

# Delivered 84% Diverse Hires Within the Energy Efficiency Industry

*By Creating A Dynamic Ecosystem*

## BACKGROUND

One of the largest utility companies in New Jersey is currently investing \$1 billion through multiple energy efficiency programs. These programs are designed to reduce environmental impacts and help customers decrease energy consumption. As part of the state's clean energy vision and plan, The JPI Group is tasked with helping them achieve their goal of hiring more than 2,000 New Jersey residents for clean energy jobs.



## THE CHALLENGE

The clean energy sector is rapidly seeing growth within the industry and the utility company quickly discovered a shortage of skilled talent in the labor force. They also wanted to intentionally hire diverse candidates from historically underrepresented groups within the local communities they serve.

The utility company approached The JPI Group to create an On-The-Jobs Training Program so they could tap into our workforce planning and diversity hiring expertise – as they work to recruit 2,000 new candidates into clean energy roles. The skill sets include Field Technicians, Weatherization Technicians, Energy Efficiency Specialists, and Administrative Assistants.



## THE APPROACH

The JPI Group first worked with the utility company's stakeholders to create the framework for the program. Then our team of experts identified local community partners such as workforce centers, employment agencies, non-profit organizations, and training institutions to help find talent in historically underrepresented groups.

Our next priority involved strategically partnering with local companies in the clean energy sector to determine their workforce needs. During our robust screening process, we selected the well-qualified candidates for the program based on their soft skills, transferable skills, and their willingness to learn a new industry.



## THE RESULTS

After launching a mini-pilot program, we expanded outreach to more than 75 community partners. Our direct recruiting process involved connecting with over 3,000 candidates, interviewing 150 of them and hiring 38 trainees within five months. Additionally, we were proud to provide the utility company with a candidate pool that's 84% diverse, including those who self-identify as female.

**After meeting all of the requirements in a timely manner, the utility company was thrilled to proudly deliver on the powerful commitment they made to the community.**