

TOOLS FOR SETTING UP AN HVAC CAREER EXPLORATION WORKSHOP AT SCHOOLS

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

HOW TO GET STARTED - CONTACT A TECHNOLOGY EDUCATION INSTRUCTOR AT A LOCAL HIGH SCHOOL

- Look at a school's online directory.
- Include all the technology education teachers listed and the school administrator on one email.

TALKING POINTS AND BEST PRACTICES

- Talking points that will resonate with technology education teachers and school administrators:
 - This workshop provides an introduction to the HVAC industry and discusses potential career paths for students once they have graduated.
 - There will be a show and tell aspect to the workshop (omit this if a demonstration is not possible) to familiarize technology education teachers and students with the technology and tools used.
- Emailing a teacher works best since they are not always by their phones or able to answer.
- Make sure all parties are realistic about when the workshop can be scheduled.
 - Technology education classes curriculums offer flexibility unlike core classes, but a workshop may not be able to be scheduled right away as a technology education teacher will need to fit the workshop into an existing schedule.

RECRUITMENT EMAIL OUTLINE FOR HVAC CONTRACTORS TO CONTACT A TECHNOLOGY EDUCATION INSTRUCTOR AT A LOCAL HIGH SCHOOL

[SUBJECT LINE]

Classroom Presentation Opportunity: HVAC Career Exploration Student Workshop

[BODY COPY]

Hello,

My name is [YOUR NAME] and I am a [YOUR PROFESSIONAL TITLE]. I am reaching out to see if a HVAC workshop for the technology education classes is of interest to [SCHOOL NAME].

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

These workshops offer 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.

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

Sincerely,

[YOUR NAME AND CONTACT INFORMATION]