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INTERSTATE RENEWABLE ENERGY COUNCIL

Summary/Abstract for Public Release

Project Title: Cultivating a New Generation of Diverse WAP Workers

Applicant: Interstate Renewable Energy Council

Project Director/P.I.: Laure-Jeanne Davignon, Vice President for Workforce Development

Project Description

IREC and our partners propose this recruitment project to develop, pilot, and nationally deploy a data-driven outreach campaign for Subgrantees throughout the U.S. focused on hiring a new generation of WAP workers, including women, opportunity youth, minorities, and other underrepresented groups. Drawing on existing data from the WAP and our own discovery and research, a multimedia, multi-audience outreach toolkit and engagement platform will be produced. This effort will be coupled with technical assistance to empower WAP agencies to recruit workers more easily and effectively. Complementary third-party contractor support and education will also be developed and launched with messaging and resources tailored to minority and woman-owned businesses.

The project will be piloted in three states to measure the efficacy and impact of the tools and tactics. Messaging and outreach channels will be tested with high priority audiences as determined with each Subgrantee to assess engagement and identify the most effective tactics. Confirmed states—New Mexico, Oklahoma, and Wisconsin—encompass tribal communities.

Major participants in this project include Building Performance Institute, Energy Smart Academy at Santa Fe Community College, Habitat for Humanity of Greater Providence, Julius Edu, National Association for State Community Services Programs, New Mexico Mortgage Finance Authority, Slipstream, State of Wisconsin Department of Administration (Division of Energy, Housing and Community Resources), State of Oklahoma Department of Commerce, and Oklahoma Association of Community Action Agencies.

Objectives of the Project

The project will raise awareness of and interest in WAP careers and contract work among underrepresented populations and minority- and woman-owned businesses. Expected outcomes include:

- Subgrantee cost-per-hire decreased (average across pilot locations)
- 40% of new hires at the pilot locations are from disadvantaged communities
- At least 75 WAP Subgrantees adopt more effective recruitment practices
- A minimum of 200 contractors are engaged in business development education