



BUILDING
PERFORMANCE
ASSOCIATION

CREATING A CULTURE SHIFT: Workforce Inclusion Practices

ABOUT (BPA) BUILDING PERFORMANCE ASSOCIATION

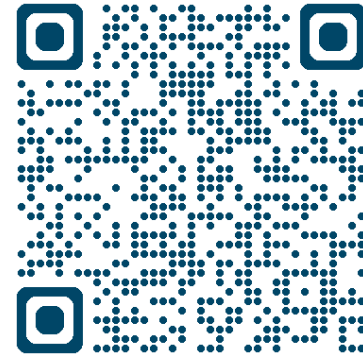


The Building Performance Association (BPA) is a nonprofit 501(c)6 industry association that serves as the hub for businesses, nonprofits, and government agencies working to make America's homes more comfortable, healthy, and energy efficient.

Its more than 20,000 members and program participants work in all aspects of the home and building performance industry.

BPA:

- Keeps the industry informed
- Advocates on behalf of its members
- Brings the industry together at events
- Serves as the industry's connection



PROJECT GOALS:

Develop strategic recommendations for state(s), informed by stakeholder input on workforce development planning and implementation.

- **Conduct stakeholder engagement activities to identify workforce development challenges & solutions.**
- **Provide State Energy Officials with insight on how to remove training barriers.**
- **Identify opportunities for building capacity for businesses working in residential energy efficiency.**
- **Implement Diversity, Equity, Inclusion, and Accessibility into practices, policies, and procedures.**



Thanks to support from Pacific Northwest National Lab (PNNL) and the U.S. Department of Energy Building Technologies Office (DOE BTO), BPA will host a series of webinars dedicated to State Energy Offices and staff.

These webinars will provide insights and experiences learned on how to design and implement effective, inclusive and sustainable state-wide energy workforce development programs.



U.S. DEPARTMENT OF
ENERGY





Objective:

Learn how to create a culture shift in the energy efficiency industry through the development and implementation of new and existing workforce programs that are more inclusive, while providing opportunities that intentionally reach underrepresented populations.



Why DEIA is important in the Energy Efficiency workforce



How to promote DEIA in the workplace



Executing cultural awareness and creating a culture shift



Barriers and Solutions



How to maximize workforce dollars through available funding



**BUILDING
PERFORMANCE**
ASSOCIATION



**Diversity, Equity,
Inclusion, and
Accessibility (DEIA)
and Workforce
Development**



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WHAT IS DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY?

DIVERSITY:

The presence and participation of individuals with varying backgrounds and perspectives, including those who have been traditionally underrepresented need to be intentionally recruited.

EQUITY:

Equal access to opportunities and fair, just, and impartial treatment is key to retain the workforce.

INCLUSION:

A sense of belonging in an environment where all feel welcomed, accepted, and respected will build the workforce.

ACCESSIBILITY:

Accessibility ensures equitable access to everyone, including people with physical and mental disabilities which provides an environment that fosters collaboration and unique perspectives.



WHY IS DEIA IMPORTANT FOR THE ENERGY EFFICIENCY WORKFORCE?



The United States is committed to reaching net-zero emissions no later than 2050...

This means we need a large and diverse group of people working across multiple sectors of the energy industry and...

Includes the energy efficiency workforce.

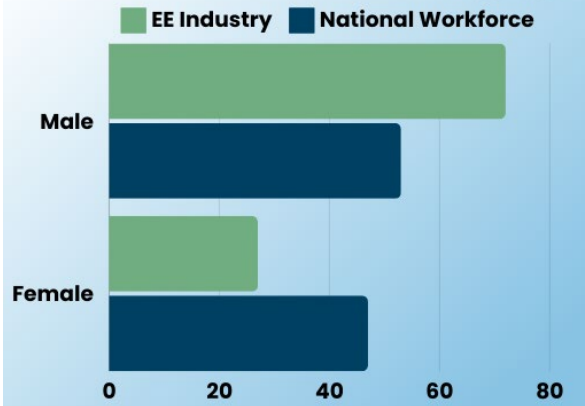
This is a growing part of the energy sector dedicated to making homes and businesses healthier, more comfortable, and more energy efficient.

CURRENT LANDSCAPE OF ENERGY EFFICIENCY JOBS

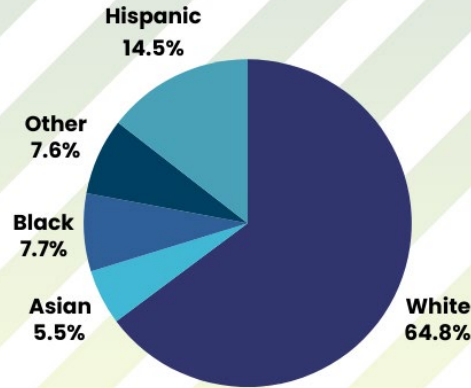
ENERGY EFFICIENCY WORKFORCE STATISTICS



Gender



Race & Ethnicity



The EE industry needs to do more to **prioritize** the training and support that enables access to employment at EE businesses for people of color and women.

Credits: Statistical Data - Energy Efficiency Jobs in America, October 2023, E4 The Future.



CAREERS IN ENERGY EFFICIENCY



Typical Weatherization Jobs

- *Weatherization Technician
- *Residential Energy Auditor
- *Residential Quality Control Inspector
- Retrofit Installer Technician
- Healthy Home Evaluator
- Crew Leader
- Program Manager

Jobs needed to support Energy Industry

- *Energy Auditors
- HVAC Technicians
- Plumbers
- Electricians
- *Envelope retrofit occupations
 - Insulation workers (floor, ceiling, and wall)
 - Air sealers and duct sealers
 - Ventilation and clean air contractors
 - Window installers

INDIVIDUALS ACTIVELY LOOKING FOR A CAREER

Layering together various funding streams to target individuals actively looking for a career in the energy industry will promote diversity, equity and inclusion practices.

- High school students
- Companies expanding to capitalize on market demand
- People with language/learning barriers
- Veterans reentering the civilian workplace
- Job Corp programs
- Service Year participants (AmeriCorps, CCC)
- New Americans, Visa Recipients, etc.
- Community members
- Re-entry program
- At-risk populations with barriers (including: substance abuse recovery & justice involved individuals)



PROMOTE DEIA IN THE WORKPLACE



- Promote by prioritizing a DEIA budget.
 - Dedicate a budget that is exclusive to underserved populations.
- Ensure leadership reflects DEIA in the design of each project.
 - Ensure that leadership is involved in the implementation process of any projects.
- Revise job descriptions and remove barriers.
 - Example: Job descriptions that are more inclusive; remove listed certifications that are not needed.
- Create a zero-tolerance policy for discrimination.
- Implement quarterly DEIA awareness trainings to each project.
 - Trainings should be for all staff – to include leadership.

HOW TO ENCOURAGE DEIA IN THE WORKPLACE

- Marketing through: Public service announcement, social media, word of mouth, and partnerships
- Include entry-level courses: Building Science Principles, Total Building Performance, Healthy Housing Principles
- Internships or Registered Apprenticeship Programs: Encourage and sponsor training that provides a paid entry point into a career with focus on advancement
- Provide Financial Opportunities: small businesses



EXECUTING CULTURAL AWARENESS & CREATING A SHIFT

- Fund cultural awareness campaigns
 - Provide free educational webinars, sponsor multicultural events, and encourage “Employer Resource Groups”
- Create lunch and learns
 - Dedicated to each community to learn about the workforce
- Engage with schools
 - Participate in their activities or other marketing opportunities
- Encourage speaking engagement opportunities to include:
 - Places to worship
 - Naturalization ceremonies
 - Schools from grade-school, technology, second-chance
 - Connect with community agencies that host job fairs and educational fairs
 - Community events – such as: back-to-school and other celebrations



EXECUTING CULTURAL AWARENESS IN THE WORKPLACE



Champion DEIA goals to create buy-in & support



Identify who your “go-to” person is for DEIA efforts



Engage stakeholders & board members



Communicate WHY work in DEIA is taking place



Train staff on DEIA



DEIA is a term that includes underserved populations, as well as the following groups: racial minorities, ethnicity, women, LGBTQ+, pregnancy status, parents, caregivers, religious beliefs, persons with disabilities, 1st generation professional/college graduate, English proficiency, immigrants, age, formerly incarcerated, inhabitants of rural areas, veterans and military spouses, and individuals in persistent poverty.

Refer to Executive Order 13985 for more information.

ROADMAP TO SUCCESSFUL PROGRAM DESIGN WITH DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY IN MIND...



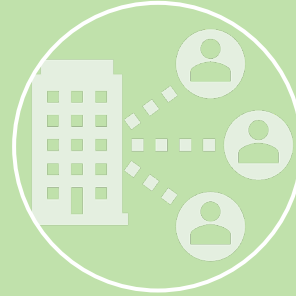
Provide additional funding for DEIA education

- Flexibility in program design = companies can invest in DEIA training
- Encourage inclusive communication skills in all projects
- Incorporate DEIA leadership skills



Marketing Methods that Target DEIA (train or consult)

- Outside of the box
- Promote an inclusive company culture
- Encourage diverse employees to refer candidates



Promote Cultural Diversity

- Encourage diverse candidates to apply
- Partner with local schools & community groups
- Designate mentors



Design DEIA Practices

- Blind resumes & interviews to remove bias
- Job Descriptions
- Communicate internally & request feedback

WORKFORCE BARRIERS AND SOLUTIONS



Provide	Free educational opportunities
Engage	Meet and greet with local community stakeholders
Trust	Use open dialog on policies being implemented
Design	Pathway for success: How to apply for funding and report
Provide	Constant education and timeframes as well as cheat sheets for those who may need more guidance
Create	Wrap-around service funding to create resources to eliminate barriers



WORKFORCE MARKETING SOLUTIONS

- Provide the Marketing tools to businesses is essential
 - Diversify: Videos, pamphlets, webinars, conferences, along with staff should always reflect the community it serves
- Highlight testimonies
 - Market success stories of individuals that work, live & serve in the community
- Implementing and providing marketing language
 - Reflect all ages, genders, disabilities, communities, social statuses
 - Include all neighborhoods in marketing – regardless of the above
- Find trusted messengers to navigate communities
 - To help businesses with marketing and to learn about community
 - Builds trust between hard-to-reach communities & businesses
- Provide funding
 - Training, testing, and marketing should be provided in multiple languages
- Provide additional funding for accessibility purposes
 - Examples: Provide large print copy prints, color combination, captions, transcripts, video descriptions and sign language interpreters when appropriate.



SUPPORT SMALL BUSINESSES IN THE INDUSTRY

Provide free or
discounted
trainings

Sponsor
events

Mentor small business
owners or provide
resources for support

Connect small
businesses to
resources

Sessions
(for learning)
dedicated to
minority-
owned
businesses





HOW TO MAXIMIZE WORKFORCE DOLLARS



Use AI & analytics



Provide operational planning, PMP & strategic planning training dollars



Provide funding for websites & marketing tools

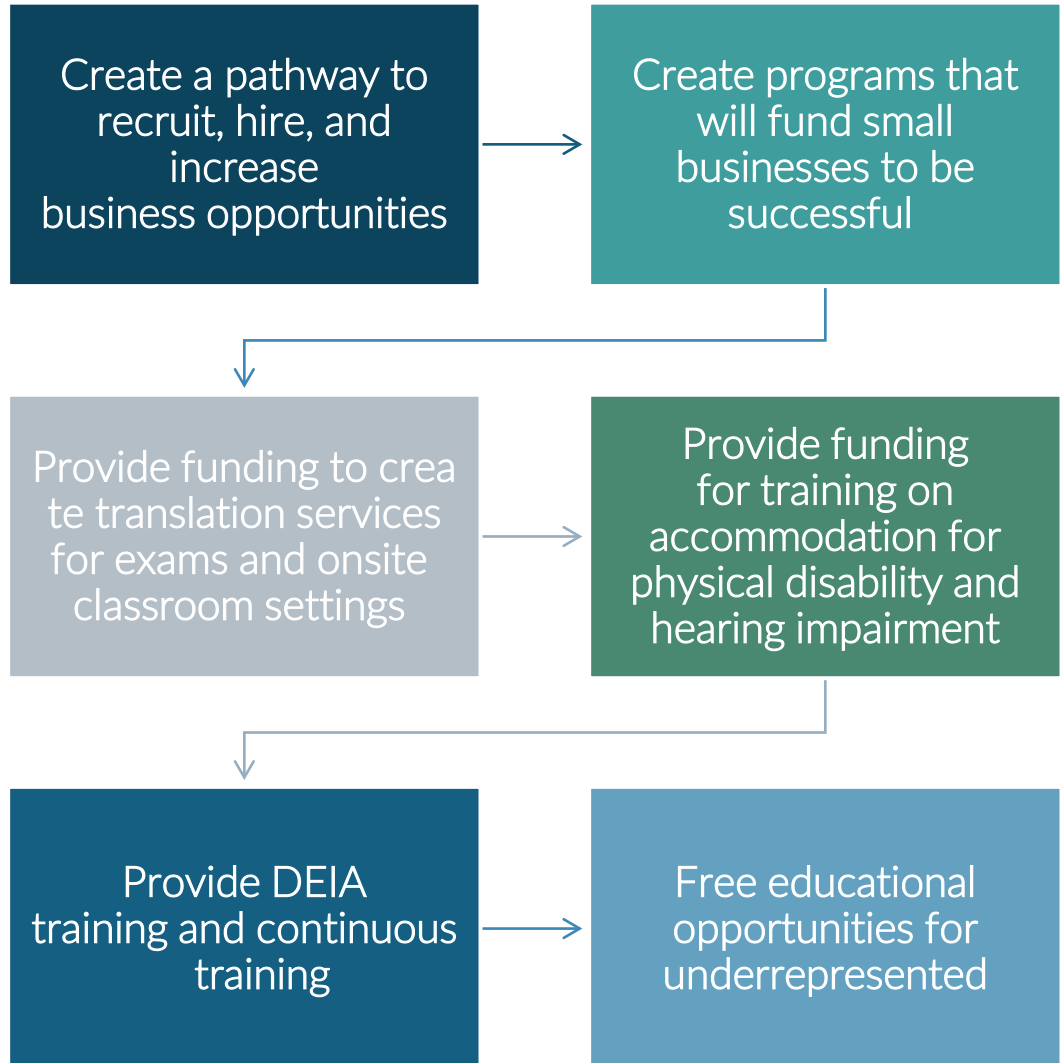


Provide stakeholders with the pathway for project success to include data & timeline



Provide technical & customer service funding to support stakeholders

HOW TO MAXIMIZE WORKFORCE DOLLARS





MAXIMIZE WORKFORCE DOLLARS WITH TRAINING TOOLS



- Tools that make it easier:
 - Online training and OJT tracking programs
 - Mobile training labs and test centers
 - Utilizing existing pros as catalysts for (mentors)
for new staff in the industry

ENERGY EFFICIENCY WORKFORCE DOLLARS

Workforce Funding

- IRA/BIL Funding
 - Training Residential Energy Contractors (TREC Grant)
 - Energy Auditor Training (EAT Grant)
- Weatherization Training & Technical Assistance
- Weatherization BIL Funding
- Workforce Boards, State DOL (stipends or tax incentives)

Other Funding

- Energy Efficiency Revolving Loan Fund
- Home Energy Performance-Based Whole House Rebates
- High-Efficiency Electric Home Rebate Program
- State Energy Programs
- Energy Efficiency & Conservation Block Grant
- Other federal workforce grants (EPA, DOL, etc.)





FUNDING SUCCESSFUL PROGRAMS



Request each project to utilize census track to engage with low income and underrepresented communities to build the workforce.



Engage & build relationships with nonprofits, private sectors, and others in the industry.



Support employees by offering free educational opportunities as part of the project.



Collaborate with stakeholders to offer wrap-around services for workforce development, employee retention & community engagement.



Create funded advisory groups with diverse representation.



ADVISORY BOARDS



- WHY AN ADVISORY GROUP?
- BENEFITS OF A PAID ADVISORY GROUP
- MARKETING
- MISSION & VISION OF THE ADVISORY GROUP
- ESTABLISH A PAYMENT FOR SERVICES
- COMPENSATION FOR ADVISORS



SUCCESS STORIES:

<https://irecusa.org/programs/the-national-clean-energy-workforce-alliance/>

APPRENTICESHIP PROGRAM SUCCESS STORIES



➤ Explore The Trades:

➤ <https://www.explorethetrades.org-Apprenticeship programs>



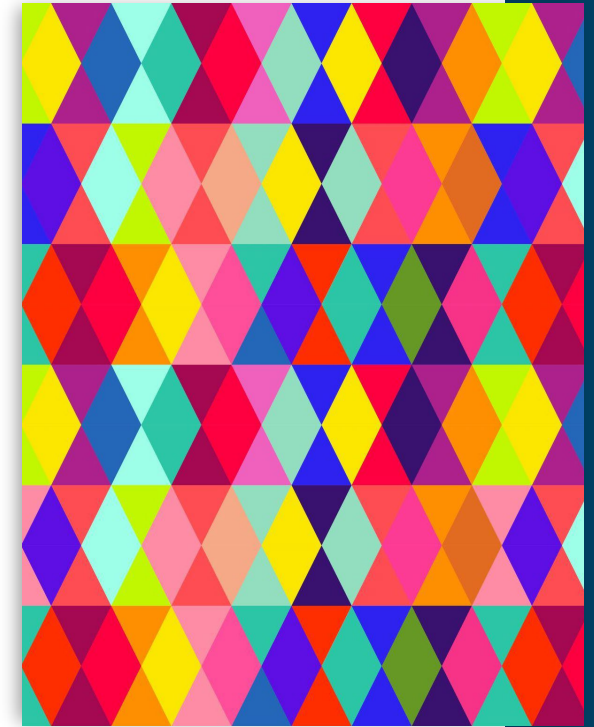
- Women in HVACR is the first international organization for Women in the Heating, Ventilation, Air Conditioning & Refrigeration industry.
- Their members are dynamic women making great strides in what has typically been a male-driven industry. They are engineers, sales associates, business owners, trainers, support professionals, and students representing manufacturers, suppliers, or contractors in our trade.
- WHVACR mentors and educates others about the vast opportunities available in the field while providing on-going resources for educational and professional development that will help expand their existing roles in the industry.

THE NATIONAL COUNCIL FOR WORKFORCE EDUCATION

2023 Mabel K. Edmonds - Excellence in Equity Award

Fresh Abilities Program
Clark State College, OH

- Collaboration between Clark State College and The Abilities Connection (TAC).
- TAC provides several different types of vocational training programs to people with disabilities.
 - Fresh Abilities is a food service training program that empowers individuals with disabilities by providing transferable skills and experience.
 - Leads to a pathway for future employment in the food service industry and beyond.



Website:

<https://www.ncwe.org/>



DEPARTMENT OF ENERGY (DOE)



- **Workforce Development | Better Buildings initiative**
 - <https://betterbuildingsolutioncenter.energy.gov/workforce-development>
- **Embedding Diversity, Equity, Inclusion, and Accessibility**
 - <https://betterbuildingsolutioncenter.energy.gov/workforce-development/embedding-diversity-equity-inclusion-and-accessibility>
- **Resources for Community Organizations:**
 - <https://www.pnnl.gov/projects/resources-community-organizations>
- **Build workforce with DOE recruitment toolkit:**
 - https://bsesc.energy.gov/additional_resources
- **Align DOE goals in training by partnering with DOE Energy Skilled recognized providers:**
 - <https://bsesc.energy.gov/recognition/energy-skilled>
- **DOE Paths program:**
 - <https://hvacpaths.org/>
- **Virtual heat pump training program ICAST BENEFIT program:**
 - Audrey Knox - audreyk@icastusa.org

RESOURCES

- [EE Jobs in America National Summary 2023 \(e4thefuture.org\)](#)
- [Executive Order on Diversity, Equity, Inclusion, and Accessibility in the Federal Workforce | The White House](#)
- [22-01643_DEIA-StrategicPlan-Accessible-September-2022.pdf \(state.gov\)](#)
- [Diversity, Equity, Inclusion, and Accessibility | U.S. Department of Labor \(dol.gov\)](#)
- [FACT SHEET: President Biden Signs Executive Order Advancing Diversity, Equity, Inclusion, and Accessibility in the Federal Government | The White House](#)



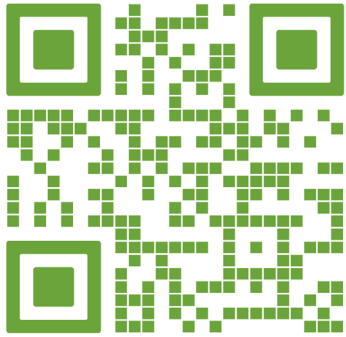
[IREC: Apprenticeships in Clean Energy Network](#)



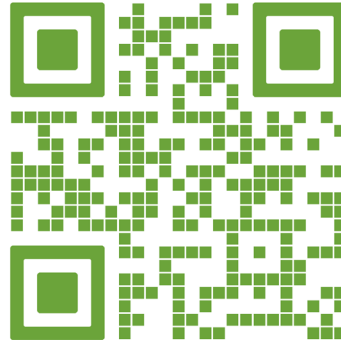
MEMBERSHIP & OTHER RESOURCES



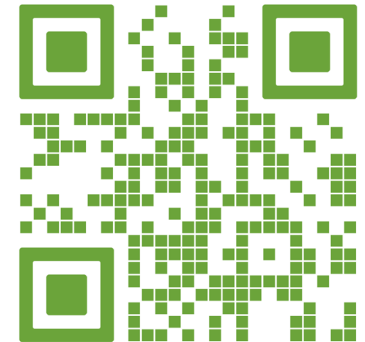
**BUILDING
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Membership



**National Home Performance
Conference & Trade Show**



Education



Workforce Development



State Energy Office Support



State Updates

Questions?

THANK YOU!

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