Quality Control Inspectors.
- •Challenges relate to recruitment and retention of staff and contractors.

The Opportunity



PowerPoint Stock Image

- •New federal and state funding opportunities to support clean energy workforce development efforts (including WAP training and technical assistance).
- •New WAP-specific workforce development resources and efforts.
- •Many organizations are looking to align and partner with clean energy and weatherization efforts for the first time.
- •Many young people in the United States are looking for work that offers purpose, community benefits, and environmental benefits.



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



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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.

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

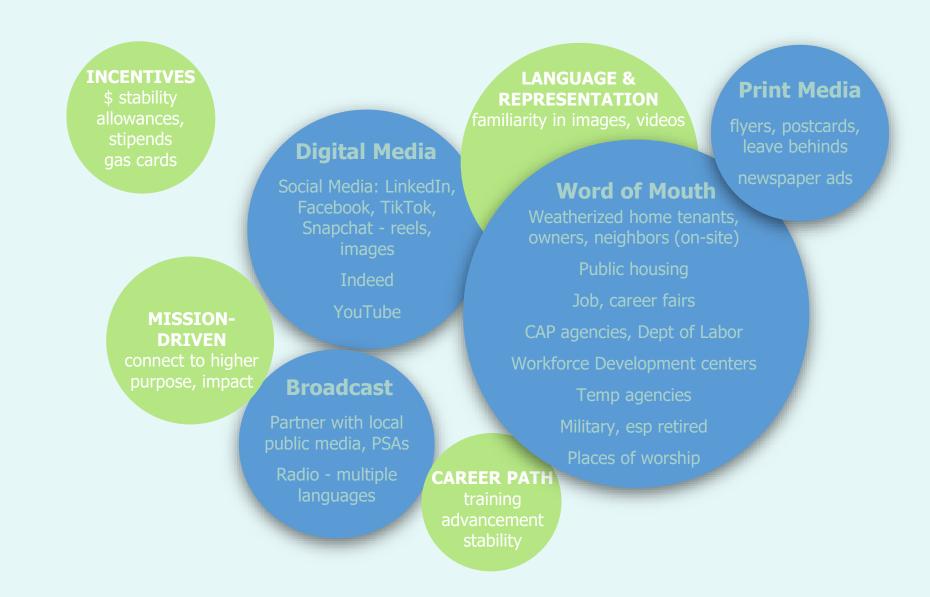
Workforce development centers

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?

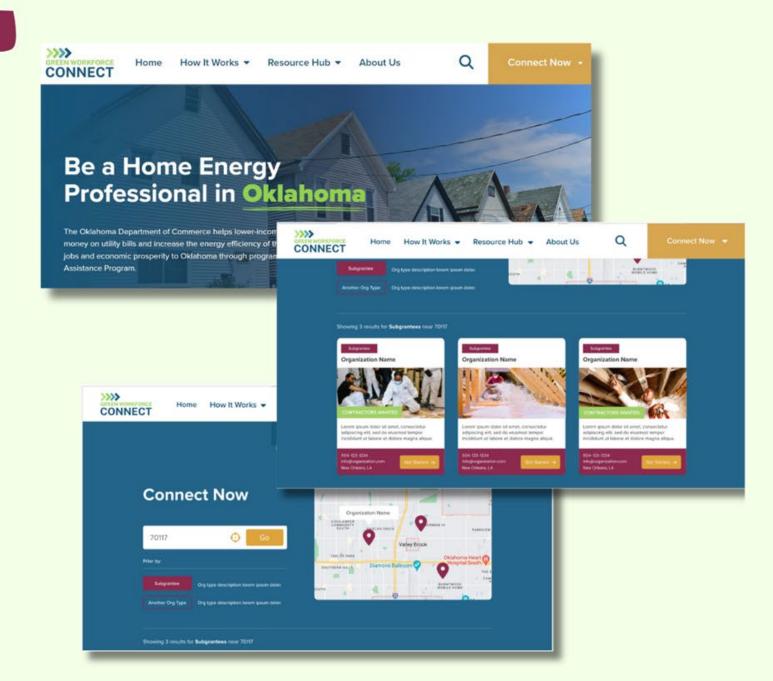


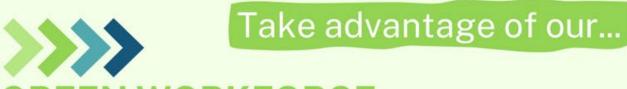


GREEN WORKFORCE CONNECT.org!

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



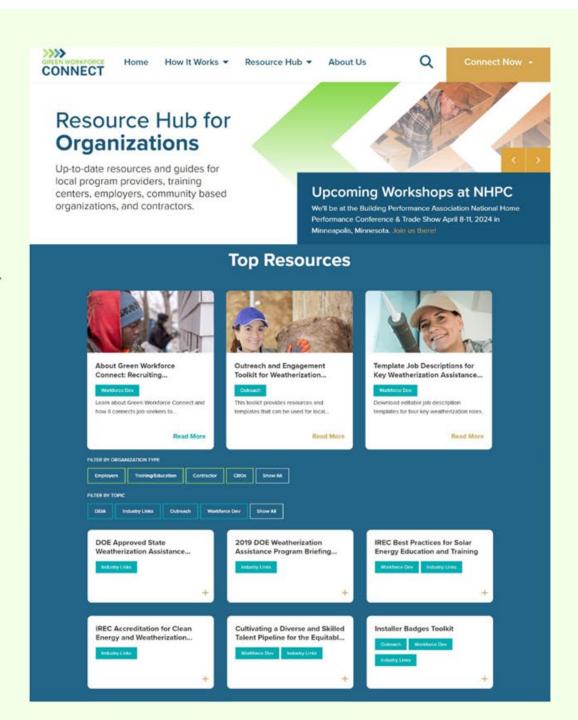


GREEN WORKFORCE CONNECT

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



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



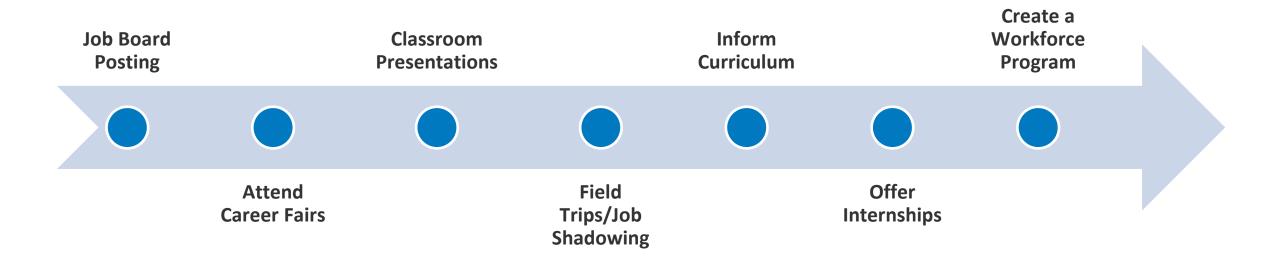
Add your State to the priority list!

- Raise awareness of career pathways
- Increase contractor engagement
- Reduced time to hire new employees
- Full access to platform and project resources
- Best practices for developing a diverse workforce



Building a Workforce Pipeline

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

Learn about weatherization workforce success stories:

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

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

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 Search: ☐ Client Success Program Administration CATEGORY DESCRIPTION STATE ☐ Technical/Field Solutions Program Administration Special Projects Team Grows State Agency Capacity in Indiana □ Workforce Development Expanding Weatherization Services Equitably in Minnesota Administration Workforce Staff Onboarding Efforts Support Inclusivity and State Colorado Development Retention in Colorado Workforce Leveraging Technology to Expand Training in New □ Alaska New Mexico Development □ Colorado Addressing Health and Safety Deferrals in Connecticut Connecticut Administration □ Connecticut Workforce Embedding Weatherization Training and Education in Illinois □ Georgia Development High Schools in Illinois

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/

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Thermal Imaging Demonstrations

This document describes low-cost and simple activities that can be used by home energy and weatherization professionals and educators to help illustrate basic building science principles in an engaging way for students who are new to these concepts.

Introduction:

Thermal imaging, more commonly referred to as infrared scanning, is widely used in the weatherization and home performance industry to evaluate a variety of scenarios, including, but not limited to:

- Verifying insulation coverage
- Finding air or duct leaks
- Locating water leaks.

Infrared cameras are not X-ray vision; however, infrared cameras can allow us to "see" building anomalies when surface temperature differences are present within the camera's field of view. These temperature differences within the pixels of the infrared detector are converted



Use to:

 Teach students basic building science principles using thermography.

Materials:

- Plastic garbage bag
- · Water spritzer
- · Scrap piece of insulation





GreenWorkforceConnect.org



- Contractor's Guide to Success
- Outreach, recruitment, and engagement guidance
- Links to commonly accessed program information
- Editable job description templates
- Job posting tools and resources
- Organization career page best practices



>>>> 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.

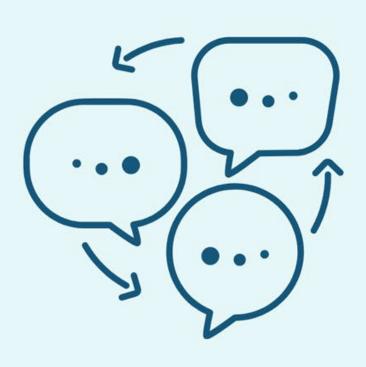


- What happens after the job posting?
- First chance to "sell" your organization and your open opportunities
- Are you meeting job seeker needs?
- Are you meeting contractor needs?
- Ways to use Green Workforce Connect content



New Career Pages Resource

- Select an organization career page to review
- Look at it from a user perspective
- Review the page using the evaluation rubric
- What easy ways could the page be updated?
- How could Green Workforce Connect resources help?
- What's missing from the content we've gathered?





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0 surveys underway



Thank you!

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Additional NREL WAP Workforce Resources

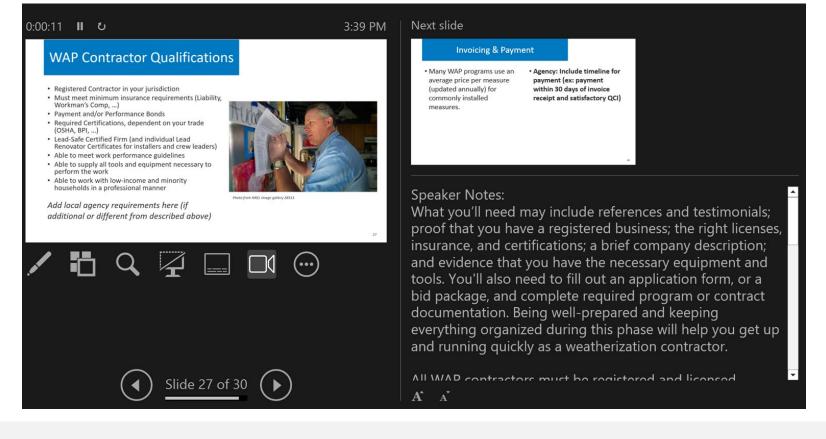
NREL Workforce Resources: Outreach and Recruitment

- Workforce development toolkit.
- Contractor recruitment template.
- Upcoming:
 - Supporting NASCSP in updating the WAP wage survey analysis.
 - Developing a wage sensitivity calculator.
 - More contractor recruitment resources.

WAP Contractor Recruitment Template Slides

Recommended for:

- Presenting 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.
- Aligns with IREC's Contractor Guide to Success.
 - https://greenworkforceconnect.org/a-guide-to-successfor-contractors-new-to-the-weatherization-assistanceprogram/.
- Available for download in March.

NREL Workforce Resources: Onboarding and Retention

- Installer Badges Toolkit and job aids.
- Visualization resources (<u>3D house</u> tools, <u>weatherization image gallery</u>).
- Free online administrative trainings.
- Upcoming:
 - Subgrantee Employee Onboarding Toolkit.

ENERGY Office of ENERGY EFFICIENCY & RENEWABLE ENERGY

5-2

Contención, sellado y aislamiento de escalera de ático abatible

Guía de trabajo para insignia de tratamiento de escotilla de ático

Cumple con las especificaciones normalizadas de trabajo 3.0103.1



Las escaleras desplegables pueden ser un punto débil en las barreras térmicas/de presión, y también pueden permitir que el aislamiento caiga dentro de la casa si no se represan apropiadamente.



en Construya una cubierta por encima y alrededor de la escalera desplegable, más alta que la altura o final del aislamiento.



Aísle la parte superior y los lados de la cubierta de la represa, de acuerdo con el valor R correspondiente. Utilice materiales que cumplan con los requisitos del código de seguridad contra incendios aplicable (p. ej., barreras térmicas o de ignición).



Selle contra fugas de aire los espacios en el armazón y los bordes de la moldura según sea necesario.



Selle contra fugas de aire con cinta de espuma de celda cerrada o burietes. Instale los pestillos necesarios para garantizar que la puerta de acceso se cierre herméticamente contra el burlete.



Las escaleras desplegables del ático deben estar selladas y aisladas de forma segura y duradera para evitar el movimiento del aire y reducir la transferencia de calor.

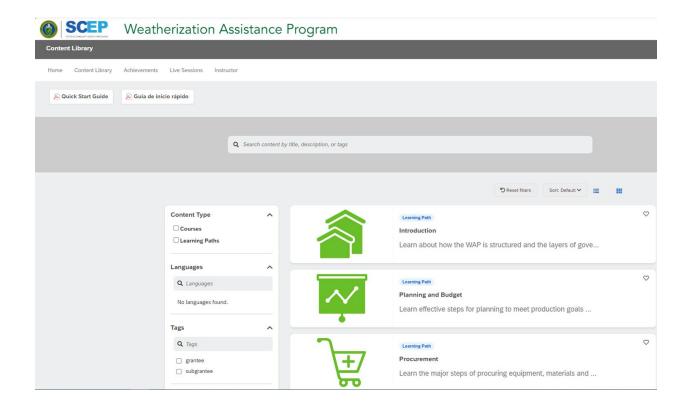
5-2 Contención, sellado y aislamiento de escalera de ático desplegable

1

Installer Badges Platform

Due to network demand, NREL is building out the Retrofit Installer Badges in the WAP Learning Management System: https://wap.litmos.com.

This will be available publicly in the spring of 2024.





Next Steps...

0 surveys completed

1 surveys underway

Questions?

www.nrel.gov

NREL/PR-7A40-88915

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Which of the resources discussed today are you most likely to use and/or share? Select your top 3.



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