

Veteran Recruiting & Retention Strategies for Veteran Inclusive Workplaces

Solar Ready Vets Network

Nov. 9, 2021



About SEIA

Building a strong solar industry to power America



Federal, State &
Local Policy



Climate &
Equity



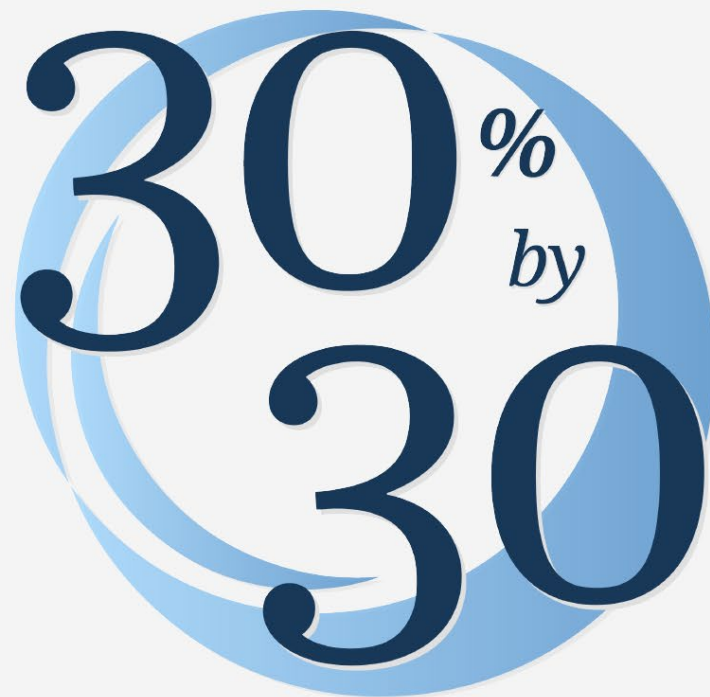
Managing
Growth



Trade, Technology
& Manufacturing



A New Target *for the* **Solar+ Decade**



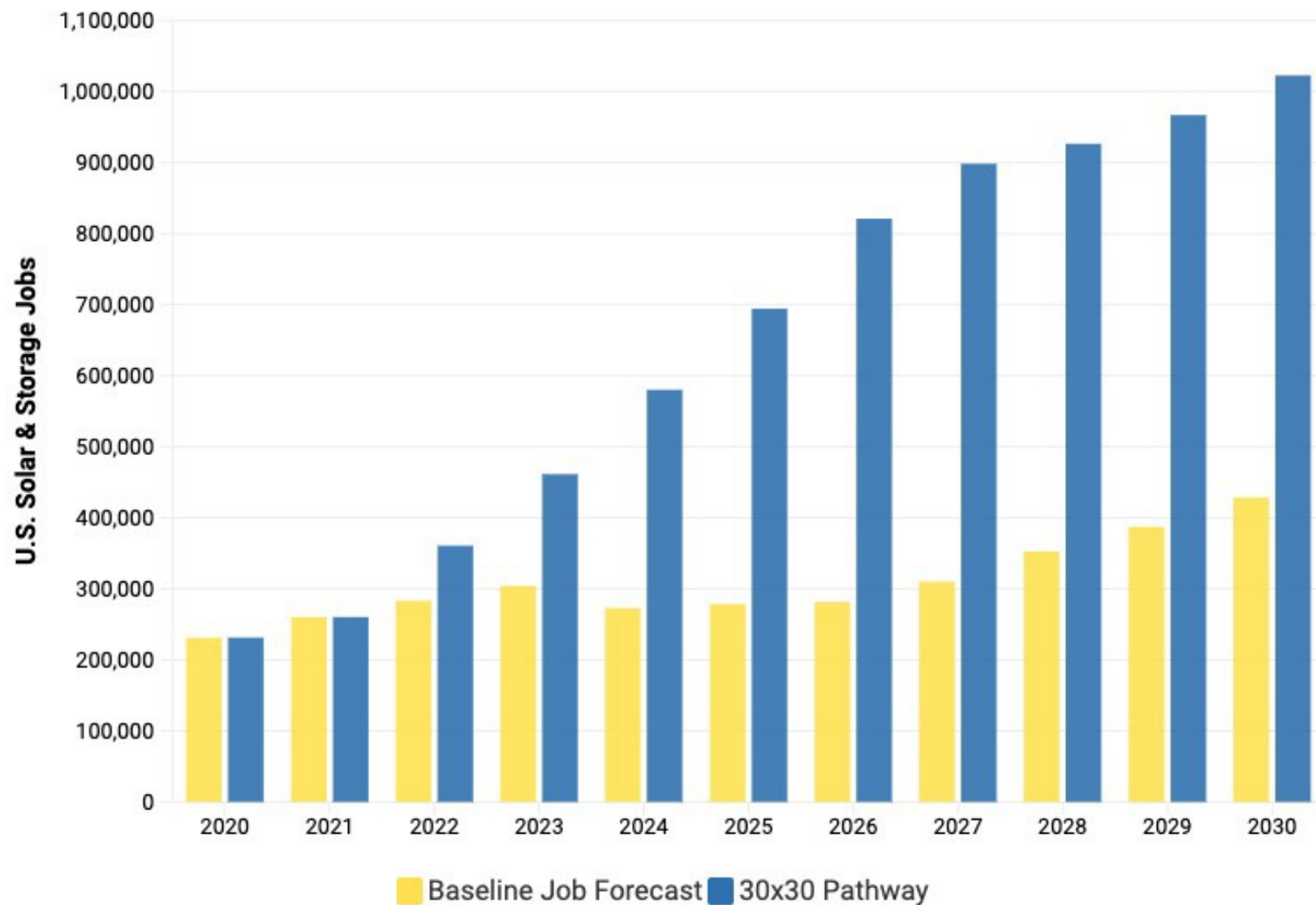
Unprecedented Job Growth on the Horizon

In 2020:

There were 230,000 solar workers

By 2030:

We will need **800,000 new solar and storage workers** for a total workforce of more than **1 million workers**



Agenda

1:00 – Solar Ready Vets Overview

- **Becky Long**, Senior Program Manager, Solar Energy Industries Association –
blong@seia.org

1:10 – Presentation: Strategies for Recruiting, Hiring and Retaining Veteran Talent

- **Meg M. O’Grady**, National Veterans’ Employment Manager, Office of Strategic Outreach, Veterans’ Employment and Training Service (VETS), U.S. Department of Labor

1:25 – Discussion: Practical Examples of Solar Company Strategies

- **Michael Forehand**, Manager Talent Acquisition, Military Programs, Sunrun
- **Dominic Kolley**, Director of Talent Acquisition, Strata Clean Energy
- **Erin Noble**, Vice-President of Business Operations, StraightUp Solar

1:40 – Q&A

Funding Acknowledgement and Disclaimer



U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

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- Project Name: National Solar Jobs Accelerator



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READY VETS®
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The Solar Ready Vets Network

Through direct impact and capacity-building initiatives, the Solar Ready Vets Network strengthens solar career pathways and advances a nationwide pipeline of military talent into all levels and sectors of the solar workforce.



Direct Impact Activities

- **Solar Ready Vets / Hiring Our Heroes Corporate Fellowship Program**
 - Mid-to-senior level transitioning service members
- **Resource Partners – Craft & Trade Roles**
 - Home Builders Institute Military Program
 - Airstreams Renewables
 - Adaptive Construction Solutions
- **Virtual Solar Career Fairs for Military Talent with Hiring Our Heroes**
 - 4th career fair will be April 2022



Capacity Building Initiatives

- **GI Bill for Solar Training & Certification**

All NABCEP certifications are now eligible for GI Bill benefits. SRV provides technical assistance for training providers to complete registration with Dept. Veterans Affairs for program tuition costs to be covered by GI Bill.

- **Veteran Fast Tracks to Certification**

New, streamlined pathways to NABCEP certification recognize relevant skills & experience gained through military service.

- **Industry-Education Partnerships**

Substantive, industry-driven relationships designed to improve training and hiring outcomes at local scales. Six complete so far in VA, TX, CA, NC, NY, FL.

- **Solar Installer Apprenticeship Standard Development**



A solar installer wearing a blue cap, grey shirt, and safety harness is working on a roof. The roof is covered with brown shingles and has several blue solar panels installed. A blue rope is attached to the edge of the roof. In the background, there is a chimney and a clear blue sky with some clouds. The installer is focused on his work, using a tool to adjust a panel.

Solar Installer Apprenticeships

EMPLOYER INFO SESSION

NOVEMBER 16 | 2-3 P.M. ET





MILITARY SERVICE TO SOLAR CAREERS

Military service members and veterans bring much needed technical and soft skills to the solar industry.



Junior Level Veterans Starting Out in a Solar Career



Entry-Level Roles

- Solar Installer
- Electrical Apprentice/Helper
- Solar Site Surveyor
- Operations & Maintenance / Field Service Technician
- Junior Solar PV Designer
- Warehouse/Logistics Coordinator
- Sales Representative/Specialist
 - Inside Sales/Outside Sales



Advancement Opportunities

- Solar Crew Lead / Foreperson
- Licensed, Journey-level Electrician
- Construction Manager/Project Manager
- Field Service Supervisor/Manager
- Solar PV Designer
- Warehouse/Logistics Manager
- Operations Manager
- Sales/Business Development Manager

Mid-to-Senior Veteran Level Roles

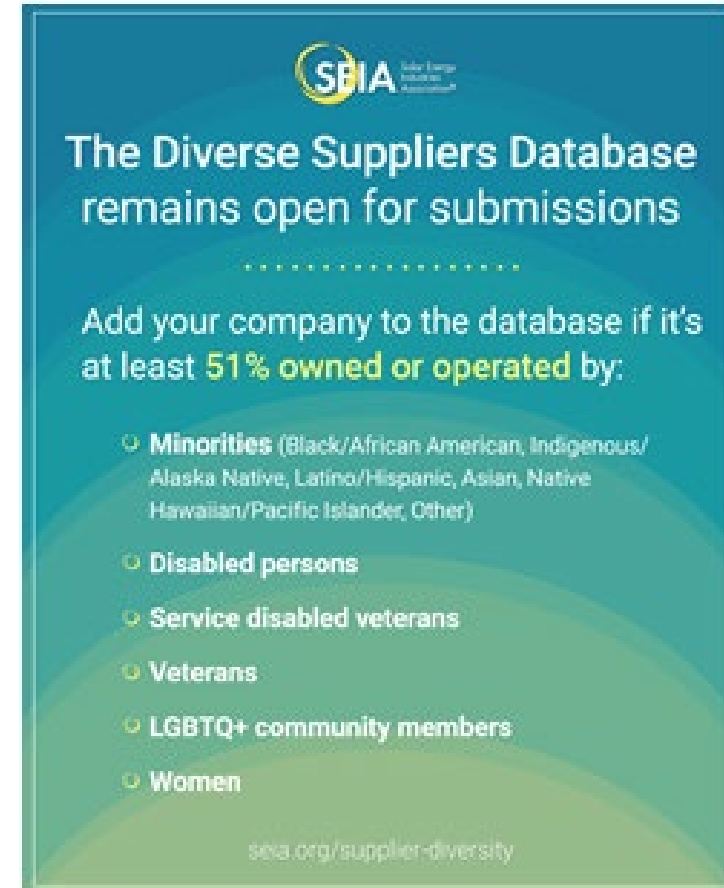
- ❖ **Logistics & Supply Chain Management**
- ❖ **Operations Management / Asset Management**
- ❖ Construction Management
- ❖ Quality Systems Management
- ❖ **Project Development**
- ❖ **Project Management**
- ❖ Engineering
- ❖ Safety Management
- ❖ Market Development & Policy
- ❖ Business Development
- ❖ Human Resources Management/**Talent Acquisition**
- ❖ IT, Software Development & Cybersecurity
- ❖ Corporate roles: Finance, Accounting, Procurement, Legal, Communications, Marketing, etc.



SEIA's Diverse Suppliers Database

To strengthen the Diversity, Equity, Inclusion & Justice (DEIJ) in the solar and storage industry, SEIA launched the [Diverse Suppliers Database](#) to connect buyers throughout the supply chain with diverse-owned businesses.

If you operate a diverse-owned business, including a veteran-owned business, and provide services in the solar and storage industries, then you can add your company to this **free** database.



<https://www.seia.org/diverse-suppliers-database>



Presenter

Meg M. O'Grady

**National Veterans'
Employment Manager,
Office of Strategic
Outreach, Veterans'
Employment and Training
Service (VETS), U.S.
Department of Labor**

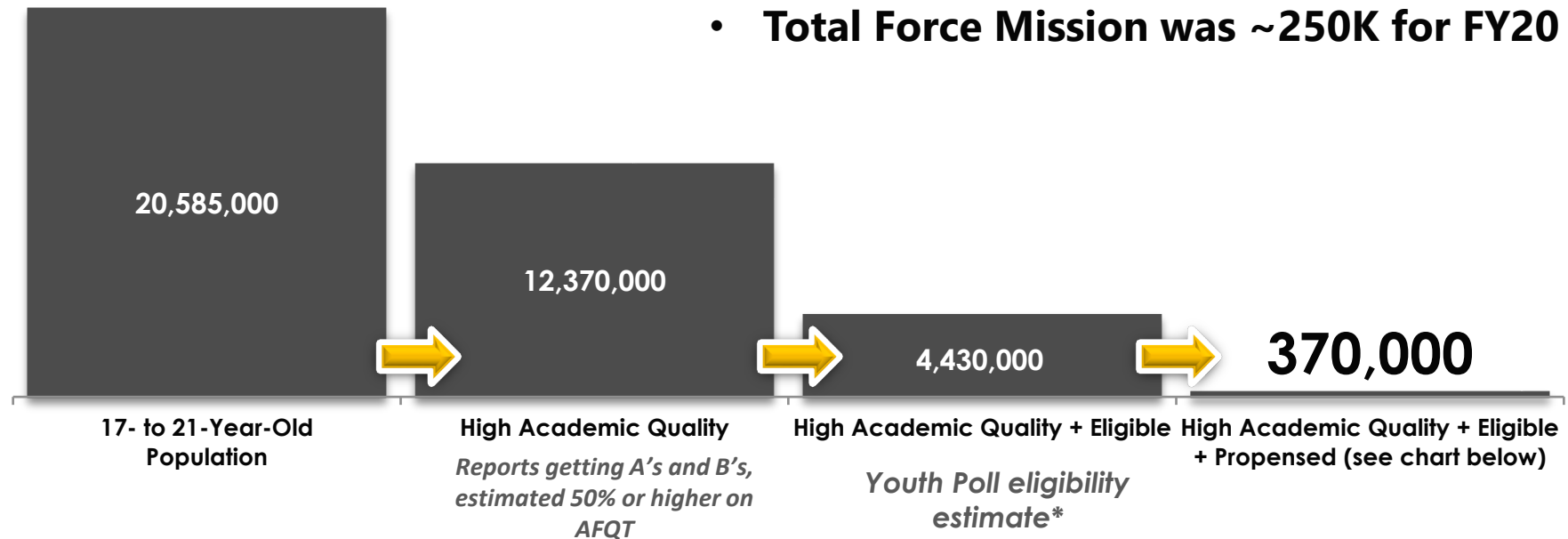


Veteran Recruiting & Retention: Practical Strategies for a Veteran-Inclusive Workplace

U.S. Department of Labor Veterans' Employment and Training Service (VETS)

November 9, 2021

Sizing the Prime Recruiting Market



**Although Youth Poll data was used to calculate presented population estimates, QMA is the official DoD metric for eligibility.*

- The size of the high academic quality, eligible, and propensed population is unlikely to change meaningfully in the near future.

Employer Outreach Program



1. Connect companies with federal, state and local resources to facilitate Veterans' employment.
2. Leverage federal, state and local employment resources and programs to reduce employer costs.
3. ***Consult with companies on their needs, educate them on resources and assist them with developing apprenticeships to address skill gaps and to attract more Veterans.***
4. Coordinate employment resources and expertise across businesses, employer groups, Veterans' organizations, state workforce partners and government agencies to promote Veterans' employment opportunities.

Bottom Line: Make it easier for employers to find and hire Veterans.

The screenshot displays the VETERANS.GOV website interface. At the top, it features the United States Department of Labor logo and the text "VETERANS.GOV The employment resources you need." Below this, there are five main navigation buttons: "FIND A JOB", "HIRE VETERANS", "Military Spouses", "START YOUR OWN BUSINESS", and "VA Benefits & Information". A central section titled "Veterans' Employment Program Information" lists various opportunities: Agriculture, Energy, Transportation, Homeland Security, Federal Government Hiring, and AmeriCorps. Below this, there is a banner for the "Get Recognized For Hiring Veterans" award, which includes an "APPLY NOW" button. At the bottom, a map of the United States is shown, titled "Explore Resources In Your State:", with states color-coded by region.

RVEC Regions



Chicago Region *Roxann Griffith*
(Acting)

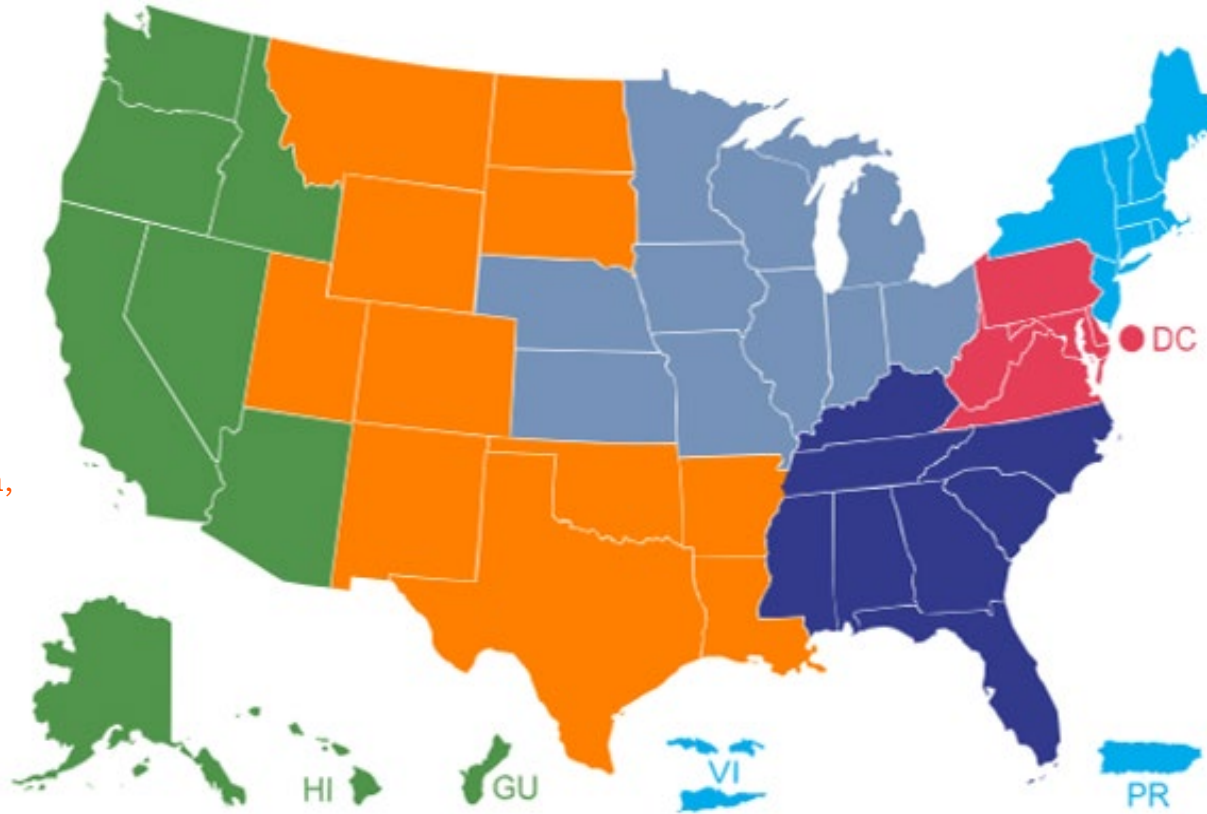
Illinois, Indiana, Iowa, Kansas,
Michigan, Minnesota, Missouri,
Nebraska, Ohio, Wisconsin

Dallas Region *Roxann Griffith*
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(202) 853-1896

Arkansas, Colorado, Louisiana,
Montana, New Mexico, North Dakota,
Oklahoma, South Dakota, Texas, Utah,
Wyoming

San Francisco Region *Tony Forbes*
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Alaska, Arizona, California, Guam,
Hawaii, Idaho, Nevada, Oregon,
Washington



Boston Region *Paul Furbush*
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Connecticut, Maine, Massachusetts,
New Hampshire, New Jersey, New
York, Puerto Rico, US Virgin
Islands, Rhode Island, Vermont

Philadelphia Region *Nicole Neri*
Neri.Nicole@dol.gov
(202) 215-0511

Delaware, DC, Maryland,
Pennsylvania, Virginia, West
Virginia

Atlanta Region *Nicole Neri*
(Acting)

Alabama, Florida, Georgia,
Kentucky, Mississippi, North
Carolina, South Carolina, Tennessee

DOD SkillBridge Program



<https://dodskillbridge.usalearning.gov/>

Through DoD SkillBridge, tremendous potential exists for Service members, companies, trade unions, and others to leverage this talent pipeline to meet state, regional, and industry workforce needs.



DoD can use the SkillBridge program to connect to DOL programs already in place and funded to facilitate Transitioning Service Members' success.

American Job Center “Priority of Service”

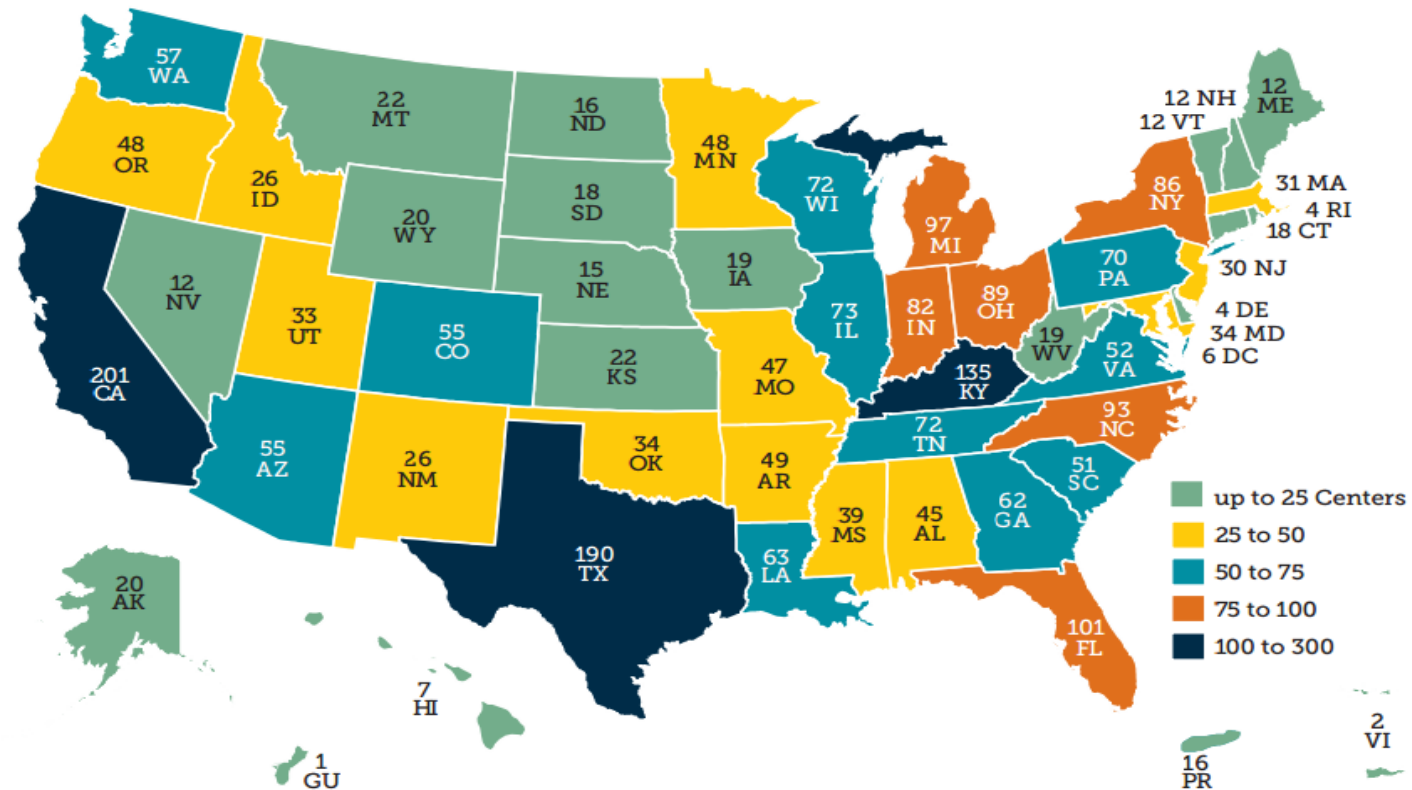
Data from
VETS 2018
Annual Report



www.VETERANS.GOV

www.careeronestop.org

National Phone Helpline:
1-877-872-5627

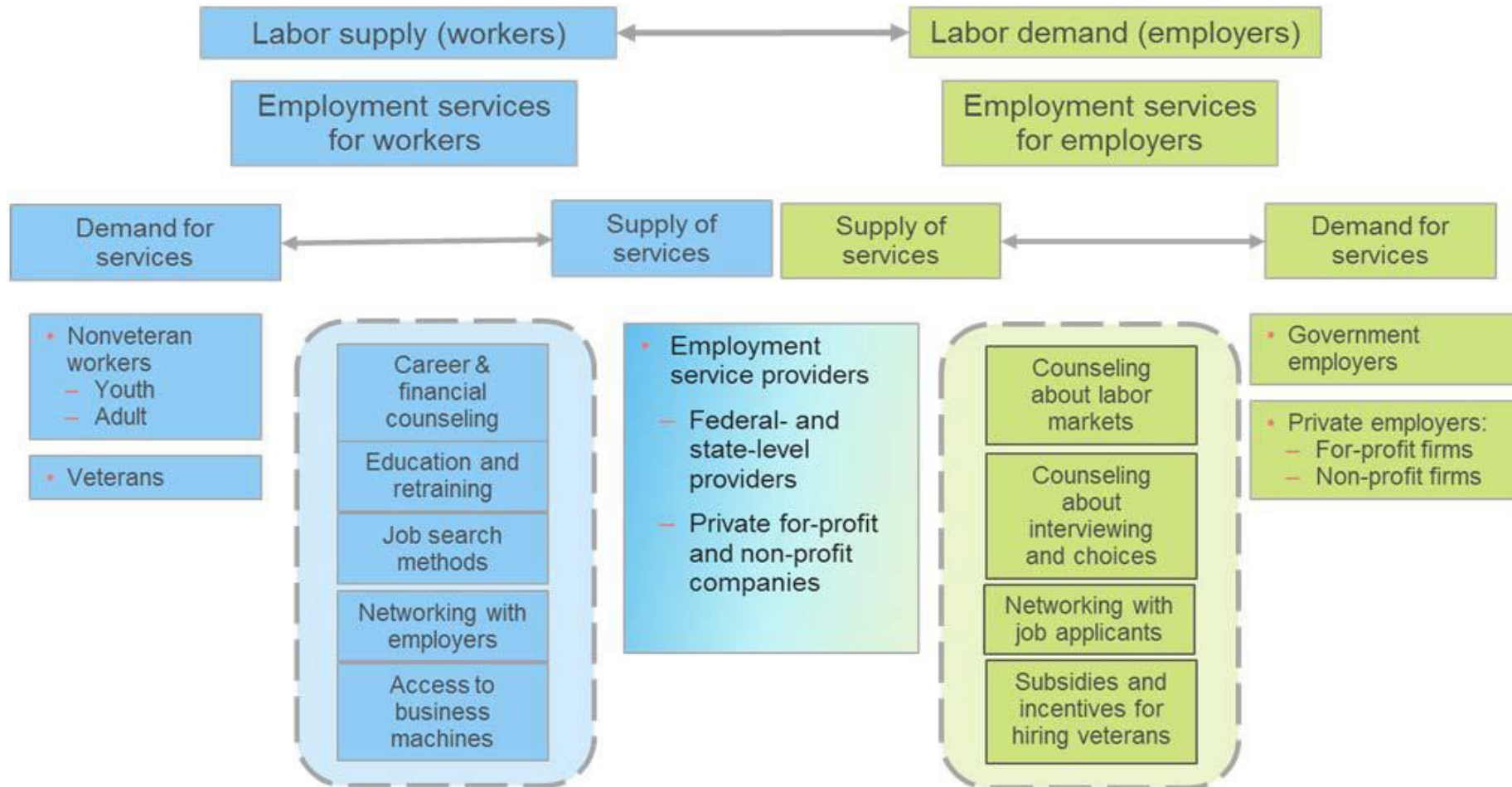


- State Workforce Agencies (SWAs) operate nearly 2,400 American Job Centers (AJCs)
- Annually delivers local employment services to over 3.8 million Americans
- VETS funds Disabled Veterans’ Outreach Program Specialists (1,132 DVOP Specialists)
- VETS funds Local Veterans’ Employment Representatives (497 LVERs)
- Both groups required to attend training at the National Veterans’ Training Institute (NVTI)

The AJC Concept



The AJC concept for connecting workers and employers in the job market

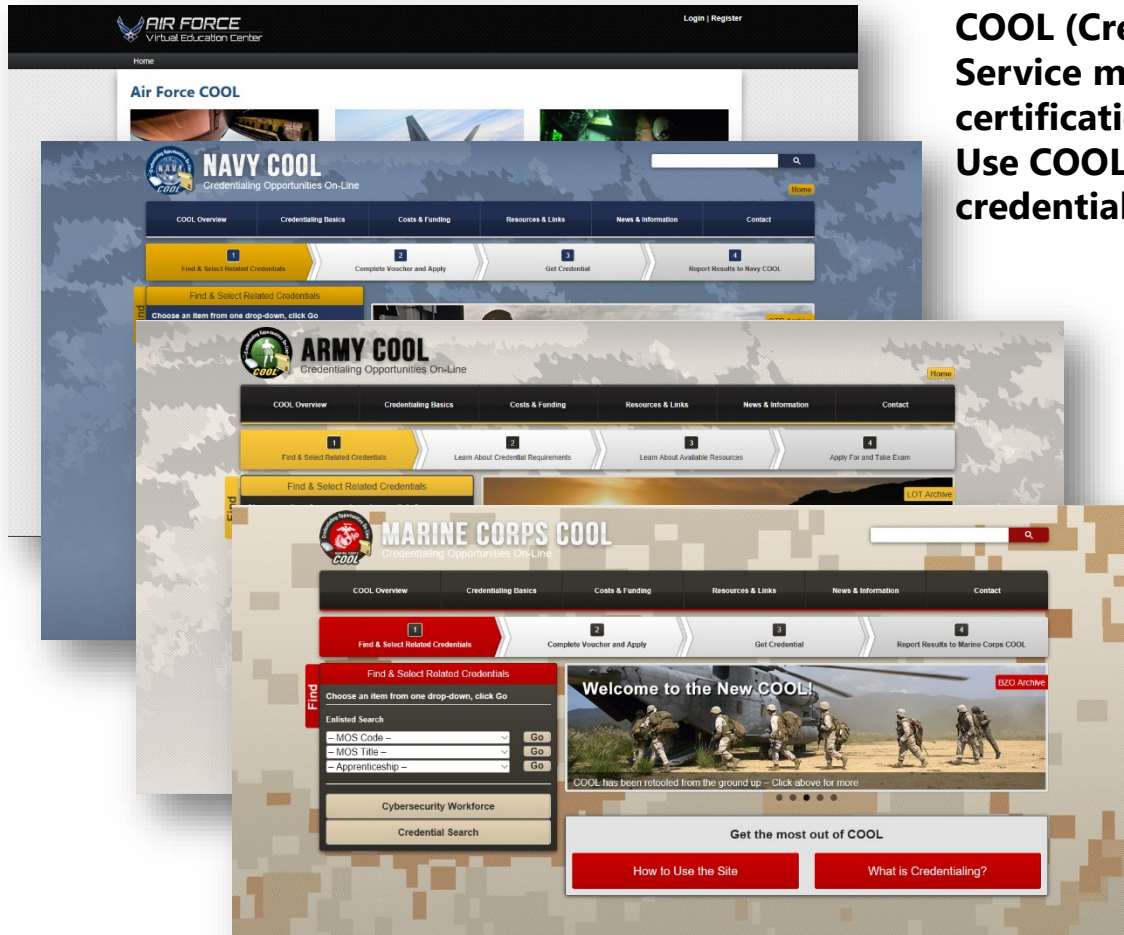


Promote: AJC Services for Employers

Connect

- Locate the closest AJC to your facility
 - www.Veterans.gov
 - www.careeronestop.org
- Contact a Local Veterans' Employment Representative (LVER) or Business Services staff
 - Business Services: Works with employer to enter open positions into the state workforce system
 - LVER: Works with the employers, ensuring that the position is in the state's job bank & assists the employer with sourcing viable Veteran candidates to fill those positions
- Let them know you want to hire Veterans

Credentialing Opportunities On-line



COOL (Credentialing Opportunities On-line) helps Service members find information on certifications and licenses related to their jobs. Use COOL to get background information on credentialing and find detailed information on:

- ✓ **Credentials related to an Military Occupational Specialty or Code (MOS or MOC)**
- ✓ **Credential requirements and potential gaps between Army training and civilian credentialing requirements**
- ✓ **Resources available to fill gaps between military training and civilian credentialing requirements**



HIRE Vets Medallion Program

Recognizing employers for their investments in recruiting, employing, and retaining our nation's heroes.

[Review 2020 Criteria](#)

[View the 2019 Award Recipients](#)



Honoring the Employers who Hire our Nation's Heroes

The HIRE Vets Medallion Award is the only federal-level veterans' employment award that recognizes a company or organization's commitment to veteran hiring, retention, and professional development. [Review the criteria for the 2020 award cycle.](#)

What Employers are Saying About the Program



Plumbers, Pipefitters...

PP&M



2 Marines Moving

Two Marines Moving



Sign up for news and updates on the HIRE Vets Medallion Program.



Speaker

Michael Forehand

**Manager Talent Acquisition,
Military Programs, Sunrun**



Speaker

Dominic Kolley

**Director of Talent Acquisition,
Strata Clean Energy**



Speaker

Erin Noble

Vice-President of Business
Operations, StraightUp Solar

Questions?





Thank You!

For questions about **Solar Ready Vets**, veteran resources for employers, or apprenticeships, reach out to Becky Long at blong@seia.org.



Powering the Solar+ Decade |
11/10/2021

