



# Clean Jobs Workforce Network Program

## 2024-25 Program Manual

## Chapter 4: Outreach and Recruitment

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### 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 CEJA Workforce Hubs Program.
- Leverage outreach and recruitment resources, methods, templates, and tools to create a pipeline into the CEJA Workforce Programs.
- List the types of contact statuses.
- Track outreach and recruitment 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.

### Outreach and Recruitment Basics

CEJA Workforce Hubs grantees, in coordination with the Energy Transition Navigators, are responsible for conducting outreach and recruiting potential participants for the CEJA Workforce Hubs program.

**Outreach** activities are focused on communicating with potential participants, stakeholders, organizations, and community members to raise awareness of the program and provide information about clean energy career opportunities. It includes marketing and is intended to widen participation for the program.

**Recruitment** activities are focused on attracting interested and qualified individuals to apply for the program. Recruitment efforts focus on the target populations discussed below. Recruitment efforts include completing the pre-screen assessment which is described below.

Outreach efforts signify the first level of connection between potential participants and the CEJA Workforce Hubs. Outreach and recruitment staff should be able to explain not only the program requirements, but also the opportunities the program offers. For many potential participants, this may be the first time they have heard about clean energy careers. Outreach and recruitment staff will raise awareness of clean energy job opportunities—why they matter, and why we want people like them in the industry.

Outreach 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

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backgrounds are valued. Outreach materials should highlight how the program will provide services to reduce barriers to participation, and that stipends will be provided.

Outreach and recruitment are critical to the program success. Outreach and recruitment staff will need to coordinate closely with the Energy Transition Navigators serving their region, who will also be conducting outreach activities. CEJA Workforce Hubs are required to accept contacts and applicants from Navigators while also conducting their own outreach. Close cooperation is required for the effective use of resources.

When conducting outreach activities, grantees should partner with organizations that are connected to the communities they are trying to serve, such as service-oriented organizations, neighborhood clubs, places of worship, and schools. Building these partnerships helps to mitigate the skepticism of government workforce programs that may exist in some communities. Building trust through community partnerships will be crucial to enrolling participants in the program.

The goal of outreach is not just to raise awareness and build trust, but to widen the pool of potential participants for recruitment. The goal of recruitment is to help candidates take the next steps towards enrollment: decide if the program is right for them, find out if they are eligible (through the pre-screen assessment), and apply to participate in the program.

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

### 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

*Note: 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 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.*

### Participant Eligibility

Not all members of equity focused populations described above will be eligible to participate in the CEJA Workforce Hubs. Determining participant eligibility will be part of the prescreening and application process and is discussed in Chapter 5.

Outreach and recruitment staff should not exclude certain populations because they do not think they are eligible to participate. Eligibility is based on multiple factors and will be determined during the prescreening process. However, outreach and recruitment staff should have a clear understanding of the eligibility criteria (see the table below).

*Note: See Chapter 5 for information regarding the application process.*

To be eligible to participate, applicants must be 18 or above (or be 18 by the time they complete the program). In addition, they must meet one or more of the following criteria:

- Reside in an environmental justice community.
- Reside in a Restore. Reinvest. Renew. (R3) community
- Have a barrier to employment, such as involvement in the criminal legal system, low educational attainment, a language barrier, or other barrier.
- Be a current or former member of the foster care system.
- Be a displaced energy worker.

### Participant Prioritization

CEJA Workforce Hubs have requirements for prioritizing participants, based on geography, among other factors. Outreach and recruitment staff should pay close attention to these requirements when conducting outreach to communities in their area. Outreach and enrollment outcomes will be tracked to determine if grantees are meeting these requirements. Outreach strategies should be adjusted, as needed, to meet the placement prioritization requirements.

Placement priorities, where the applicant pool allows, are as follows:

- One-third (1/3) of placements should be prioritized for individuals living in a community that is BOTH an EJ and an R3 community.
- Two-third (2/3) of placements should be prioritized for individuals living in EITHER an EJ or R3 community (this may include the initial 1/3 that live in BOTH an EJ and R3 community).
- Within these prioritized geographic regions, placements should be prioritized for people with barriers to employment (see below), people who are current or former members of the foster care system, and displaced energy workers.
- The remaining placements should be prioritized for people with barriers to employment (see below), people who are current or former members of the foster care system, and displaced energy workers.

### Geographic Prioritization

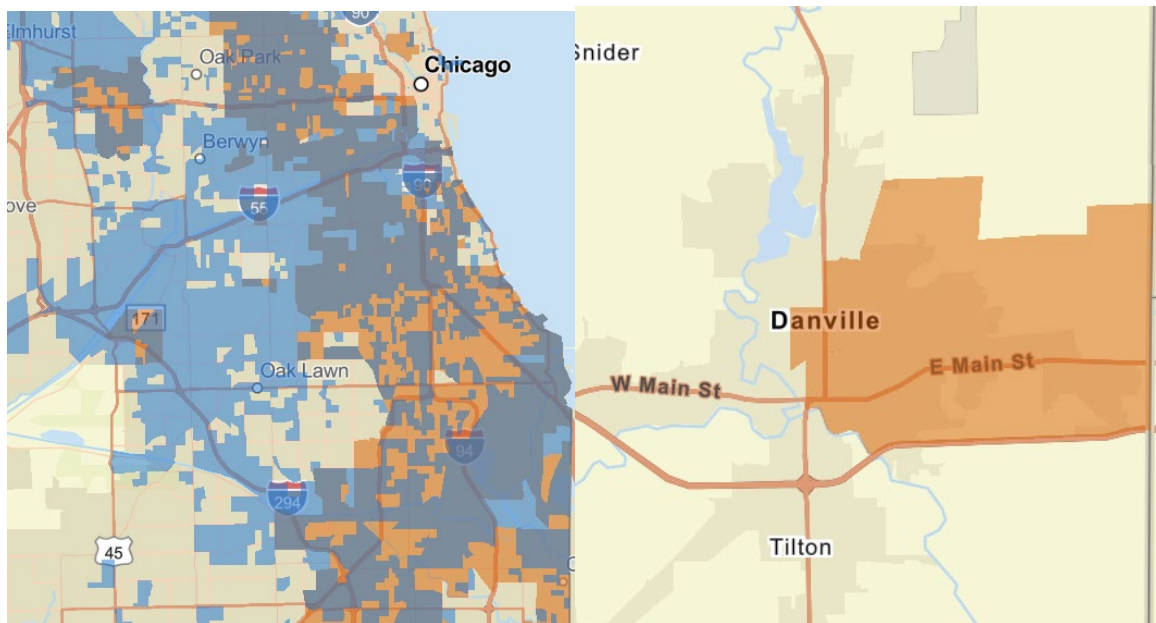
The CEJA legislation indicates that this geographic prioritization is required “where the applicant pool allows.” This geographic prioritization is feasible in some regions, but not in others. See the CEJA

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Grantee Map at <https://dceo.illinois.gov/ceja/map.html>. For example, Chicago (below, left), has areas that are BOTH EJ and R3 communities and areas that are EITHER EJ or R3 communities.

*Note: The blue sections are EJ communities, the orange sections are R3 communities, and the grey sections are both EJ and R3 communities.*

In contrast, Danville (below right) only has R3 communities (section in orange). It does not have any EJ communities, nor does it have any areas that are both R3 and EJ communities.



If a grantee's region has few or no areas that are BOTH R3 and EJ communities, outreach and recruitment staff should focus on conducting outreach in EITHER R3 or EJ communities. If geographic placement priorities cannot be met, grantees may also focus on recruiting the other target populations outlined in the legislation including people with barriers to employment, people who are foster care members or alumni, and displaced energy works. Taking time to understand regional needs is critical when developing an outreach plan and setting outreach priorities.

### Prioritization for People with Barriers to Employment

Prioritization for people with barriers to employment includes, but is not limited to, the following three categories of people:

1. People with prior involvement with the criminal legal system, defined as an adult:
  - a. who is or has been subject to any stage of the criminal legal process, and for whom services may be beneficial; or
  - b. who requires assistance in overcoming barriers to employment resulting from a record of arrest or conviction.
2. People with language barriers, defined as an adult:
  - a. who is an English language learner; or

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- b. who has low literacy skills, meaning a person who computes or solves problems, reads, writes, or speaks at or below the 8<sup>th</sup> grade level or is unable to compute or solve problems, read, write, or speak at a level necessary to function on the job, in the individual’s family, or in society.
3. People with low educational attainment, defined as an adult who does not have a high school diploma or equivalent.

Prioritization for people with other barriers to employment should be discussed with your Grant Manager or Regional Administrator.

### Geographic Territory

CEJA Workforce Hubs are required to serve the designated hub cities as well as the larger surrounding areas. For instance, the Decatur Hub may serve participants in Springfield as well. The CEJA programs are intended to provide workforce training opportunities for eligible individuals throughout the state, regardless of whether they are near a hub training location.

Within the grantees’ service area, it may be appropriate to focus outreach efforts on those equity investment eligible communities that are near your training location, but do not exclude those communities that are in the surrounding areas. For potential participants that live further away from training locations, outreach and recruitment staff should inform them that barrier reduction services can be used to address the costs of commuting to training locations (e.g., gas cards, car repairs, bus passes).

At this time, DCEO has not determined geographic boundaries between hub regions. When applying for funding, grantees were invited to propose the geographic territory and target communities they intend to serve—including the designated hub city and surrounding areas. As needed, DCEO may facilitate negotiations between grantee teams to establish boundaries between hub regions.

### Referrals to other Workforce Programs

When conducting outreach, staff are encouraged to refer individuals to other workforce programs, including the other CEJA Workforce Programs, CEJA Contractor Programs, or other DCEO Workforce Programs, if the CEJA Workforce Hub Program is not a good fit. Outreach and recruitment staff must be familiar with the programs in the larger DCEO and CEJA workforce ecosystem (see below) so that they can make referrals appropriately.

CEJA Workforce Programs	CEJA Contractor Programs	Other Workforce Programs
<ul style="list-style-type: none"><li>• CEJA Workforce Hubs</li><li>• Climate Works</li><li>• Returning Resident Clean Jobs Program</li><li>• Energy Transition Navigator Program</li></ul>	<ul style="list-style-type: none"><li>• Contractor Incubator Program</li><li>• Primes Contractor Accelerator Program</li></ul>	<ul style="list-style-type: none"><li>• American Jobs Centers</li><li>• Community Colleges</li><li>• Community-based workforce training programs</li></ul>

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Some potential participants may be interested in both the Climate Works Program and the CEJA Workforce Hubs. Outreach and recruitment staff will play a vital role in informing potential participants about the key elements of each program so that they can make informed decisions about which program to enter.

**Table 4.1: CEJA Program Comparison**

	Climate Works	CEJA Workforce Hubs
Program goal	Placement in a registered apprenticeship program in the construction & building trades	Placement in an entry-level clean energy job.
Program length	150-300 hours	200-500 hours (depending on job-specific training options offered)
Content covered	Construction basics, with a clean energy focus; essential employability skills	Bridge program: Essential employability skills and clean energy basics  Job-specific training options: Will depend on what the specific hubs offer, such as solar, wind, energy efficiency
Certifications	TradesFutures MC3 or NCCER Core Construction Certificate; OSHA 10; First Aid/CPR	Bridge Program: OSHA 10; First Aid/CPR  Other job-specific certifications (such as NABCEP PV Associate exam or NATE ready to work certifications)
Barrier reduction services	Transportation, childcare, resources to meet basic needs, tutoring, mentoring, assistance identifying and applying to apprenticeship programs, follow-up support after placement to aid retention	Transportation, childcare, resources to meet basic needs, tutoring, mentoring, assistance identifying and applying to jobs, follow-up support after placement to aid retention
Stipends	Stipends for attending training provided	Stipends for attending training provided

## Outreach and Recruitment Tools

Outreach and recruitment tools can help generate participant leads, resulting in enrollments into the CEJA Workforce Hubs.

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

### Marketing Plan

A marketing plan is a critical tool for successful outreach. A **marketing plan** should outline the target audience, a list of communication channels that will be utilized, a timeline for when marketing and communications will be distributed, and the accountable staff assignments.

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Grantees will be required to submit a marketing plan and budget to their grant manager. See the CEJA Workforce Hubs Partner Guide for a marketing plan template.

### Pre-Designed Marketing Materials

The CEJA Workforce Hubs, 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 programs.

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

When it comes to marketing the CEJA Workforce Hubs 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.

Pre-approved materials are designed by the DCEO CEJA communications team. They can be co-branded by adding the grantees’ organization’s logo and contact information to direct people to their specific program. They have predefined areas to insert the grantees’ 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 for convenience. They do not need to be approved by a Grant Manager.

To access pre-approved, designed materials, visit the CEJA Workforce Hub Partner Guide. Select the CEJA Design Templates document under "Chapter 4 Outreach" to access the design files and edit them directly. To add the grantees’ 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 be offered).

Pre-designed materials include:

- 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. 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.
- Program Information Sheets in English and Spanish. These can be edited with specific information about your 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 you MUST follow when designing these materials.

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

**Table 4.2: 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></ul>	<ul style="list-style-type: none"><li>• Invoices, quotes, receipts</li><li>• Clothing</li><li>• Vehicles</li><li>• Identification badges</li><li>• Promotional items or giveaways</li></ul>

*Note: ALL co-branded materials that you have custom designed must be submitted to your Grant Manager for approval prior to printing or production. Failure to follow these co-branding guidelines may result in disciplinary action. Grantees will not be reimbursed for unallowable costs.*

### 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 Workforce Hub Partner Guide, under the Chapter 4: Outreach section.

The approved CEJA logo should be formatted as follows:

- 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



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- 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 Workforce Hubs will need to be approved by your 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 Workforce Hubs.

### 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 outreach and recruitment staff is to educate individuals about clean energy job opportunities.

Outreach and recruitment staff may want to provide information about clean energy jobs and partner with clean energy employers so that potential participants can see clean energy workers in action.

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.
- 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)

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Outreach and 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.

Outreach and recruitment methods must be coordinated with the Energy Transition Navigators to avoid inefficiencies and to promote greater information sharing.

## Outreach and Recruitment Staff

To continue upholding the core **equity values** defined in Chapter 2, include individuals on the outreach and recruitment staff that are committed to these ideals. Consider including staff 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 program.

## Community Organization Partnerships

Build partnerships with organizations that have access to targeted underserved populations. Partners may provide informal benefits like mutual information sharing, introductions to trusted contacts, event marketing, or hosting. Examples of partnering organizations and agencies include the Department of Human Services, American Job Centers, Local Workforce Innovation Boards, 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 program during regularly scheduled meetings in which potential participants will be present.

To reach formerly incarcerated people or people with prior involvement in the criminal legal system, consider contacting transition houses or reentry organizations. [Reentryillinois.net](https://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

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 like them, participants can visualize themselves in the program and look forward to doing that work.

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 your Grant Manager (see above).

### Landing Page on Organization Website

Organization websites are one of the first locations where potential participants will seek program information. There should be a dedicated landing page for the CEJA Workforce Hubs and Climate Works Programs that clearly outlines program goals, requirements, application processes, downloadable flyers or information sheets, and other key information. This page should also be linked and included in social media posts or other outreach/recruitment materials. Your Grant Manager must approve the content of this webpage before publishing.

### Career Fairs

Career Fairs often occur at high schools, community colleges, or community centers and offer a prime opportunity to access people 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

Consider hosting or co-hosting an open house event and invite potential participants, partners, local government representatives, and staff from other community organizations or training programs. These events create an ideal opportunity to share information about the program, inform potential applicants about clean energy career opportunities, and collect potential participant information for future follow-up. Inviting program alumni to share their experiences may create a sense of belonging and inclusion for potential participants.

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 the CEJA Workforce Hubs 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 the target population.

Several pre-approved social media messages and graphics are included in the CEJA Workforce Hubs Partner Guide. Any additional social media messaging must be approved by the grantee's Grant Manager.

**Table 1: Social Media Marketing**

<b>Facebook</b>	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.
<b>YouTube and TikTok</b>	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.
<b>X (Twitter)</b>	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.
<b>LinkedIn</b>	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.

<b>Instagram</b>	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.
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### Word of Mouth Recruitment

This is one of the most effective ways of recruiting potential participants. Encourage word-of-mouth marketing among equity investment eligible individuals who have participated in the CEJA Workforce Hubs or other similar programs.

### On-the-ground Street Outreach

Create a recruitment team that literally “meets potential participants where they are.” This type of outreach allows grantees to reach individuals who may be interested in the program but may have barriers that prevent them from attending outreach events. Staff conducting street outreach should plan for safety during scheduled activities.

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

- 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

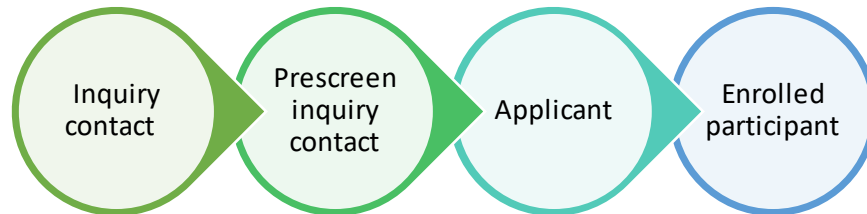
In any grant-based program, there is significant pressure to achieve the enrollment outcomes of the grant agreement. This may result in unintended participant skimming. **Participant skimming** is when programs select applicants deemed more likely to enroll or succeed and may need less barrier reduction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

## Recruitment: Moving Contacts from Inquiry to Application

Outreach and recruitment staff are responsible for helping people interested in the CEJA Workforce Hubs eventually apply to and enroll in the program. There are several steps that must be taken on the path from interest to enrollment. Potential applicants are classified into different categories depending

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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 participating in a CEJA workforce program. 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 process (see Chapter 5).

**Do not contact:** Individuals who have definitively expressed a lack of interest in being a CEJA workforce program 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).

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. Navigators 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. Outreach and recruitment staff must enter contacts into the system to avoid duplication of efforts and to ensure that contacts’ information is shared among Energy Transition Navigators and Climate Works grantees.

#### Entering Inquiry Contacts

When outreach and recruitment staff identify an individual who may be interested in participating in the CEJA Workforce Hubs, 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 Workforce Hubs Program Portal. Select “Add Customer.” Enter the name and contact information (phone, email, address) of the inquiry contact so that outreach and recruitment staff can follow up.

#### Prescreen Assessments

During this initial outreach or later through a follow-up, outreach and recruitment staff 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?”  
Accommodation 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 the construction and building trades? (This question specifically pertains to the Climate Works Program, which focuses on the construction and building trades. Outreach and recruitment staff should provide examples of construction and building trades,

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such as electrician, carpenter, iron worker, HVAC technician, insulator, plumber, roofer, laborer, and others.)

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 CEJA 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 an arrest or conviction? (Note that this question is asked because formerly incarcerated people are a target population for the CEJA workforce programs and eligible to participate. Individuals can choose not to answer this question.)
16. Have you been involved in the criminal legal system through an arrest or conviction? (Note that this question is asked because justice-involved people are a target population for the CEJA workforce programs and eligible to participate. Individuals can choose not to answer this question.)
17. Are you a graduate of foster care or currently in foster care? (Note that this question is asked because they are a target population for the CEJA workforce programs and eligible to participate).
18. Are you a displaced energy worker?
19. What racial or ethnic groups best describe you?
20. Veteran status

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 CEJA Workforce Hubs 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 process.*



## Additional Resources

Please see the CEJA Workforce Hubs 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
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