

CONNECTING WITH POTENTIAL EMPLOYEES AND IMPROVING CURRICULA:

How to Connect With Your Local Technical College and University for Curricular Input and Job Placement

There is a technical vocational education training institution or university near your company, regardless of where you live. They can provide you with students educated to help you succeed in the clean energy transition, providing knowledgeable and skilled employees for building energy efficiency, clean and renewable energy technologies, and more environmentally sound products.

Companies often find good candidates to hire for a wide variety of positions, including but not limited to sales, installation and troubleshooting, and managers for a variety of functions that will help your company grow and be more profitable.

Knowing how to efficiently connect with your technical training and universities will save you time and money. Here are some steps to take:

1. **Search for technical institutions and universities near you. Call the main number and ask for the direct numbers for:**
 - a. **the Deans most related to business, energy efficiency and green energy, construction and HVAC (heating and cooling);**
 - b. **the Career and Job Placement office.**
2. **For job openings that you want to fill:**
 - a. Contact the Placement office and tell them you have a posting. They will tell you how to get it posted on their site. Ask for the final link so you can share it with others;
 - b. Call the dean and tell him/her you have a job posting to share with relevant faculty. Ask if the college has a specific program in HVAC, Construction, Energy or Business program and ask for the contact information (email and phone) of the professors/instructors who teach the courses. You can then email them the link to the posting and follow up with a phone call. Get to know the professor/instructor a bit; by making a connection, they will help you connect to the good students. Follow up with reminder emails and thank them when they send you candidates.
3. **To provide input into the curricula, so the students will have skills relevant to your needs:**
 - a. Ask the dean how you can provide input. If you have time, offer to sit on an existing program's Advisory Committee. If you don't have time for that, say you have limited time but still want to provide input on what training and education you'd like to see for the students. If they are not offering courses that you would like to see, mention this to the dean and ask how you can help make this happen.
 - b. Discuss with the instructor(s) what you would like to see in the curricula (and mention you'd be interested in hiring students more if they had that knowledge and skills). Sometimes you can even donate equipment to the college so students come out already familiar with how to sell, install and/or troubleshoot your products and services.
4. **To receive updated training for your existing employees:**
 - a. Call the main number and ask for the Workforce Development department. Explain to them the kind of training you need and ask if they can customize it for you. Ask about content, timing and fees and see if there is a fit.

This information is brought to you by the [Sustainability Education and Economic Development](#) initiative.