



FEJA Solar Pipeline Training Program

2026 Program Manual

Chapter 4: Outreach and Recruitment

Chapter Overview

By the end of this chapter, you will be able to:

- Describe the role of outreach and recruitment in the success of the FEJA Solar Pipeline Training Program.
- Leverage outreach and recruitment resources, methods, templates, and tools to create a pipeline into the FEJA Solar Pipeline Training Programs.
- Describe the types of contact statuses.
- Integrate and uphold the six core equity values (diversity, inclusion, accessibility, and equity) in your outreach and recruitment.

Outreach and Recruitment Basics

Future Energy Jobs Act (FEJA) Solar Pipeline grantees, in coordination with the Energy Transition Navigators, are responsible for conducting outreach and recruiting individuals for the FEJA Training Program.

- **Outreach** activities are focused on communicating with potential participants, stakeholders, organizations, and community members to raise awareness of the program and provide information about clean energy career opportunities. It includes marketing and is intended to widen participation for the program.
- **Recruitment** activities are focused on attracting interested and qualified individuals to apply for the program. Recruitment efforts focus on specific targeted populations. Recruitment efforts include completing the pre-screen assessment.

***Note:** See **Target Populations** below.*

Outreach efforts mark the first level of connection between potential participants and the FEJA Solar Pipeline. Outreach and recruitment staff should be able to explain not only the program requirements,

but also the opportunities the program offers. For many potential participants, this may be the first time they have heard about solar pipeline careers. Outreach and recruitment staff will raise awareness of clean energy job opportunities, share why these jobs matter, and explain why there is a need for qualified individuals in this industry.

Outreach activities should emphasize the goal of diversifying the clean energy industry and promote an environment of collaboration, innovation, and resilience where participants' unique experiences and backgrounds are valued. Outreach materials should highlight how the program will support skill development, offer supportive services, and provide solar training services for qualified and traditionally underserved participants seeking employment in the clean energy industry, specifically in solar occupations.

Outreach and recruitment are critical to the success of the program. When conducting outreach activities, grantees should partner with organizations that are connected to the communities they are trying to serve, such as service-oriented organizations, neighborhood clubs, businesses, places of worship, and schools. Building these partnerships helps to mitigate the skepticism of government workforce programs that may exist in some communities. Building trust through community partnerships will be crucial to enrolling participants in the program.

The goal of outreach is not just to raise awareness and build trust, but to widen the pool of potential participants for recruitment. The goal of recruitment is to help candidates take the next steps towards enrollment, decide if the FEJA Solar Pipeline program is right for them, determine if they are eligible (through the pre-screen assessment), and apply to participate in the program.

Note: *Implicit bias and cultural sensitivity training is recommended for all outreach and recruitment staff before actively participating in outreach and recruitment activities. While DCEO will provide basic equity training, grantees are responsible for providing additional professional development to staff, as needed.*

Target Populations

Outreach and recruitment strategies must be holistic and inclusive of all Illinoisans, including:

- **Equity Eligible Persons (EEPs)/Economically Disadvantaged Communities:**
The program aims to provide training and job opportunities to individuals from economically disadvantaged backgrounds.
- **Environmental Justice Communities:**
Special focus is given to communities that have historically faced environmental challenges.
- **Foster Care Alumni:**
Individuals who have aged out of the foster care system are included in the target demographic.
- **Returning Citizens:**
The program also seeks to support those who have been incarcerated and are reintegrating into society.

Participant Eligibility and Prioritization

Not all members of the populations described above will be eligible to participate in the FEJA Solar Pipeline training program. Determining participant eligibility is part of the prescreening and application process. Ineligible applicants with identified needs should be referred to available community resources and/or coordinate with CEJA Navigators for further assistance.

Outreach and recruitment staff should not exclude certain populations because they do not think they are eligible to participate. Eligibility is based on multiple factors and will be determined during the prescreening process. Outreach and recruitment staff should have a clear understanding of the eligibility criteria (see the table below).

Note: See *Chapter 5: Program Application and Intake* for information regarding the application process.

To be eligible to participate, individuals must be 18 or above (or be 18 by the time they complete the program). In addition, they must meet one or more of the following criteria:

- Reside in an environmental justice community.
- Reside in a restore, reinvest, and renew (R3) community.
- Have a barrier to employment, such as involvement in the criminal legal system, low educational attainment, a language barrier, or other barrier.
- Be a current or former member of the foster care system.
- Be a displaced energy worker.

The FEJA Solar Pipeline Program foster care and returning residents.

Prioritization for People with Barriers to Employment

Prioritization for people with barriers to employment includes, but is not limited to, the following three categories:

1. People with prior involvement with the criminal legal system, defined as an adult:
 - a. who is or has been subject to any stage of the criminal legal process, and for whom services may be beneficial; or
 - b. who requires assistance in overcoming barriers to employment resulting from a record of arrest or conviction.
2. People with language barriers, defined as an adult:
 - a. who is an English language learner; or
 - b. who has low literacy skills, meaning a person who computes or solves problems, reads, writes, or speaks at or below the 8th grade level or is unable to compute or solve

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problems, read, write, or speak at a level necessary to function on the job, in the individual's family, or in society.

3. People with low educational attainment, defined as an adult who does not have a high school diploma or equivalent.

Prioritization for people with other barriers to employment should be discussed with the grantees' Grant Manager and Regional Administrator.

Note: *The grantee's assigned Regional Administrator should be contacted for questions regarding program administration, implementation, and policy. The grantee's assigned Grant Manager should be contacted for questions regarding grant requirements and agreements.*

Geographic Territory

FEJA Solar Pipeline grantees are required to serve their designated cities as well as the larger surrounding areas. For instance, the grantee located in Decatur may serve participants in Springfield as well. The FEJA programs are intended to provide workforce training opportunities for eligible individuals throughout the state, regardless of whether they are near the grantee's geographic training location, or not.

Within the grantees' service area, it may be appropriate to focus outreach efforts on those equity investment eligible communities that are near the training location, but do not exclude those communities that are in the surrounding areas. For potential participants that live further away from training locations, outreach and recruitment staff should inform them that barrier reduction services can be used to address the costs of commuting to training locations (e.g., gas cards, car repairs, or bus passes).

At this time, DCEO has not determined geographic boundaries between hub regions. When applying for funding, grantees were invited to propose the geographic territory and target communities they intend to serve—including the designated city and surrounding areas. As needed, DCEO may facilitate negotiations between grantee teams to establish boundaries between regions.

Referrals to Other Workforce Programs

When conducting outreach, staff are encouraged to coordinate with Energy Transition (ET) Navigators, and refer individuals to other workforce programs, including the other CEJA Workforce Programs, other FEJA Programs, or other DCEO Workforce Programs, if the FEJA Solar Pipeline is not a good fit. Outreach and recruitment staff must be familiar with the programs in the larger DCEO, FEJA, and CEJA workforce ecosystem (see below) so that they can make referrals appropriately.

CEJA Workforce Programs	CEJA Contractor Programs	Other Workforce Programs	FEJA Programs
•CEJA Workforce Hubs •Climate Works •Returning Resident Clean Jobs Program •Energy Transition Navigator Program	•Contractor Incubator Program •Primes Contractor Accelerator Program	•American Jobs Centers •Community Colleges •Community-based workforce training programs	•Multicultural Job Program •Craft Apprenticeship Program •Solar Pipeline Program

Some potential participants may be interested in both the Climate Works Program and the FEJA Solar Pipeline. Outreach and recruitment staff will play a vital role in informing potential participants about the key elements of each program so that they can make informed decisions about which program to enter.

Note: For additional information regarding **stipends**, please access the [CEJA Policy](#) page in the Partner Guide.

Outreach and Recruitment Tools

Outreach and recruitment tools can help generate participant leads, resulting in enrollments into the FEJA Solar Pipeline training program. The following outreach and recruitment tools can help support recruitment goals.

Marketing Plan

A marketing plan is a critical tool for successful outreach. A **marketing plan** should outline the target audience, a list of communication channels that will be utilized, a timeline for when marketing and communications will be distributed, and the accountable staff assignments. Grantees will be required to submit a marketing plan and budget to their Grant Manager and Regional Administrator.

Note: See the FEJA Solar Pipeline Partner Guide for a marketing plan template.

Pre-Designed Marketing Materials

The FEJA Solar Pipeline Training Program, as part of the overall CEJA ecosystem, will utilize the standard CEJA marketing brand.

Note: FEJA is under the CEJA umbrella and utilizes the CEJA logo.

A unified CEJA marketing brand supports the promotion of the DCEO CEJA programs, unifies the different programs in the FEJA and CEJA ecosystem, and reduces public confusion about programs. Because the FEJA programs are delivered by different organizations, marketing materials may be co-branded with the CEJA logo and the grantee organization's brand.

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When it comes to marketing the FEJA Solar Pipeline Program for outreach and recruitment, grantees have two options:

1. Utilize program pre-approved, designed outreach materials, including fliers, fact sheets, posters, and presentations.
2. Design custom outreach materials, co-branding them with the approved CEJA logo and messaging.

Pre-approved materials are designed by the DCEO CEJA communications team. They can be co-branded by adding the grantee organization's logo and contact information to direct people to their specific program. There are predefined areas for the grantee to insert their organization's name, logo, and contact information. They are readily accessible to grantees for immediate use. These are pre-approved and can be modified and printed at the grantees' convenience. They do not need to be approved by a Grant Manager and Regional Administrator.

To access pre-approved, designed materials, visit the FEJA Solar Pipeline Partner Guide. Select the CEJA Design Templates document under Chapter 4 Outreach **Related Resources**, to access the design files and edit them directly. To add the grantee organization's logo and contact information to these pre-approved materials, either edit the documents using Adobe Acrobat, similar software, or directly through Canva. Grantees will need to create a free account to access and edit the files using Canva. Only edit the sections of the documents that provide information about the grantee organization or details about specific regional program (e.g. when the training will be offered).

Note: For information on how to edit templates using Canva, see the **Accessing and Editing Templates** section below.

Pre-designed materials include:

- Program fliers in English and Spanish. Grantees can add their contact information to the template and print it out for distribution.
- General CEJA Poster and CEJA Flier in English and Spanish. These can be utilized by Energy Transition Navigators who are recruiting for multiple FEJA programs. Grantees can add their organization's contact information to the template to direct people to their program.
- Program Information Sheets in English and Spanish. These can be edited with specific information about your program.

Creating Custom Designed Materials

Should grantees decide to create custom-designed materials to promote their FEJA program (beyond the pre-approved designed materials described above), there are requirements that **MUST** be followed.

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DCEO allows grantees to create the following custom designed materials and co-brand them with the CEJA logo and messaging.

Table 4.2: Allowable materials for custom design and co-branding.

Materials that can be custom designed and co-branded	Materials that cannot be co-branded with FEJA logo
• Fliers and brochures • Postcards and mailings • Posters, banners or displays • Back of business cards • Webpages describing your program • Videos or television spots • Email blasts • Presentations • Social media • Clothing • Promotional items or giveaways	• Invoices, quotes, receipts • Vehicles • Identification badges

Note: Deviations from the standard marketing materials, new creations, and **ALL** co-branded materials that has been custom designed must be submitted to the grantees' Grant Manager and Regional Administrator for approval prior to printing or production. Proper attribution is required. Failure to follow these co-branding guidelines may result in disciplinary action. Grantees will not be reimbursed for unallowable costs.

Using the FEJA Logo

Grantees may only use the approved CEJA logo to represent their involvement in the FEJA Illinois programs. Use of any other CEJA or DCEO logo is **prohibited**. The approved CEJA logo is available in English and Spanish and can be found in the FEJA Solar Pipeline Partner Guide, under the [Chapter 4: Outreach](#) section.

Note: FEJA is under the CEJA umbrella and utilizes the CEJA logo.

The approved CEJA logo should be formatted as follows:

- **CEJA logo:** The logo should come *before* the organization logo and be as big or bigger than the grantees' logo (exception: organizational webpages, business cards).
- **Clear Space:** Leave a minimum amount of clear space around the perimeter of the approved graphic equivalent to the height of the letter "F" in "FEJA" and or "C" in CEJA.

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- *Background:* The approved graphic should always stand out clearly from the background.
- *Adjustments:* Do not redraw, alter, strengthen, tilt, rotate, or distort the approved graphic. Do not modify the colors of the approved graphic.

To ensure a high-quality appearance, please adhere to the following resolution guidelines for the approved graphic:

- *Print:* 300 dpi at the size that it will be used
- *Web:* 72 dpi at the size that it will be used
- *In presentations:* 150 dpi at the size that it will be used.

Messaging

In the text of custom-designed materials, grantees may choose from the following phrases or similar language to describe themselves:

- A Partner of FEJA Illinois Workforce Programs
- [Organization name] is a Partner of FEJA Illinois Workforce Programs

Messaging that describes the FEJA Solar Pipeline Training Program will need to be approved by the grantees' Grant Manager and Regional Administrator to ensure that it aligns with FEJA policies and practices. The pre-approved materials described above provide examples of messaging that can be used to describe the FEJA Solar Pipeline Training Program.

Attribution

FEJA workforce programs are funded by the Illinois Department of Commerce and Economic Opportunity (DCEO), and this attribution must be visibly stated on any FEJA marketing materials.

Please include the following language on any custom-designed FEJA marketing materials:

- The FEJA workforce programs are funded by the Illinois Department of Commerce and Economic Opportunity (DCEO) through the Future Energy Jobs Act (FEJA) (Senate Bill 2814).

Importantly, grantees must not state funding for their specific program. Instead, grantees must generalize and include **ALL** FEJA programs in this attribution.

Accessing and Editing Templates

To access pre-approved, designed materials, visit the [CEJA Workforce Hub Partner Guide](#). Select the CEJA Design Template documents under Chapter 4: Outreach **Related Resources**. Grantees can access the design files and edit them directly to add their organization's logo and contact information to these pre-approved materials. They can be edited using Adobe Acrobat, similar software, or directly through Canva.

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Grantees will need to create a free account to access and edit the files using Canva. Please only edit the sections of the documents that provide information about the grantee organization or details about specific regional program (e.g. when the training will be offered).

To edit through Canva:

1. Click the Canva template link provided by your CEJA program contact.
2. Log in to Canva (or create a Canva Free account if you do not already have one).
3. Click **Use Template for New Design**. This creates your own editable copy of the flyer.
4. To edit text, double-click any text box and type your organization's information.
5. Review all contact information, website links, and program details to ensure they are accurate.
6. When finished, click **Share** → **Download**.

It is recommended to use PDF Standard for emailed documents and PDF Print for high-quality hardcopy prints.

Note: For more instructions, access the [YouTube video](#) on how to edit PDF templates using Canva.

Clean Energy Career Resources

Many are unaware of what a “clean energy job” is, especially in communities that have been left out of the clean energy transition. Members of these communities may not know anyone with a clean energy job or may not understand that certain workers, such as electricians and plumbers, are part of the clean energy workforce. Part of the role of the outreach and recruitment staff is to educate individuals about clean energy job opportunities, particularly solar pipeline energy opportunities.

Outreach and recruitment staff may want to provide information about clean energy jobs and partner with clean energy employers so that potential participants can see clean energy workers in action.

Be sure to share the benefits of clean energy jobs, particularly solar pipeline jobs; which includes but may not be limited to:

- They are in high demand and expected to grow over the next few years.
- They generally pay well and provide benefits.
- They help to make our communities stronger and more resilient.
- They often save people money and make buildings more comfortable.
- They help us combat climate change.
- The education/training requirements for many clean energy jobs are within reach.
- There are lots of opportunities to grow in your career.

Below are a few videos and other related resources that can be utilized to raise awareness and generate excitement about clean energy jobs:

- [Construction Careers Overview](#) (CareerOneStop)
- [Energy Careers Overview](#) (CareerOneStop)
- [Solar PV Installers Career](#) (CareerOneStop)
- [Energy Auditors/Weatherization Workers](#) (CareerOneStop)
- [HVAC Careers](#) (CareerOneStop)
- [Solar Careers](#) (IREC)
- [Faces of Energy Efficiency](#) (e4thefuture.org)
- [Learn about Clean Energy Jobs](#) (Clean Jobs Midwest)

Outreach and recruitment staff must be able to “sell” the solar pipeline clean energy and construction industry by providing job specific information, such as the salary and education/training requirements.

Outreach Methods

The following best practices have been collected from academic sources, interviews with local workforce representatives, recruiting toolkits, and other resources.

Note: See *Chapter 10: Data Management* for documentation expectations in the Reporting System.

Outreach and Recruitment Staff

To continue upholding the **core values** defined in **Chapter 2: Equity and Program Culture**, include individuals on the outreach and recruitment staff that are committed to these ideals. Consider including staff from underserved groups (e.g., women, people of color, and veterans). When potential participants can relate to and identify with recruiters, they may feel more comfortable applying for the program.

Community Organization Partnerships

Build partnerships with organizations that have access to targeted underserved populations. Partners may provide informal benefits like mutual information sharing, introductions to trusted contacts, event marketing, or hosting. Examples of partnering organizations and agencies include the Department of Human Services, American Job Centers, Local Workforce Innovation Boards, high schools, community colleges, community centers, nonprofit organizations, community organizing groups, local housing authorities, Head Start programs, faith-based organizations, and advocacy organizations. Engaging with high school counselors will be vital to providing seniors with viable career exploration and work opportunities before or after graduation. Work with the staff of these various entities to introduce the program during regularly scheduled meetings in which potential participants will be present.

To reach formerly incarcerated people or people with prior involvement in the criminal legal system, consider contacting transition houses or reentry organizations. [Reentryillinois.net](https://reentryillinois.net) provides a searchable directory of reentry and housing organizations throughout the State. Also, consider contacting family

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advocacy centers to reach foster care alums. Veterans' organizations are an excellent resource for recruiting veterans and transitioning service members.

Diverse, Easy-to-Read, and Multilingual Marketing Material

Marketing is all about **effective communication**. Therefore, marketing materials must be easy to read and understand. Highly technical and complex jargon must not be used. Also, information must be shared in languages other than English to recruit members from underserved groups with limited English proficiency.

Photos and images should feature diversity in terms of race, ethnicity, gender, and age. When marketing materials feature people who look like the targeted audience, potential participants can visualize themselves in the program and look forward to doing that work.

Grantees may use the pre-designed marketing materials, which feature diverse participants and easy-to-read material in both English and Spanish, or they may create their own. These materials do not require Grant Manager and Regional Administrator approval. Any deviations from the standard marketing materials, new creations, or custom-designed marketing materials must be co-branded and approved by the grantees' assigned Grant Manager and Regional Administrator. Proper attribution is required.

Landing Page on Organization Website

Organization websites are one of the first locations where potential participants will seek program information. There should be a dedicated landing page for the FEJA Solar Pipeline Programs that clearly outlines program goals, requirements, application processes, downloadable flyers, information sheets, or and other key information. This page should also be linked and included in social media posts or other outreach/recruitment materials. Grant Managers must approve the content of this webpage before publishing.

Note: Grantee websites **must** be added to the CEJA website in workNet. Grantees should inform their assigned Grant Manager and Regional Administrator once their website is complete.

Career Fairs

Career Fairs often occur at high schools, community colleges, or community centers. They offer a prime opportunity to access people seeking to start or change careers. Some career fairs may charge a small fee or offer registration at no cost. Contact local partners and request to be included in upcoming or annual career fairs. Often, these fairs coincide with graduation dates in late spring/early summer.

Open House Events

Consider hosting or co-hosting an open house event and invite potential participants, partners, local government representatives, and staff from other community organizations or training programs. These events create an ideal opportunity to share information about the program, inform potential applicants

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about clean energy career opportunities, and collect potential participant information for future follow-up. Inviting program alumni to share their experiences may create a sense of belonging and inclusion for potential participants.

At a minimum, the open house agenda should include:

- Suggested times.
- An outline of the program.
- Contact information for the program coordinator.

For more information on how to run a successful open house, see the sample open house agenda and tips in the FEJA Solar Pipeline Partner Guide.

Public Service Announcements (PSAs)

Many local television, radio, and print media outlets will air information for free, as a public service announcement, about the program and how to apply. Contact local media outlets to ask about this service. Public Service Announcement content must be pre-approved by the Grant Manager and Regional Administrator.

Note: *If a grantee intends to release a press release about their FEJA Solar Pipeline Training Program, it must be submitted to their Grant Manager and Regional Administrator for submission to the DCEO Marketing and Communication department. Grantees should allow at least two weeks for the approval process.*

Social Media Platforms

Advertise and **market** on social media platforms based on potential participants' and target populations' platform usage. Remember that social media requires substantial staff time and continuous monitoring and posting to yield results. Grantees should carefully determine their staffing and organizational capacity before launching a social media marketing campaign. Social media can be effective when executed thoughtfully.

Among the most popular social media platforms are Instagram, Facebook, YouTube, TikTok, X (formerly Twitter), LinkedIn, and Instagram. Each of these creates an opportunity to connect with your target population. Several pre-approved social media messages and graphics are included in the FEJA Solar Pipeline Partner Guide. Any additional social media messaging must be approved by the grantees' Grant Manager and Regional Administrator.

Table 1: Social Media Marketing

Facebook	Facebook is the most popular social network but mostly used by older users. It has a user-friendly interface in which organizations can track page statistics and engagement. The platform allows contests and competitions, marketing of upcoming events, and fundraising, among other business-related tasks.
YouTube and TikTok	YouTube and TikTok are great ways to interact given that videos garner higher engagement than text or photos. These platforms can be ideal places to post short fundraising videos featuring participants and stakeholders. Organizations can track views and subscribers to determine effectiveness.
X (Twitter)	X (formerly Twitter) remains a popular platform. All updates are posted in real-time, and you can post new content frequently. Send and respond to messages privately to address complaints or questions. Bear in mind that you are only allowed 280 characters per message, and everything is shared chronologically, meaning older posts can easily be missed by your audience.
LinkedIn	LinkedIn promotes professional engagement, networking, and career development. It allows job seekers to post their CVs, potential employers to see their individual profiles, and apply to job listings.
Instagram	Instagram is a photo and video sharing social networking service. It allows users to edit and upload photos and short videos through a mobile app. Note that sharing must be done from a mobile device, though messaging and comments can take place on a desktop.

Word of Mouth Recruitment

This is one of the most effective ways of recruiting potential participants. Encourage word-of-mouth marketing among equity investment eligible individuals who have participated in the FEJA Solar Pipeline or other similar programs.

On-the-ground Street Outreach

Create a recruitment team that literally “meets potential participants where they are.” This type of outreach allows your team to reach individuals who may be interested in the program but may have barriers that prevent them from attending outreach events. Staff conducting street outreach should plan for safety during scheduled activities.

Develop **safety guidelines** for street outreach, which may include but not be limited to:

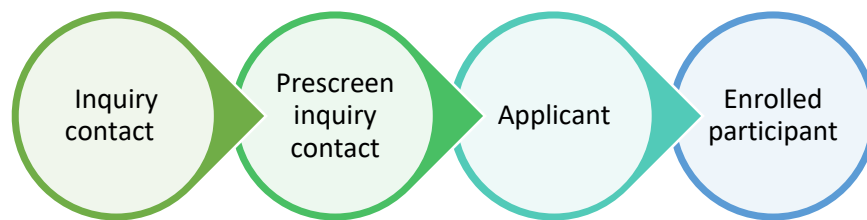
- Use the buddy system. Staff members should conduct street outreach activities in groups of two to four and never alone.
- Identify yourself and your employer, introduce the team, and inform community members about your work.
- Always inform on-call supervisors and/or other staff members of your exact location.

- Alert the on-call supervisor and/or other staff members at the beginning and end of each shift.
- Remain in well-lit and designated areas.
- Become familiar with and surveil the area before conducting activities.
- Avoid confrontation or debate of any kind.
- Inform the supervisor of any unusual developments, questions, or concerns.
- In case of an emergency, call or have another person call 9-1-1.

Recruitment: Moving Contacts from Inquiry to Application

Outreach and recruitment staff are responsible for helping individuals interested in the FEJA Solar Pipeline Training Program apply and enroll. There are several steps that must be taken on the path from interest to enrollment. Potential applicants are classified into different categories depending on where they are along this path. The categories inform the follow-up action steps, dictate the pace of the intake process, and impact the amount of follow-up recommended.

Note: For more information about documentation expectations in the Reporting System, see **Chapter 10: Data Management**.



Inquiry contact: Individuals who have shown interest in participating in a FEJA workforce program. They might have responded to social media marketing or other recruitment and outreach activities, and program staff have had some contact with them.

Prescreen inquiry contact: Individuals who have taken the next step to complete the Prescreening Assessment with outreach and recruitment staff. Outreach and recruitment staff may help individuals complete the Prescreening Assessment at their initial contact or may follow up with them later to complete it. The Prescreening Assessment will let them know if they are eligible to participate and advance to the application phase.

Applicant: Individuals who have started or completed the application process (see Chapter 5).

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Do not contact: Individuals who have definitively expressed a lack of interest in being a FEJA workforce program participant or did not pass the prescreening eligibility check. This participant may be referred to other programs.

Enrolled participant: An individual who has completed the application and intake assessments and has started receiving services (see Chapter 5).

Moving individuals from inquiry contacts to enrolled participants takes consistent, strategic communication with potential applicants, referred to as touches. A **touch** is any communication opportunity that motivates qualified individuals to apply. Most outreach and recruitment activities are a touch, including:

- a grantee presentation/webinar
- phone call or text
- flyer or newsletter
- email
- postcard
- social media post
- face-to-face conversation

Though the data varies, converting an inquiry contact into an enrolled participant can take between six to eight touches. However, nearly 90 percent of organizations and businesses stop trying by the third or fourth touch. ET Navigators and outreach and recruitment staff should not view the third or fourth touch as a failed attempt. Instead, these touches should be considered a “countdown” to the application process.

Note: For additional information regarding **enrollment**, please access the [CEJA Policy](#) page in the Partner Guide.

Contact Tracking in the Reporting System

Outreach and recruitment efforts are tracked through the Reporting System. Outreach and recruitment staff must enter contacts into the Reporting System.

Entering Inquiry Contacts

When outreach and recruitment staff identify an individual who may be interested in participating in the FEJA Solar Pipeline, Training Program, they will be entered as an “**inquiry contact**” in the Reporting System.

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Login to the Reporting System, enter the FEJA Solar Pipeline Program Portal, then click on “Add Customer.” Enter the name and contact information (phone, email, address) of the inquiry contact so that outreach and recruitment staff can follow up.

Prescreen Assessments

During this initial outreach or later through a follow-up, outreach and recruitment staff will complete a **Prescreening Assessment** with the potential participant. Once they have completed this prescreen assessment, potential participants are considered a “**prescreen inquiry contact**.” The prescreen assessment consists of a rapid questionnaire that asks about their interest in the program, availability to participate, and covers basic eligibility questions described below.

The Prescreen Assessment is a quick assessment to screen for interest in and potential eligibility for the FEJA Solar Pipeline Programs. It will pre-populate answers that were already entered when the inquiry contact was completed. It includes the following questions:

1. “Do you need any accommodations to complete this prescreening or application?”
Accommodation could include translating the prescreening questions into a different language. If the response is “yes,” the system will request that the respondent be referred to a team member/translator.
2. First Name
3. Last Name
4. Phone
5. Email
6. Date of birth (eligibility 16+)
7. How did you hear about the program?
8. If you choose to begin a training program, will you need any accommodations to complete the training? What accommodation is needed? (Accommodations could include providing the training in a language other than English.)
9. Are you interested in working in construction and building trades? (This question specifically pertains to the FEJA Solar Pipeline Program, which focuses on the construction and building trades. Outreach and recruitment staff should provide examples of construction and building trades, such as electrician, carpenter, iron worker, HVAC technician, insulator, plumber, roofer, laborer, and others.)
10. Are you interested in working in the clean energy field? There are several career paths available, such as becoming a solar installer, wind turbine technician, or insulation installer.
11. Which of the following clean energy industries are you interested in learning more about? (solar, electric vehicle, HVAC, weatherization, energy efficiency, wind, or other)

12. Are you interested in applying for an apprenticeship program? (Explain what an apprenticeship program is and that the FEJA Solar Pipeline Program will help prepare people for apprenticeship programs)
13. (Describe the time commitment for the FEJA Solar Pipeline program.): Are you willing and able to put in the time required by this program? (yes, no, unsure)
14. You may have challenges that make it difficult to participate in the training program. Our program covers training expenses and offers support, such as childcare and transportation vouchers, to help you succeed. You will also receive a stipend. Are you experiencing any barriers that would keep you from attending the training? (Briefly explain that we'll conduct a needs assessment after they apply.)
15. Street Address (Note: The system will automatically determine whether they live in an Environmental Justice and/or R3 community)
16. Have you ever been incarcerated for an arrest or conviction? (Note that this question is asked because returning residents are a target population for the FEJA workforce programs and eligible to participate. Individuals can choose not to answer this question.).
17. Have you been involved in the criminal legal system through an arrest or conviction? (Note that this question is asked because returning residents are a target population for the FEJA workforce programs and eligible to participate. Individuals can choose not to answer this question.)
18. Are you a graduate of foster care or currently in foster care? (Note that this question is asked because returning residents are a target population for the FEJA workforce programs and eligible to participate).
19. Are you a displaced energy worker?
20. What racial or ethnic groups best describe you?
21. Veteran status?

The Pre-screen Assessment can be conducted on paper, in person, or virtually, but answers must be entered into the Reporting System within 24 hours of completion. Refer to the FEJA Solar Pipeline Partner Guide resource page for technical instructions or a hard copy of the prescreening questions.

Note: For more information about documentation expectations in the Reporting System, see **Chapter 10: Data Management**.

The Reporting System will provide a "Prescreening Result" indicating whether the person is eligible to participate or if a referral should be made to a different program. Outreach and recruitment staff will enter information from this pre-screen assessment into the Reporting System, where each potential participant will be tracked.

*Note: See **Chapter 5: Application** to learn more about the application process.*

Inquiry Contact Referrals

Workforce Hubs Program grantees may refer inquiry contacts to a number of workforce programs throughout Illinois, including the FEJA Solar Pipeline Program, CEJA workforce program, other FEJA clean energy workforce programs, and other non-FEJA programs. The IWDS 2.0 system will allow status updates for a variety of scenarios prior to enrollment.

The following statuses should be used for inquiry contact referrals:

- **Wrap-around Support Services** help participants address non-academic barriers that may prevent them from participating in the training program or transitioning after the program. These services may include childcare, transportation, tools/equipment, and uniforms, among others.
- **Student Support Services** focus on barriers that participants may face during instruction. These services may include tutoring, mentorship, and additional educational testing, among others.
- **Transition Support Services** focus on barriers that participants may face as they complete the program and make decisions on employment or further training. These services may include career planning, assistance completing job applications, and job search services, among others.

Additional Resources

Please see the FEJA Solar Pipeline Partner Guide for:

- Sample Marketing Plan and Budget Template
- Program fliers and information sheets (templates and pdfs in English and Spanish)
- FEJA posters and fliers (templates and pdfs in English and Spanish)
- Sample agenda and tips for an Open House
- High-resolution FEJA logo