



Brownfields Job Training

Professional Learning Community (PLC)

October 16, 2024

Please mute your lines when you're not speaking.

We welcome open discussion and invite participants to unmute or raise their hand at any time during this call if you have a question or something to share.

We encourage participation through the MentiMeter polls and Teams Chat.

Out of respect for everyone's time, we ask that lengthy discussions be held in the open Q&A session or taken offline with a followup meeting.

Meeting Logistics



Disclaimer

This project has been funded wholly or in part by the United States Environmental Protection Agency under a contract with Tetra Tech and Adaapta. The contents of this document do not necessarily reflect the views and policies of the Environmental Protection Agency, nor does the EPA endorse trade names or recommend the use of commercial products mentioned in this document.



Agenda

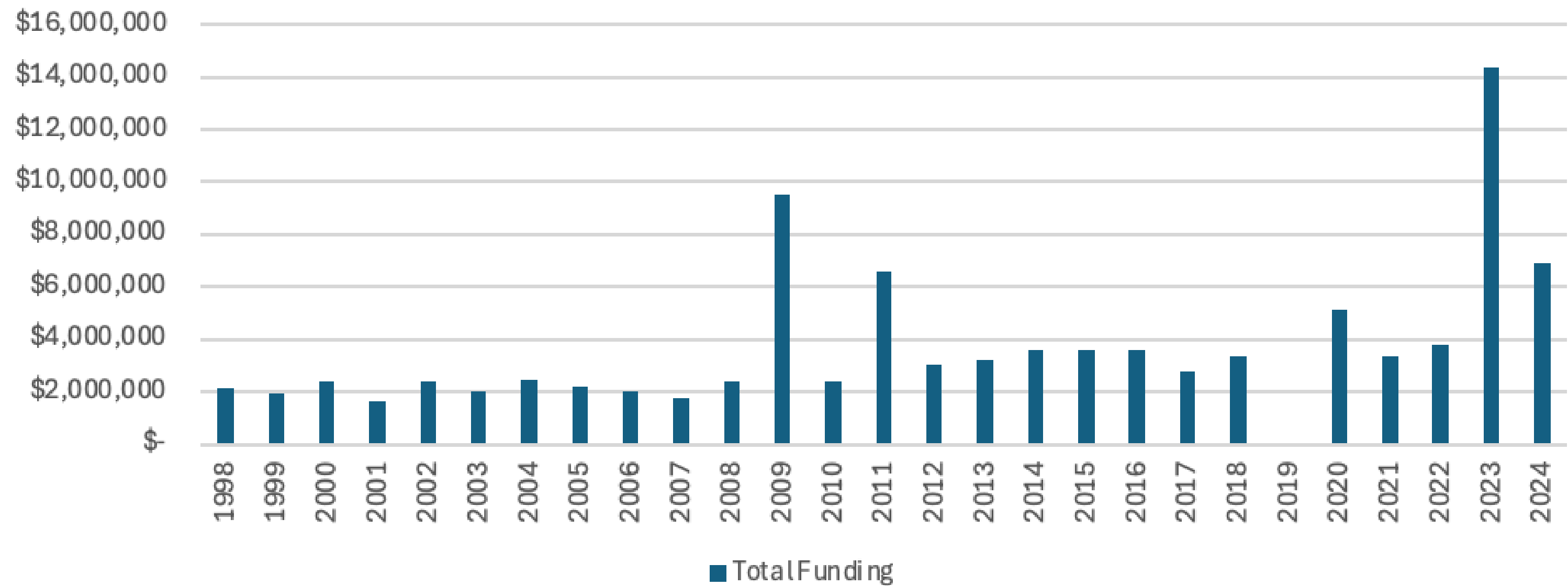
1. PLC Objectives (2 min)
2. Introductions (5 min)
3. Program Reflections (5–10 min)
4. Learning Topic: Student Recruitment (10–15 min)
5. News & Announcements (2 min)
6. Open Q&A – any topic (Optional – 30 min)

PLC Objectives

Facilitate the sharing of Brownfields job training news and the exchange of best practices and lessons learned.



EPA Job Training Funding Over Time





Introductions



www.tetratech.com



Steve Michener
Project Manager, Tetra Tech



Sherry Weedman
*Sr. Enviro. Health Scientist/ Program
Manager, Tetra Tech*



Eric Eisiminger
Project Manager, Tetra Tech



www.adaapta.com



Danielle Getsinger
CEO, Adaapta



Krisandra Provencher
Sustainability Manager, Adaapta



Mike Senew
Senior Advisor

brownfieldsjobtraining@adaapta.com

Join at menti.com | use code 7269 7173



Instructions

Go to

www.menti.com

Enter the code

7269 7173



Or use QR code

Instructions



Hi! [name, org, inspirational note...have fun!]



Raeganne Eastman from
The Excalibur Group!
Thanks

Lisa FitchAnchor of Hope

María Sánchez, Masshire
Central Region
Workforce Board

Carrie Martin, NJIT TAB
(Regions 2 and 4)

Leslie Franklin, Case
Manager with Anchor of
Hope International Ministries

Hi Everyone! I'm Kimberly
Kelley with The Sustainable
Workplace Alliance

Alan Lam, Workforce
Development Board , Utica,
NY."If opportunity doesn't
knock, build a door."

Amy Penney Alaska
Forum

Hi! [name, org, inspirational note...have fun!]



Gary RingerEco-
Environmental Solutions "If
you don't program yourself,
life will program you." -Les
Brown

Terence MitchellChief
Executive
OfficerInterdisciplinary
Implementations
LLC[Linkedin.com/in/terencemitchellceo](https://www.linkedin.com/in/terencemitchellceo)

Hannah Tew St. nicks
alliance skills training
program manager

Mary Hashem, President and
Founder of Adaapta.
Welcome everyone! We're
glad you're here!

Hi everyone, I am Linda
Morgan, Brownfields Job
Training Coordinator for EPA
Region 5.

Mary Mann, Workforce
Alliance of South Central
Kansas, Dream it, Be it!

Pete Howard, Mississippi
Band of Choctaw Indians,

Roslyn Kygar, City of
Austin Brownfields

Hi! [name, org, inspirational note...have fun!]



Jacob Markosky program
manager Auberle
Employment Institute
McKeesport, PA region 3

Val / Yerington Paiute
Tribe Environmental
Dept. Brownfields

John R. Phillips II Oil
Region Alliance Great to
be here

Michael Senew
consultant

Libby Cornell of
Honeybee Strategies in
New Orleans

Jeff turgeon; MassHire
Central Region Workforce
Board; nothing you do for a
child is ever wasted

Torre Ippolito, EPA
Brownfields Project
Manager Region 5

Diana Napier, The
WorkPlace, Bridgeport CT It's
cool and sunny here in
Bridgeport.

Hi! [name, org, inspirational note...have fun!]



Jean Franklin, Executive Director, Anchor of Hope International Ministries, Inc Opportunity Works program.

Don Ingram,
Environmental Support
Services, Consultant
Dallas Tx

Eric Eisiminger, Tetra Tech. I'm the former Brownfield Coordinator for the State of KY. I love the Brownfield program and am happy to be working on this project.

Steve Michener, Tetra Tech, great to see everyone on this call!

Hi everyone, I'm Matt Wosje, EPA, "How do you eat an elephant? One bite at a time."
"

Elanna Luttrell
Special Projects Coordinator
City of Sullivan
Feels Good to be Here

Alma Moreno Lahm, EPA Region 7 (IA, KS, MO, NE); love transforming brownfields for reuse; love helping applicants get \$ to give people a hand up to develop their unique talents to get paid handsomely.

Sherry Weedman Tetra Tech Brownfield Program Manager, Louisville Kentucky
Diverse Partnerships = Successful Brownfield Programs

Hi! [name, org, inspirational note...have fun!]



Nonprofit

Other

ORA is a non-profit

4

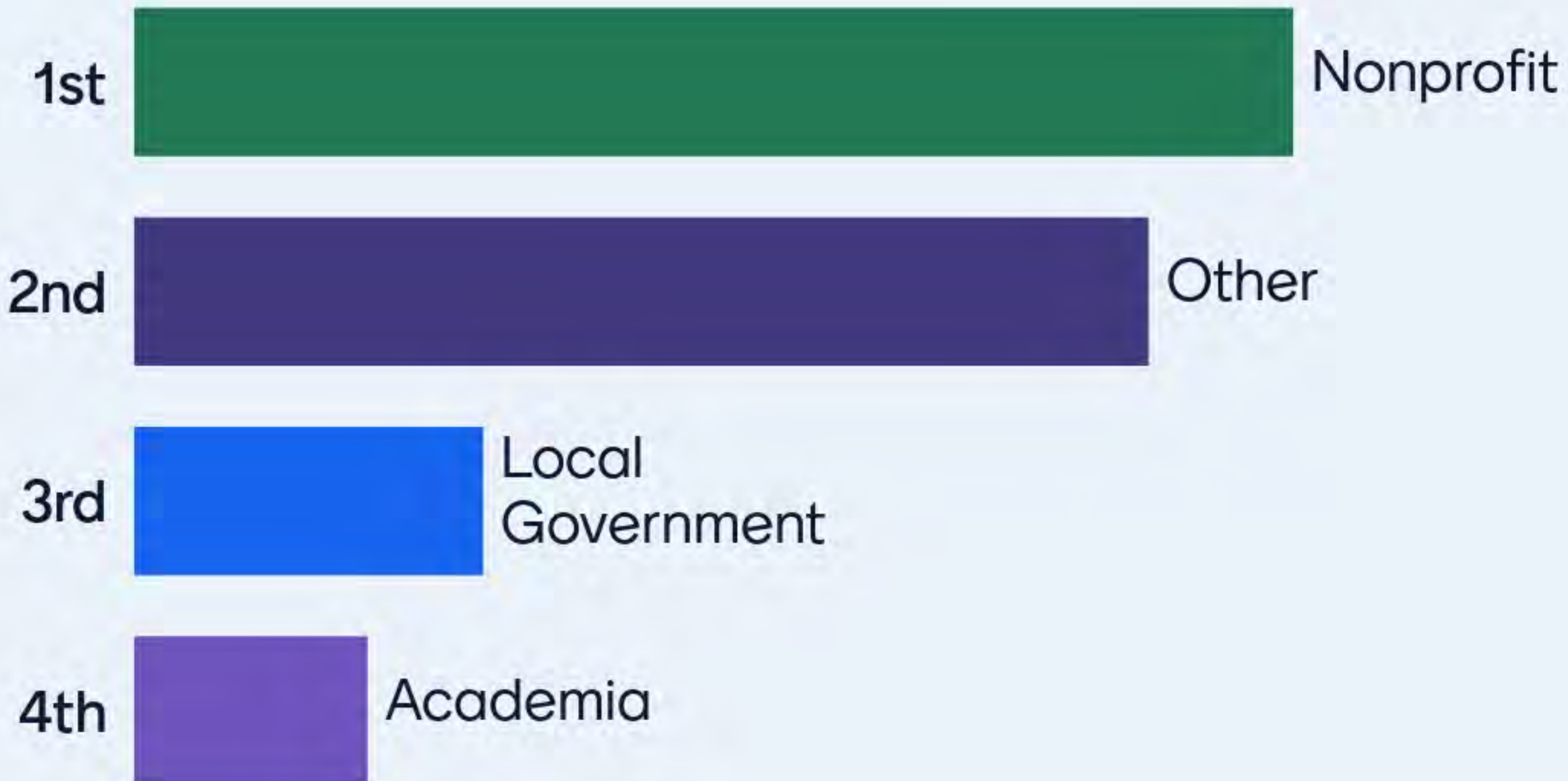


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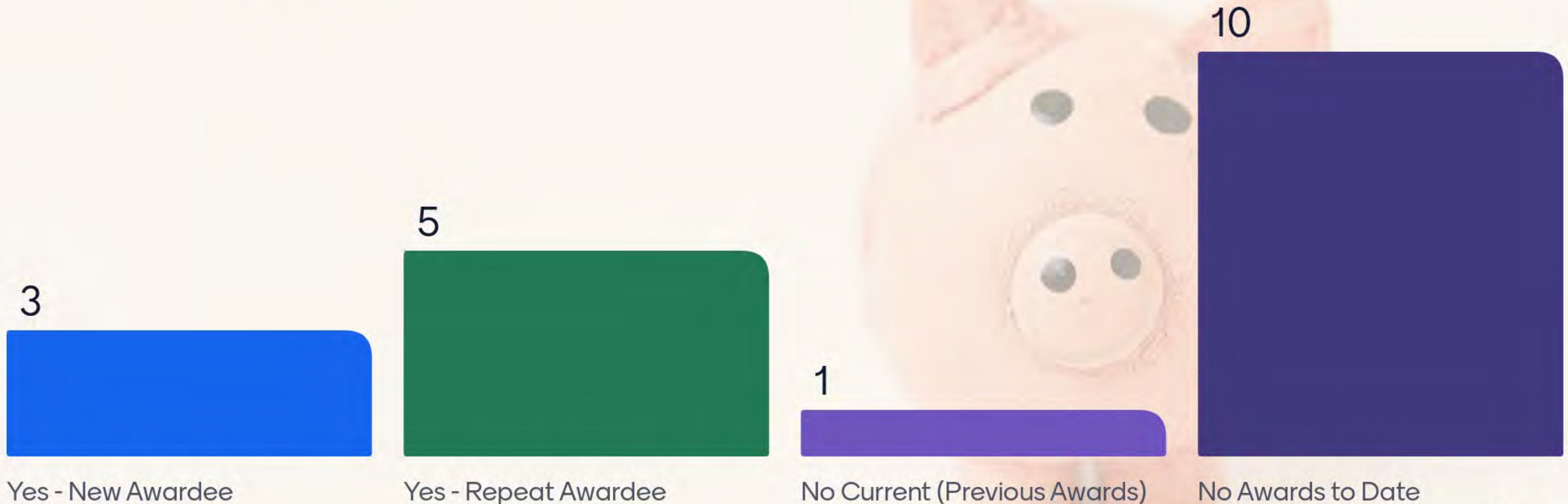


What type of organization do you represent?



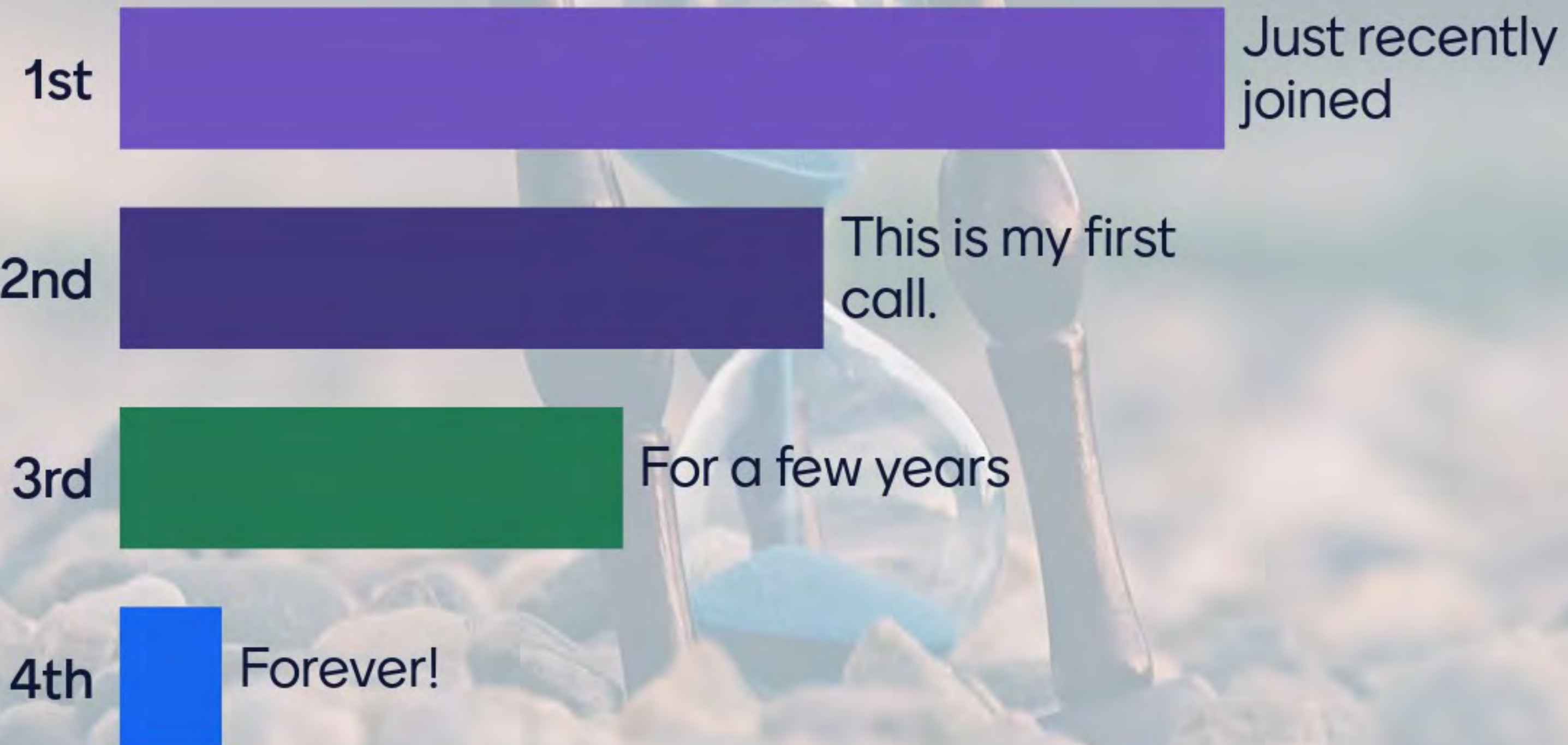


Do you have a current EPA Job Training Grant?





How long have you been participating in PLC calls?



Why are you here?



News & Opportunities



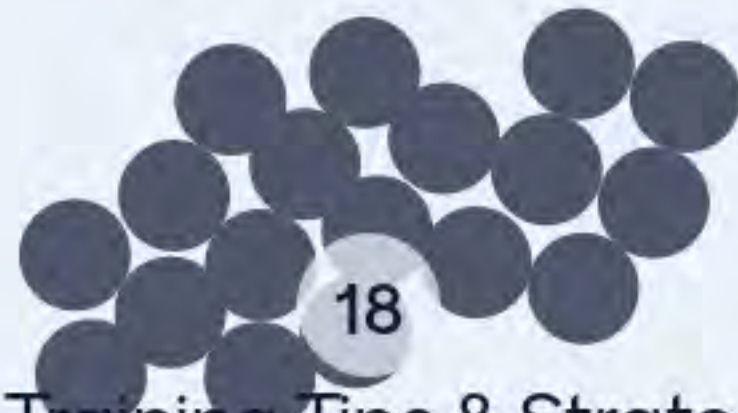
Learn from other Grantees



FOMO!



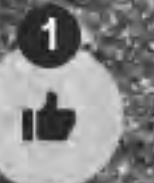
Grant Application Support



Job Training Tips & Strategies



New Research & Insights



Describe PLC calls in one word

29 responses



1



22



8 Critical Components (where is the need?)



Requests for future PLC calls



Assistance with finding employers

Yes

Placement

What's needed to get started? Simply an idea?



1



3



Discussion - Planning for Recruitment



Utilizing partners to amplify message

Challenge- people don't know what environmental remediation is

Unrealistic expectations ie: I will have a job at the end of the program

People think it's too good to be true.

A

Remediation isn't sexy. Amplifying the necessity and opportunity is my passion.

Leveraging community partners/programs. Braiding funds with internal programs and participants. Creating a simple website that can act as an interest form to build out an applicant pool.

Targeting specific social media groups with mutual interest groups such as community pages of your target areas and geographically relevant job seeking pages

Learning Topic: *Student Recruitment*



Best Practices for Student Recruitment

Plan for Recruitment

Recruitment potential should be part of your target area selection.

Relationships are Critical

Informal relationships are great. Partnership agreements are even better!

Market Strategically.

Select appropriate marketing efforts that speak to your desired candidates.

Quality over Quantity.

Its better to be selective than to have a cohort that is not the right fit

Planning for Recruitment

Select a target area based on where the program can make the greatest impact. Programs will vary based on multiple factors, but here are some things to consider:

- Labor market assessment demonstrates demand for workers & skills
- Community need established:
 - Area of unemployment or underemployment
 - Area of low educational attainment
- Area with existing student recruitment from other workforce development programs (e.g., veterans groups, reentry programs, etc.)
- Area with existing workforce in environmental or adjacent profession that could benefit from continuing education and certification opportunities to advance in their careers.

Relationships are Critical



Informal Relationships:

- Help spread news and announcements (word of mouth, bulletin board, flyer distributions, etc.)
- Offer platforms for sharing program details (e.g., community meeting, job fair)
- Bolster social media posts and other media
- Reputation & referrals by students, employers, or other program stakeholders

Formal Relationships or Partnerships: (skin in the game!)

- May be named as a sub-grantee
- Consider partnership agreements with other workforce training or adult education programs, local governments, community colleges, and businesses to establish expectations and accountability.
- Industry employers – establish agreements for training new and existing staff

Market value proposition first, detailed information second.

Study your target community. How are they receiving information? What are their barriers to accessing this program?

Create a core language document (communications plan) to ensure all communications are consistent and resonates with your target audience.

Present the same message in various ways: social media, newspaper, TV/YouTube, radio, website, brochures, etc.

Marketing Tips

Basic rules of marketing apply! What's your pitch? Sell the program.





Quality Over Quantity

Especially for new programs!

Recruitment gets easier with a proven track record, prior successful graduates, and a good reputation.

Without an established reputation, first-year grantees may spend more time on communications and marketing. Don't rush into recruiting a large cohort – be selective to build a foundation of success.



Discussion - Planning for Recruitment



We have community partners embedded in target neighborhoods who have the ear of the parents and students.

choosing a specific pathway/track - there's so many options!

Small organization but I work with a number of CBOs. Who can I talk to about selling the opportunity within disadvantaged communities (DAC).

For next call- placement w employers.

News & Announcements





Brownfields 2025

Sustainable Communities Start Here

Save the Date | August 5-8, 2025 | Chicago, IL



answer the
CALL FOR IDEAS

Submit Your Idea Now!

The Call for Ideas will
close on December 20,
2024 at 11:59pm ET.

<http://gobrownfields.org>

OPEN EPA SOLICITATIONS

Due November 14, 2024

FY 2025 Brownfields Assessment,
Revolving Loan Fund, and Cleanup
Grant Applications.

[https://www.epa.gov/brownfields/
marc-grant-application-resources](https://www.epa.gov/brownfields/marc-grant-application-resources)

Due November 21, 2024

Inflation Reduction Act Community
Change Grants Program

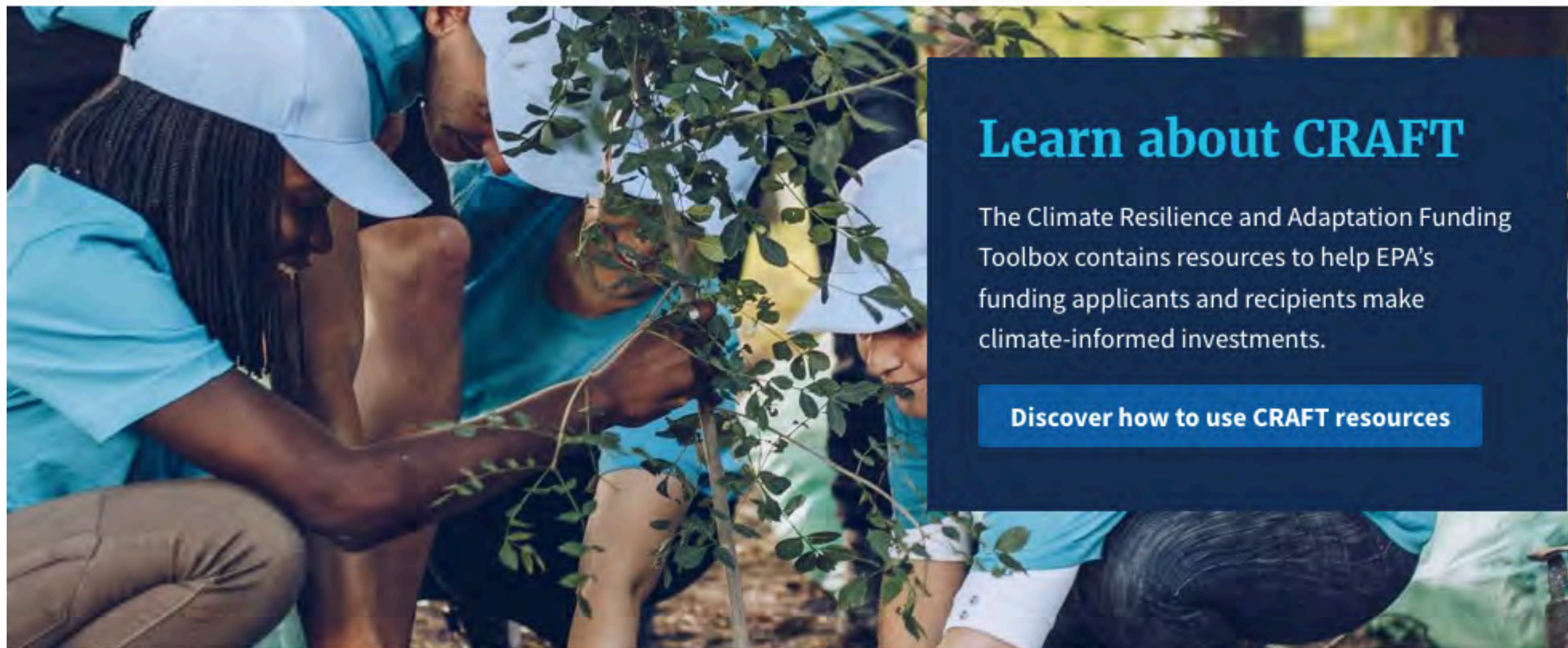
[https://www.epa.gov/inflation-
reduction-act/inflation-reduction-
act-community-change-grants-
program](https://www.epa.gov/inflation-reduction-act/inflation-reduction-act-community-change-grants-program)

Environmental Justice Climate Corp Program

[https://www.epa.gov/environmentaljustice/
environmental-justice-climate-corps-ejcc-
program](https://www.epa.gov/environmentaljustice/environmental-justice-climate-corps-ejcc-program)



Climate Resilience and Adaptation Funding Toolbox



<https://www.epa.gov/resilient-investments>



- **Program overviews** of EPA's financial assistance programs where climate-safe investment opportunities are available.
- **Climate risk tools** and decision support resources that can inform the development, design and implementation of projects.
- **Communications materials** to facilitate discussions about adaptation, resilience and environmental justice.
- **Meaningful engagement resources** on how to perform targeted community engagement efforts effectively and intentionally when implementing climate-smart projects.
- **Definitions** of common terms to use during technical assistance consultations, engagement efforts, and the development of project proposals.

BFJT Grant Application Resources

Get started early!



**U.S. ENVIRONMENTAL
PROTECTION AGENCY**

**Interested in Applying for Brownfields Job Training
Funding?**

Interested in Applying for Brownfields Job Training Funding?

 U.S. EPA | Sep 18

[https://www.epa.gov/brownfields/interested-applying-brownfields-
job-training-funding](https://www.epa.gov/brownfields/interested-applying-brownfields-job-training-funding)

**Next Meeting:
November 20, 2024 at 2pm EST**

brownfieldsjobtraining@adaapta.com

Open Q&A



Brownfields Job Training Program

PLC Call – Additional Notes

October 16th, 2024

1. Additional Attendee Information

- a. Alexandra Hughes, Miami Florida, Eco Ed Impact Corp.
- b. Kobby Agyekum, City of Kingsville TX
- c. Mandy La Brier, the Heartland Environmental Justice Center (HEJC), the EPA Region 7 TCTAC. mandy.labrier@wichita.edu
- d. Linda Morgan, I am the Brownfields Job Training Coordinator for Region 5, morgan.linda@epa.gov

2. Technical Assistance to Brownfields (TAB)

- a. TAB is the EPA sponsored technical assistance for brownfield communities program
- b. Carrie C. Martin, NJIT TAB can hold a free Brownfield Basics workshop for your community if you're interested
 - i. NJIT TAB: carrie.martin@njit.edu
- c. You can find all TAB providers' contact information at the bottom of this page: <https://www.epa.gov/brownfields/interested-applying-brownfields-job-training-funding>

3. Future PLC Call Topics

- a. Working with employer partners
- b. Defining 'brownfields'

4. Additional Resources

- a. EPA Climate Resilience and Adaptation Funding Toolbox (CRAFT). <https://www.epa.gov/resilient-investments>
- b. The next grant Request for Applications will likely be released in Spring 2025.
- c. Please see this link for past PLC calls: <https://www.epa.gov/brownfields/brownfields-job-training-grants-professional-learning-community>
- d. National Brownfields Conference, August 2024, Chicago, IL. <https://gobrownfields.org>
- e. FY 2025 Brownfields Assessment, Revolving Loan Fund, and Cleanup Grant Applications. <https://www.epa.gov/brownfields/marc-grant-application-resources>

- f. Inflation Reduction Act Community Change Grants Program.
<https://www.epa.gov/inflation-reduction-act/inflation-reduction-act-community-change-grants-program>
- g. Environmental Justice Climate Corp Program.
<https://www.epa.gov/environmentaljustice/environmental-justice-climate-corps-ejcc-program>
- h. BFJT Grant Application Resources.
<https://www.epa.gov/brownfields/interested-applying-brownfields-job-training-funding>