



## Returning Residents Clean Jobs Training Program 2024-25 Program Manual

# Chapter 5: Recruitment

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## Chapter Overview

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

- Describe the role of recruitment in the success of the Returning Resident Clean Jobs Training Program.
- List the steps in the CEJA Application and Assessment Process.
- Leverage recruitment resources, methods, templates, and tools to create a pipeline into the Returning Resident Clean Jobs Training Program.
- Enter Inquiry contacts in the CEJA Reporting System.
- Integrate and uphold the six core equity values (diversity, inclusion, welcoming, accessibility, belonging, and equity) in your outreach and recruitment.

## Recruitment

### Recruitment Basics

CEJA Returning Resident Clean Jobs Training Program grantees, in partnership with the Illinois Department of Corrections (IDOC), are responsible for recruiting potential participants for the program. Recruitment for the Returning Residents Clean Jobs Training Program differs from the other programs in the CEJA workforce ecosystem because of the highly surveilled and tightly controlled nature of the setting. Grantees must work closely with IDOC personnel to conduct recruitment activities that promote program awareness, participant enrollment, and future success.

**Recruitment** activities are focused on communicating with potential participants. These activities should concentrate on attracting interested and qualified individuals to apply for the program. Recruitment efforts should target individuals who are currently incarcerated in one of the following four IDOC correctional facilities:

- Kewanee Life Skills Entry center
- Decatur Correctional Center,

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- Western Illinois Correctional Center
- Vienna Correctional Center

Recruitment efforts signify the first level of connection between potential participants and the CEJA Returning Resident Clean Jobs Training Program. Individuals accountable for recruitment should be able to explain the program requirements and the opportunities the program offers. For many potential participants, this may be the first time they have heard about clean energy careers. Recruitment staff should raise awareness of clean energy job opportunities, why they matter, and why it is important to recruit interested and capable individuals like them, into the industry.

Recruitment activities should emphasize the goal of diversifying the clean energy industry and promote an environment of collaboration, innovation, and resilience where participants' unique experiences and backgrounds are valued. Recruitment materials should highlight how the program will provide services to reduce barriers to participation, whether inside the correctional facility during training or after release.

Recruitment is critical to program success. Recruitment staff will need to coordinate closely with IDOC, who will help establish policies and processes for conducting recruitment activities. Recruitment will primarily take place inside of the correctional facilities. Returning Residents informational sessions will be delivered during the scheduled IDOC Orientation for residents, upon arrival.

The goal of recruitment is to raise awareness about the program and help interested candidates take the next steps towards program entry.

*Note: Implicit bias and cultural sensitivity training is recommended for all recruitment staff before actively participating in recruitment activities. While DCEO will provide basic equity training, grantees are responsible for providing additional professional development for staff, as needed.*

### Participant Eligibility

Recruitment strategies must be holistic and inclusive of all eligible returning residents in the **participating facilities**:

- Decatur Correctional Facility
- Vienna Correctional Facility
- Western Illinois Correctional Facility
- Kewanee Life Skills Re-entry Center.

*Note: Program staff will coordinate with IDOC to recruit and select individuals for program participation. IDOC will have sole discretion on the final individual's selected to participate in the CEJA Returning Resident Clean Jobs Training Program.*

**Eligible** returning residents are defined as persons:

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- Age 17 or older
- Within 36 months of release
- Who consent in writing to program participation
- Who are willing to follow all program requirements
- Who meet program and testing requirements
- Who do not pose safety and security risk and undergo and pass drug testing (administered by IDOC)
- Who score at least a 6.0 on the Test for Adult Basic Education (TABE)

*Note: Participants must receive a TABE score equivalent to a 6th grade proficiency or higher.*

Not all residents will be able to participate in the CEJA Returning Residents Clean Jobs Training Program. The participating correctional facilities have limited space, and demand for the programs may be high. Determining participant eligibility will be a part of the IDOC Predetermination and CEJA Application and Assessment Processes.

*Note: For more information about the four participating correction facilities, see Chapter 3: Facilities and Security. For more information about program entry, see Chapter 6: Program Entry.*

### Recruitment and Program Entry Process

The **Recruitment** and **Program Entry** processes are a collaboration between the CEJA Returning Residents Clean Jobs Training Program grantees and each of the respective IDOC facilities.

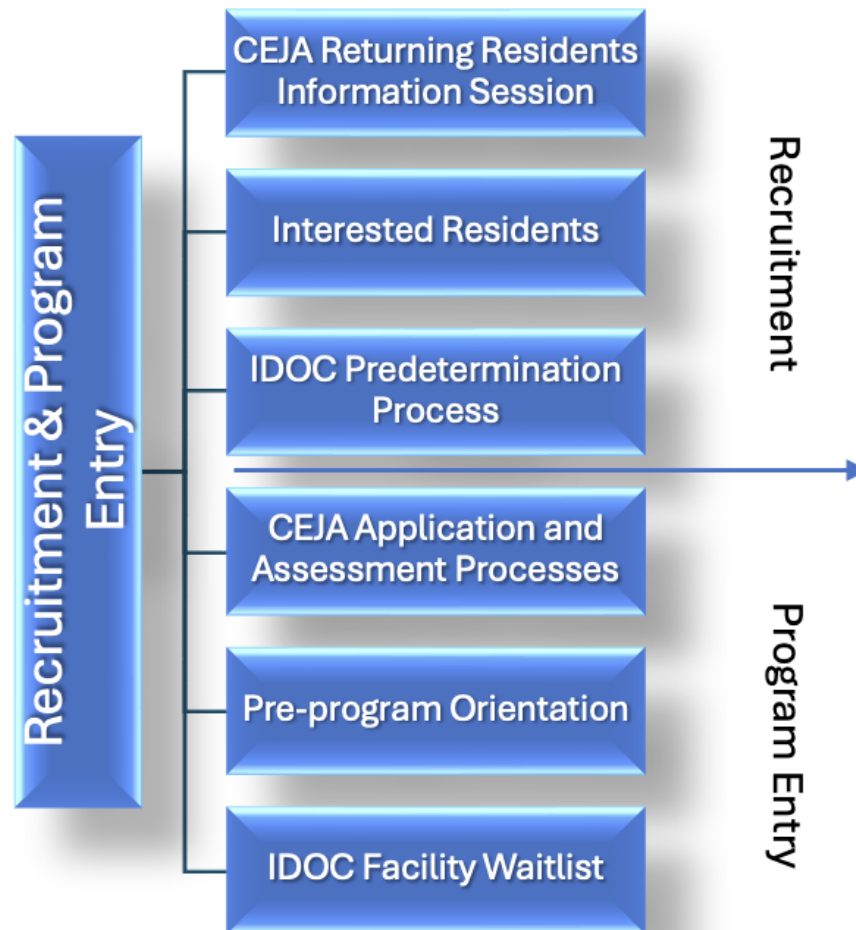


Figure 1: Recruitment and Program Entry Process

## Recruitment

### 1. CEJA Returning Residents Information Session

IDOC facilitates an orientation for all residents upon entry into the facility. During the IDOC resident orientation, CEJA grantees will facilitate a 15-to-20-minute information session.

The **information session** will share information about:

- The Returning Residents Clean Jobs Training Program, as well as the other programs in the CEJA ecosystem (i.e. the Clean Jobs Workforce Network Program, Climate Works Pre-apprenticeship Program, Energy Transition Navigators Program, etc.)
- The facility's Predetermination Process

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- CEJA eligibility criteria

*Note: The informational dates, time, and session timeframes should be negotiated between the grantees and each respective correctional facility.*

### 2. Interested Residents

Interested residents will be invited to express their interest during the IDOC Orientation.

*Note: Depending on the facility, it may also be possible for residents to send a request to the grantees' recruitment staff person through the inner office mail at each site.*

### 3. IDOC Predetermination Process

Interested residents will be subjected to the **IDOC Predetermination** process. The **IDOC Predetermination** is the last step in the recruitment process. While CEJA Returning Residents Program staff will coordinate with IDOC to recruit and select individuals for participation in the Returning Residents Clean Job Training Program, IDOC will ultimately have sole discretion on the individual's selected to participate in the program.

Interested residents will be subjected to the **IDOC Predetermination** process. This process includes, but may not be limited to the following:

- **Test of Adult Basic Education (TABE) Score**

TABE® is the acronym for the **Test of Adult Basic Education**. It is a comprehensive and reliable academic assessment for adult basic education. It measures the basic life skills that adults need to succeed, as well as on the job skills. TABE provides a solid foundation for effectively assessing the skills and knowledge of adult learners.

For participation in the CEJA Returning Residents Clean Jobs Training Program, participants must score at least a 6.0 on the Test for Adult Basic Education (TABE). The 6.0 TABE score is the equivalent of a 6th grade proficiency:

- Reading (536 or higher)
- Language (547 or higher)
- Mathematics (536 or higher)

- **Security Risk Level**

The Illinois Department of Corrections (IDOC) uses a three-level security designation system to classify individuals in custody:

- Level 1: Minimum security
- Level 2: Medium security
- Level 3: Maximum security

IDOC also uses other factors to classify individuals' **security risk levels**, including:

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- Offender grade
- Escape level
- Behavior
- History of conviction for a forcible felony
- Commitment to rehabilitation
- Substance abuse treatment

Individuals are initially classified at a reception facility, and then periodically reviewed at their assigned facility.

- **Programming Discipline or Suspensions Security Risk Level**

The Illinois Department of Corrections (IDOC) disciplines residents in accordance with established guidelines and due process. The following may prohibit residents from participating in the CEJA Returning Residents Clean Jobs Training Program:

- *Disciplinary action*  
Residents may be disciplined for a variety of reasons, including sexual abuse, sexual harassment, or consensual or non-consensual sexual contact with another inmate. Disciplinary action can also be taken for violating facility rules or procedures.
- *Sanctions*  
Sanctions for disciplinary action can include:
  - Loss of visitation privileges
  - Building confinement
  - Extending sentences
- *Corporal punishment*  
Corporal punishment and disciplinary restrictions on diet, medical or sanitary facilities, mail, or access to legal materials are prohibited.

Residents are entitled to due process and a determination of guilt before disciplinary action is taken. Resident who may have been denied entry into the CEJA Returning Residents Clean Jobs Training Program because of a disciplinary action or sanction, may be granted entry if they are later determined to not be a fault, as a result of their due process. Determinations must be made within 14 days of a hearing.

- **Out-date**

An **out-date** is the day that an individual is scheduled to be released from IDOC's custody.

Residents may be eligible for early release in Illinois if they earn sentence credit. For example, eligible inmates can earn up to 50% of their sentence as "Good Time" credit, which means that for each day served in prison, one day may be subtracted from their sentence.

*Note: Additional information about **Program Entry** is available in Chapter 6.*

### Recruitment Tools

Recruitment tools, in coordination with IDOC, can help generate participant leads, resulting in enrollments into the CEJA Returning Residents Clean Jobs Training Program. The following recruitment tools can help support recruitment goals.

*Note: Recruitment tools and marketing materials will be limited inside of the correctional facilities. Please partner with each respective facility to determine what is allowable.*

### Pre-Designed Marketing Materials

The CEJA Returning Residents Clean Jobs Training Program, as part of the overall CEJA 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 the programs.

Because the CEJA programs are delivered by different organizations, marketing materials may be “co-branded” with the CEJA brand and the grantee organization’s brand.

When it comes to marketing the CEJA Returning Residents Clean Jobs Training Program for recruitment, grantees have two options:

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

Pre-approved materials are designed by the DCEO CEJA communications team. They can be co-branded by adding the grantee organization’s logo and contact information to direct people to their specific program. They have predefined areas to insert the grantee organization’s name, logo, and contact information. Materials are readily accessible to grantees for immediate use. These are pre-approved and can be modified and printed for convenience. Preapproved materials do not require additional Grant Management approval. However, any materials used within the facilities must receive approval from each respective IDOC facility.

To access pre-approved designed materials, visit the CEJA Returning Residents Clean Jobs Training Program Partner Guide. Select the CEJA Design Templates document under "Chapter 5 Recruitment" to access the design files and edit them directly. To add the grantee organization’s logo and contact information to these pre-approved materials, either edit the documents using Adobe Acrobat, similar software, or directly through Canva. Grantees will need to create a free account to access and edit the files using Canva. Please only edit the sections of the documents that provide information about the grantees’ organization or details about specific regional programs (such as, when the training will start within the facility).

Pre-designed materials include:

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- Program fliers in English and Spanish. You can add your contact information to the template and print it out for distribution.
- General CEJA Poster and CEJA Flier in English and Spanish. Grantees can add their organization’s contact information to the template to direct people to their program.
- Program Information Sheets in English and Spanish. These can be edited with specific information about the Returning Resident Clean Jobs Training Program.

### Creating Custom Designed Materials

Should grantees decide to create custom-designed materials to promote the CEJA programs (beyond the pre-approved designed materials described above), there are requirements that **MUST** be followed when designing materials. DCEO allows grantees to create the following custom designed materials and co-brand them with the CEJA logo and messaging.

Table 5.1: Allowable materials for custom design and co-branding.

Materials that can be custom designed and co-branded	Materials that cannot be co-branded with CEJA logo
<ul style="list-style-type: none"> <li>• Fliers and brochures</li> <li>• Postcards and mailings</li> <li>• Posters, banners or displays</li> <li>• Back of business cards</li> <li>• Webpages describing your program</li> <li>• Videos or television spots</li> <li>• Email blasts</li> <li>• Presentations</li> <li>• Social media</li> <li>• Clothing</li> <li>• Promotional items or giveaways</li> </ul>	<ul style="list-style-type: none"> <li>• Invoices, quotes, receipts</li> <li>• Vehicles</li> <li>• Identification badges</li> </ul>

*Note: Failure to follow these co-branding and custom designed guidelines may result in disciplinary action. Grantees will not be reimbursed for unallowable costs. ALL materials used within the correctional facilities MUST be approved by IDOC.*

### 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 **prohibited**. The approved CEJA logo is available in English and Spanish and can be found in the CEJA Returning Resident Clean Jobs Training Program Partner Guide, under the Chapter 5: Recruitment section.

The approved CEJA logo should be formatted as follows:



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- In marketing the CEJA programs, the CEJA logo should come *before* the organization logo and be as big or bigger than your organization logo (exception: organizational webpages, business cards).
- 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 custom-designed materials, grantees may choose from the following phrases or similar language to describe themselves:

- A Partner of CEJA Illinois Workforce Programs
- [Organization name] is a Partner of CEJA Illinois Workforce Programs

Messaging that describes the CEJA Returning Residents Clean Jobs Training Program will need to be approved by the grantees’ Grant Manager to ensure that it aligns with CEJA policies and practices. The pre-approved materials described above provide examples of messaging that can be used to describe the CEJA Returning Residents Clean Jobs Training Program.

### Clean Energy Career Resources

Many people are unaware of what a “clean energy job” is, especially in communities that have been left out of the clean energy transition. Members of these communities may not know anyone with a clean energy job or may not understand that certain workers, such as electricians and plumbers, are part of the clean energy workforce. Part of the role of the recruitment staff person is to educate individuals about clean energy job opportunities. Recruitment staff may want to provide information about clean energy jobs and partner with clean energy employers so that potential participants can understand what a clean energy job entails.

Be sure to share the benefits of clean energy jobs which include:

- They are in high demand—and expected to grow a lot in the next few years.
- They generally pay well and provide benefits.
- They help to make our communities stronger and more resilient.

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- They often save people money and make buildings more comfortable.
- They help us combat climate change.
- The education/training requirements for many clean energy jobs are not that high.
- There are lots of opportunities to grow in your career.

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

- [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)

Recruitment staff must be able to “sell” the clean energy and construction industry by providing job specific information, such as the salary and educational/training requirement. Here are a few resources on jobs related to clean energy in the construction and building trade industry:

- [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 Methods

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

### Recruitment Staff

Recruitment staff are responsible for informing residents about the CEJA Returning Residents Clean Jobs Training Program and assisting interested and qualified individuals with completing the program entry process. There are several steps that must be taken on the path from interest to enrollment. Recruitment staff are accountable for upholding the core **equity values** defined in Chapter 2: Equity and Program Culture. Grantees are expected to engage individuals on the recruitment team that are committed to these ideals.

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

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, ethnicity, gender, and age. When marketing materials feature people who look the targeted audience, potential participants can visualize themselves in the program.

Grantees may use the pre-designed 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 the grantees' Grant Manager, and any materials used within the correctional facilities must be additionally approved by IDOC.

*Note: Grantees should partner with each respective facility regarding allowable marketing materials.*

### Avoid Participant Skimming

In any grant-based program, there is significant pressure to achieve the enrollment outcomes 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 fewer barrier reduction services. When making outreach and recruitment decisions, do not limit the applicant pool through participant skimming.

## Contact Tracking in the CEJA Reporting System

Recruitment efforts are tracked through the CEJA Reporting System. Recruitment staff must enter contacts into the system.

*Note: This will become particularly relevant for participants who need to complete their training after release or who needs supportive and transition services post release.*

### Entering Inquiry Contacts

When recruitment staff identify an individual who may be interested in participating in the CEJA Returning Residents Clean Jobs Training 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 CEJA Returning Residents Clean Jobs Training Program Portal, select "Add Customer." Enter the interested participant's name and other relevant IDOC identification information.

Recruitment staff will enter information from this Pre-screening Assessment into the CEJA Reporting System, where each potential participant will be tracked. The CEJA Reporting System will provide a "Prescreening Result" indicating whether the person is eligible to participate.

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*Note: See Chapter 6 to learn more about the program entry process.*

### Additional Resources

Please see the CEJA Returning Resident Clean Jobs Training Program Partner Guide for:

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