Careers Maps:

Powerful Clean Energy Navigation Tools to Engage Students and Grow a Talent Pipeline to Jobs

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IREC

Key Issues:

- Lack of a Consistent Talent Pipeline to Clean Energy Jobs
- High Turnover Rate (IREC *PUERTO RICO SOLAR INDUSTRY WORKFORCE MARKET STUDY*)

Why?:

- Students have choices
- Low Interest – Lack of Awareness (EGIA Foundation)
- 84% of Employers report hiring difficulty for efficiency related construction jobs (USEER)
- Nearly half say workforce retention is a moderate or significant challenge for their company (IREC *PUERTO RICO SOLAR INDUSTRY WORKFORCE MARKET STUDY*)
- Lack of career development is consistently the #1 reason employees leave besides comp (McKinsey)

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Why Career Maps?　　　....*Awareness!*

- **91%** of millennials view career path progression as a top priority when choosing a job (Deloitte)

- **53%** In terms of what has the most impact on the decision to stay with an employer, more than half of Millennials (53 percent) said it is career pathing - mapping of incremental progression to new roles in the company (MRINetwork Survey, 2017).

- **Career GPS**: The need for a definitive plan – **a vision!** Without it most employees do not reach their goals.

    "You can't be what you can't see!"

- Interactive/Engaging/Intuitive

- Broad Audience, Informative, Industry Validated

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https://irecusa.org/career-maps/

[Green Buildings Career Map](#)

Regarding workforce needs, a critical issue to address in the next 12 months is the importance of establishing a <u>Grassroots Effort!</u>

<u>How Best to Use Career Maps as a Resource:</u>

Student/Job Seeker:
- Career Exploration
- Research Companies in Your Area
- Use Your Network

Teacher/Educator:
- Create a Lesson (or two!)
- Find a Person(s) with a Good Story – Invite them to Class
- Promote Career Day – Student Activity

Counselor(s):
- Career Exploration
- Coordinate with Teachers
- Research Companies in Your Area
- Use Your Network

Employers:
- Career Day – Multiple Computers
- Offer to Talk to Classes/Bring a Former Student
- Utilize your HR Personnel (Retention)

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