

BUILDINGENERGY BOSTON

Green Jobs Training: What Works? What Doesn't?

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Northeast Sustainable Energy Association (NESEA)

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Bridges to Green Jobs

LSC

Overview

Centering Climate Action, Racial Equity, and Economic Opportunity

LISC Boston's Bridges to Green Jobs is a two -week training program designed to **prepare Black and Brown residents of Greater Boston and beyond for entry -level weatherization technician positions** with mission-aligned contractors. This program has no education or experience requirements and puts participants on a career pathway that can offer close to or ranging **six-figure salaries** in just 6 months to a year in the field

Since launching the program last year, LISC Boston has **graduated 42 residents** over three cohorts. We have also garnered state and national funding interest as result of the program's success and potential, and have secured **over \$500K in new grants** to support future Bridges to Green Jobs cohorts with additional client assistance solutions to increase employee support and retention in this new industry.

Key Partners

- Center for Working Families
- X-Cel Education Trainer, Kelly Folsom
- Independent Technical Trainer, Jason Taylor
- Job Placement Specialist, Suzanne Domestico
- AACA and Green Jobs Academy



Weatherization

Weatherization (Air Sealing / Insulation) is about making homes more comfortable and energy efficient; warm in the winter and cool in the summer, while cutting energy bills. This is an athletically demanding and skilled occupation with high-earning potential and career growth. The field has improved and up-skilled significantly in the last decade.

Salary:

➤ \$16.50/hr - \$25/hr Base Pay + Benefits*

➤ \$1,500/week at 6+ Months*

After 6 months, eligible to become certified as a **MassSAVE Crew Chief**.

It's a 4 day class - once certified: 10.5 - 12% of the job or \$315 per day (~\$1575/wk).



**Figures are from employer partners, HomeWorks / Advanced Windows / AirTight Insulation / Jones Boys Insulation; can vary by contractor*

Career Ladder

- Installer/Technician
- Crew Chief (**primarily goal**)
- Energy Auditor / Home Energy Specialist
- Quality Control Inspector
- Heat Pump Technician
- Industry Sales
- Business Owner (run your own crew)



The Program



Recruitment

- Listservs
- Feet-on-the-Street flyering
- Community Recruiters (including a program graduate)
- Application review and interview scheduling

Screening Process

- Driver's license
- Authorized to work in the U.S.
- Ask about CORIs
- Enthusiasm and Willingness to learn

Program Components

- **Orientation Day**
 - Meet the Team and distribute supplies and equipment
 - Set up 1:1 with Job Placement Specialist
 - Set up Financial Coaching session
- **Week One (M-F; 9 am-2pm):**
 - Weatherization 101
 - 4 days of hands-on training (CWF/AACA/Church)
 - Soft skills training
- **Week Two (M-F; 9 am-2pm):**
 - Weatherization 101
 - 4 days of hands-on training (GJA)
 - Soft skills training
 - *Financial Coaching Appointments*
 - *Graduation Day & \$500 stipend*

Weatherization 10 1



Attic Air Sealing Prop / Before & After

Weatherization 10 1



Weatherization 10 1



Soft Skills Training

- Ice breaker
- Resume Writing
- Communication Skills
 - Conflict Management
 - Accepting Constructive Criticism
- Time Management
- Interviewing Skills
- Interview Roleplaying



Employer Engagement / Job Placement

- **Before training launches**
 - Introduce program to employers
 - Identify employers that are hiring
- **During training**
 - Send resumes to employers
 - Schedule interview
 - Role play with student
 - Follow up after interview
- **Post -Training**
 - Overcome barriers to employment
 - Multiple interviews as needed to ensure good employer/employee fit
 - Graduate hired
 - Track wage & benefits
 - Weekly check -in with student



Outcomes and Next Steps

Outcomes

- Over 95% of participants are Black (any ethnicity) Latino (of any race), ranging from ages 19 to 44.
- 50% of participants continue to receive financial coaching
- **Next Cohort is scheduled for August 2023**

Improvements in Future Cohorts

With new funding, we can:

- Bring on a Social Worker to the team to provide support for the first 60 days of employment
- Provide a client assistance fund to attend to barriers of retention (primarily transportation, childcare, mental health struggles, and other basic needs)
- Replicate the program in Lawrence to begin scaling across MA.

➤ **93% Program Retention**

➤ **77% Job Placement**

➤ **40% Job Retention**



MassCEC Equity Workforce Fund

\$12 MILLION+ ANNUALLY

TO SUPPORT MWBES AND TRAIN UNDERREPRESENTED INDIVIDUALS IN CLEAN ENERGY

- ▶ To achieve the Commonwealth's climate goals, MA needs a well-trained and inclusive clean energy workforce.
- ▶ MassCEC provides grants to **workforce training programs** targeted at individuals from underrepresented communities in the clean energy sector and to **support programs for minority and women-owned businesses** (MWBE) entering or expanding in the clean energy sector.
- ▶ For questions: workforce@masscec.com

MWBE Support
Grants



Up to \$1 million



Two cycles in FY24

Training
Implementation
Grants



Up to \$1.2 million



Two cycles in FY24

Planning and
Capacity Grants

Up to \$50K for Planning
Up to \$150K for Capacity



Rolling



<http://bit.ly/41B7u0m>

Thank You!

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