**Recruitment Toolkit Checklist**

A Guide to Using the Recruitment Toolkit

How effective is your recruitment? This easy-to-use checklist can help keep track of your recruitment efforts and improve your outcomes.  
  
Instructions:

* This checklist aligns with the Recruitment Toolkit. As you use the Toolkit, keep track here of what you have done and what you can do next to benefit from the materials and strategies
* Revisit your filled in version of this checklist periodically to measure your progress over time.
* To access each section highlighted in this checklist, open the checklist in Appendix D of the [**Toolkit**](https://www.bpi.org/recruitment-tools/) and use the embedded links to take you to each section.
* Frequency rating column below (how often you are using this strategy):   0 - not at all, 1 - once, 2 - occasionally, 3 - actively/regularly

**Customizable Recruitment Materials**

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| --- | --- | --- | --- |
| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Used key messages from the provided list |  |  |  |
| 2. Used social media post examples, testimonials and videos |  |  |  |
| 3. Used the Essential Recruitment Resources   * [Energy Efficiency](https://docs.google.com/document/d/1TOpQ0pi14WtNBVXfNTUx-aVOEtwfwGJJMKo9zlFin-s/edit#heading=h.38xsyyqt3vhw) * [HVAC & Heat Pumps](https://docs.google.com/document/d/1TOpQ0pi14WtNBVXfNTUx-aVOEtwfwGJJMKo9zlFin-s/edit#heading=h.13dpmge1ti) * [Recruiting for Diversity](https://docs.google.com/document/d/1TOpQ0pi14WtNBVXfNTUx-aVOEtwfwGJJMKo9zlFin-s/edit#heading=h.pa22l4y99po0)… * [Climate Change](https://docs.google.com/document/d/1TOpQ0pi14WtNBVXfNTUx-aVOEtwfwGJJMKo9zlFin-s/edit#heading=h.4ce2qplrfoe6) |  |  |  |

**Key Recruitment Strategies**

**Connecting with Counselors and Teachers**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Used the tip sheet for [Connecting Employers and Colleges](https://theseedcenter.org/wp-content/uploads/2019/09/Connecting-with-3.pdf) |  |  |  |
| 2. Hosted or attended career fairs |  |  |  |
| 3. Connected with counselors and teachers to help with recruitment (see toolkit for details) |  |  |  |

**Utilize Other Organizations’ Reach**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Spoken to faculty and deans at local educational institutions to help develop internship or apprenticeship programs |  |  |  |
| 2. Donated some equipment to the program |  |  |  |
| 3. Identified and asked local organizations for referrals |  |  |  |
| 4.Hosted/attended community gatherings for promotion |  |  |  |

**Optimize Your Website**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Posted your recruitment efforts visibly on your website |  |  |  |
| 2. Created and updated your website with a visible poster banner on the website homepage |  |  |  |
| 3. Created a dedicated landing page for job seekers |  |  |  |
| 4. Updated the dedicated landing page with informative content and a simple contact form |  |  |  |

**Earn Free Media Coverage**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Gone to the news desk of the local TV stations to pitch a news story about green careers and lower energy bills info and earn free media coverage |  |  |  |
| 2. Organized and mentioned during media interviews that you will be hosting an open house about green careers |  |  |  |

**Paid Recruitment Marketing**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Designed and placed billboards and posters |  |  |  |
| 2. Run successful email marketing campaigns |  |  |  |
| 3. Run a campaign for the parents of targeted young student audiences |  |  |  |

**Attract Workers from Adjacent Industries**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Looked for transferable skills |  |  |  |
| 2. Highlighted advantages from employment opportunities at your firm and in your industry for people with specific transferable skills |  |  |  |

**Explain the Career Paths to Motivate Interest**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Used video interviews to share people’s career stories, why they chose and enjoy this career path |  |  |  |
| 2. Created opportunities for people to ask questions of those already in the industry |  |  |  |
| 3. Highlighted concrete local job opportunities |  |  |  |
| 4. Laid out the career pathways by linking to self-exploration tools like [GBCM](https://greenbuildingscareermap.org/) and [HVACCM](https://hvaccareermap.org/) |  |  |  |
| 5. Held job shadowing opportunities to engage with the community before you need to hire |  |  |  |
| 6. Offered internships to show young/existing interested talent the career paths |  |  |  |
| 7. Offered pre-apprenticeships through collaborations with community organizations |  |  |  |

**Appeal to Parents & Younger Students & Workers**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Included in recruitment efforts characteristics that parents and students look for in careers |  |  |  |

**Lower the Barriers**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Highlighted in marketing materials any [wraparound services](https://www.forbes.com/sites/adigaskell/2021/04/29/wraparound-support-is-key-to-ensuring-an-equitable-and-fair-future-of-work/) and special accommodations the organization offers |  |  |  |
| 2. Offered both online/in person information sessions |  |  |  |

**Climate Change-Centric Materials**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Used recruitment materials specifically on climate change when your potential recruits motivated by fighting the effects of climate change |  |  |  |

**General Tips**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Used language and images that are representative of the population the organization wants to recruit from |  |  |  |
| 2. Included numbers in recruitment materials (like $/hour pay) |  |  |  |
| 3. Included case studies from real-life success stories in recruitment materials |  |  |  |

**Complementary Essential Strategies & Resources**

**Retaining Your Workers**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Established a welcoming and supportive workplace culture |  |  |  |
| 2. Given space for employees to safely voice their concerns and responded |  |  |  |
| 3. Established attractive compensation, benefits, and incentives |  |  |  |
| 4. Developed policies that support work/life balance |  |  |  |
| 5. Clearly communicated company expectations |  |  |  |
| 6. Provided [wraparound support](https://www.forbes.com/sites/adigaskell/2021/04/29/wraparound-support-is-key-to-ensuring-an-equitable-and-fair-future-of-work/) services |  |  |  |
| 7. Clearly communicated the opportunities and criteria for career advancement |  |  |  |

**Building Consumer Demand and Growing Your Business**

**For Contractors and Community Organizations**

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| **My Organization Has** | **Frequency Rating** | **What We’ve Done** | **Next Steps** |
| 1. Offered simple ways for consumers, home and business owners to understand the implications and process of home electrification |  |  |  |
| 2. Communicated tangible benefits of heat pumps |  |  |  |
| 3. Used these [best practices](https://www.pnnl.gov/projects/resources-community-organizations) resources for community orgs |  |  |  |