**Veterans**  
Individuals who have served or are serving in the armed forces.

**Trades & Buildings**  
Individuals who perform work in any of the building trades, e.g. carpentry, masonry/finisher, painting, roofing, and welding, and may also perform some entry-level to journey-level work in one or more mechanical equipment trades such as electrical, plumbing, evaporative coolers, and HVAC.

**Graduates**  
Individuals who have just received a university degree, including associate, bachelor, master's or higher.

**Energy Professionals**  
Individuals who have been in positions related to one or more of the four key roles in the past and have knowledge and experience in those areas.

**Policymakers**  
Individuals or groups who are seeking to link program funding with recognized credentials.

**Professional Associations**   
Associations and other organizations involved in workforce development.

**Employers**  
Organizations/companies which are seeking guidance on talent recruitment and cultivation.

**Job-Seekers**  
Individuals seeking guidance on entry points and career advancement.