

# HVACR Collaborative

## Building the HVACR Employer Network with an Industry Partner Coordinator (IPC)

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CALIFORNIA COMMUNITY COLLEGES

**Doing What MATTERS™**

FOR JOBS AND THE ECONOMY



## About the HVACR Collaborative

- The HVACR Collaborative is a program is funded by the California state legislature
- It's an initiative to deal with the shrinking pool of HVACR workers that's becoming a barrier to market growth.
- **Industry Wide Problem Example:**  
There are 14 community colleges in Southern California Edison territory producing an average of 393 HVAC workers per year versus a projected annual demand of 1,261 through 2016. Only 31% of the demand is being met!



# How the HVACR Collaborative Works

- The idea is to offer options to employers for making their workforce a competitive advantage.
- As a significant number of HVACR workers begin to retire or leave the workforce, employers are finding it more and more difficult to hire qualified replacements.
- This program simply gives participating employers priority access to qualified workers.
- It's a way to keep the shrinking labor pool from shrinking your business.



# Can the HVACR Collaborative Benefit Your Organization?

A group of 7 community colleges have partnered to align the capacity of their HVACR programs with the specific needs of employers in LA, Orange, Riverside, San Bernardino and San Diego counties—and they have a couple of questions for business partners:

- How are workforce issues currently impacting your business, if at all?
- How do you see this changing over time?



## Regional Training Alignment with Projected Job Openings

- These colleges have engaged an industry advisory council to align regional training programs to projected job openings.
- Using these projections, the colleges prepare students for industry certifications from standards bodies like NATE, ASHRAE, RSES, and others.



## How Can Industry Partners (IP's) Fit Into This Program?

- IP's receive a profile of students in these colleges' programs to get an early look at the pipeline of new workers.
- We can arrange connections with selected students for work experience programs with your firm, which most employers consider a "long-term interview".
- We can send IP's resumes of students that fit the qualifications for their job openings.
- All we ask in return is that IP's give us feedback on those students you hire or engage in a work experience program.
- The feedback will help the colleges identify and bridge industry skills gaps.

# Are There Other Ways Industry Partners Can Participate in the HVACR Collaborative?



- ✓ Yes they can act in an advisory / counseling role
- ✓ Yes they can provide work experience opportunities for existing workers
- ✓ Yes they can provide internship opportunities
- ✓ Yes they can provide hiring opportunities for credentialed /certified graduates
- ✓ Yes they can provide faculty externships / instructors



## The HVACR Collaborative Advantage

The HVACR Collaborative offers a win-win scenario with all of these benefits:

- ✓ No cost.
- ✓ No hiring obligation.
- ✓ No meetings to attend.
- ✓ Participating employers get first look at certified HVACR workers as they enter the labor pool.
- ✓ And you can participate in a variety of ways that best fit your needs.



## Does the HVACR Collaborative Program Interest You?

**If yes, please contact me after this presentation for more info and the link on how to register.**

**If you're still not sure, don't forget these benefits:**

- ✓ **No cost.**
- ✓ **No hiring obligation.**
- ✓ **No meetings to attend.**
- ✓ **Participating employers get first look at certified HVACR workers as they enter the labor pool.**
- ✓ **And you can participate in a variety of ways that best fit your needs.**

# Conclusion, Questions and Contact Info

CLW Enterprises is proud to be the Industry Partner Coordination (IPC) Consultant for the Southern California HVACR Collaborative (HVACR Collaborative for short).

To learn more about the HVACR Collaborative and to register as an Industry Partner, please follow this link at <http://www.eeusector.com/hvac-employers.html> or contact Corey Lee Wilson at (951) 735-2646 or at [CLWEnterprises@att.net](mailto:CLWEnterprises@att.net) with any questions or requests for additional information.

For more information about Doing What MATTERS for Jobs and the Economy please visit their website at <http://doingwhatmatters.cccco.edu/>.



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## The 3 Major Issues Facing the HVACR Industry in California

- Industry Demand and Workforce Shortages - Increased demand with limited supply
- Education and Training Skills Gap - Training and credentials not keeping up with technology
- Energy and Environment Regulation Challenges - More workers and new skills set are needed for compliance



## What are the HVACR Collaborative and Doing What Matters Doing to Address these Issues

The **Southern California HVACR Collaborative** is a partnership of California Community Colleges across Los Angeles, Orange, Riverside, San Bernardino and San Diego Counties that advances standards-based HVACR education and training in alignment with specific industry needs .

It is a component of **Doing What MATTERS for Jobs and the Economy**. The strategy for Doing What MATTERS for Jobs and the Economy is a four-pronged framework to respond to the call of our nation, state, and regions to close the skills gap. The four prongs are:

- Give Priority for jobs and the economy
- Make Room for jobs and the economy
- Promote Student Success
- Innovate for jobs and the economy



## What are the HVACR Collaborative and Doing What Matters Doing to Address these Issues (cont.)

**Doing What MATTERS** collaborates with HVACR industry and education stakeholders to build more and new community college pathways to meet employment demand, bridge skills gaps, and provide ongoing professional development for workers.

**The Collaborative supports the HVACR industry in these ways by:**

- Developing a skilled workforce and ensure compliance with the state's energy policies.
- Helping prepare faculty to integrate new industry standards into their curriculum and engaging industry leaders to align curriculum and training programs with industry demand.
- Facilitating and developing industry collaborations to help create jobs, internships, and work experience in 5 county area.

# Strategies for Maximizing the Employer Network of Industry Partners



- Utilize existing relationships within the HVACR Collaborative for constructive feedback and comments.
- Target organizations and industry partners who could benefit the most from the Collaborative programs.
- Target organizations and industry partners who would most likely participate.
- Target organizations and industry partners with a broad base of participating constituents.
- Survey all organizations and industry partners for program feedback, comments and improvement.

## Ways an Industry Partner (IP) Can Promote the Program to Their Industry Base



- Meet or discuss with the IPC to develop a target audience of industry partners.
- Determine the leader most likely to be that organization's champion.
- Utilize existing relationships to personally contact the organization's champion.
- Secure industry partner commitments for at least one of the five measures of success.
- Inform the IPC of your success for validation and program registration.

# Major Target Industry Partner Sectors

- Industry/Trade Associations
- Manufacturers and Distributors
- Building Owners and Managers
- Facilities Managers and Directors
- Service & Installation Contractors
- HVAC Service Technicians
- Building Automation Systems Specialists
- Existing CTE Advisory Committee Members
- Heating and Air Conditioning Mechanics and Installers
- Refrigeration Mechanics and Installers
- Building Operations Management
- Regional Community College Faculty and Management
- Investor Owned Utilities
- Building Operations and Efficiency Management Professionals
- Economic and Workforce Development Agencies
- HVACR Manufacturing, Supplier, Constructor and Servicing Firms
- Inform the IPC of your success for validation and certificate issuance

# Tiered Target Audience of Industry Partners



- **Tier 1** – Consists primarily of organizations with a large number of constituents such as community college advisory councils plus their networks of contractors, HVACR associations, professional services firms, building owners, etc. and key employers.
- **Tier 2** – Consists primarily of HVACR, property management (PM) and facility management (FM) related organizations and their network of members.
- **Tier 3** – Consists primarily of large employers of HVAC workers and related industries.

