
Recruitment & Outreach Best Practices for a More Robust Workforce

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2025
WINTER
TRAINING
CONFERENCE

"BUILDING TOWARDS TOGETHER"

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Session Objectives

- Understand practical strategies for recruiting youth, students, and other job seekers.
- Explore outreach tools and templates tailored for Weatherization workforce needs.
- Learn lessons from successful initiatives and IREC's Green Workforce Connect platform.
- Provide input on resources in development to shape actionable solutions.

Icebreaker – Biggest Workforce Challenge

What is the biggest
workforce challenge your
program is currently facing?

Try to answer in a one or two
words.





What Are We Facing?

Challenges in WAP Workforce include:

- Retiring/aging workforce and recruitment gaps.
- Retention challenges due to burnout and limited advancement opportunities.
- Barriers to raising awareness in local communities and reaching new audiences.



What Are We Facing?

According to the 2024 US Energy and Employment Report, reasons for hiring difficulties include:

- Lack of experience / skills
- Cannot provide competitive wages
- Insufficient technical skills
- Insufficient qualifications

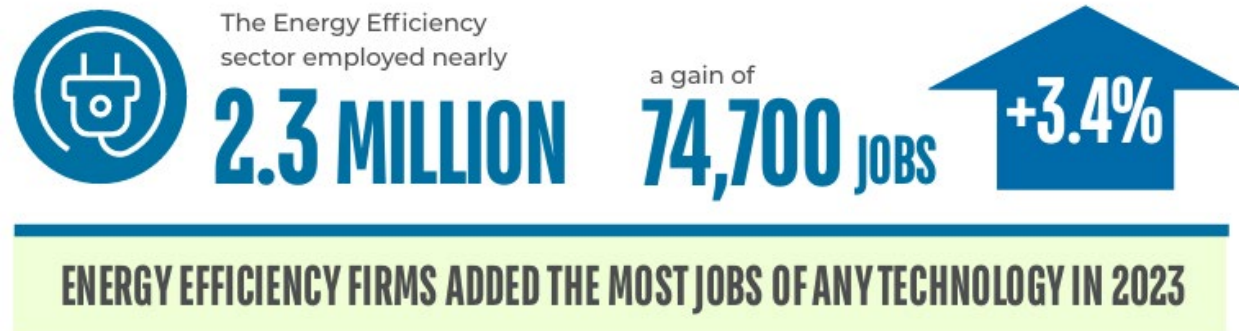
Table 34. Energy Efficiency Employers' Reasons for Hiring Difficulty

Industry	Most Common Reason	Second Most Common Reason	Third Most Common Reason
Construction	Lack of experience, training, or technical skills (37%)	Insufficient non-technical skills (work ethic, dependability, critical thinking) (28%)	Difficulty finding industry-specific knowledge, skills, and interest (27%)
Manufacturing	Lack of experience, training, or technical skills (36%)	Cannot provide competitive wages (29%)	Insufficient non-technical skills (work ethic, dependability, critical thinking) (25%)
Wholesale trade	Lack of experience, training, or technical skills (30%)	Insufficient non-technical skills (work ethic, dependability, critical thinking) (30%)	Difficulty finding industry-specific knowledge, skills, and interest (30%)
Professional and business services	Lack of experience, training, or technical skills (42%)	Cannot provide competitive wages (36%)	Insufficient qualifications (certifications or education) (25%)
Other services	Lack of experience, training, or technical skills (36%)	Difficulty finding industry-specific knowledge, skills, and interest (32%)	Insufficient qualifications (certifications or education) (23%)

Workforce Opportunities in Weatherization

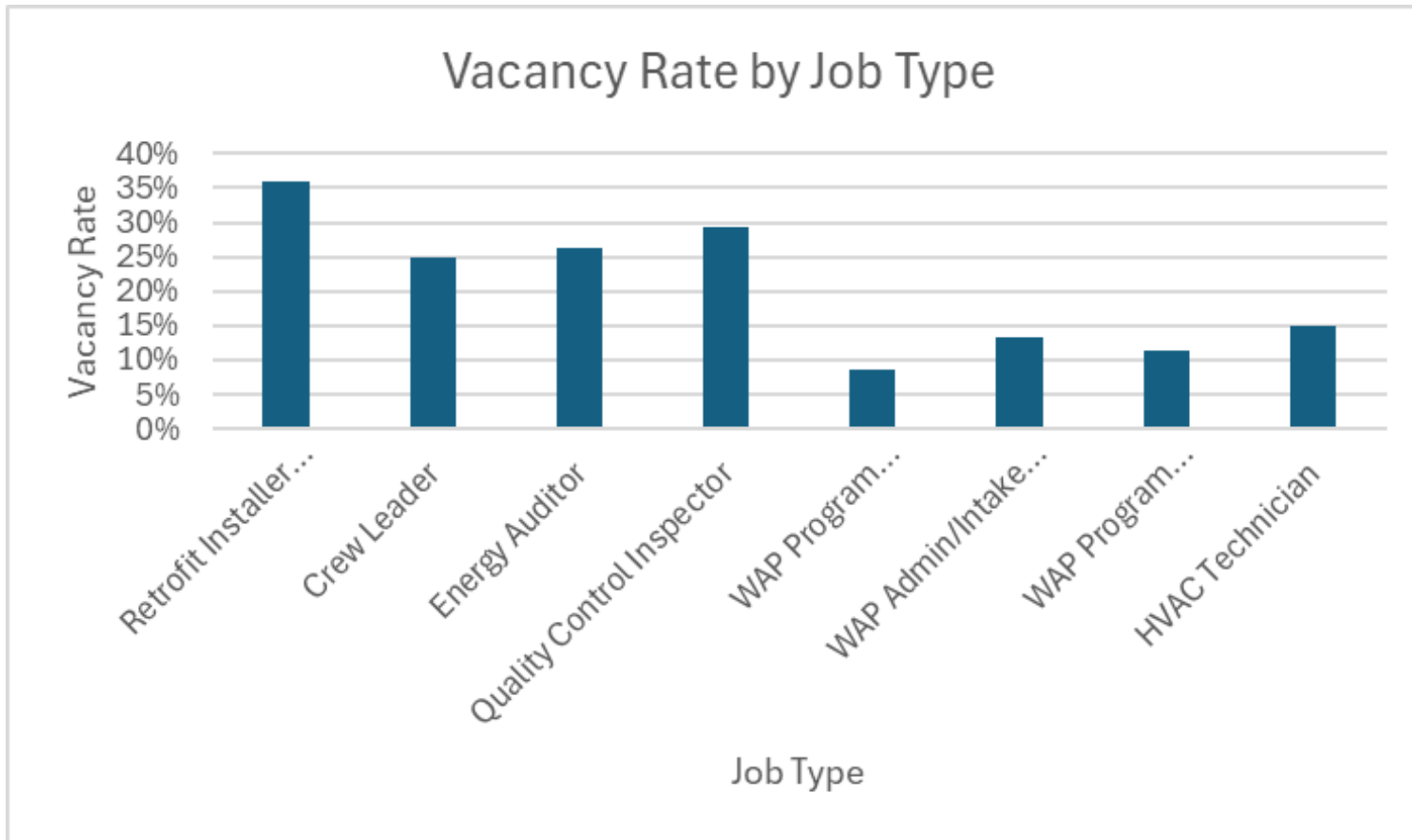
Although we are facing challenges, there are also plenty of opportunities:

- Growing demand for energy efficiency careers.
- Emerging technologies and their impact on job creation.
- Expanding access to meet workforce needs.



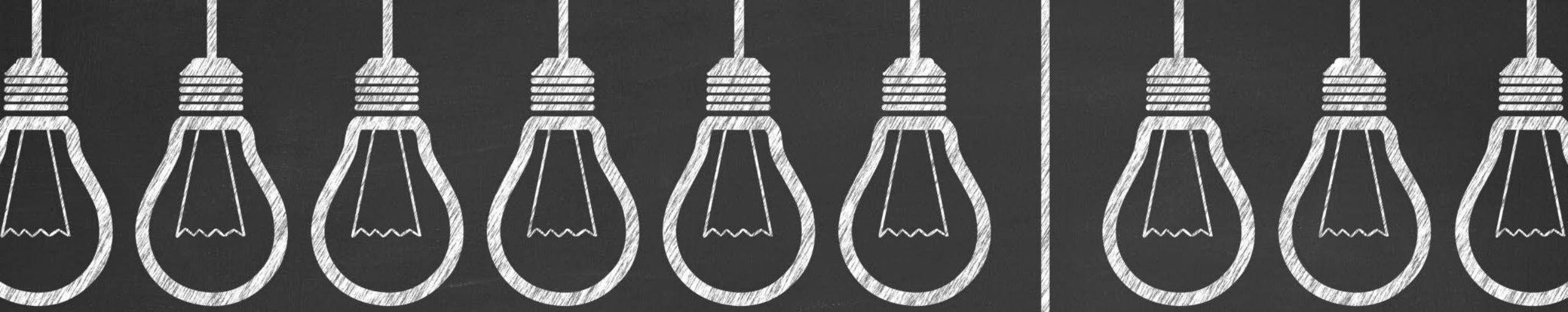
Credit: 2024 US Energy & Employment Report

Workforce Opportunities in Weatherization

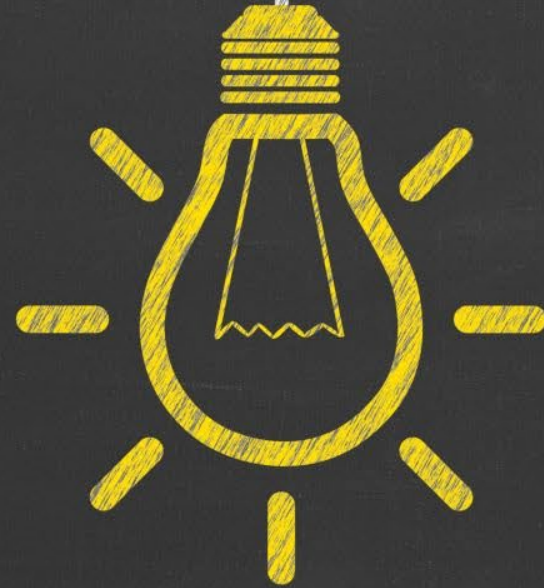


Data collected from the 2024 NACSP Weatherization Workforce & Wage Survey shows the vacancy rate from over 300 Weatherization providers across the nation.

Note: Based on the self-reported data comparing the current number of staff vs. openings.



Recruitment Strategies



Engage Local Communities

Build partnerships with schools, technical colleges, and workforce development boards.

Host job fairs, career days, and workshops to introduce students and job seekers to weatherization opportunities.

Collaborate with community-based organizations and local businesses to expand outreach.



Build Career Pathways

Internships and apprenticeships provide hands-on experiences that prepare individuals for long-term careers.

Pre-apprenticeships offer an entry point for youth and career changers to explore opportunities in the field.

Developing internal career pathways helps retain staff by creating clear advancement opportunities.



Leverage Digital Tools & Technology

Green Workforce Connect!

- Connecting job seekers with employers.
- Providing resources for outreach campaigns.
- Enhancing the visibility of weatherization careers.

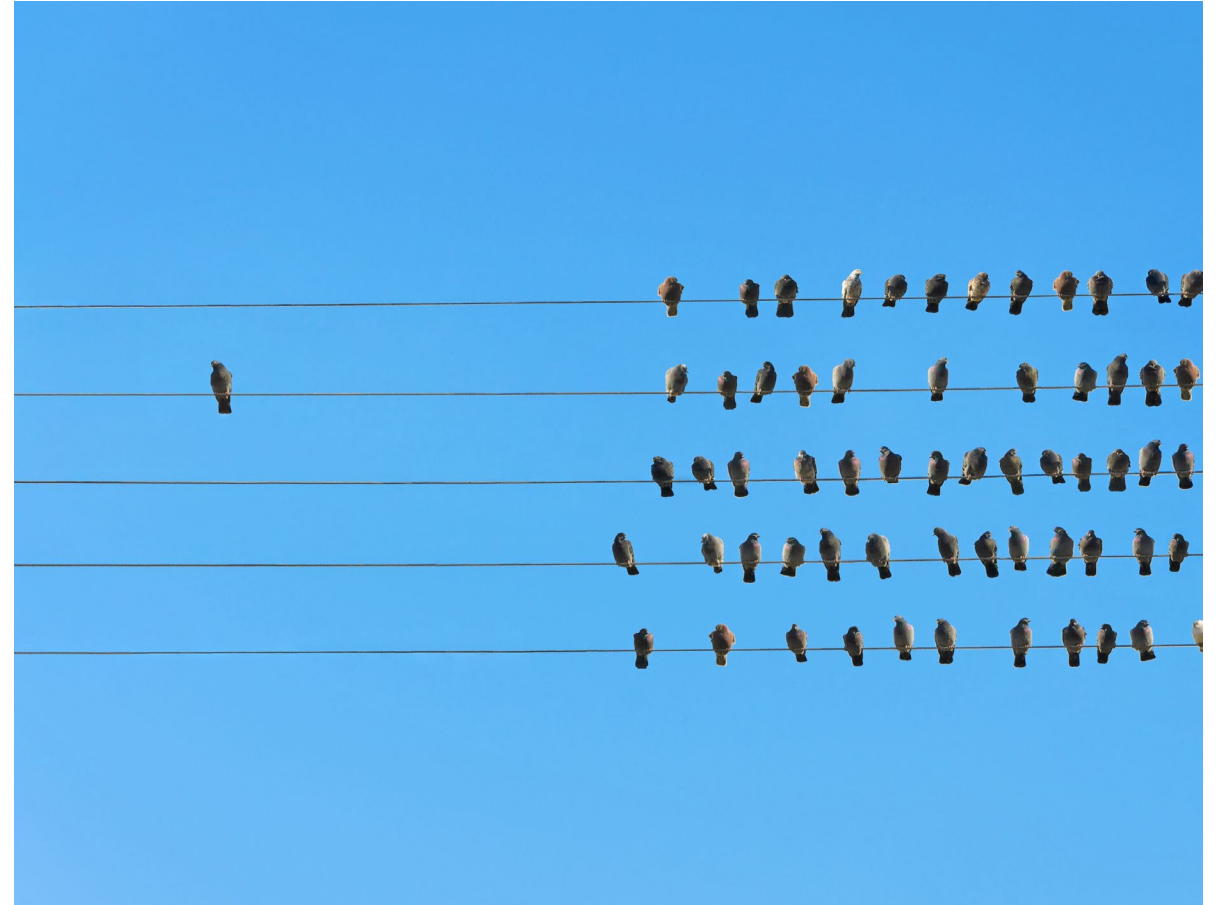


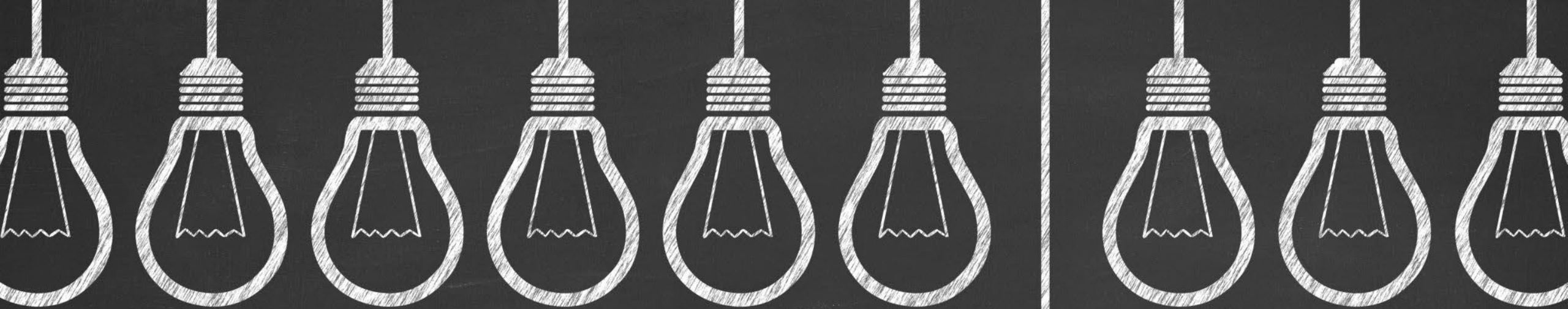
Expand Your Talent Pool

Recruit workers from adjacent industries with transferable skills, such as construction, HVAC, and home renovation.

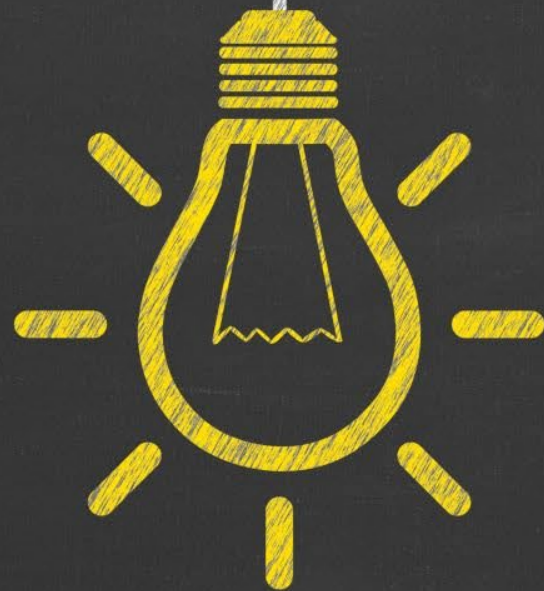
Broaden outreach efforts to other communities, areas, and populations to increase workforce participation.

Use targeted messaging and strategic partnerships to connect with new talent pools.





Outreach Messaging & Tools



Crafting Effective Outreach Messages

Focus on clarity – make job postings and outreach messages straightforward and engaging.

Tailor messaging to specific audiences and highlight benefits.

Use storytelling and real-world success stories to inspire job seekers.

Keep messages action-oriented – **include clear next steps on how to apply or get involved.**



Outreach in Action – Tools for Success



Leverage Green Workforce Connect to streamline outreach and connect job seekers with employers.

Use ready-made outreach templates for flyers, email campaigns, and social media posts.

Adapt messaging to different audiences and platforms for maximum impact.

The Power of Storytelling

Personal stories make outreach more engaging and relatable for job seekers.

Highlight success stories to show real career growth.

Use storytelling in videos, social media, and outreach materials.

Showcase the impact of weatherization careers through real experiences.





GREEN WORKFORCE CONNECT



GreenWorkforceConnect.org

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The **Green Workforce Connect** initiative for the Weatherization Assistance Program provides the network with workforce development tools, templates, and supports to raise awareness of opportunities for students, job seekers, and contractors, and help build local talent pipelines.

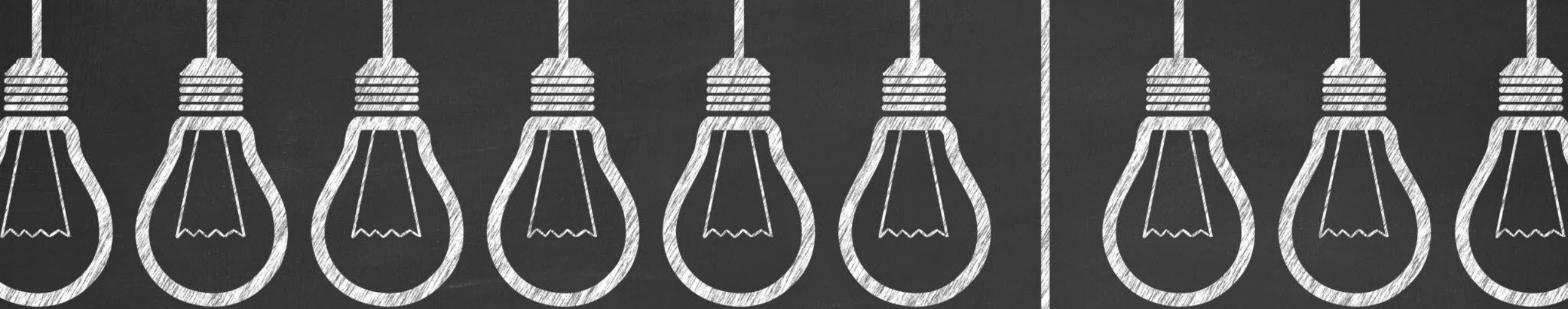
FREE resources include:

- An Outreach and Engagement Toolkit
- A Contractor's Guide to Success
- Editable Job Descriptions
- Tips for Enticing Job Postings
- Best Practices for Your Career Page
- Weatherization Career Story Features
- Job Boards to Consider
- Career Pathway Planning Resources
- Weatherization Coloring Book
- Workforce Development Technical Assistance
- ...and more!

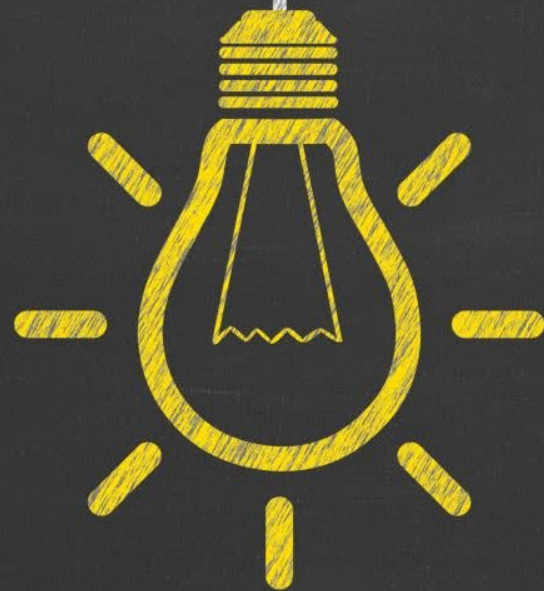
Explore Now!




GREEN WORKFORCE
CONNECT.org



What's Next?





NEW RESOURCES COMING SOON!

The **Green Workforce Connect** project team is working collaboratively to develop additional workforce development supports to help agencies raise awareness of career pathways and build local talent pipelines.

Upcoming tools and topics include:

- Effective Online Recruitment Marketing Strategies
- Customer Service for the Application Process
- Identifying Community-Based Partners
- Employee and/or Client Referral Programs
- Effective Recruitment and Outreach Events
- Soft Skills Development
- Interview Questions



*Reach out to us!
Email info@greenworkforceconnect.org
to share your feedback or ideas!*



Workforce Development TA 2025

for the Weatherization Assistance Program

Join us for Workforce Technical Assistance Drop-In Office Hours! These sessions will take place on the third Wednesday of each month.

This is an open, supportive space where WAP agency staff can ask questions, get advice, find resources, and connect with peers. Hosted by staff and subject matter experts from IREC, NASCSP, and NCAP, these sessions are designed for agency staff working in weatherization, including HR, communications, marketing, community engagement, outreach, recruitment, or program management.



Your Input Matters!

What Do You Want to See Next?
In one or two words, give us your
ideas or what you would like to
see us work on next.



Your Input Matters! What should we do next? What tools, resources, or assistance do you need?
(For example, soft skills, partnerships, apprenticeships, etc.)

Nobody has responded yet.

Hang tight! Responses are coming in.

Key Takeaways

Effective workforce strategies drive recruitment and retention success.

Outreach matters – clear messaging and community engagement attract talent.

Leverage available tools like Green Workforce Connect and outreach templates.

Continuous improvement – track what's working and refine recruitment efforts.

Set Your Goals

What's one thing you'll implement in the next six months to strengthen your workforce?

Write down one actionable step based on today's session.

Feel free to share!



Tools, Resources, & More!

[Green Workforce Connect Homepage](#)

[Weatherization Workforce Resources](#)

[Outreach & Engagement Toolkit](#)

[Career Stories](#)

[Weatherization Coloring Book!](#)





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