

NASCSP Workshop:

Cultivating a New Generation of Diverse WAP Workers | April 5, 2023

How/where are people learning about WAP jobs?

- Advertise paid training
- Charter schools in QCT areas
- LIHEAP → AMP → WX
- Indeed, traditional job websites
- Word of mouth, promotion from within, EAs talking to neighbors, networking
- Consider qualifications but hire the PERSON
- Vet fairs
- Military outreach
- Community org outreach, newsletters
- Local Tech schools, schools (flyers to parents of students any age), guidance counselors, Career/College Days
- Youth programs
- To clients while on the job
- Local newspapers
- PSA
- YouTube, PBS
- RIBA
- WFD centers
- Career centers
- Social media, Facebook, TikTok - videos, reels, images
- Radio - multiple languages
- Radio interviews
- College and university career centers, job postings
- Vocational schools, tech schools, students in tech schools
- Job fairs
- Energy auditors pass out flyers with career paths to clients
- Temp agencies
- Home shows, contractor organizations
- Head Start families
- CAP, community action programs
- Community centers, events
- Clients
- Signs with QR codes at homes
- Churches, communities of faith, places of worship
- Orgs that are already supporting the populations we're seeking
- Reality Show, "This Cold House"
- Meet + Greet

What would help to recruit underrepresented groups? What has worked for filling WAP jobs?

- Representation - seeing people that look like them

- Multi-language materials/ads/promo, support workers who speak different languages; multilingual instruction
- Referral incentives
- Encourage subgrantee to implement apprenticeship programs
- Summer internships
- Find areas and go there!
- Simplify the job description and lead with the \$\$incentives (eg New Indeed posting examples that start with starting pay, hours, training)
- Translate job ads
- State level support, coordination
- DOE to work with training centers
- Reach out to underrepresented groups directly
- More in-person “boots on the ground” (vs. internet only)
- Clients
- Set up subgrantee programs within the community, specifically Reservations

Messaging - promote/emphasize...

- Help people save money
- Energy conservation, help the planet
- Why these jobs matter, mission-based, benefit to the public, value proposition: help people, career growth, environment
- Name problems families/communities have that weatherization jobs can solve
- 4-day, 10-hour work week
- Clothing allowance
- Stipend to shadow
- Hiring/retention bonus
- Job pathways and stability
- Higher wages
- Heavily funded national program
- Travel reimbursement, gas cards
- More education around what Wx positions entail
- Wx workforce testimonials visible on social media, Tik Tok, Insta
- Career growth path, certifications, training
- Videos of success stories
- Offer accredited training they can bring back to their community
- Ease of entering and staying in great career
- Level of education not a barrier
- Healthy and safe work culture
- Wrap around services and supports
- Meet people where they are

Weatherization Assistance Program Enhancement & Innovation (WAP E&I) Partners



Project webpage: <https://irecusa.org/wapei/>