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
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 a athleticism 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

## Program Components

### 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 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; 9am-2pm):
- Weatherization 101
  - 4 days of hands-on training (CWF/AACA/Church)
  - Soft skills training

#### Week Two (M-F; 9am-2pm):
- Weatherization 101
  - 4 days of hands-on training (GJA)
  - Soft skills training
- Financial Coaching Appointments
- Graduation Day & $500 stipend
Weatherization 101

Attic Air Sealing Prop / Before & After
Weatherization 101

Attic Air Sealing Wet Wall Prop
Weatherization 101

Attic Air Sealing Top Plates Prop
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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