

Faces of Change:  
NYSERDA's Career Pathways for  
Disadvantaged Workers Program and  
Strategies for Advocating for your  
Programs

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# Green Jobs Green New York (GJGNY)

## GJGNY goals include:

- Promotion of energy efficiency, energy conservation and clean technologies
- Reduce energy consumption and costs
- Reduce greenhouse gas emissions
- Support sustainable community development
- **Create green job opportunities, including for emerging, unemployed and displaced workforce**

Training funds are focused on basic skills, hands-on skills development and workforce credentials

# Barriers to meeting workforce goals

- The cost of training
- Cost of equipment
- Availability of training infrastructure
- Lack of basic skills to prepare workers for training

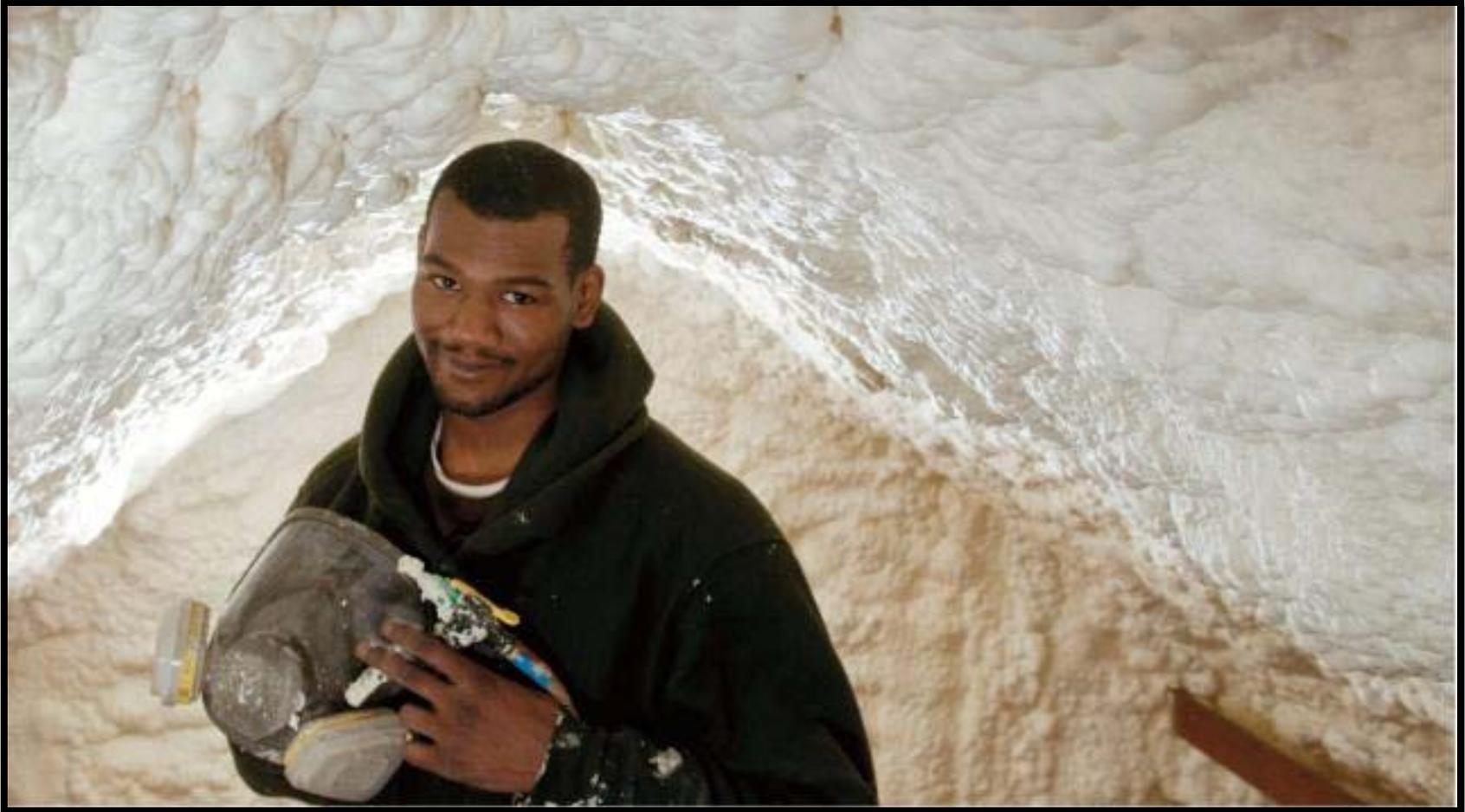
# Urban League of Rochester



# Ebony Davenport



# Derrick McCall



# The Osborne Association



# Shadon M.



# Gary Smith



# Mark Bomba



# Strategies for Advocating

How can you advocate for programs serving the disadvantaged? There are a number of approaches:

- The human element
- The demand-side argument
- The economic model

# The Human Element

How can we use case studies to advocate?

- Telling the story of an individual allows your audience to identify with various elements like being out of work, a parent seeking to provide, etc.
- Once the audience can identify with the individual, it makes your argument to serve that individual more convincing.

# Demand Side Argument

“Garbage in, garbage out.”

- The same is true in the converse. Quality training leads to quality jobs.
- Responding to employer demands for specific skills, technical knowledge, or hands-on experience allows you to better bridge the gaps between training and employment.

# The Economic Model

The economic impact has many facets

- Many of the people we serve are on public assistance. Helping those individuals achieve financial independence has a huge impact on tax-payers.
- Putting people to work in the clean energy economy can also help residents in low income communities to reduce their energy use, reduce utility costs and increase spending power.

# THANK YOU!

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