

Successful EEP Recruitment Strategies



Embed EEP engagement into pre-construction planning, subcontractor selection and workforce documentation.



Leverage existing relationships with community-based organizations



Focus on and attend local hiring events and job fairs in [Equity Investment Eligible Communities](#), share job postings, and connect with FEJA/CEJA job training program coordinators.



Review previous applicant records to identify individuals who may be contacted for future project employment opportunities.



Engage in direct and extensive outreach to trade associations or other relevant industry organizations to notify them of employment opportunities.



Increase marketing efforts on platforms used to announce or publicize available employment opportunities, such as employment websites, alumni listservs, union halls, social media, etc.



Publicize employment opportunities on state-sponsored platforms, such as Illinois WorkNet (illinoisworknet.com) or Illinois Job Link (illinoisjoblink.illinois.gov).



Hire for potential, and not just experience, being open to entry-level candidates, career transitions, or apprentices.



Be transparent in job postings, clearly outlining pay range, hours, training opportunities, and growth potential, to build trust and attract committed candidates.



Integrate equity goals by including them in job postings and recruitment materials.



Connect subcontractors to FEJA and CEJA training programs, existing MES webinars and resources, and encourage them to hire for their Illinois Shines workforce directly from these programs.



Leverage [Energy Workforce Equity Portal](#) (including EEP certificates and resumes), [DCEO Workforce Hubs](#), local educational and job training workshops, job fairs, trade schools and community colleges.

Successful EEP Retention Strategies



Provide technical onboarding by assigning a mentor to ensure there's a support channel in place specific to their role.



Invest in the professional development of employees, to explore where they want their solar career to take them.



Ensure that employees' contributions are valued through job training, fair compensation, recognizing and rewarding good work, etc.



Create regular feedback opportunities for employees and ensure the organization is actively addressing concerns and ideas for more successful employee relations.



Consider adding a cultural onboarding component:



Communicating implicit or hidden cultural norms and expectations just as clearly as the explicit ones:

How people are expected to communicate (text vs. email vs. in person).

Who to contact to ask questions or report concerns.

What "being on time" really means on a job site.

How feedback is usually given (direct, informal, formal check-ins).

What's considered acceptable vs. unacceptable behavior on site.

How day-to-day decisions are made?



The new Equity Accountability System (EAS) Learning Series equips vendors with tools and support to meet and exceed equity requirements in Illinois Shines. For more information about EAS requirements and resources for Illinois Shines, including EAS Learning Series webinars, please visit the Equity Accountability System Overview hub at illinoisshines.com/equity-accountability-system-hub.