



GREEN WORKFORCE CONNECT

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



OUR GOAL:

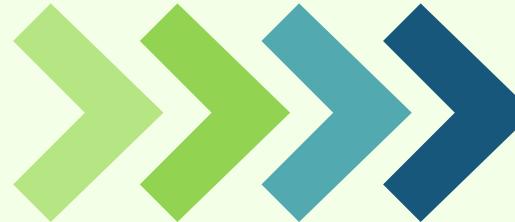
Recruit and hire a new generation of home energy professionals and contractors from underrepresented populations and disadvantaged communities*

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

Will you help us?



*For the purposes of this project we are using DOE definitions of “underrepresented populations” and “disadvantaged communities.”



PROBLEMS

- Job seekers don't know about opportunities in the Weatherization Assistance Program (WAP).
- Workforce development resources are fragmented.
- Employers need help connecting to potential employees.
- Contractors don't know how to connect to WAP opportunities.



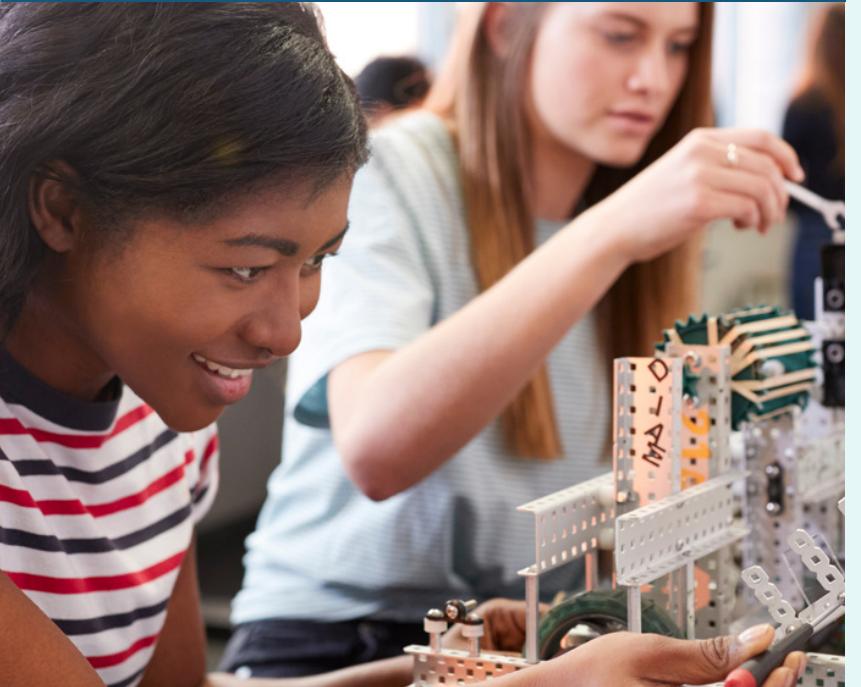
SOLUTIONS

- **Green Workforce Connect** provides job seekers with a WAP career exploration tool and connects them to their local WAP employer.
- Employers access workforce development resources and technical assistance.
- Contractors access program information and resources to connect them to WAP contracting opportunities.



TARGET AUDIENCES

Students



Job Seekers



Career Switchers



Current Employees



I want to explore career pathways, and access scholarships, internships, apprenticeships, OJT or other programs.

I want to learn about career pathways and connect to a program or job opportunity.

I want to learn about career pathways, map my current skills, upskill if needed, and connect to an employer.

I want professional development and recognition for my learning that provides me with career mobility.



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 with quiz
- Connect to their local weatherization or training center

Introducing...

The screenshot displays the Green Workforce Connect website interface, featuring several key sections:

- Header:** Includes the logo, navigation links (Home, How It Works, Resource Hub, About Us), a search bar, and a prominent "Connect Now" button.
- Become a Weatherization worker in Oklahoma:** A featured section with a photo of a worker, a call-to-action button ("Get Started"), and descriptive text about the role.
- Wages in Oklahoma:** A chart showing wage ranges for different roles: Energy Auditor (\$58k-\$62k), Quality Control (\$70k), Retrofit Installer (\$36k), and Another One (\$50k).
- Subgrantees:** A section showing results for subgrantees near ZIP code 70117, with three cards for organizations: "Organization Name" (Contractors Wanted), "Organization Name" (Contractors Wanted), and "Organization Name" (Contractors Wanted).
- Connect Now:** A search bar for entering a ZIP code (70117) and a "Go" button, followed by filter options for Subgrantee and Another Org Type.
- Map:** A map showing the locations of subgrantees near ZIP code 70117, with pins indicating specific organization names like "Organization Name", "SHELD-DAVIS", "Valley Brook", "Oklahoma Heart Hospital South", and "BURNWOOD MOBILE HOME".



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

Take advantage of our...

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



Visit Website



Stay Connected with Green
Workforce Connect Updates

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