Recruiting Locally With the ELC Toolkit
How This Was Started

• The RESNET Emerging Leadership Council (ELC) has assembled a toolkit of resources for rating providers to use to recruit the next generation of HERS Raters.

• While the primary purpose of the ELC is to engage the next generation of leaders within the ratings industry, there is also the need to encourage more people to join the industry’s workforce, as many current HERS Raters approach retirement.

• It is an industry-wide problem that is felt on a local level for recruitment.
How This Was Started

• The RESNET ELC developed this new recruitment toolkit to support efforts to promote and introduce the value of HERS Raters to a variety of audiences.

• The toolkit includes
  • A slide presentation with talking points
  • Various RESNET marketing handouts, infographics, and videos
What is the HOME ENERGY RATING SYSTEM (HERS) INDEX?

- The national standard by which a home’s energy efficiency is inspected and rated.
- A typical home built to 2006 energy efficiency standards scores 100 on the HERS Index.
- A 1-point change in the HERS Index represents a 1% change in energy use.
- A home with a HERS Index Score of 0 produces as much energy annually as it uses.

A simple, easy to understand system for prospective homebuyers, Realtors, Appraisers and Utilities to compare the energy performance of homes.

A lower Index Score means a home uses less energy.

The HERS Index accounts for a home’s energy consumption of heating, cooling, water heating, lighting and some appliances.

HOW TO GET A HERS INDEX SCORE

Obtaining a HERS Index Score requires a comprehensive home energy rating, conducted by a certified RESNET Home Energy Rater.
Attention Young Professionals!

Why you should consider a career in the home energy rating industry as a certified RESNET Home Energy Rating System (HERS) Rater:

- Dynamic Ongoing Growth in Demand – Currently nearly a quarter of all new homes built in the U.S. are HERS rated
- HERS Raters are recognized by state and local energy code and utility programs across the nation

Becoming a Certified HERS Rater provides you with tangible skills

- Qualify as a Building Science Professional
- Ability to conduct high tech diagnostic tests on homes to determine energy performance
- Ability to model energy performance of home designs using sophisticated HERS software programs

RESNET Certified HERS Raters Are Held to a Higher Standard

HERS Raters undergo rigorous training, testing, assessment, professional development, and adhere to stringent quality assurance standards.

PATH TO BECOMING A RESNET CERTIFIED HOME ENERGY RATER

HERS Raters are trained and certified to inspect, test, and evaluate a home’s energy features, prepare a home energy rating and make recommendations for improvements that will save the home buyer energy and money.

1. Training
   HERS Rater candidates are required to attend a rater training course provided by a RESNET accredited Rater Training Provider taught by a certified RESNET HERS Rater Instructor.
   - HERS Rating Software Program is provided by a RESNET accredited Rating Training Provider.

2. Testing
How This Was Started

• We encourage use of the toolkit to use when presenting to current and prospective students in high school, trade school, college or nonprofit training programs:
  • help build awareness and explain the work of HERS Raters
  • communicate the skills needed to be successful, and
  • encourage prospective and future professionals to consider a career in home performance
• If you use the toolkit, we want to hear from you! We encourage you to post photos of your presentations on our social media pages on Facebook, Twitter and LinkedIn with the hashtag #NextGenHERSRaters
WHO ARE HERS RATERS?
Over two million homes have been HERS rated in the United States, and that number is continuing to grow.
How is A Home Impacted by Energy Efficiency and Air Quality?

• Are some rooms too hot or too cold?
• Is the house hot upstairs in the summer?
• Do doors slam when AC comes on?
• Is it dusty/constantly wiping dust?
Who Are HERS Raters?

- Did you know that the new homes HERS Raters work on don’t have those problems?
- The work of HERS Raters helps improve the comfort, health, and efficiency of homes = lower cost & better for the environment
- Helps to conserve resources
- Building high-performance homes that are good for your family, your bank account, and the environment.
What do HERS Raters do?

A day on the job
What Is a HERS Home Energy Rating?

A HERS home energy rating is an in-depth energy performance assessment of your home. A certified RESNET Home Energy Rater will carry out a series of diagnostic tests using specialized equipment, such as a blower door test and duct leakage tester, to determine:

- The amount and location of air leaks in the building envelope
- The effectiveness of insulation inside walls and ceilings
- State of attics, foundations, and crawlspaces
- Effectiveness of heating and air conditioning systems
- State of floors over unconditioned spaces (like garages or cellars)
- The amount of leakage from HVAC distribution ducts
- Condition of windows and doors, vents, and ductwork
- Efficiency of water heating system

The HERS rating provides a computerized simulation analysis utilizing RESNET Accredited Rating Software to calculate a rating score on the HERS Index. The report will also contain a cost/benefit analysis for the recommended improvements and expected return on investment.
Examples

- Short video [https://www.youtube.com/watch?v=klGa1rUdydo&feature=youtu.be](https://www.youtube.com/watch?v=klGa1rUdydo&feature=youtu.be)

Ask for the HERS Index Score!
Competencies/Knowledge

• Building science—how buildings work
• Drafting/plan reading
• Spatial awareness
• Math, science, physics
BENEFITS

Set your own schedule

Make a difference for homeowners

Mix of work in office and out in the “field”– Not behind a desk all day

Flexibility

What are the personal benefits of becoming a HERS Rater?
In many ways, being a HERS Rater is like being a teacher; having the opportunity to teach people on all sides of the industry how to build and live better.

At the same time, being a HERS Rater means being a lifetime student; constantly learning as industry and best building practices evolve and improve.

- C. Pratt, HERS Rater
How HERS Raters make a difference

**HOMEOWNERS**

- Agents of change—working to make changes in the homebuilding industry
- Value-add to homeowners; helping them to save money on utility costs, mortgage
- Improving resale value of home
- Preventing problems before they happen; making home more comfortable

**ENVIRONMENT**

- Agents of change—working to make changes in the homebuilding industry
- Carbon dioxide emission reductions
- Climate change
- Utility loads
- Reducing fossil fuels
Career Path for HERS Raters

- Owner of rating company
- Employed by:
  - Homebuilder
  - Design/architect
  - Engineering firm
  - Utility provider
  - Product manufacturer
- Work as a code official
- Multiple potential lines of business/income
- Flexibility—can work anywhere
$52,000*
Estimated Annual Salary

1,900 HERS Raters
Current RESNET certified Raters

1 in 4 Homes HERS Rated
Growing demand!

*https://www.payscale.com/research/US/Certification=HERS_Rater_Certification/Salary
Being a Rater Means

- An Exciting Career Opportunity
- Helping Create More Efficient Homes
- Helping Reduce Families’ Energy Costs
- Reducing Pollution Emissions

Visit resnet.us/professional to learn more about starting a career as a certified RESNET HERS Rater.
FOR MORE INFO

Visit our RESNET Professional Site for more information.
THANKS!

Questions:
info@resnet.us
www.resnet.us
High Schools Outreach Concept and Resources

- State Technical Educators Associations
- ITEEA – International Technical Engineering Educators Association
- In classroom presentations are the key
- In classroom Workshop Training Program – Technical Education
- Career fairs and career days – common practice but not the most effective
Additional Steps/Ideas

- Elevator speech document printed out with extra copies to share
- Job shadowing program
- Compensation program
- Detailed explanation of company benefits
- Tuition reimbursement program in writing
- Scholarship offer in writing
Technical Colleges

- Identify all your states’ technical colleges.
  - Volunteer and join local colleges advisory board. Have a seat at the table.
  - Visit the first-year students at the start of each school year to share the HVAC industry

- Scholarship Program – Don Curtes Senior Memorial Scholarship Program

Marketing Resources – Workforce recruiting initiative tools

- Pop Up Banner, Tabletop backdrop, fabric table cover, logo merchandise
Tim Smith, 15LightYears Student Program
Tim Smith, 15LightYears Student Program

Sanford Herald

Business partnership formed to offer internships to youth in the community

By Andrea Rodriguez
Herald College Intern

For one local group of teenagers in better circumstances, this summer might play a larger role in setting their careers and future paths than they would’ve expected.

Community Based Care of Central Florida, a prominent regional child welfare service agency, has teamed up with 15LightYears to create a mentorship program which will last three to seven weeks, depending on each teenager’s scheduled hours.

This year the agency and 15LightYears have ongoing partnerships that are helping to mentor kids throughout the year and we reached them with a need for a summer program and that’s when we kind of collaborated together,” said Jean Little, outreach manager of CBCC.

The Career Builder Program, as the pilot program is being called, allows youth in foster care ages 15 to 18 to gain hands-on working experience primarily in the STEM and skilled trades fields, such as manufacturing, maintenance, and construction.

“It’s helping to break the cycle they’ve been growing up in by giving them a chance to succeed,” said Marian Brodman, vice president of 15LightYears.

Most young adults who grow up in foster care have had difficult pasts and lack the guidance and support necessary to be given equal opportunities when it comes to educational and career pathways.

Now, this summer’s program is helping to vent out the playing field for these young adults through hands-on training and on-site mentorships. The hope is also to build a network.

“The maximum through the program they can work is 36 hours a week for seven weeks,” Brodman said. “We’ve got a loop week, prepping them for the interview process between 3 and 46 hours a week.

This year’s group is 38 teenagers, ages 15 to 18. There’s over 150 mentors off the list.

workforce. We’re in a labor shortage right now, so anyway we can help, whether it’s our industry or any other industries, help assist that’s what the list is for. That’s our goal, to provide ongoing training and putting them through this training program not only benefits us but we’re introducing them to the construction industry as a whole.

The teams have been able to learn and experien vate a variety of hands-on training at 15 LightYears. They’ve done different types of building performance testing, floor coverings, and roofing. And it’s been beneficial for 15LightYears. We are excited to get them into the industry and 15LightYears.

Smith has also brought the boys along to important Orange County Fire Rescue meetings and they’ll get the opportunity to visit and tour the Orange Center and Orange County Sports Stadium to learn about sustainability efforts in some facilities.

With everything the boys have been able to learn and experience, they’ve of course heard their own mentors and favorite takeaways from the internship so far.

“Going out into the field and just being with the tests, like actually testing what they do and actually doing what they do,” Kevin said.

Dayman had an equally open-minded take away of his experience so far too.

“For an opportunity to learn new things,” Dayman said. “Meeting new people in the workplace and understanding the different settings and things they use to get things done as a part of the trade.

CBOC and 15LightYears will look to continue with the summer’s internship program for years to come and have it increasingly spread throughout the community.

“Our goal long term is to really add that sense of limited anxiety and experience and so we want to create a holistic program that starts at young as 15 and 12 or 17 in high school transition and move them on to an ongoing hands-on career opportunities outside of a social worker or lower entry-level positions in their life experience,” Brodman said.

For now, the ultimate goal of the Community Based Care of Central Florida, a prominent regional child welfare service agency, has teamed up with 15LightYears to create a mentorship program which will last three to seven weeks, depending on each teenager’s scheduled hours.
Questions:
info@resnet.us
www.resnet.us