

# Employer Info Session: Virtual Solar Career Fair - April 8, 2021

March 17, 2021



**HIRING OUR HEROES**  
U.S. CHAMBER OF COMMERCE FOUNDATION

# Speakers for Today's Meeting



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# Funding Acknowledgement & Disclaimer



U.S. DEPARTMENT OF  
**ENERGY**

Energy Efficiency &  
Renewable Energy

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# Solar Industry Benefits from Military Talent

- **Soft Skills**  
Leadership, organizational, work ethic, planning, critical thinking, teamwork
- **Technical Skills**  
Construction, electrical, logistics, engineering, IT, operations, safety, etc.
- **Diversity**  
Service members leaving the military today are very diverse
- **Mission Driven**



# Solar Ready Vets Network

**Direct impact** and **capacity-building** initiatives to strengthen solar career pathways and advances a nationwide pipeline of military talent into all levels and sectors of the solar industry.



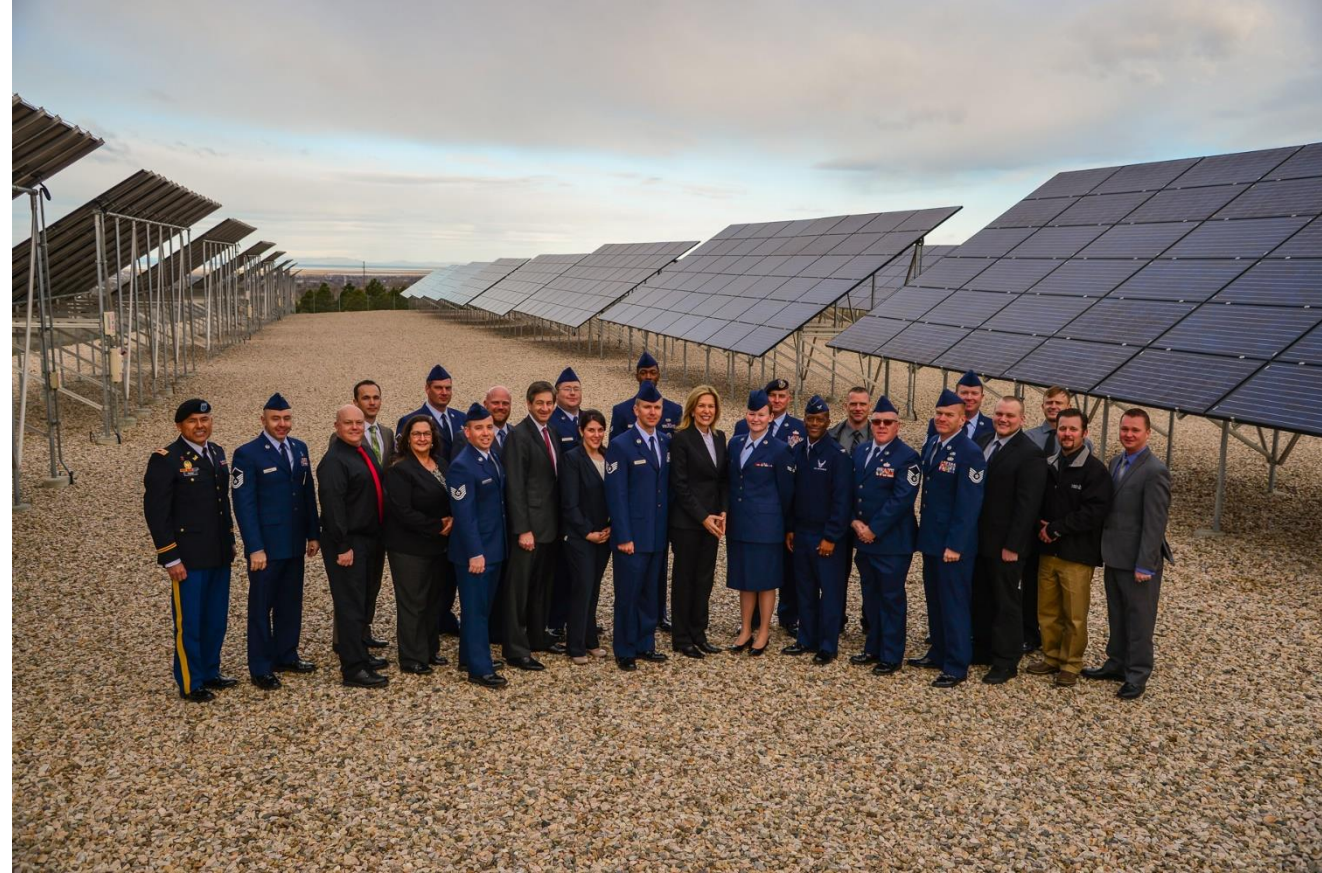
[SolarReadyVeterans.org](https://SolarReadyVeterans.org)





# Direct Impact Activities

- **Virtual Solar Career Fairs for Military Talent: Craft, Skilled Trades & Sales Roles**
  - Employers hiring 10+ positions across country - **April 8, 2021 & Late Sept. 2021**
- **Solar Ready Vets Fellowship**
  - For mid-to-senior level transitioning service members
- **Coming Soon/Under Development**
  - Connecting qualified veterans to solar companies with openings in craft/skilled trades roles. Stay tuned!





# Capacity Building Initiatives

- **GI Bill Eligibility for Solar Training & Credentials**
  - Cover NABCEP related training & exam costs
  - Certification Fast Tracks
- **Industry-Education Partnerships**
  - Adopt-a-Community College
- **New Apprenticeship Framework**



# 2020 Event & 2021 Targets

## **Oct. 2020**

- 50+ job seekers
- 15+ solar industry employers

## **April 2021**

- Goal is 100 – 150 job seekers
- Employer target is 25
- Focus on more numerous/urgent roles
  - Trades
  - Sales



# April 8, 2021 – Companies Hiring For

- Installer/Lead Installer (Residential, Commercial or Utility-Scale)
- Electrician/Electrical Apprentice/Electrical Assistant
- Operations & Maintenance Technician
- Quality Assurance/Quality Control
- Field Service Supervisor/Manager
- Construction Manager
- Project Coordinator
- Warehouse Coordinator/Manager
- Sales Specialist
- Inside Sales Specialist
- Entry-Level Solar Sales Rep
- More!

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**Cara Cooke**

*Co-Lead, Career Connector Team*



# 2021 Year to Date

## VIRTUAL CAREER FAIRS

### ➤ Healthcare Industry (21 Jan)

- 23 Employers
- 208 Job Seekers (83% Attendance Rate)
- 538 Chats

### ➤ Careers in STEM (28 Jan)

- 29 Employers
- 237 Job Seekers (87% Attendance Rate)
- 798 Chats

### ➤ Shaw AFB Virtual Career Event (5 Feb) (HOH Supported Event)

- 39 Employers
- 133 Job Seekers (83% Attendance Rate)
- 600+ Chats

### ➤ Government Contracting & Consulting (11 Feb)

- 17 Employers
- 308 Job Seekers (80% Attendance Rate)
- 518 Chats

### ➤ Transportation, Supply Chain & Logistics (25 Feb)

- 30 Employers
- 222 Job Seekers (80% Attendance Rate)
- 592 Chats

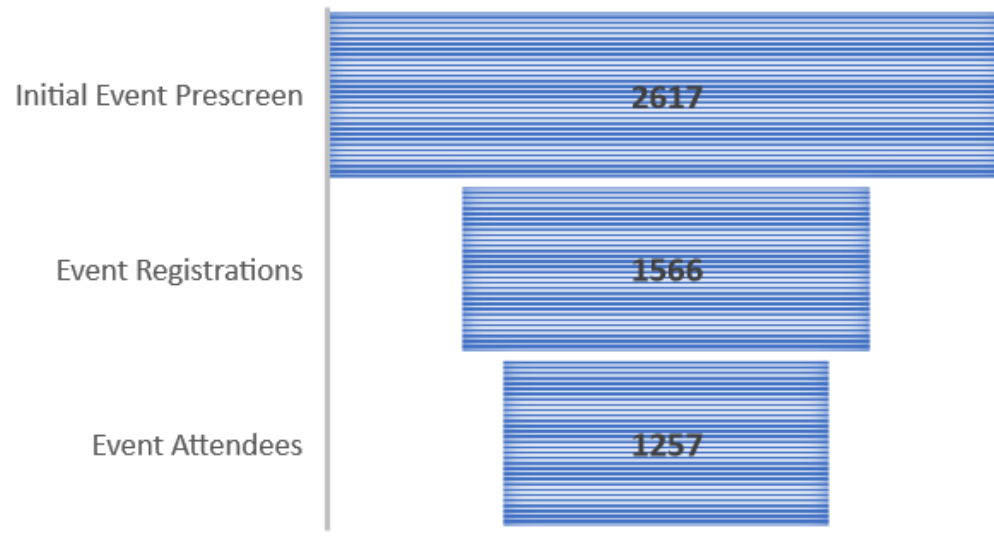
### ➤ Careers in STEM (11 Mar)

- 27 Employers
- 282 Job Seekers (75% Attendance Rate)
- 774 Chats

**82%** of Job Seekers move to  
Screen, Pipeline, Interview status

# Career Connectors

## 2021 VCF CAREER CONNECTOR JOB SEEKER PROGRESSION



- Screen all candidates prior to events to ensure they are employer ready
- Refer candidate to additional resources:
  - Resume Prep
  - Mentoring & Networking
  - Interviewing
  - SkillBridge Programs & Apprenticeships
- 30/60/90 Day Event Follow-ups for updates + support





## April 2021 Job Seeker Demographics

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**Who is  
registering so  
far?**

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### Preregistered Job Seekers:

30% Service Members (7 with ETS from Jun – Dec '21)

68% Veterans

2% Military Spouses

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### Education Level:

12% High School Diploma/GED

21% Some College

9% Associate's Degree

35% Bachelor's Degree

23% Master's Degree

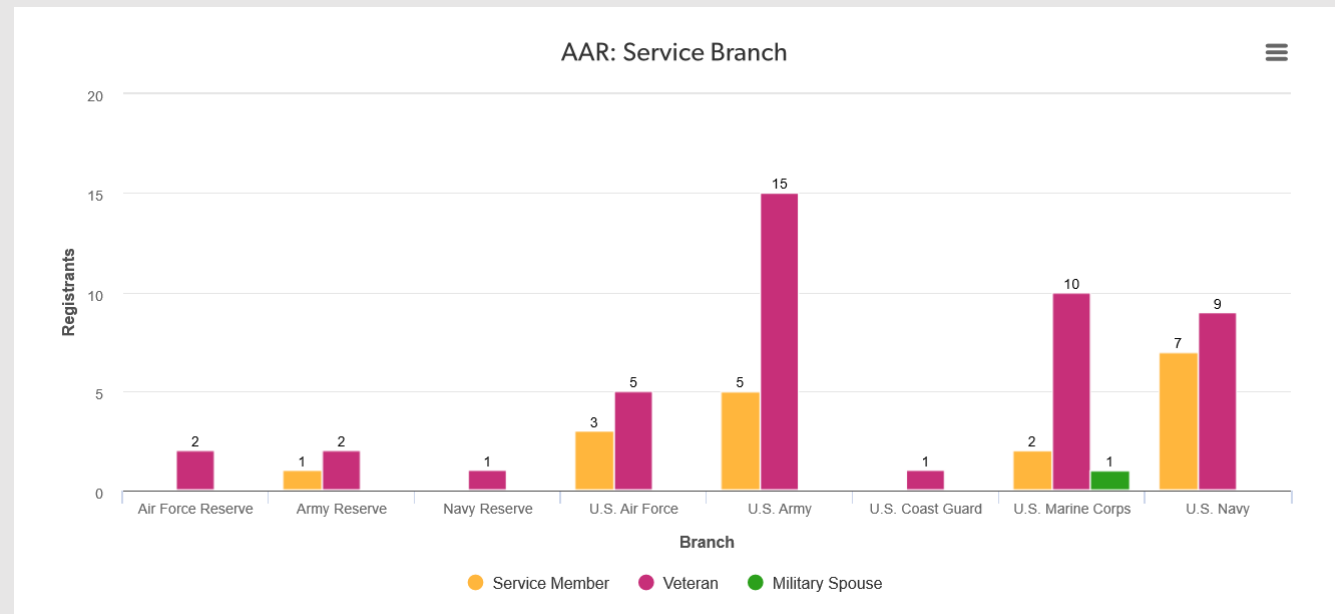
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### Some Current Occupations:

Solar Installer, Sales, Project Manager, Solar Project Manager, Lead Installer, Welder, Supply Chain Supervisor

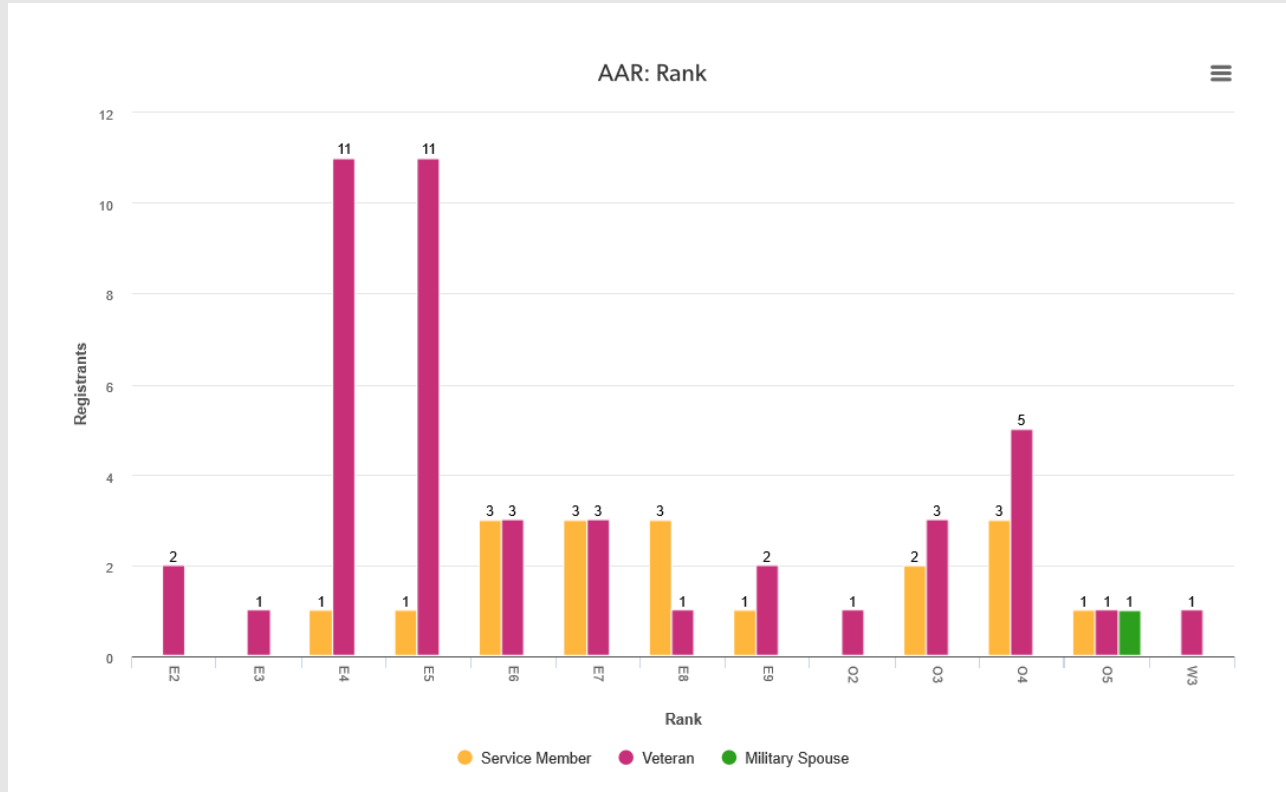
# April 2021 Job Seeker Military Demographics

## SERVICE BRANCH





# April 2021 Job Seeker Military Demographics **RANK**



38% E4-E5 NCO

Leadership, management, specific skillsets, combat training, entry-level

25% E6-E8 SNCO

Increased responsibility, respect, influence, operations, mid-level

10% Company Grade Officers

17% Field Grade Officers + Up

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**Alyssa Hjembo**

*Employer Coordinator for Virtual Events*

**Brooke Prouty**

*Director, Digital Programs*

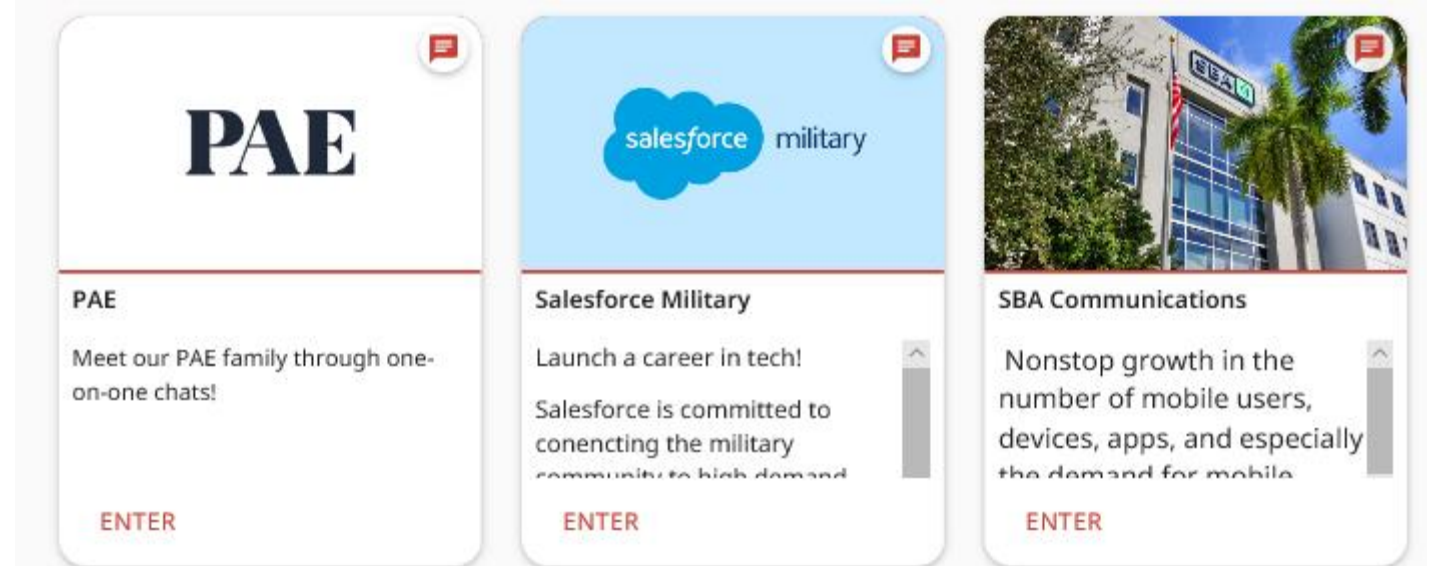


## Tips for Success

# Build Your Booth

## Succinct and Informative Overview

- Customize!
- What does your company do?
- Who are you?
- First opportunity to engage job seeker



## Tips for Success

# Build Your Booth

## Succinct and Informative Overview

- Locations
- Number of available opportunities
- Grab job seekers' interest



**Freedom Learning Group**

Freedom Learning Group is a full-service eLearning curriculum development and education consultancy supporting publishers,

**ENTER**




**HCA Healthcare**

**Over 8,000 openings in 21 states. Both clinical and non-clinical opportunities.**

HCA Healthcare is dedicated to

**ENTER**



**PenFed**

Enter to learn more and engage in 1-on-1 chats.

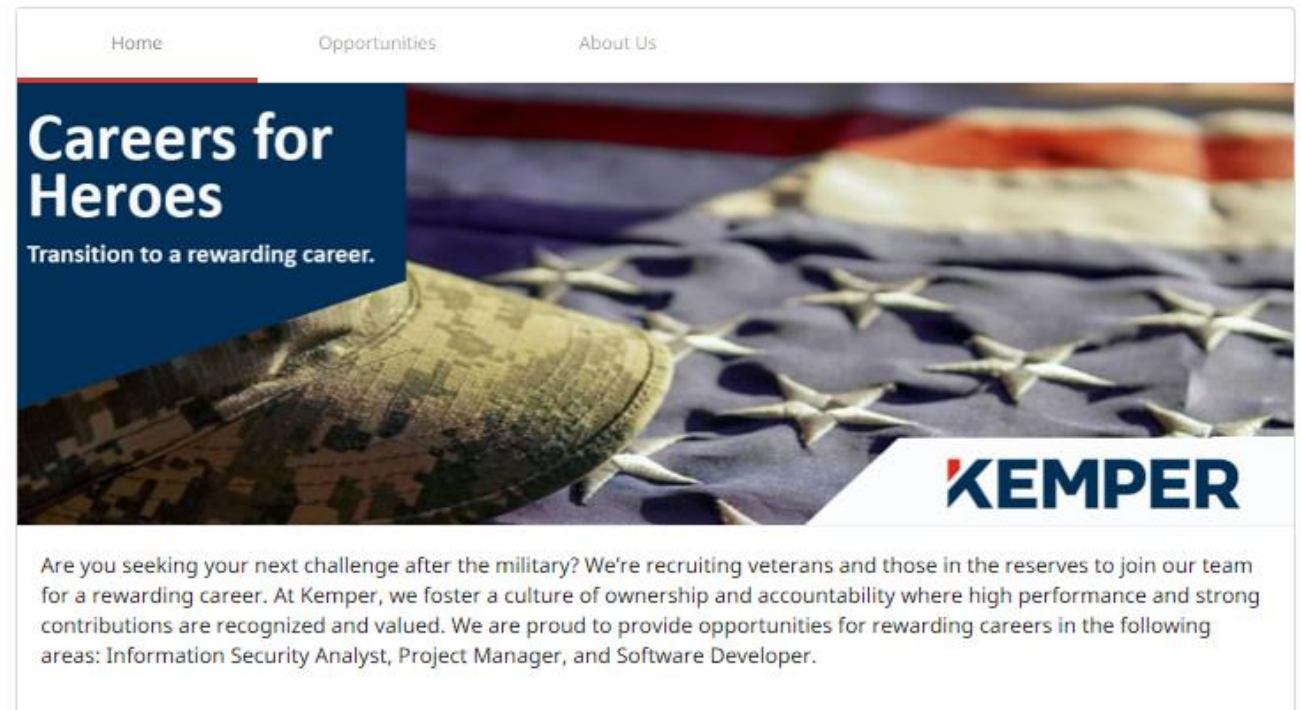
**ENTER**

## Tips for Success

# Build Your Booth

## Home Section

- More details about general locations, types of jobs, needed skills, company culture, mission and more.
- On-the-job training opportunities
- Career page URL





## Tips for Success

- Include up to 7 high priority jobs
- Include locations
- Use [Smart Queue](#) to manage your line
- URL to general company careers page

# Build Your Booth

## Opportunities Section



### Innovative Careers

Kemper's Information Technology department provides a place where you can make a mark. Our culture of ownership empowers every associate to make an impact on our organization. Our team of architects, developers, analysts, program managers, and information security experts keep our employees connected and running safely and efficiently. Work and learn with an experienced team of technical professionals.

### Latest Technology

Our Information Technology team is focused on creating technical solutions in support of the business strategy. Our goal is to develop and maintain highly reliable, secure, and innovative systems that let our company soar. Kemper utilizes emerging technologies to drive results, enhance the customer experience, and impact bottom-line results.

### Collaborative Environment

We're in the business of delivering on our promises, so whether you're a new associate or have worked with us for years, you can count on us for plentiful growth opportunities, collaboration-especially in today's virtual work environment, great benefits, competitive compensation, and so much more.

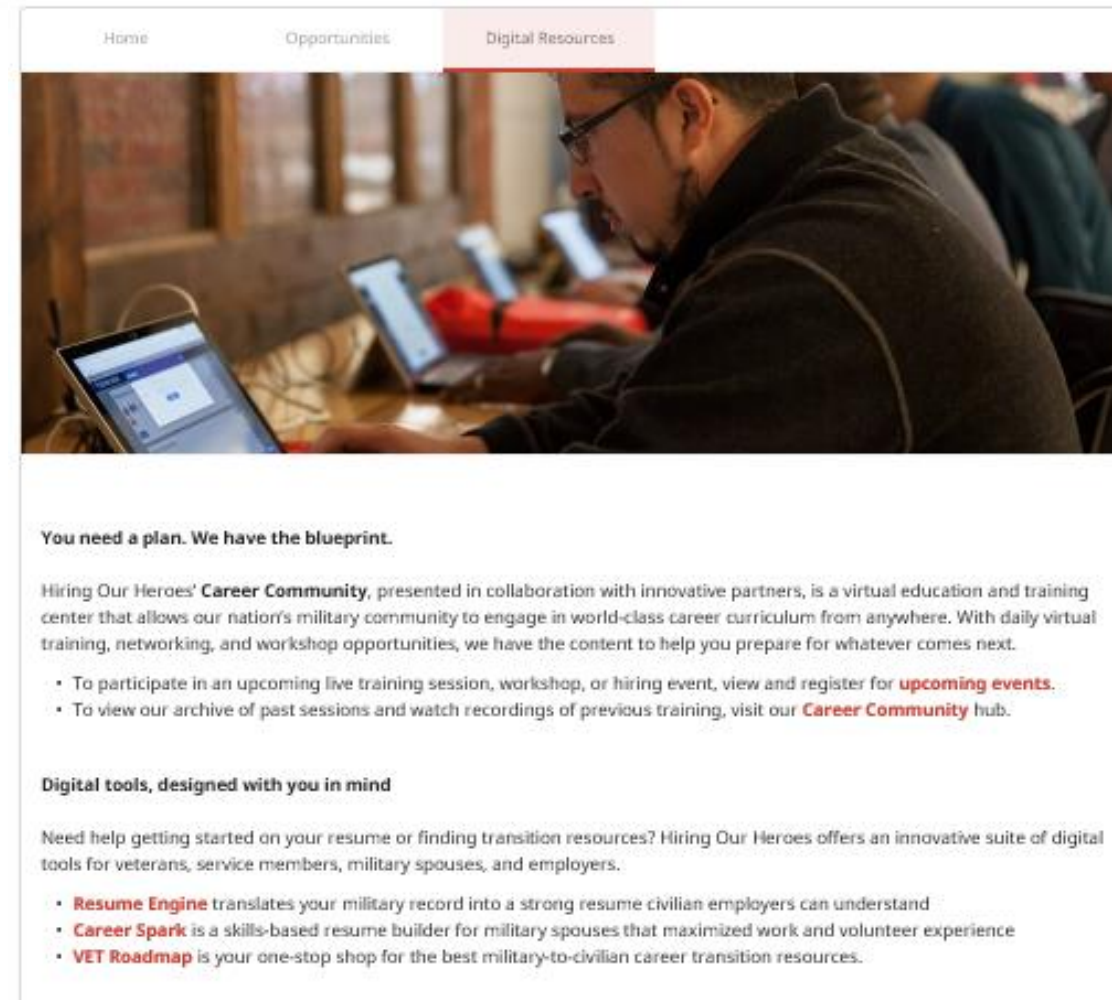
- Network and Security Engineer - Chicago, IL or Jacksonville, FL
- Sr. Network Engineer - Birmingham, AL
- NOC Technician - 3rd Shift - Birmingham, AL
- Software Developer (Java, Spring Boot, Python, Guidewire) - Multiple Opportunities - Birmingham, AL or Jacksonville, FL
- Senior IT Project Manager - Birmingham, AL
- Information Security - Multiple Opportunities - Jacksonville, FL

# Tips for Success


## Build Your Booth

### Custom 3<sup>rd</sup> tab

- About Us
- Video
- Web-hosted PDFs
- Resource guide
- Career pages
- Apprenticeships



Home Opportunities **Digital Resources**



**You need a plan. We have the blueprint.**

Hiring Our Heroes' **Career Community**, presented in collaboration with innovative partners, is a virtual education and training center that allows our nation's military community to engage in world-class career curriculum from anywhere. With daily virtual training, networking, and workshop opportunities, we have the content to help you prepare for whatever comes next.

- To participate in an upcoming live training session, workshop, or hiring event, view and register for **upcoming events**.
- To view our archive of past sessions and watch recordings of previous training, visit our **Career Community** hub.

**Digital tools, designed with you in mind**

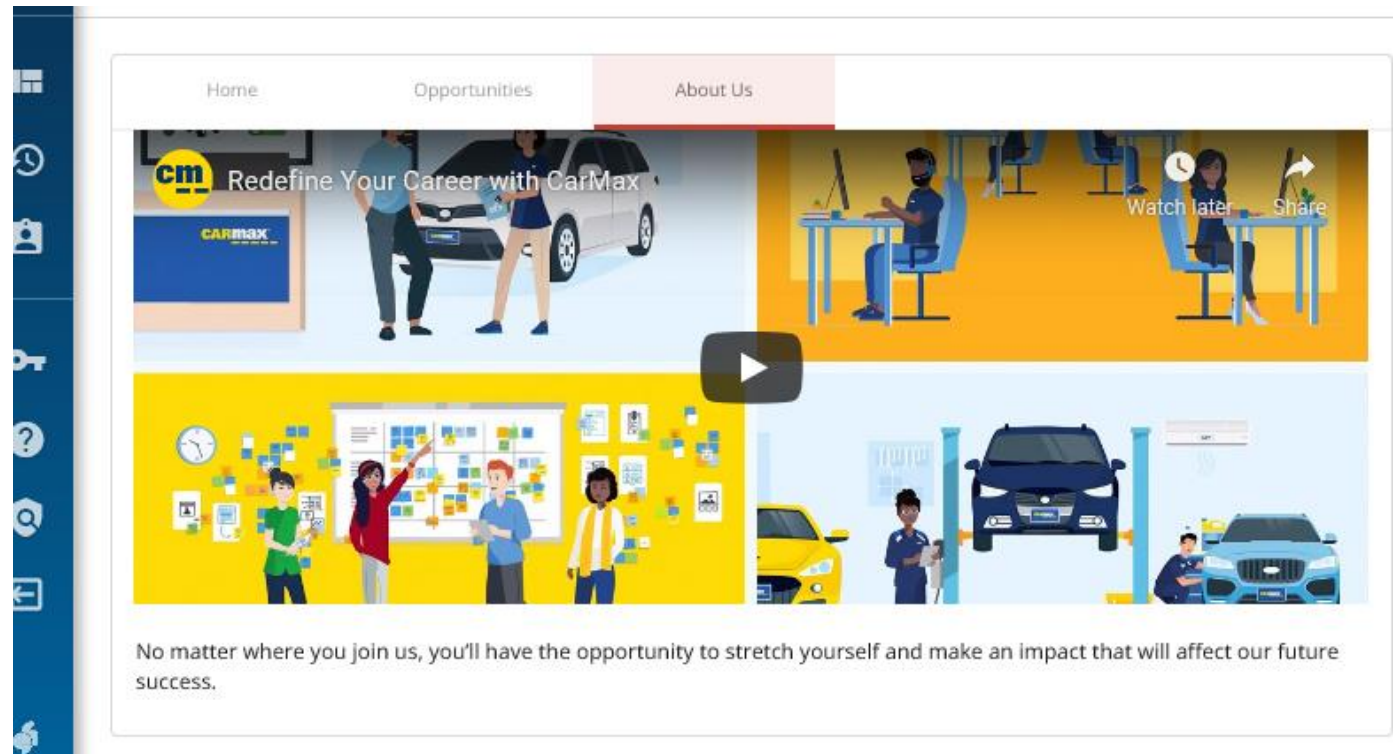
Need help getting started on your resume or finding transition resources? Hiring Our Heroes offers an innovative suite of digital tools for veterans, service members, military spouses, and employers.

- **Resume Engine** translates your military record into a strong resume civilian employers can understand
- **Career Spark** is a skills-based resume builder for military spouses that maximized work and volunteer experience
- **VET Roadmap** is your one-stop shop for the best military-to-civilian career transition resources.

# Tips for Success

## Build Your Booth

### Custom 3<sup>rd</sup> tab



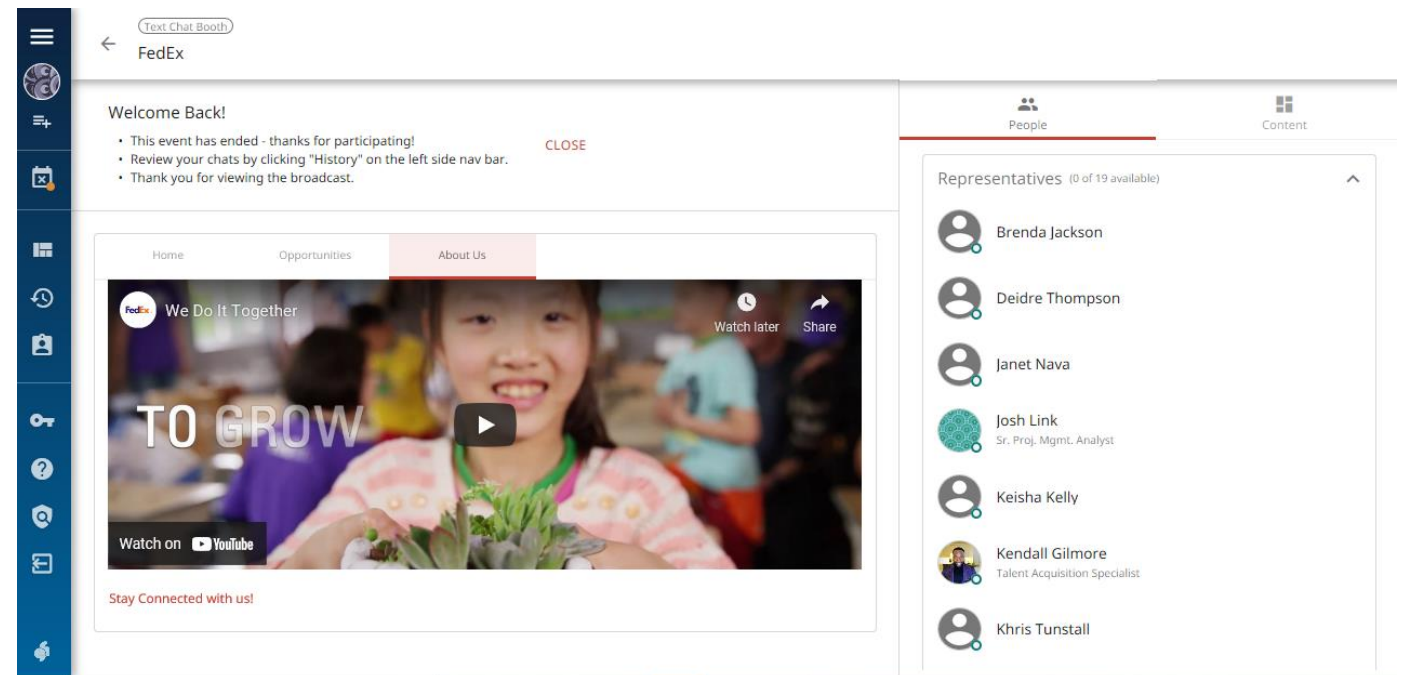


## Tips for Success

# Build Your Booth

## Add Representatives

- Add early (1 week)
- 1 to 3
- Make sure they RSVP through email to complete setup
- Booth owners need to add themselves as representative to chat with candidates





## Tips for Success

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## Best Practices

- Log in early on event day
- Use copy/paste chat [snippets](#) (canned responses)
- Can have up to 4 simultaneous chats
- Enter event as soon as possible to begin browsing candidate profiles and resumes
- Invite interesting candidates to come to your booth or [schedule a chat](#)
- Post-event: Downloadable candidate list and resume bundle available in Edit Booth (Booth Owners only)
- Provide follow up contact information – email or LinkedIn – also can set up drop off messaging



## Tips for Success

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# Platform Education and Support

- Robust **Brazen Resource Hub**
- **Live trainings** on Tuesdays and Thursdays; On-demand training
- 24/7 Chat Support
- Support Ticket Option – flag if event is less than 24 hours away
- Make sure [notifications@brazen.com](mailto:notifications@brazen.com) can clear filters
- Notify HOH staff for awareness of technical problems
- Employers receive candidate ratings report 24 hours after event



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READY VETS®  
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