



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

March 17, 2021



HIRING OUR HEROES
U.S. CHAMBER OF COMMERCE FOUNDATION

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U.S. DEPARTMENT OF
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Energy Efficiency &
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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



**HIRING OUR
HEROES**

NABCEP
Raising Standards. Promoting Confidence.

SEIA Solar Energy
Industries
Association®

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

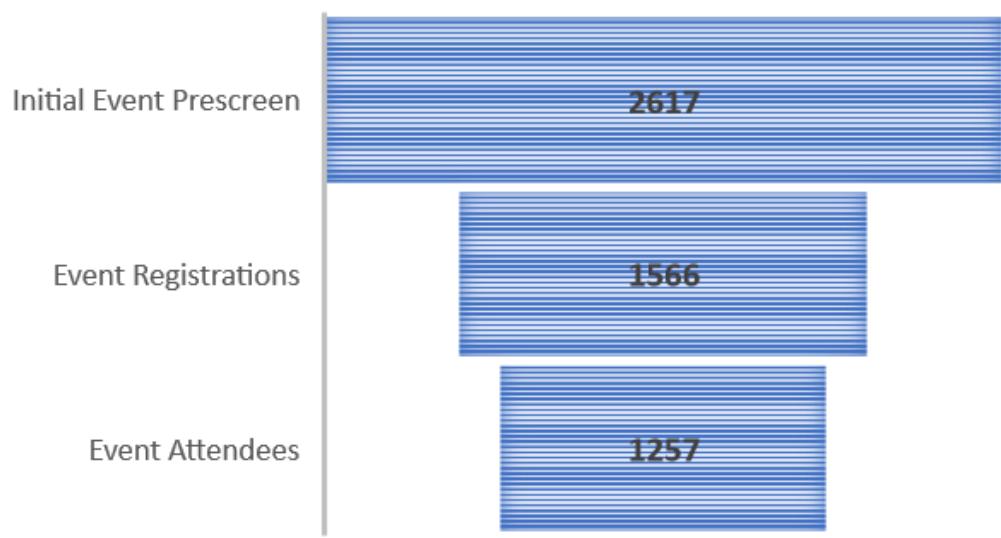
VIRTUAL CAREER FAIRS

- **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

Who is registering so far?

Preregistered Job Seekers:

30% Service Members (7 with ETS from Jun – Dec '21)
68% Veterans
2% Military Spouses

Education Level:

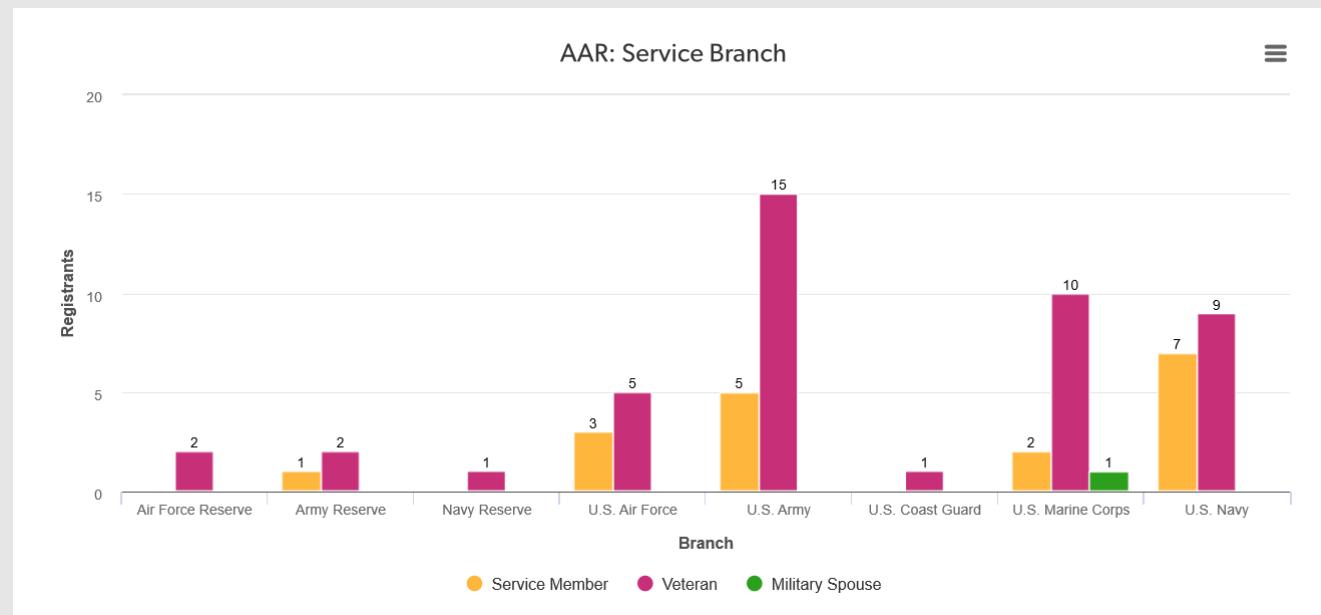
12% High School Diploma/GED
21% Some College
9% Associate's Degree
35% Bachelor's Degree
23% Master's Degree

Some Current Occupations:

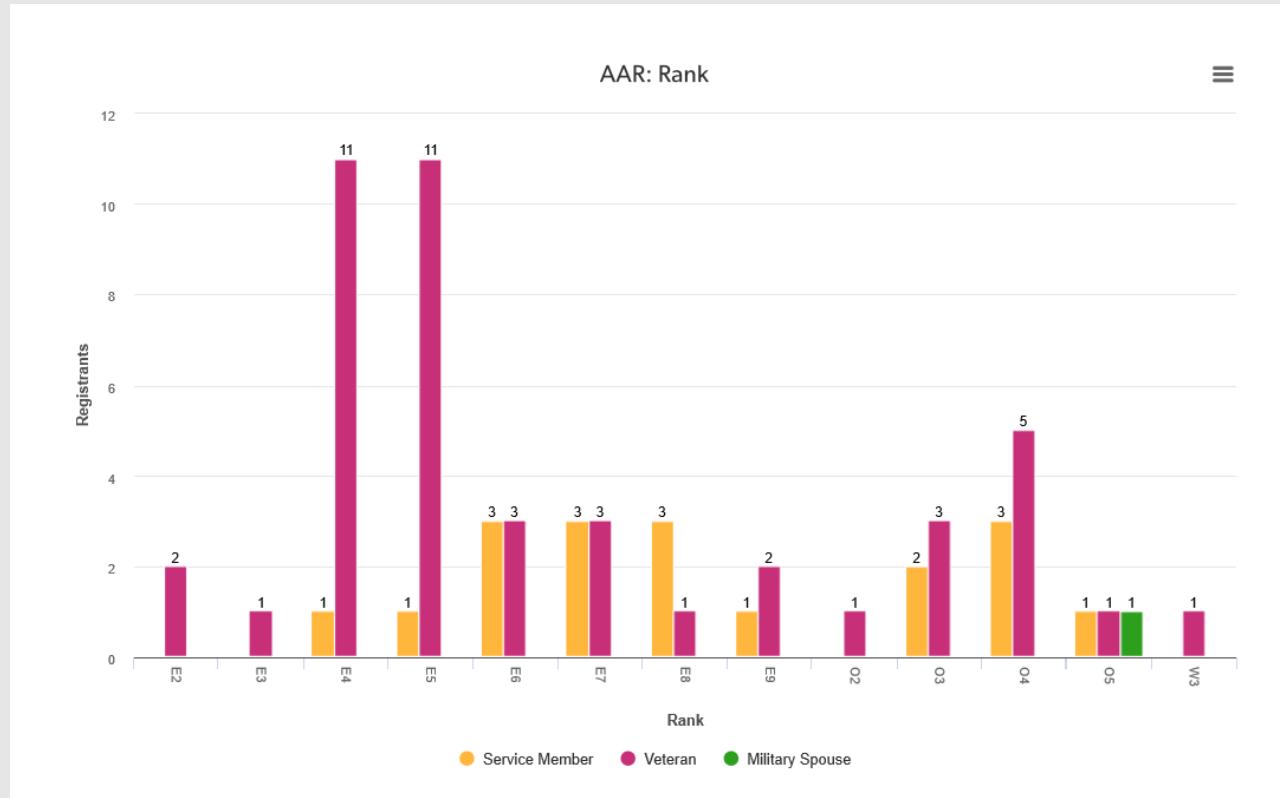
Solar Installer, Sales, Project Manager, Solar Project Manager, Lead Installer, Welder, Supply Chain Supervisor

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

The image displays three mobile booth examples, each with a red speech bubble icon in the top right corner.

- PAE**
PAE
Meet our PAE family through one-on-one chats!
[ENTER](#)
- salesforce military**
salesforce military
Launch a career in tech!
Salesforce is committed to connecting the military community to high demand
[ENTER](#)
- SBA Communications**
SBA Communications
Nonstop growth in the number of mobile users, devices, apps, and especially the demand for mobile
[ENTER](#)

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.

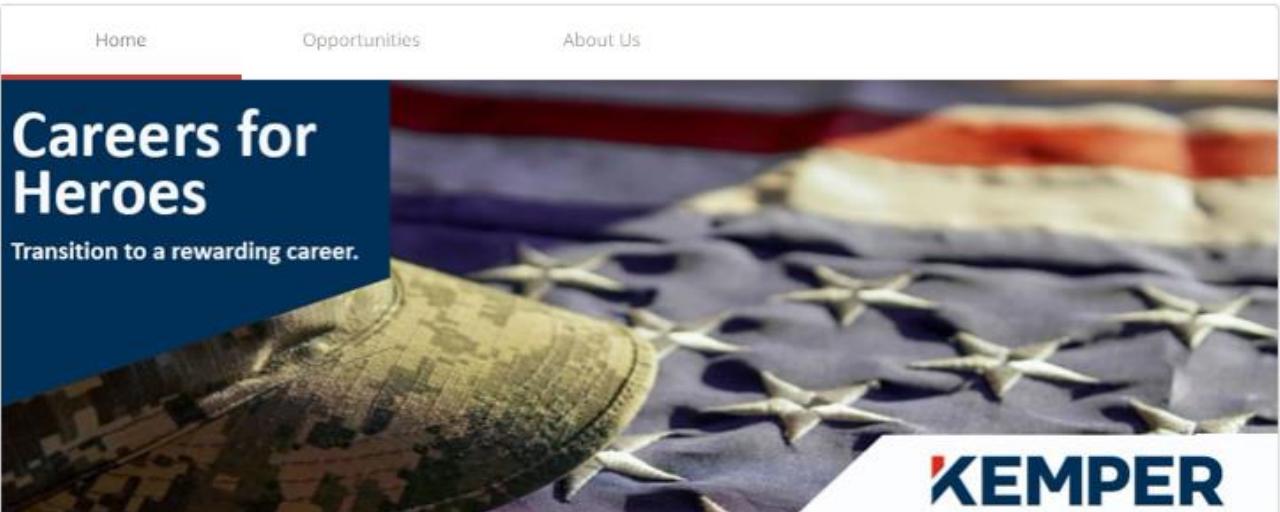
[ENTER](#)

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



The screenshot shows a website for 'Careers for Heroes' with a sub-header 'Transition to a rewarding career.' Below the sub-header is a large image of a military helmet resting on an American flag. The Kemper logo is in the bottom right corner of the image area. The background of the page is white with a navigation bar at the top.

Home Opportunities About Us

Careers for Heroes

Transition to a rewarding career.

KEMPER

Are you seeking your next challenge after the military? We're recruiting veterans and those in the reserves to join our team for a rewarding career. At Kemper, we foster a culture of ownership and accountability where high performance and strong contributions are recognized and valued. We are proud to provide opportunities for rewarding careers in the following areas: Information Security Analyst, Project Manager, and Software Developer.

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 organizations. 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, Go/Node.js - Multiple Opportunities - Birmingham, AL or Jacksonville, FL
- Senior IT Project Manager - Birmingham, AL
- Information Security - Multiple Opportunities - Jacksonville, FL

Tips for Success

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

Build Your Booth

Custom 3rd tab



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 maximizes 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 3rd tab

No matter where you join us, you'll have the opportunity to stretch yourself and make an impact that will affect our future success.

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

The screenshot shows a software interface for managing a booth. On the left, a vertical sidebar contains icons for navigation. The main area has a header with the text "Text Chat Booth" and "FedEx". Below the header, a message says "Welcome Back!" with a list of instructions: "This event has ended - thanks for participating!", "Review your chats by clicking "History" on the left side nav bar.", and "Thank you for viewing the broadcast." There is a "CLOSE" button next to the message. Below this, a video player displays a video titled "We Do It Together" with the text "TO GROW" overlaid. The video player includes buttons for "Watch on YouTube", "Watch later", and "Share". At the bottom of the video player, it says "Stay Connected with us!". To the right of the video player, there is a sidebar titled "Representatives (0 of 19 available)". It lists eight representatives with their names and profile icons: Brenda Jackson, Deidre Thompson, Janet Nava, Josh Link (Sr. Proj. Mgmt. Analyst), Keisha Kelly, Kendall Gilmore (Talent Acquisition Specialist), and Khris Tunstall.

Representative	Role
Brenda Jackson	
Deidre Thompson	
Janet Nava	
Josh Link	Sr. Proj. Mgmt. Analyst
Keisha Kelly	
Kendall Gilmore	Talent Acquisition Specialist
Khris Tunstall	



Tips for Success

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

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 can clear filters
- Notify HOH staff for awareness of technical problems
- Employers receive candidate ratings report 24 hours after event

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