

Below the Surface:

Lack of Awareness of Energy Efficiency Careers

Overview

Lack of Awareness

Challenges

Possible Solutions

Featured Organization



Ameren
ILLINOIS
ENERGY EFFICIENCY
PROGRAMS

SEDAC
SUSTAINABLE ENERGY DESIGN AND CONSTRUCTION

**Stronger Together:
Building an Energy Efficiency Workforce**

Nov. 6, 2020 from 9:00 a.m. – 12:30 p.m.

Summit sponsored by:
The Ameren Illinois Energy Efficiency Program and SEDAC

Awareness of Energy Efficient Jobs

There are many key challenges that face the energy efficiency industry. Examples include:

- Misconception that 4-year college is the only option to work in the industry.
- Misconception that trade programs are only suitable for low-performing students.
- Lack of awareness of energy efficiency careers and training programs.

The summit team interviewed 38 stakeholders, asking a subset of questions focused on lack of awareness in energy efficiency jobs. To share some of their responses, we created an interactive game.

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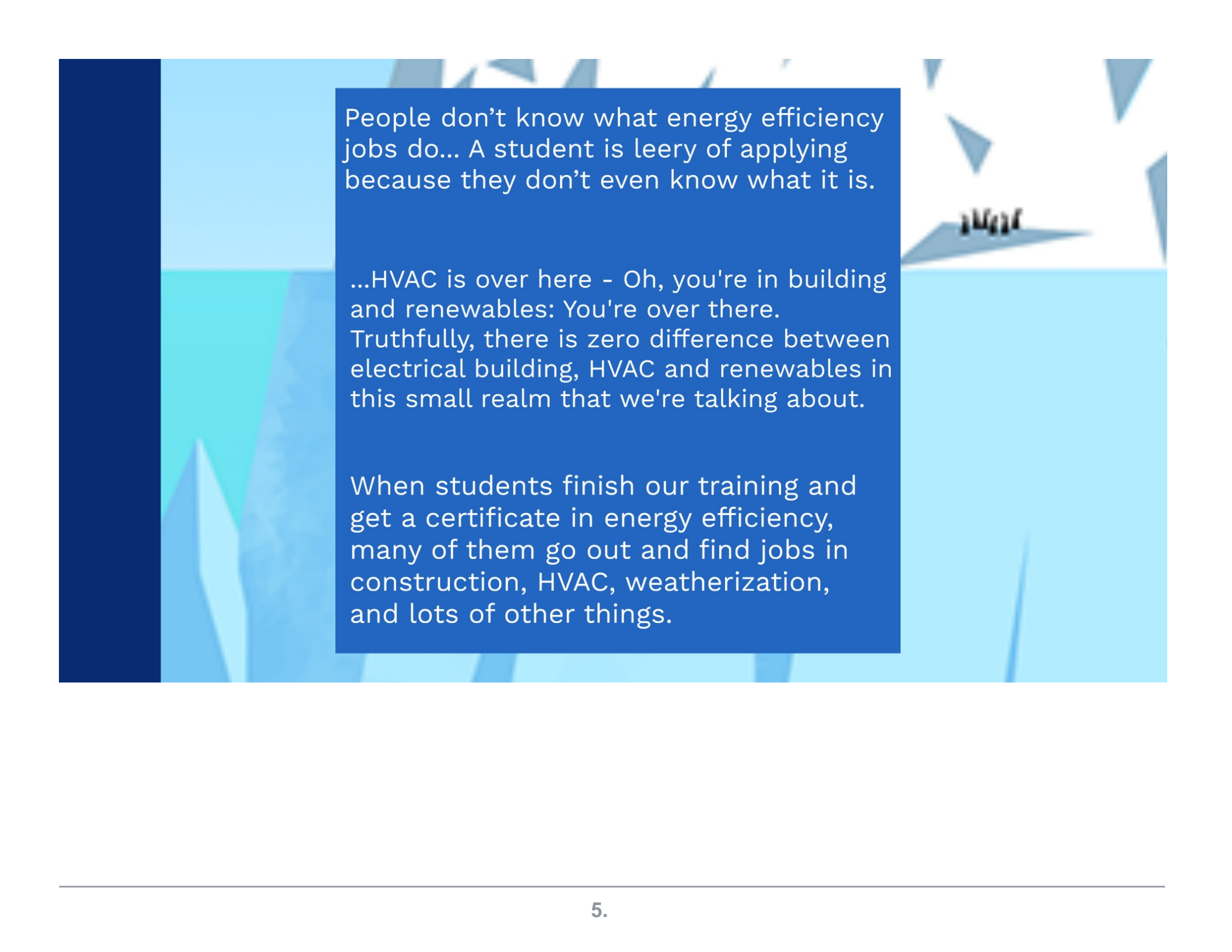
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Awareness of Energy Efficiency Career & Training Pathways

The SEDAC team interviewed stakeholders about energy efficiency jobs, and comments about **awareness of careers and training paths emerged**. Please select which response you believe was made up by our team.

Lack of Awareness





People don't know what energy efficiency jobs do... A student is leery of applying because they don't even know what it is.

...HVAC is over here - Oh, you're in building and renewables: You're over there. Truthfully, there is zero difference between electrical building, HVAC and renewables in this small realm that we're talking about.

When students finish our training and get a certificate in energy efficiency, many of them go out and find jobs in construction, HVAC, weatherization, and lots of other things.

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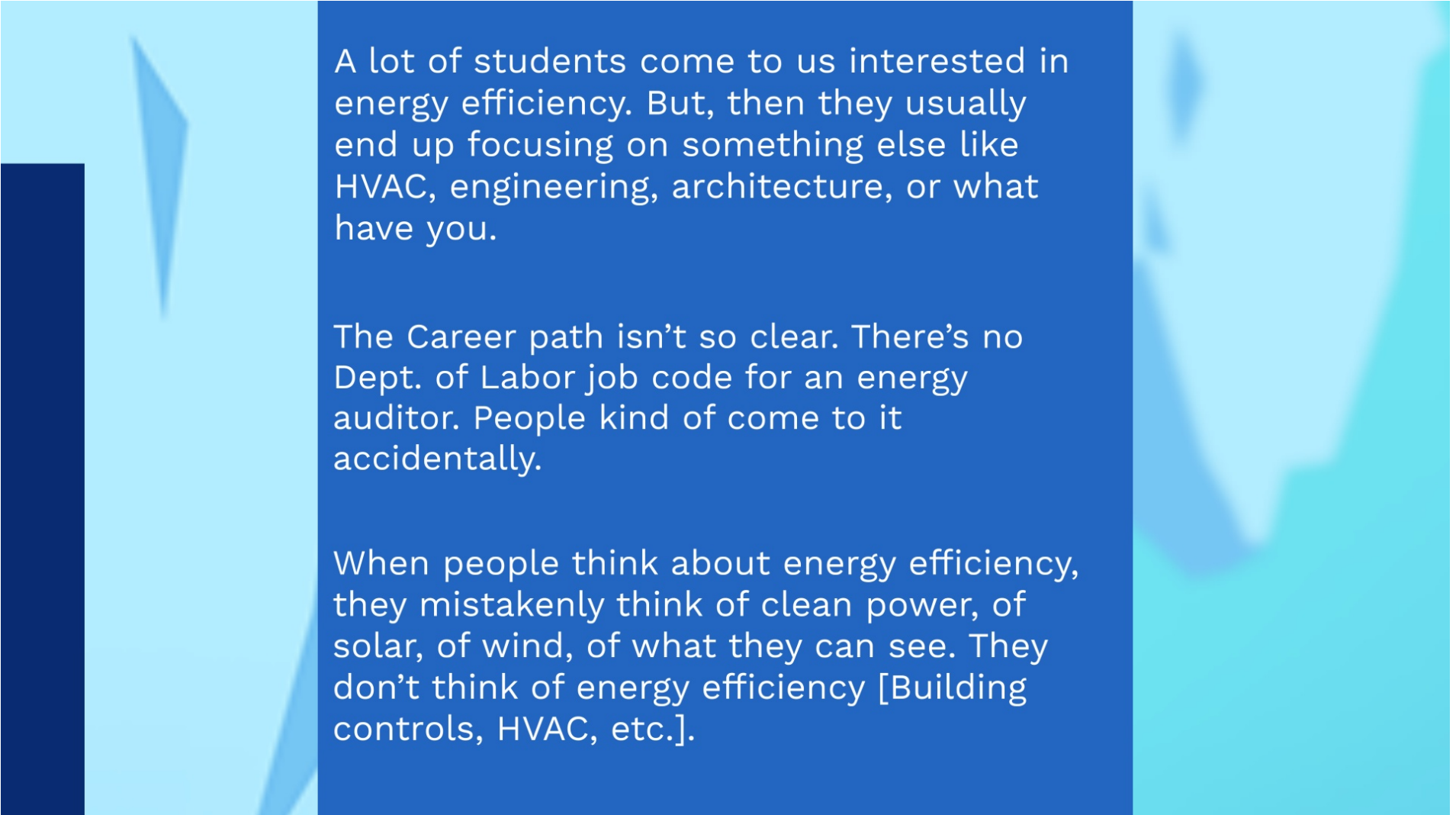
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Challenges

The SEDAC team interviewed many stakeholders about energy efficiency jobs, and **comments about defining or understanding energy efficiency jobs emerged**. Please select which response you believe was made up by our team.

Pathways
Toward
Energy
Efficiency
Careers



A lot of students come to us interested in energy efficiency. But, then they usually end up focusing on something else like HVAC, engineering, architecture, or what have you.

The Career path isn't so clear. There's no Dept. of Labor job code for an energy auditor. People kind of come to it accidentally.

When people think about energy efficiency, they mistakenly think of clean power, of solar, of wind, of what they can see. They don't think of energy efficiency [Building controls, HVAC, etc.].

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Solutions

Awareness

**Coordinate
Efforts**

Education

Awareness

- Raise awareness of energy efficiency careers throughout K-12 education
- Partner with existing organizations who know the landscape
- Find and empower diverse leaders to share experiences
- Provide better, detailed career-based information

Coordinate Efforts

- Partner with community-based organizations who know the landscape
- Establish dedicated communication channels
- Share industry-focused employment information; establish jobs clearinghouse
- Subsidize and incentivize outreach, training, and other services
- Form professional groups of energy efficiency employees to discuss and advise

Education

- Develop internship programs for high school students
- Provide more multi-disciplinary, system-based energy efficiency college courses
- Increase access to on-the-job training
- Develop short-duration courses on specific energy efficiency subjects

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Featured Organization: SEEL, LLC



SEEL, formed in 2009, is a leading minority-owned energy program services company. Focusing on community, quality and cost-effectiveness, SEEL is one of the largest minority-owned energy management firms in the country.

SEEL is committed to providing opportunities to local displaced workers in all areas of operation to meet the needs of the company programming. SEEL has put in place a training program that converts former blue collar workers into green collar advocates, a skill set that prepares them, not only to work at SEEL, but for the future.

SEEL brings more than just innovation to energy services. We bring a commitment to bettering our community. Our award-winning design, installation, and customer service teams support homeowners, landlords and business owners – making a more cost-effective, environmentally sound energy program a simple choice.

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