



Initial Design of Recruitment Materials: Outreach and Marketing Strategy

Career Pathways to Advance the Trades in HVAC Services

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PREPARED FOR:



**U.S. DEPARTMENT OF
ENERGY**

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1. BACKGROUND & OVERVIEW

The collateral and outreach materials strategy focus of a breakout session during August Advisory Meeting. Subsequent offline collaboration, discussion and coordination with community-based organizations, industry professionals and student orgs to validate and refine best practices for effectively reaching individuals to engage them in considering HVAC as a career-of-choice. The outreach and marketing campaign is intended to broaden the interest/awareness and diversity of the HVAC education and training programs, and eventually the Inland Empire workforce.

We will continue to mature the strategy through 2022 and finalizing the strategy will serve as the primary focus of the October Advisory Group Meeting.

The outreach and marketing strategy utilizes “both sides of the coin” - reaching both individuals who are utilizing community-based organizations for services and are in-person. One-page flyers continue to offer value and are a tangible takeaway for people to consider far beyond the passing moment they may view an ad online. Social media, however, is an undeniable tool to reach large numbers of individuals and will target geo-fencing to maximize effectiveness.

Both social media and hard copy collateral will include consistent themes, messaging and graphic treatment for a unified, sustainable and distinct campaign.

2. SOCIAL MEDIA

Finding the right platform(s) is essential: While LinkedIn or Twitter might seem like the obvious place to start a social media outreach strategy, it’s important to be specific in our target populations and geography and consider where they’re most likely to spend their time on social media. For instance, a graphic designer might spend more time on visual channels like Instagram or Pinterest, while video editors likely enjoy YouTube and TikTok.

Each platform we consider will require a slightly different approach for key messaging in order to resonate and be relevant. For example, on Twitter you’ll want to incorporate hashtags to join the right conversations and make it easier for your team to reach out to possible referrals. On Facebook, it may be appropriate to visit careers pages and job groups to seek out potential employees.

Still too early and will refine over time to intentionally target key demographics and collaborate with other community-based organizations, community college or employer campaigns, events or other social media presence.

We will work collaboratively and aggressively with the Advisory Group industry partners to expedite growth, “likes” and sharing across platforms and employers.

3. HARD COPY FLYERS (ONE-PAGERS)

Multiple versions intentionally targeting specific populations and/or micro-communities within the Inland Empire. Marketing could potentially refer back to specific HVAC education and training programs in San Bernardino or Riverside Counties, to focus the messaging.

Will utilize best practices to maximize effectiveness: Expectations, opportunities, locations, wages, long-term career, brevity with compelling LOCAL focus.

PROPOSED PRIMARY MESSAGING

In-demand jobs and careers

One reason is that the HVACR industry is growing fast. The U.S. Bureau of Labor Statistics projects a 21 percent increase in HVACR mechanic and installer jobs through 2022, nearly twice the projected growth of overall employment. Another is that many HVACR workers will soon leave the workforce.

High-quality and accessible training programs are in your backyard

The Inland Empire has several HVAC programs, considered by many as best-in-class in the California Community College system. Availability, access and quality is a hallmark of HVAC training across the San Bernardino and Riverside region. Also, the California College Promise program provides free tuition for first-time college students who meet eligibility, which removes a cost barrier for many non-traditional and disadvantaged populations.

There's much more to HVAC than technician jobs

Careers involve a wide range of skills, from equipment troubleshooting and repairs; to computing, process automation and networking; to data and financial analysis; to oversight of entire campuses and building portfolios. That's to say nothing about the full spectrum of rewarding careers available in the industry, many of which are or can lead to positions of major responsibility in large organizations. The broad HVACR umbrella includes, in addition to installation and service careers:

- • Architects who design the heating and cooling systems for homes, office buildings and factories.
- • Engineers and scientists in manufacturing companies who develop new building comfort and energy-conserving technologies, products and services.
- • Sales and marketing representatives within manufacturing companies who call on and sell to owners, consulting engineers, distributors/representatives and contractors.

- Distributors and representatives who help building owners, consulting engineers and contractors select, configure, install, and support HVACR equipment and controls throughout the building lifecycle.
- Facility managers who regulate indoor air conditions, control comfort, and manage energy consumption in buildings, across campuses, and even across global enterprises.

First-Hand Testimonials (The Journey)

Identify recent diverse program graduates who have since found employment in the industry to reflect on their successful “journey.” Similarly, identify a former student now established in the industry (perhaps someone who owns their own small business) to “put a face” on a successful “journey” which years prior they wouldn’t have thought possible. As important as the skills attainment, the unique voice, values, perspective and tone can serve as inspiration for others with similar stories to consider the industry.

Tomorrow’s Green Economy, Today

Daily decisions have meaningful impacts on the efficient use of energy, environmental sustainability, and the mitigation of global climate change.

4. SUSTAINABILITY IS ESSENTIAL

While the most effective strategy to increase awareness, interest and ultimately increased enrollment in HVAC programs, social media requires distinct strategies to be relevant, visible and sustainable. Distribution, “likes” and a broad support network is, at times, as critical as the content itself. Embedded in the three-phase strategy are resourced efforts to leverage a diverse set of stakeholders to penetrate the spaces, locations and viewed content for our target audiences.

Costs for master strategy will exceed budgeted amounts earmarked within the PATHS grant. We’ll seeking braided funding approach leveraging other organizations, such as Western Riverside Council of Governments (WRCOG). Preliminary conversations on alignment, collaboration, and partnership to jointly address regional industry challenges, particularly as it relates to workforce, education & training programs with community colleges given our current rooted efforts already in motion.

Preliminary Three-Phase Strategy

Phase 1: Strategy Development + Pilot Preparation (Q1 2023)

- Research & Development: Engage Advisory Group Membership, CBOs, Community Colleges
- Create Three Concepts
- Produce Pilot from Approved Concept
- Outline Campaign Details: Timeline, Production Schedule, Final Messaging, Scope

Phase 2: Content Creation (Q2 2023)

Digital Assets:

- (6) Video Ads (~ 30 Seconds)
- (12) Video Social Teasers (~ 15 Seconds)
- (12) Social Banner Ads (Photo & Graphics)
- (3) Testimonial Videos
- PDF Lead Magnet (Downloadable & Hard Copy)

Social Media: (Tic Tock/Facebook/Instagram)

- Open & Grow Accounts + Organize Digital Assets
- Create Final Posting Calendar & Scheduling
- Confirm and/or Create Landing Page (Pending Additional Funding)

Phase 3: Dissemination & Sustainability – Six Month Duration (Q3/Q4 2023)

- Dedicated Social Media Manager (Pending Additional Funding)
- 10 Daily Follows / Comments / Likes
- Engage Advisory Committee, Industry, Trade Associations, CBOs
- Identify High Profile Influencers