

BUILDINGENERGY NYC

Three Routes to Work: Recruiting, Retaining and Upskilling our Workforce

Chase Macpherson, Northeast Energy Efficiency Partnerships

Andy Winslow, Northeast Energy Efficiency Partnerships

David Hutchinson, Tremco Rising Stars

Curated by Grant Sheely and Jaeseong Park

Northeast Sustainable Energy Association (NESEA) | October 16, 2025

What to Expect

Roughly half presentation and half Q&A/Discussion

Hold questions until discussion section

Learning Objectives:

1. Describe, compare, and contrast three iterative workforce development approaches
2. Identify barriers to access and equitable implementation in workforce development programming
3. Identify metrics for workforce development success
4. Recognize opportunities and best practices to advance your own workforce development goals

Very Important Note... **SLIDE WHISTLES**



Purpose: to keep people awake and engaged

When to use: Slide whistle when prompted, when yc presenter is saying, and in addition to or in lieu of applause

How to use: blow into it and move the slide back and forth

Let's warm them up...



Rising Stars



**ACHIEVE
GREEN**

David Hutchinson
Executive Director/Founder

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Rising Stars At a glance

David Hutchinson

Executive Director Rising Stars



TREMCO RISING STARS



Created
New York City - August 2020



WHEN WAS RISING STARS LAUNCHED?
February 2022



Transitioned to 501c3
November 2024

Envisioned the Program with Two Main Goals

Create something that brings positivity to communities and our young people.

Build something that allows our company to be better stewards and address workforce shortages.



Our Journey

FEBRUARY 2022
Launched program in
Boston, Brooklyn
and Newark

OCTOBER 2022
Received MassCEC
Planning Grant for
Achieve Green

OCTOBER 2024
Awarded MassCEC
Implementation Grant

AUGUST 2020
Hosted first Rising Stars
concept meeting

NOVEMBER 2024
Transitioned to 501(c)(3)
nonprofit status

SEPTEMBER 2024
Launched programs in
Charlotte and Cleveland

FEBRUARY 2025
Launched program
in Brockton

Where We Are Now



Rising Stars LOCATIONS

-
- Boston/Brockton, MA
 - Brooklyn, NY
 - Newark, NJ
 - Cleveland, OH
 - Charlotte, NC

Who are our Rising Stars?



ABOUT OUR STARS



Typically Range
in Age
From 16-24



Predominantly
From an urban
communities



Construction
Interest Is NOT
a Prerequisite



Program Length Is
9 Months
Minimum

What is the Rising Stars program?

Industry
Exposure



In Classroom
Presentations



On Site Visits- Hands
on training



Professional
Development



Internships
Apprenticeships





Community Engagement IS KEY

RECRUITMENT

- Identifying the right fit
- Skillset
- Enthusiasm/Parental support

CITY BUY-IN

- All markets are not created equal

INDUSTRY ENGAGEMENT

- Private sector is constantly trying to find ways to engage the community but don't have the time committed to create long term connections.

Rising Stars In The Community

Earth Day Celebration
at Roy Wilkins Park
Queens, NY – April 2024



Community Launch Event
Cleveland, OH – May
2024



RISING STARS IS OUR FOUNDATION

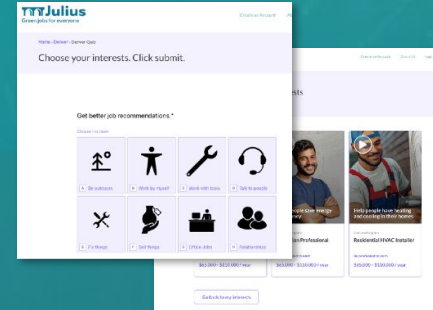


You can't successfully
place a candidate without
them first learning the industry.



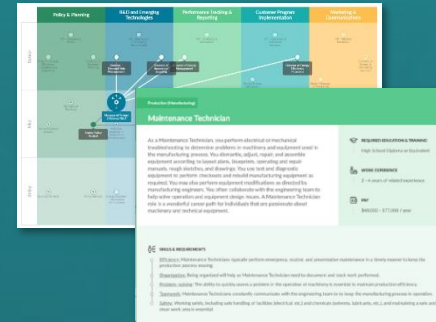
We prioritize building trust
with students, evolving past
the classic "pipeline model."

Career Navigation



SKILL ASSESSMENT

Unsure which clean energy path is right for you? Our career assessment provides recommendations after you answer a few questions!



CAREER MAPS

Explore the career map to learn about different careers and their associated obvious and non-obvious progression pathways.

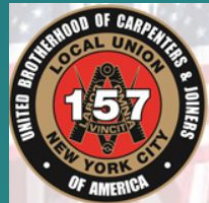


COACHING

Help you explore career options by understanding in-demand jobs, occupational requirements, available trainings, and career pathways.

Who contributes to make this work?

Our Partners



When the industry comes together, we have impact we can see!



Mentorship Program

- Collaboration with Urban Green Council, Rising Stars, Riseboro Community Partnership
- 10 Mentors/Mentees from Brooklyn
- 6-month mentorship with the option to continue



Industry Bottlenecks



1. Presenting the “big picture” without showing pathways to get there.
2. Lack of understanding on skill expectations.
3. Lack of proof of concept. Do you have success stories?

A LOOK AT THE NUMBERS

RISING STARS AT A GLANCE



80+

GRADUATES



30+

PARTNERED
ORGANIZATIONS



15+

SPONSORS



6+

LOCATIONS



15 +

Unique company career
placements



Current Challenges



Opportunity Timelines



Maintaining Engagement



ReMaine Clean Energy Internship Program



Chase Macpherson

Manager of Community Solutions

Northeast Energy Efficiency Partnerships (NEEP)

ReMaine Clean Energy Internship Program

- Goal: Provide entry point to clean energy industry in the state of Maine
- Funded by Maine Governor's Energy Office, part of Clean Energy Partnerships
- Began October 2022

Slide Whistle Questions...

- Who here has ever had an internship?

Slide Whistle Questions...

- Who here has ever had an internship?
- Who has had an *unpaid* internship?

Slide Whistle Questions...

- Who here has ever had an internship?
- Who has had an *unpaid* internship?
- Who has hosted an intern?

ReMaine Program Overview

Interns work
240-320 hours
each in clean
energy roles,
making \$18-24
per hour

- Recruit and place interns with clean energy employers
 - Emphasis on BIPOC and women interns
- Broad definition of clean energy job

Subsidized wages
for employers 50%
up to \$24/hour

Project Partners



Program Offerings

For Employers

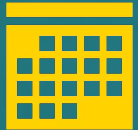


Intern Candidate Recruiting



Payroll, HR, and Insurance

30% employment burden shared
in addition to wages



Rolling Start Dates

Program Offerings

For Employers



Intern Candidate Recruiting



Payroll, HR, and Insurance
30% employment burden shared
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Rolling Start Dates



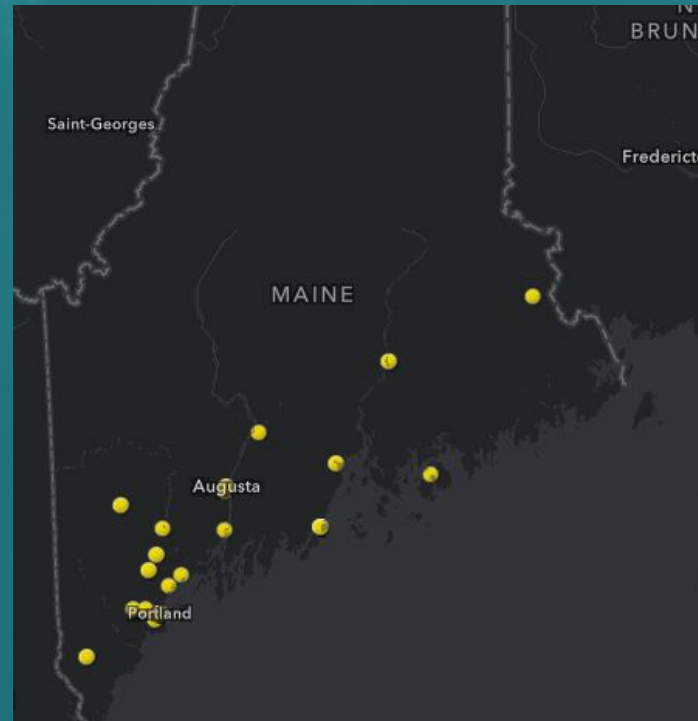
For Interns

Orientation and Soft Skills Training

Wrap-around services available (transportation stipends, resume

Successes Over Three Years

- Placed 58 interns with 30 employers
- Diversity in educational attainment, age, and previous work experience



We Filled a Wide Variety of Roles Through ReMaine

Weatherization
technician



Heat pump installation



Accounting/
administration



Building energy code
enforcement

Research and
communications



Mechanical engineering

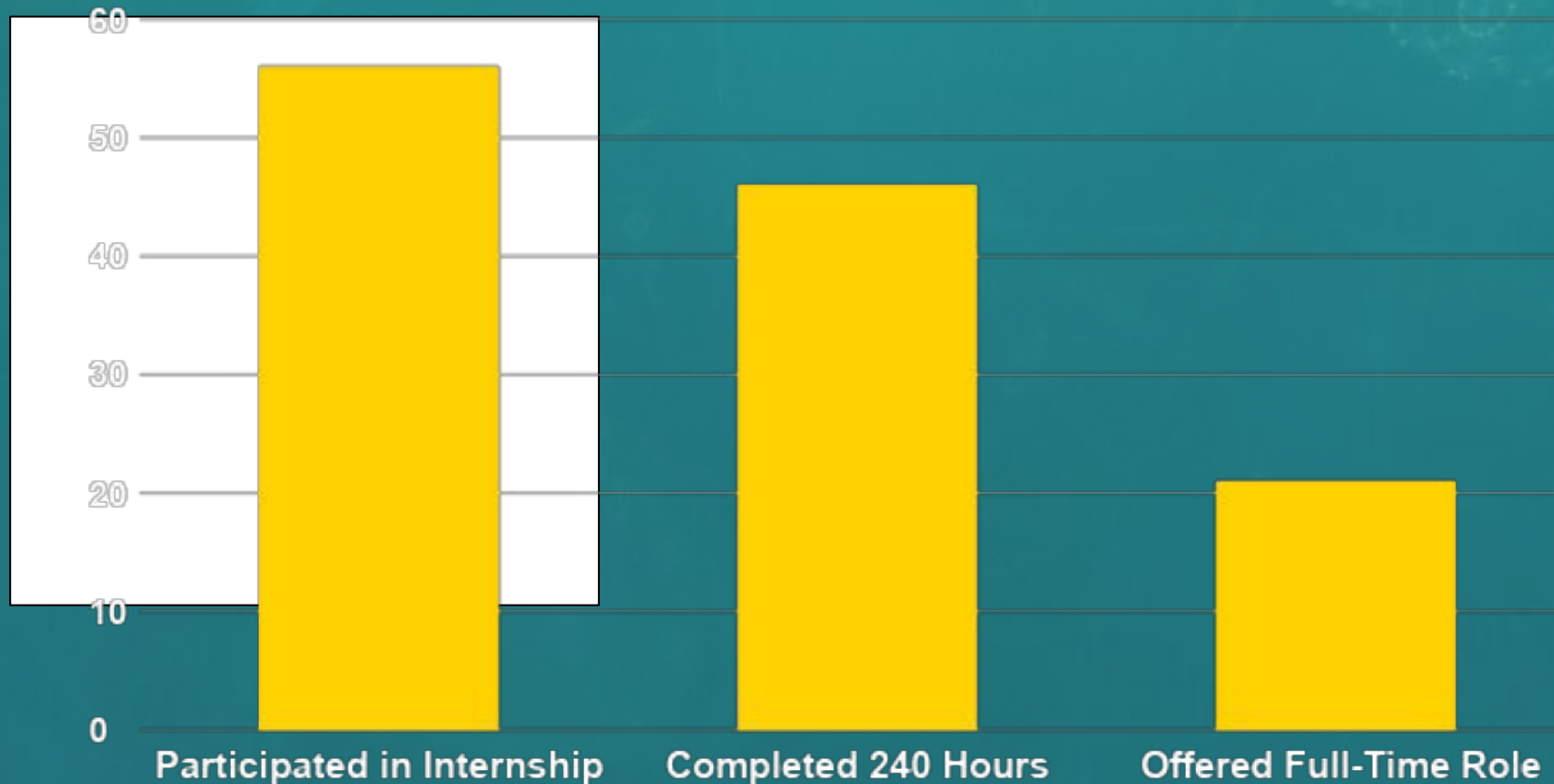


Community solar sales



Clean energy policy

Intern Retention and Conversion



Overall conversion rate to full time: 46%*

*Among those who completed 240 hours

*not all roles or interns were open to full-time conversion

Wages & Demographics Exceeded Expectations

- Average Wage: \$21/hour
- Demographics Goal: 40% women and 30% BIPOC interns
 - Years One & Two: 50% women and 40% BIPOC
 - Year Three: 44% women and 22% BIPOC
 - More employers brought their own interns in Year Three
 - Missing some intern data



Interns Loved the Program

“

gives me a leg up

*able to learn more
about electrification
programs*

*opportunity to dive into
a previously unfamiliar
sector*

*I liked how dynamic the
role was that I was in,
and the access I gained
to the industry*

*opportunity to work
for a sustainability
focused nonprofit*

”

Employers Love the Program As Well

“

*As a new organization ...
the **ReMaine program**
was critical to our
projects and programs*

*Programs like this **build**
talent pipelines, foster
mentorship, and
connect us to academic
innovation*

*This program allowed
us to [host interns and
get them some
experience and
knowledge] and **pay**
interns a livable wage*

”

Future of the Program

- Awaiting news on further funding for two more years in Maine
 - Goal: place 30 interns in 2026 and 40 in 2027
- Strategies for the future:
 - Deeper collaboration with training providers
 - More use of online job board/application tool
 - Flexibility with payroll and HR offerings for employers
- Identifying future in-state program implementer



Total Building Performance (TBP) Certificate

October 16, 2025



Andy Winslow

Manager

Community Solutions

Northeast Energy Efficiency Partnerships

Introducing the Total Building Performance Certificate!



With Funding and Support from the Department of Energy!

Introducing the Total Building Performance Certificate!

8 Training Modules

1 Exam

Collection


Total Building Performance

Training Modules for the Total Building Performance Certificate of Knowledge Exam


[Get started](#)

The certificate exam was designed through a multi-year process with a group of building science experts. Eight domains of knowledge were identified for an ideal whole-home retrofit general contractor. The certificate exam tests for these eight domains of knowledge. In preparation for the exam, participants can review free training modules for each domain. Training modules can be taken in any order.


[Ready to take the exam? Click here!](#)




1. Designing a Building Project




2. Financial Analysis




3. Communication to Clients




4. Energy Modeling, Load Calculations, and Measure...




5. Building Science & Whole Building Concepts



6. Greenhouse Gas Emission Impacts of a Project



7. Electrification Technologies



8. The Post-Retrofit Process



Eight Knowledge Areas

- Designing a Building Decarbonization Project
- Financial Analysis
- Communication to Clients
- Energy Modeling, Load Calculations and Measure Analysis
- Building Science and Whole Building Concepts
- GHG Impacts
- Electrification / Decarbonization Technologies
- The Post Retrofit Process

What Does Total Building Performance (TBP) offer Certificate Holders?



Bigger Projects



Be On the Cutting Edge

Set you/your business apart



Satisfied Customers

Lots of Potential Use Cases

- Contractor looking to broaden their knowledge
- Young contractors looking to start a business and set themselves a part
- Program Admins who want to better understand their programs
- Project Managers/admins who want to better understand their customers and colleagues
- Community Coaches and volunteers
- And more!

Why Was Total Building Performance (TBP) Created?

Growing demand for electrified and low carbon homes, however:

It is a confusing Process



It isn't cheap



Whole-Home Retrofits Are Effective!

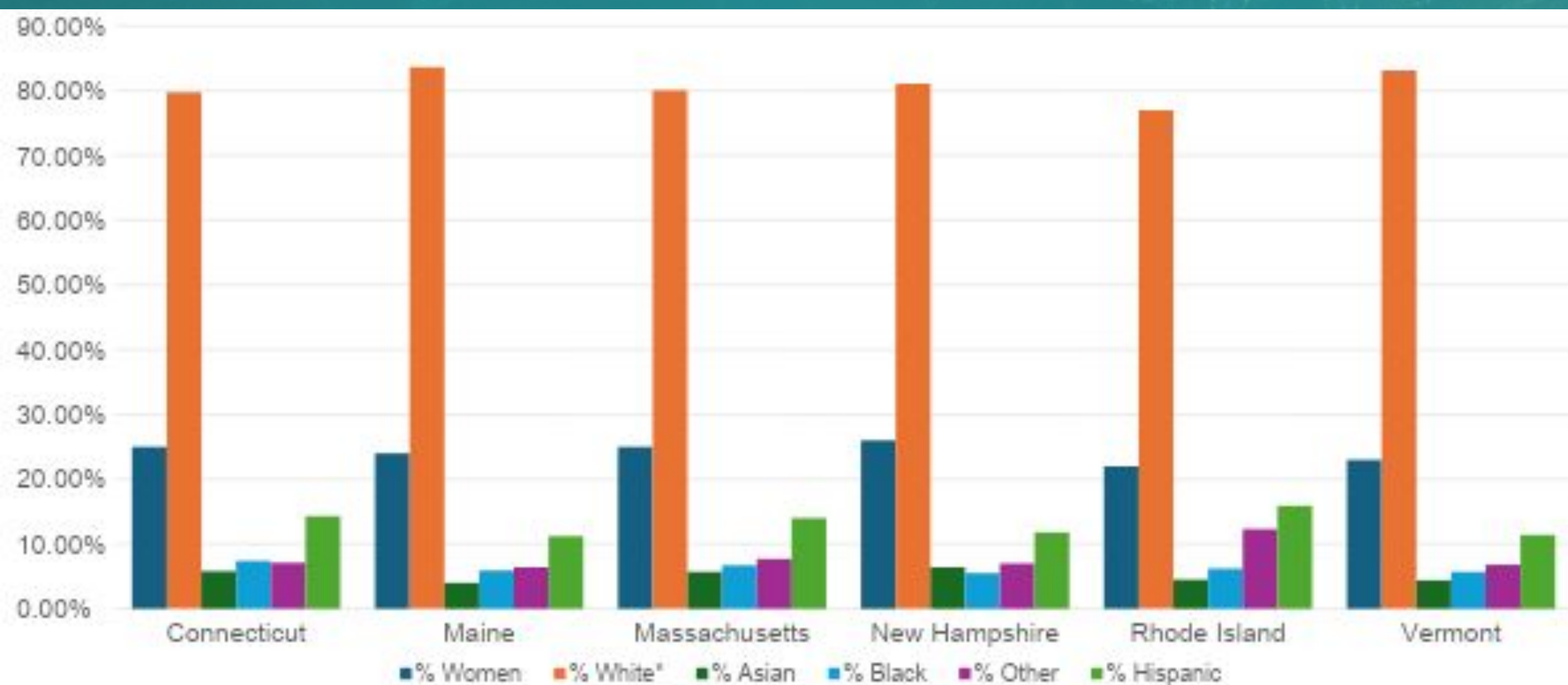
Estimated Results from 30 homes completed in the Zero Energy Now Pilot

Average Annual Energy Cost Savings - Pre vs Post	74%
Average Annual Energy Cost Reduction	\$3,247
Average Energy Savings - Fossil Fuels and Electric Grid (MMBtus)	92%

NOTE: Calculations based on energy modeling of the homes

The Workforce Barrier

Energy Efficiency Workforce Demographics



Total Building Performance (TBP) Quick Facts

- **Release Date:** May 1, 2024
- **Cost:** ~~\$250~~ \$150 till the end of the year!
- **Format:** Virtual, un-proctored
- **Pre-Req:** BPI Building Science Principles (BSP) Certificate
- **Training Materials:** **FREE** and online
- **Training Material Review Time:** 5-15 hours
- **Continuing Education Credits:** 10

Take Advantage of Total Building Performance (TBP)!

Offer TBP Course

- Ready-to-Use Modules
- Great for upskilling programs or getting new people into the clean energy space
- Give contractors a competitive edge

Use TBP as a Standard

- TBP certification could be required for job placement
- Guarantee baseline knowledge for clean energy retrofits

Thank you!



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BUILDINGENERGY NYC

Please fill out an evaluation for this session



or: nesea.org/eval

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