



Climate Works Pre-apprenticeship Program 2024-25 Program Manual

Chapter 4: Outreach and Recruitment



Chapter Overview

By the end of this chapter, you will be able to:

- Describe the role of outreach and recruitment in the success of the Climate Works Program.
- Leverage outreach and recruitment resources, methods, templates, and tools to create a pipeline into the Pre-apprenticeship Program.
- Describe the types of contact statuses.
- Track outreach and recruitment efforts in the CEJA Reporting System.
- Integrate and uphold the six core equity values (diversity, inclusion, welcoming, accessibility, belonging, and equity) in the program's outreach and recruitment strategy.

Outreach and Recruitment Basics

Outreach and **recruitment** efforts signify the first level of connection between potential participants, the Climate Works program, and respective grantees. It is essential that during these efforts, grantees can articulate not only the program requirements and curriculum but also the opportunities the program offers. For many potential participants, this may be the first time they have heard about pre-apprenticeship training. They may need to learn the benefits of clean energy careers. Through outreach activities and materials, grantees will highlight Climate Works' goals, components, and core values.

Outreach activities should emphasize the goal of diversifying the clean energy construction trades and promote an environment of collaboration, innovation, and resilience where participants' unique experiences and backgrounds will be valued. Additionally, outreach and recruitment must highlight program benefits for potential participants and how the grantee's program can help them overcome barriers to success. Prospective participants must be informed that they will receive a stipend of \$13 per hour during their Pre-apprenticeship Program training and that barrier reduction services will continue into their initial placement into an apprenticeship if needed.

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Outreach and recruitment are critical to the success of the program. Both Climate Works grantees and Energy Transition Navigators will be responsible for providing outreach and recruitment. Thus, grantees within both programs must engage in ongoing coordinate and collaborate. Climate Works Centers must accept referrals or “contacts” from Energy Transition Navigators in addition to their own outreach efforts. This close cooperation will encourage the effective use of resources.

Note: For more about this inter-program coordination, see Outreach and Recruitment Tools below.

Grantees must develop a comprehensive communication strategy that raises general program awareness to widen participation. This strategy includes marketing for program awareness, active listening, community engagement, partnership development, and trust building.

When conducting outreach activities, try to establish mutually beneficial relationships. Often, this involves identifying partners to share information about upcoming programming and community events with other service-oriented organizations, neighborhood clubs, places of worship, schools, and community leaders, among others. Building these kinds of partnerships helps to mitigate the skepticism of government that may exist in many underserved communities. Creating trust will be crucial to enrolling participants in the program.

An effective marketing plan allows grantees to set goals, dedicate resources, and track progress. Marketing plans and materials are discussed in greater detail in the following subsection. Marketing materials must reflect the six core equity values addressed in Chapter 2, and materials must not exclude—explicitly or implicitly—anyone.

The goal of outreach is not just to raise awareness and build trust but to recruit participants, help them complete the pre-screen assessment, and ultimately enroll in the program.

Note: Implicit bias training is recommended for all Outreach and Recruitment staff to increase knowledge and insight before actively participating in outreach and recruitment activities.

Target populations

Outreach and recruitment strategies must be holistic and inclusive of all Illinoisans, including “equity focused populations,” which are defined as:

- Persons residing in equity investment-eligible communities*
- Low-income persons
- Persons who identify as black, indigenous, and people of color
- Formerly incarcerated persons
- Persons who are or were in the child welfare system.
- Displaced energy workers
- Dependents of displaced energy workers
- Women
- LGBTQ+, transgender, or gender nonconforming persons
- Persons with disabilities

* To identify equity investment eligible communities, see the [CEJA Grantee Map](#), which defines the areas that are either environmental justice or R3 (Restore, Reinvest, and Renew) areas. These eligible

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areas are the geographic areas throughout Illinois that would most benefit from equitable investments by the State, designed to combat discrimination and foster sustainable economic growth.

Not all members of equity focused populations described above will be eligible to participate in Climate Works. Determining participant eligibility will be part of the prescreening and application process and is discussed in Chapter 5. Staff must not prematurely exclude specific populations from outreach activities because they fear they will be ineligible to participate. Eligibility is based on multiple factors and will be determined during prescreening.

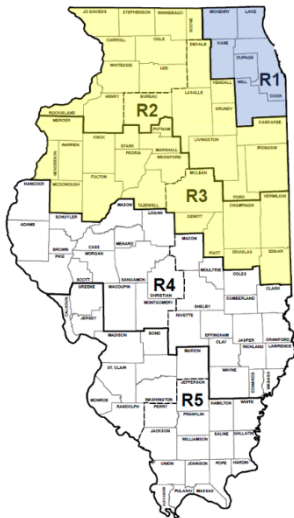
Grantees must clearly understand the eligibility criteria for Climate Works to help them maximize their outreach efforts.

People who are eligible to participate are:

- People living in equity investment eligible communities.
- People who have been incarcerated.
- People who are current or former members of the foster care system.

Participants must also be at least sixteen (16) years old and interested in pursuing a career in the construction and building trades.

Geographic territory



The Climate Works Pre-apprenticeship Region Map (left) shows each of the large **geographic regions** served by each Climate Works Pre-apprenticeship grantee. You may choose to focus your outreach efforts on the equity investment eligible communities near the training locations within your service territory (see the [CEJA Grantee Map](#)), but do not exclude people who live in areas that are further away. Give them the opportunity to choose whether they would like to participate and how far they are willing to travel. The aim is to be as inclusive as possible within the larger region. Remember that barrier reduction services can be used to address the costs of commuting to training centers through gas cards, car repairs, bus passes, and other forms of support.

Figure 1: Climate Works Pre-apprenticeship Region Map. The northern region is blue; the Central region is yellow. The Southern region is white.

Outreach and Recruitment Tools

Outreach and recruitment tools aid in creating and implementing strategies that generate participant leads, resulting in the submission of applications and enrollment of eligible and qualified candidates into the Climate Works Pre-apprenticeship Program.

The following recruitment and outreach tools can help support your recruitment goals.

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Marketing Plan

A marketing plan is a critical tool for successful outreach. A **marketing plan** must outline:

- The target audience
- Communication channels that will be utilized
- Timeline for when marketing and communications will be distributed
- Accountable staff persons

The marketing plan should appeal to target populations, equity eligible individuals, and equity eligible communities. This includes diverse representation based on the target population.

Note: See the Climate Works Partner Guide for a marketing plan template.

Climate Works Pre-Designed Marketing Materials

Climate Works, as part of the CEJA workforce ecosystem, will utilize a standard CEJA marketing brand. A unified CEJA marketing brand supports the promotion of the DCEO CEJA programs, unifies the different programs in the CEJA ecosystem, and reduces public confusion about programs.

Because the CEJA programs are delivered by many different organizations, marketing materials will need to be “co-branded” with the CEJA brand and your organization’s brand.

When it comes to marketing the Climate Works program for outreach and recruitment, grantees have two options:

1. Utilize program pre-approved, designed outreach materials, including fliers, fact sheets, posters, and presentations.
2. Design custom outreach materials, co-branding them with the approved CEJA logo and messaging.

Program pre-approved materials are designed by the DCEO CEJA communications team. They can be co-branded by adding your organization’s logo and contact information to direct people to your specific program. They have predefined areas to insert your organization’s name, logo, and contact information. They are readily accessible to grantees for immediate use. These are pre-approved and can be modified and printed at your convenience. They do not need to be approved by your Grant Manager.

To access pre-approved, designed materials, visit the [Climate Works Partner Guide](#). Click on the Climate Works Design Templates document under "Chapter 4 Outreach" to access the design files and edit them directly. To add your organization’s logo and contact information to these pre-approved materials, you can either edit the documents using Adobe Acrobat or similar software or edit the design files directly through Canva. Canva requires you to create a free account to access and edit the files. Please only edit the sections of the documents that provide information about your organization or details about your specific program (such as when the training will be offered).

Pre-designed materials include:

- A Climate Works Flier in English and Spanish. You can add your contact information to the template and print it out for distribution.

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- General CEJA Poster and CEJA Flier in English and Spanish. These can be utilized by Energy Transition Navigators who are recruiting for multiple CEJA programs. Grantees can add their organization’s contact information to the template to direct people to their program.
- Climate Works Information Sheets in English and Spanish. These can be edited with specific information about your program.

Creating Custom Designed Materials

Should you decide to create custom-designed materials to promote your program (beyond the pre-approved designed materials described above), there are requirements you **MUST** follow when designing these materials.

DCEO allows grantees to create the following custom designed materials and co-brand them with the CEJA logo and messaging.

Materials that can be custom designed and co-branded	Materials that cannot be co-branded with CEJA logo
Fliers and brochures	Invoices, quotes, receipts
Postcards and mailings	Clothing
Posters, banners or displays	Vehicles
Back of business cards	Identification badges
Webpages describing your program	Promotional items or giveaways
Videos or television spots	
Email blasts	
Presentations	
Social media	

Note: ALL co-branded materials that you have custom designed must be submitted to your DCEO CEJA Grant Manager for approval prior to printing or production. Failure to follow these co-branding guidelines may result in disciplinary action.

Using the CEJA Logo

Grantees may only use the approved CEJA logo to represent their involvement in the CEJA Illinois programs. Use of any other CEJA or DCEO logo is strictly prohibited. The approved CEJA logo is available in English and Spanish and can be found in the Climate Works Partner Guide, under the Chapter 4: Outreach section.

The approved CEJA logo should be formatted as follows:

- In marketing the Climate Works program, the CEJA logo should come *before* the organization logo and be as big or bigger than your organization logo (exception: organizational webpages, business cards).

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- Clear Space: Leave a minimum amount of clear space around the perimeter of the approved graphic equivalent to the height of the letter “C” in CEJA.”
- Background: The approved graphic should always stand out clearly from the background.
- Adjustments: Do not redraw, alter, strengthen, tilt, rotate, or distort the approved graphic. Do not modify the colors of the approved graphic.

To ensure a high-quality appearance, please adhere to the following resolution guidelines for the approved graphic:

- Print: 300 dpi at the size that it will be used
- Web: 72 dpi at the size that it will be used
- In presentations: 150 dpi at the size that it will be used.

Messaging

In the text of these custom-designed materials, Grantees may choose from the following phrases or similar language to describe themselves:

- A Partner of the CEJA Illinois Climate Works Pre-apprenticeship Program
- [Organization name] is a Partner of the CEJA Illinois Climate Works Pre-apprenticeship Program

Grantees may note their accomplishments within the program (such as number of participants served) and/or when they began delivering the program.

Messaging that describes Climate Works will need to be approved by your grant manager to ensure that it aligns with Climate Works policies and practices. The pre-approved materials described above provide examples of messaging that can be used to describe Climate Works.

Clean Energy and Apprenticeship Career Resources

Prospective applicants may need to learn what an apprenticeship is or develop a greater understanding of what a clean energy job entails. Below are a few resources to help provide information about apprenticeships and clean energy careers.

- [Apprenticeship USA](#) has information and videos that highlight the benefits of apprenticeships.
- [Apprenticeship Illinois](#) has information about what an apprenticeship is and includes videos, success stories, and maps of apprenticeship programs in Illinois.

Here are a few videos and other resources you can utilize to raise awareness—and generate excitement—about clean energy jobs in the construction industry:

- [Construction Careers Overview](#) (CareerOneStop)
- [Energy Careers Overview](#) (CareerOneStop)
- [Solar PV Installers Career](#) (CareerOneStop)
- [Energy Auditors/Weatherization Workers](#) (CareerOneStop)
- [HVAC Careers](#) (CareerOneStop)
- [Solar Careers](#) (IREC)
- [Faces of Energy Efficiency](#) (e4thefuture.org)
- [Learn about Clean Energy Jobs](#) (Clean Jobs Midwest)

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It may help you “sell” the clean energy and construction industry if you know more about specific jobs, such as the general salary they make, and the education required. Here are a few resources on jobs related to clean energy in the construction and building trade industry that you can utilize to learn more about these careers.

- [Electrician](#)
- [Carpenter](#)
- [Roofer](#)
- [Plumber](#)
- [HVAC Mechanics and Installers](#)
- [Construction Laborer](#)
- [Energy Auditor](#)
- [Structural Iron and Steel Worker](#)
- [Insulation Worker](#)
- [Electrical Power-line Installers and Repairers](#)

Outreach and Recruitment Methods

The following best practices have been collected from academic sources, interviews with local workforce representatives, recruiting toolkits, and other resources.

Outreach and recruitment methods must be coordinated with the Energy Transition Navigators Program to avoid inefficiencies and to promote greater information sharing, community outreach, community engagement, and ultimately program interest among potential participants.

Outreach Team

To continue upholding the six core **equity values** defined in Chapter 2, include people on the outreach and recruitment team that are committed to these ideals. Consider including staff and employees from underserved groups (e.g., women, people of color, and veterans). When potential participants can relate to and identify with recruiters, they may feel more comfortable applying for the pre-apprenticeship program.

Community Organization Partnerships

Build partnerships with organizations have access to targeted underserved populations. Partners may provide informal benefits like mutual information sharing, introductions to trusted contacts, event marketing, or hosting. Entities expected to play a partnership role throughout the program should begin by supporting the recruitment process in whatever is appropriate. Examples of partnering organizations and agencies include the Department of Human Services, workforce centers, high schools, community colleges, community centers, nonprofit organizations, community organizing groups, local housing authorities, Head Start programs, faith-based organizations, and advocacy organizations. Engaging with high school counselors will be vital to providing seniors with viable career exploration and work opportunities before or after graduation. Work with the staff of these various entities to introduce the pre-apprenticeship program during regularly scheduled meetings in which potential candidates will be present.

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To reach returning residents, consider contacting transition houses or reentry organizations, such as Safer Foundation or TASC. Reentryillinois.net provides a searchable directory of reentry and housing organizations throughout the State. Also, consider contacting family advocacy centers to reach foster care alums. Veterans' organizations are an excellent resource for recruiting veterans and transitioning service members.

Diverse, Easy-to-Read, and Multilingual Marketing Material

Language is the primary medium through which people communicate. Marketing is all about **effective communication**. Therefore, marketing materials must be easy to read and understand. Highly technical and complex jargon must not be used. Also, information must be shared in languages other than English to recruit members from underserved groups with limited English proficiency.

Photos and images should feature diversity in terms of race and ethnicity, gender, and age. When marketing materials feature people who look like them, participants can visualize themselves in the program and look forward to doing that work.

Grantees may use the pre-designed Climate Works marketing materials, which feature diverse participants and easy-to-read material in both English and Spanish, or they may create their own. Any custom-designed marketing materials must be co-branded and approved by your Grant Manager (see above).

Landing Page on Organization Website

Organization websites will be one of the first locations from which potential participants will seek program information. A **dedicated landing page** for the Climate Works Pre-apprenticeship Program should clearly outline program goals, requirements, application processes, downloadable information sheets, and other essential information. This page should be included in social media posts or other outreach and recruitment materials. Grantees' dedicated landing pages must be co-branded with the CEJA Illinois Logo. Content must be approved by your Grant Manager (see above) prior to publishing.

Career Fairs

Career Fairs often occur at high schools, community colleges, or community centers and offer a prime opportunity to access a group of individuals seeking to start or change careers. Some career fairs may charge a small fee or offer registration at no cost. Contact local partners and request to be included in upcoming or annual career fairs. Often, these fairs coincide with graduation dates in late spring/early summer.

Open House Events

Host an open house event and invite potential participants, partners, and staff from other community or training organizations and local government representatives. These events create an ideal opportunity to discuss the pre-apprenticeship program offerings, inform potential applicants about the career opportunities provided by the clean energy industry, and collect potential participant information for future follow-up. Inviting pre-apprenticeship and DOL-registered construction apprenticeship program alums to share their experiences may create a sense of belonging and inclusion for potential participants.

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At a minimum, the open house agenda should include:

- Suggested times.
- An outline of the program.
- Contact information for the program coordinator.

For more information on how to run a successful open house, see the sample open house agenda and tips in our Climate Works Partner Guide.

Public Service Announcements (PSAs)

Many local television, radio, and print media outlets will air information for free, as a public service announcement, about the program and how to apply. Contact local media outlets to ask about this service. Public Service Announcement content must be pre-approved by your Grant Manager.

Social Media Platforms

Advertise and **market** on social media platforms based on potential participants' and target populations' platform usage. Remember that social media requires substantial staff time and continuous monitoring and posting to yield results. Grantees should carefully determine their staffing and organizational capacity before launching a social media marketing campaign. Social media can be effective when executed thoughtfully.

Among the most popular social media platforms are Instagram, Facebook, YouTube, TikTok, X (formerly Twitter), LinkedIn, and Instagram. Each of these creates an opportunity to connect with your target population.

Several pre-approved social media messages and graphics are included in the Climate Works Partner Guide. Any additional social media messaging must be approved by your Grant Manager.

Table 1: Social Media Marketing

Facebook	Facebook is the most popular social network, but mostly used by older users. It has a user-friendly interface in which organizations can track page statistics and engagement. The platform allows contests and competitions, marketing of upcoming events, and fundraising, among other business-related tasks.
YouTube and TikTok	YouTube and TikTok are great ways to interact given that videos garner higher engagement than text or photos. These platforms can be ideal places to post short fundraising videos featuring participants and stakeholders. Organizations can track views and subscribers to determine effectiveness.
X (Twitter)	X (formerly Twitter) remains a popular platform. All updates are posted in real-time, and you can post new content frequently. Send and respond to messages privately to address complaints or questions. Bear in mind that you are only allowed 280 characters per message, and everything is shared chronologically, meaning older posts can easily be missed by your audience.

LinkedIn	LinkedIn promotes professional engagement, networking, and career development. It allows job seekers to post their CVs, potential employers to see their individual profiles, and apply to job listings.
Instagram	Instagram is a photo and video sharing social networking service. It allows users to edit and upload photos and short videos through a mobile app. Note that sharing must be done from a mobile device, though messaging and comments can take place on a desktop.

Word of Mouth Recruitment

This form of marketing is one of the **most effective** ways of recruiting potential participants into pre-apprenticeship programs. Encourage word-of-mouth marketing among equity investment eligible individuals who have successfully transitioned from a pre-apprenticeship program to a registered apprenticeship program (RAP), and/or have completed a RAP, and are currently employed in the clean energy construction industry.

On-the-ground Street Outreach

Create a recruitment team that literally “meets potential participants where they are.” The team must consider visiting equity investment eligible communities to recruit potential participants. This practice is especially beneficial for participants who experience transportation and childcare barriers to employment. This type of outreach method creates a window of opportunity to serve individuals who may be interested in pre-apprenticeship programs but have obstacles that may impede their ability to visit program centers. Obstacles can be addressed with specified wrap-around services once they participate in the program. Outreach and Recruitment staff conducting street outreach should partner with their supervisors to plan for safety during scheduled activities.

Develop **safety guidelines** for street outreach, which may include the following recommendations:

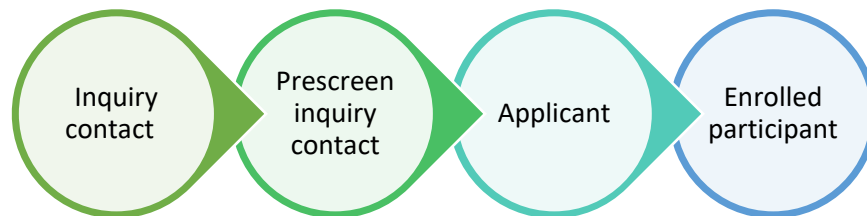
- Always use the buddy system. Staff members should conduct street outreach activities in groups of two to four and never alone.
- Always identify yourself and your employer, introduce the team, and inform community members about your work.
- Always inform on-call supervisors and/or other staff members of your exact location.
- Alert the on-call supervisor and/or other staff members at the beginning and end of each shift.
- Always remain in well-lit and designated areas.
- Become familiar with and surveil the area before conducting activities.
- Avoid confrontation or debate of any kind.
- Inform the supervisor of any unusual developments, questions, or concerns.
- In case of an emergency, call or have another person call 9-1-1.

Avoid Participant Skimming

In any grant-based program, there is significant pressure to achieve enrollment metrics to meet the expectations of the grant agreement. This may result in unintended participant skimming. **Participant skimming** is when programs select applicants deemed more likely to enroll or succeed and may need less barrier reduction services. When making outreach and recruitment decisions, it is essential that grantees do not limit the applicant pool through their perceptions of potential applicants.

Moving Contacts from Inquiry to Enrollment

Climate Works outreach staff and Energy Transition Navigators are responsible for helping people who express interest in the program eventually enroll in Climate Works. There are several steps that must be taken on the path from interest to enrollment. Potential applicants are classified into different categories depending on where they are along this path. The categories inform the follow-up action steps, dictate the pace of the intake process, and impact the amount of follow-up recommended.



Inquiry contact: Individuals who have shown interest in being a pre-apprenticeship participant. They might have responded to social media marketing or other recruitment and outreach activities, and program staff have had some contact with them.

Prescreen inquiry contact: Individuals who have taken the next step to complete the Prescreening Assessment with outreach and recruitment staff. Outreach and recruitment staff may help individuals complete the Prescreening Assessment at their initial contact or may follow up with them later to complete it. The Prescreening Assessment will let them know if they are eligible to participate and advance to the application phase.

Applicant: Individuals who have started or completed the application and intake assessments (the career assessment and service needs assessment—see Chapter 5).

Do not contact: Individuals who have definitively expressed a lack of interest in being a pre-apprenticeship participant or did not pass the prescreening eligibility check. This participant may be referred to other programs.

Enrolled participant: An individual who has completed the application and intake assessments and has started receiving services (see Chapter 5).

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Moving individuals from inquiry contacts to enrolled participants takes consistent, strategic communication with potential applicants, referred to as touches. A **touch** is any communication opportunity that motivates qualified individuals to apply. Most outreach and recruitment activities are a touch, including:

- a grantee presentation/webinar
- phone call or text
- flyer or newsletter
- email
- postcard
- social media post
- face-to-face conversation

Though the data varies, converting an inquiry contact into an enrolled participant can take between six to eight touches. However, nearly 90 percent of organizations and businesses stop trying by the third or fourth touch. Grantees should not view the third or fourth touch as a failed attempt. Instead, these touches should be considered a “countdown” to the application process.

Contact Tracking in the CEJA Reporting System

Outreach and recruitment efforts are tracked through the CEJA Reporting System. Climate Works outreach staff and Energy Transition Navigators must both enter contacts into the system to avoid duplication of efforts and to ensure that contacts’ information is shared among grantees.

Entering Inquiry Contacts

When Climate Works outreach staff or Energy Transition Navigators identify an individual who may be interested in participating in Climate Works or another CEJA program, they will be entered as an “**inquiry contact**” in the CEJA Reporting System.

When you login to the CEJA Reporting System and enter the Climate Works Pre-apprenticeship Program, Portal, click on “Add Customer.” Enter the name and contact information (phone, email, address) of the inquiry contact so that outreach staff can follow up.

When adding an inquiry contact and documenting follow-up outreach efforts, grantees may enter follow-up dates and add case notes. Case notes may include hours of availability, previous work experience, education, relative interest in the program, etc.

Prescreen Assessments

During this initial outreach or later through a follow-up, Climate Works outreach staff or Energy Transition Navigators will complete a Prescreening Assessment with the potential participant. Once they have completed this prescreen assessment, potential participants are considered a “**prescreen inquiry contact**.” The prescreen assessment consists of a rapid questionnaire that asks about their interest in the program and availability to participate and covers some basic eligibility questions described below.

The Prescreen Assessment is a quick assessment to screen for interest in and potential eligibility for the different CEJA programs. It will pre-populate answers that you already entered when you added inquiry contacts. It includes the following questions:

1. “Do you need any accommodations to complete this prescreening or application?”
Accommodations could include translating the prescreening questions into a different language. If the response is “yes,” the system will request that the respondent be referred to a team member/translator.
2. First Name
3. Last Name
4. Phone
5. Email
6. Date of birth (eligibility 16+)
7. How did you hear about the program?
8. If you choose to begin a training program, will you need any accommodations to complete the training? What accommodation is needed? (Accommodations could include providing the training in a language other than English.)
9. Are you interested in working in construction and building trades?
10. Are you interested in working in the clean energy field? There are several career paths available, such as becoming a solar installer, wind turbine technician, or insulation installer.
 - a. Which of the following clean energy industries are you interested in learning more about? (solar, electric vehicle, HVAC, weatherization, energy efficiency, wind, or other)
11. Are you interested in applying for an apprenticeship program? (Explain what an apprenticeship program is and that the Climate Works Program will help prepare people for apprenticeship programs)
12. (Describe the time commitment for the Climate Works and/or Workforce Hub program.): Are you willing and able to put in the time required by this program? (yes, no, unsure)
13. You may have challenges that make it difficult to participate in the training program. Our program covers training expenses and offers support, such as childcare and transportation vouchers, to help you succeed. You’ll also receive a stipend. Are you experiencing any barriers that would keep you from attending the training? (Briefly explain that we’ll conduct a needs assessment after they apply.)
14. Street Address (Note: The system will automatically determine whether they live in an Environmental Justice and/or R3 community)
15. Have you ever been incarcerated for a felony or misdemeanor? (Note that this question is asked because returning residents are a target population for the CEJA workforce programs and eligible to participate. Individuals can choose not to answer this question.).
16. Are you a graduate of foster care or currently in foster care? (Note that this question is asked because returning residents are a target population for the CEJA workforce programs and eligible to participate).
17. Are you a displaced energy worker?
18. What racial or ethnic groups best describe you?
19. Veteran status
20. What sex were you assigned at birth, on your birth certificate?
21. How do you currently describe yourself?

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The Pre-screen Assessment can be conducted on paper, in person, or virtually, but answers must be entered into the CEJA Reporting System within 24 hours of completion. Refer to the Climate Works Partner Guide resource page for technical instructions or a hard copy of the prescreening questions.

The CEJA Reporting System will provide a “Prescreening Result” indicating whether the person is eligible to participate or if a referral should be made to a different program. Outreach and recruitment staff will enter information from this pre-screen assessment into the CEJA Reporting System, where each potential participant will be tracked.

Note: See Chapter 5 to learn more about the application and intake process and how to formally enroll participants in Climate Works.

Additional Resources

Please see the Climate Works Partner Guide for:

- Sample Marketing Plan and Budget Template
 - Climate Works fliers and fact sheets (templates and pdfs in English and Spanish)
 - CEJA posters and fliers (templates and pdfs in English and Spanish)
 - Sample agenda and tips for Climate Works Open House
 - High-resolution CEJA logo
-