

# HOW TO CONNECT

## WITH YOUR LOCAL COLLEGES AND UNIVERSITIES

There is a college or university near you, regardless of where you live in the United States. Higher education institutions can provide you with students educated in HVAC, energy efficiency and even renewable energy technologies.

Companies often find good candidates to hire in 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 local college or university will save you time and money.** Here are some steps to take:

**1. Search for colleges and universities near you. Call the main number and ask for the direct numbers for:**

- a. the Dean of Business, Engineering, HVAC, Automotive, Electrical Trades, Culinary, Hospitality and/or Construction and others areas specific to your needs;
- b. the College or University Job Placement office (there may be more than one so ask by the area of interest).

**2. For job openings that you want to fill:**

- a. Contact the College or University Job Placement offices 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. Ask about in person and virtual recruitment opportunities;
- b. Call the dean and tell him/her you have a job posting to share with relevant faculty. Ask if the higher education institution has a program in your area of interest, and ask for the contact information (email and phone) of the faculty/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 faculty a bit; by making a connection, they will help you connect to the good students. Follow up with reminder emails; thank them when they send you candidates

**3. To provide input into the curricula and the course offerings, 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 you'd like to see for the students. If the college or university is 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 or university so students in technical areas come out already familiar with how to install and/or troubleshoot what you sell.

**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.

PAGE 2 OF 2

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