

# TOOLS FOR SETTING UP A CAREER EXPLORATION WORKSHOP WITH HVAC COMPANIES AND TRADESPEOPLE

This document contains talking points, best practices, and an email template to help schools contact HVAC tradespeople to set up an HVAC Career Exploration Workshop. To ensure this resource would be valuable to your school, we developed this with input from an advisory group comprised of technology education teachers and HVAC industry professionals.

## HOW TO GET STARTED

- Reach out to any HVAC industry professional you may know in the community.
- Contact the Chamber of Commerce in your city to see if any of the members are HVAC industry professionals.
- Google local HVAC professionals.

## TALKING POINTS AND BEST PRACTICES

- Talking points that will resonate with HVAC tradespeople:
  - A Career Exploration Workshop is a great opportunity for HVAC companies to get involved in the community, speak to interested students, and potentially earn positive press in local publications.
  - FOCUS ON ENERGY<sup>®</sup> has developed a range of free workforce development supporting materials that are available for HVAC tradespeople.
- Start with an email and follow-up with a phone call.
- The best times to call are Tuesday through Thursday after 10:00 a.m.
- Make sure all parties are realistic about when the workshop can be scheduled.
  - Technology education class curriculums offer flexibility unlike core classes, but a workshop may not be able to be scheduled right away as technology education teachers will need to fit the workshop into an existing schedule.

## RECRUITMENT EMAIL OUTLINE FOR SCHOOLS TO CONTACT A LOCAL HVAC CONTRACTOR

[SUBJECT LINE]

HVAC Career Exploration Workshop Opportunity

[BODY COPY]

Hello,

I am reaching out to see if you are interest in conducting a HVAC workshop for one of our technology education classes at [SCHOOL NAME].

Young HVAC tradespeople are in high demand here in Wisconsin. To spread the word about this rewarding career path, FOCUS ON ENERGY® has teamed up with schools and HVAC tradespeople to put on workshops at schools.

This workshop offers an introduction to HVAC, including technology and tools used by technicians during the typical workday. Students will learn about career opportunities, what life is like on and off the job, and key skills for the job. The career exploration workshop presentation outline and supporting materials can be found at **[focusonenergy.com/career-resources](https://focusonenergy.com/career-resources)**.

Please reach out to me with any questions or if you would like to schedule a workshop.

Sincerely,

[YOUR NAME AND CONTACT INFORMATION]

### REDUCING ENERGY WASTE ACROSS WISCONSIN

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