

Crystal McDonald

# 2020 Workforce Development Program



DC  
SUSTAINABLE ENERGY  
UTILITY

# The DCSEU Workforce Development Program is designed to:

- ▶ Connect District residents over 18 years of age who are new to the workforce, between jobs, or looking for a career change with local contractors in the **green economy**
- ▶ Provide **training** and **certification** opportunities aimed at helping workers to obtain green careers
- ▶ Enhance **economic stability** by focusing on a worker's marketable skills
- ▶ Reduce **unemployment** and underemployment in the District
- ▶ Shape the local **clean-energy labor market** through programs that enhance green jobs' effects on the city's economy
- ▶ Educate local residents on energy efficiency-related topics

# What does the DCSEU's Workforce Development Program Offer?

- Twice a year, the DCSEU connects District residents with **5 month green externships** working with local contractors and other organizations to discover new careers in energy efficiency and sustainability
- During the program Externs receive:
  - Competitive Hourly salary
  - Job skills development
  - On-the-job training
  - Nationally recognized certifications at no cost to the extern
  - Direct work experience with contractors
  - Weekly training on energy efficiency topics and soft skills training at DCSEU offices
  - Job placement assistance
- Host Sites/Mentors play a key role in the hiring, training, and graduation at little to no cost to their company

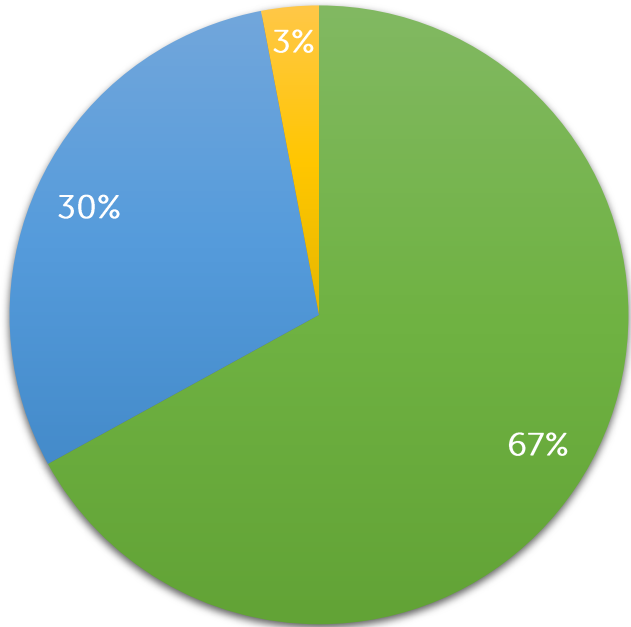
# Workforce Development Program in the Numbers

- ▶ DCSEU has served 66 Externs to date (2016-2019)
- ▶ DCSEU has employed four workforce development externs

Cohort Year	Total # of Externs Served	Rate of Externs Offered Jobs Post Program
2016	19	94%
2017	13	85%
2018	14	90%
2019	20	90%
<b>2020: Winter and Summer</b>	<b>27</b>	<b>90%</b>

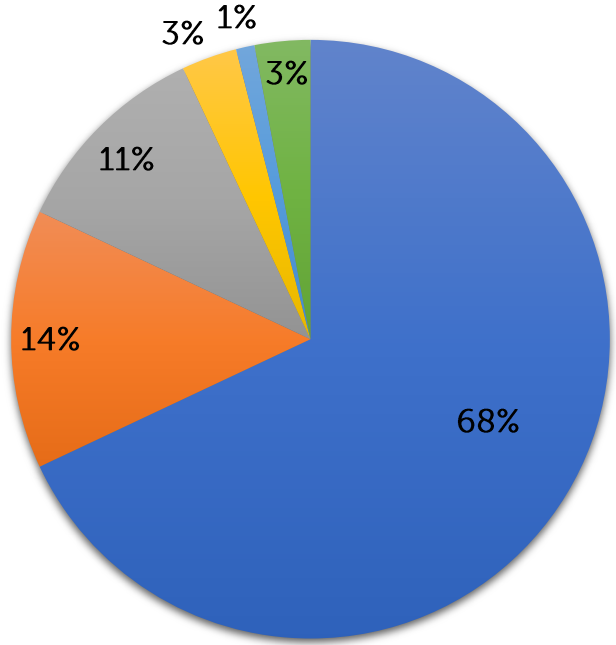
# Workforce Development Program Extern Demographics 2016-2019

Gender



■ Males ■ Females ■ Non Binary

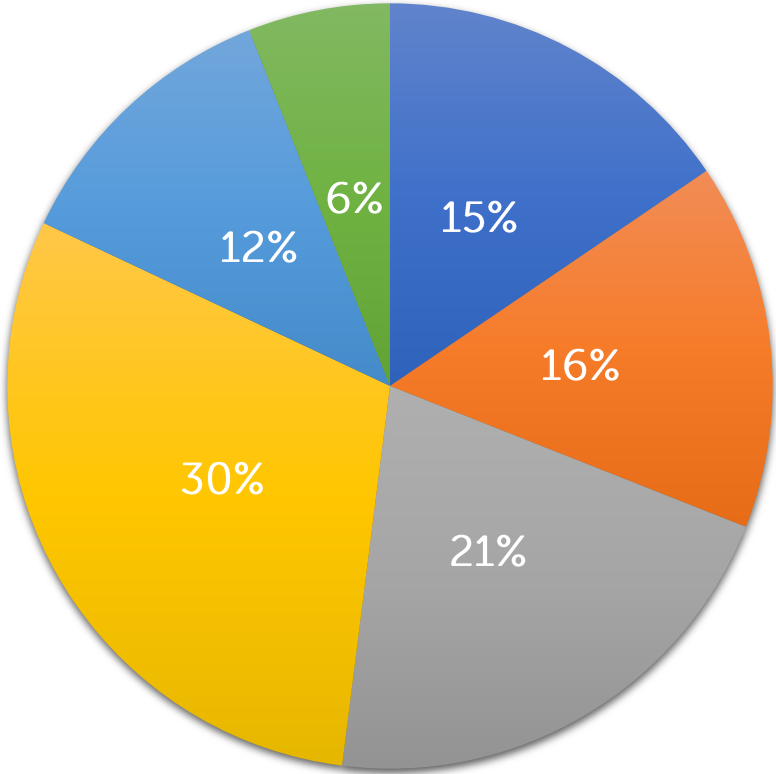
Ethnicity/Origin



■ African American ■ Caucasian ■ African  
■ Hispanic ■ Carribean ■ Middle Eastern

# Workforce Development Program Careers 2016 – 2019

- Engineering
- Solar
- Building Operator / HVAC
- PM/ Admin
- Continuing Education
- Electrical



- Positions Include:**
- AutoCad Designer
  - Commercial Solar Installer
  - Electrical Helper
  - Engineer in Training
  - HVAC Technician
  - Sustainability Project Engineer/Project Manager

# 2020 Workforce Development Program Goals

- Expansion of recruitment efforts to include returning citizens, the Latin community, and veterans with a minimum of 15 total externs per cohort.
- Recruitment of at least three new host sites or “mentors” to increase job position diversity and presence in the property management, university, and light/industrial industries. We will also be reviewing mentor expectations with a focus on implementing a 90 day extern review and hiring opportunity.
- Partnership with at least three community based organizations with existing workforce development programs to aide in building the diverse extern pipeline as well as provide wrap around services for externs most in need.
- Expansion of certification and trainings offered to participants to focus on both soft skills and technical skills. We hope to offer at least two classes that are nationally recognized by industry and educational institutions.

\*As we pursue these goals, it is important the program maintains its' mission to be career focused rather than job placement driven. \*

# Community Based Organizations

## Partnerships

- ▶ Academy of Hope
- ▶ AimHire: The Friendship Place
- ▶ Back On My Feet
- ▶ CSOSA: Court Services and Offender Supervisor Agency
- ▶ Pathways to Housing DC
- ▶ United Planning Organization (UPO)

## Why Partner?

- ▶ Enhance Recruitment Efforts: Build a Diverse Extern Pipeline
- ▶ Build Trust Amongst Externs and Frontline Community
- ▶ Provide Wrap Around Services for Externs



# 2020 Winter Extern Host Sites



Department of General Services



## Summer Host Sites:

Citizens Energy, DC Water, Flywheel Development, Greenscape Environmental Services, Howard University/Roadrunners, Piedmont Atlantic

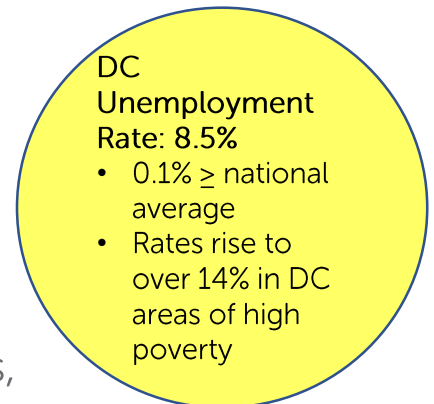
# Workforce Development Program Certifications and Trainings

- ▶ National Certifications:
  - LEED Green Associate
  - International Society for Sustainability Professionals- SA
  - NABCEP Preparation: PV Solar Certification
  - Building Operators Training
  - Microsoft Suite Training
- ▶ Soft Skills and Workforce Training:
  - Financial Coaching 101: Budgeting, Credit Building, Tax Prep, Homeownership
  - Job Prep: Resume Writing, Interview Skills, Job Prep
  - Public Speaking
  - Small Business 101
  - DCSEU 101: DCSEU Organization History
- ▶ Field Trips: Dynamic Concepts Inc. Training Facility, RSC Electric, and WMATA

# Investment in the Community

## DCSEU aims to fill a gap in the District's workforce

- **Community Need:** With the sixth highest poverty rate in the country, equipping the DC workforce with green job skills can give low to medium income District families a path to middle class
  - Externs average wages are \$5,000 above the national median
- **Community Partnerships:** Through outreach and recruitment, the program forges bonds with existing workforce development programs, community based organizations, and local DC stakeholders
  - United Planning Organization (UPO), Office of the People's Council (OPC), University of the District of Columbia, Leaders in Energy Green Job Forum, Greater Washington Hispanic Chamber of Commerce, DC Housing Authority
- **Economic Development:** Help local CBE's hire local, diverse talent as demand is high for qualified "green job" workers
- **Holistic Approach: Financial Literacy and Coaching**
  - DCSEU partnered with BB&T and National Capital Bank (NCB) to provide financial coaching, literacy, and credit workshops to support externs' financial wellbeing
  - **2020 Goal:** Introduce further trainings around soft skills, on the job safety measures, tax prep, and more



**TOGETHER WITH THE DCSEU,**



**I HAVE THE POWER  
TO SUCCEED IN MY NEW CAREER.**

**TO GET THE SKILLS AND  
EXPERIENCE TO BE MORE  
VALUABLE TO EMPLOYERS.**

**TO HAVE SUPPORT FROM A  
TEAM I CAN COUNT ON.**