



Brownfields Job Training

Professional Learning Community (PLC)

October 15th, 2025

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 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. Introductions & Resource Updates (5 min)
2. Learning Topic: Program Marketing (25 min)
3. Open Q&A – Any Topic (Optional – 30 min)



Introductions



www.tetratech.com



Steve Michener
Project Manager



Sherry Weedman
*Sr. Enviro. Health Scientist/
Program Manager*



Eric Eisiminger
Project Manager



www.adaapta.com



Danielle Getsinger
CEO



Krisandra Provencher
*Project Manager &
Community Engagement
Specialist*



Mike Senew
Senior Advisor



Bertina Carter
*Workforce Development
Specialist*

brownfieldsjobtraining@adaapta.com

Upcoming National Partnership for Environmental Technology Education (NPETE) trainings:

January 12–16, 2026 – Disaster Site Response Training for Instructors

- 5–days of training
- Held at Indian River State College Treasure Coast Public Safety Training Complex, Ft. Pierce, FL.
- The program prepares trainers to deliver instruction on:
 - OSHA's 15–hour Disaster Site Worker (DSW) safety awareness training
 - Hazardous Awareness and Communications
 - Incident Command Systems
- Expenses associated with this training opportunity are reimbursed including travel, lodging and per diem.
- Registration is open until November 1, 2026

Upcoming National Partnership for Environmental Technology Education (NPETE) trainings:

May 11– 16, 2026 Great Environmental Safety Trainers' Institute (GreatEST)

- 5.5 day training
- Held at Scott CC, Bettendorf, IA.
- More information and registration will be available soon.

For registration and additional information on these instructor training opportunities:
<https://nationalpete.org/events/>



Connect with Us!

- If you or an associate would like to receive notice of upcoming meetings and events, send your contact information to:
brownfieldsjobtraining@adaapta.com
- Submit an inquiry or request for technical assistance at
www.epa.gov/brownfields/forms/brownfields-job-training-program-technical-assistance-inquiry-form



**U.S. ENVIRONMENTAL
PROTECTION AGENCY**

**Brownfields Job Training Program Technical Assistance
Inquiry Form**

Form to collect requests for technical assistance.

 U.S. EPA / Sep. 17

Learning Topic: *Program Marketing*



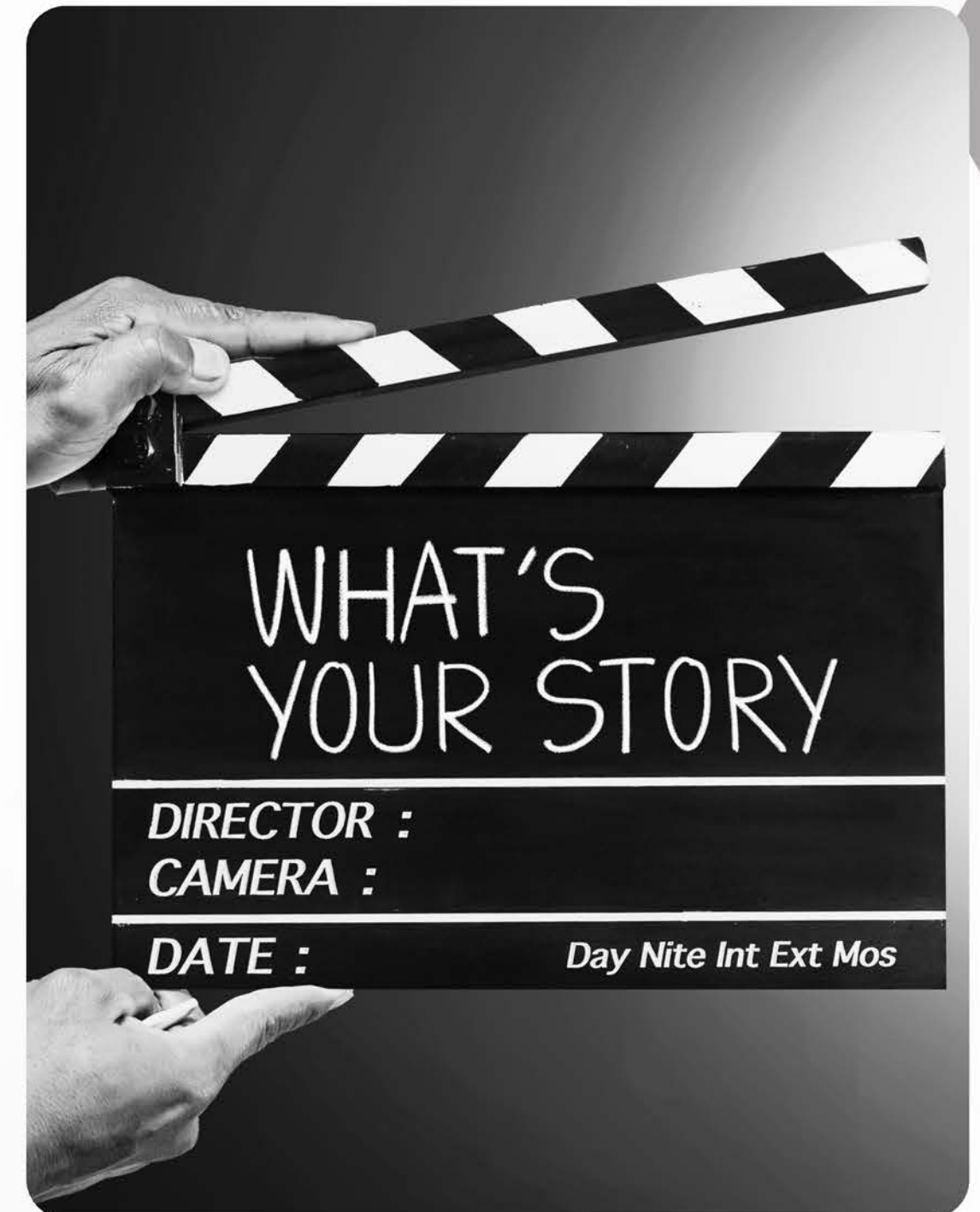
Know Your Audience



- **Identify key audiences:** residents; high schools, trade schools, and universities; workforce boards, employers, and local businesses; and faith-based and community organizations.
- Talk with community members and partners to **understand local needs, barriers, and motivations.**
- **Use past participant data or local insights** to identify groups that may be underserved or harder to reach.
- Map out opportunities to connect with audiences **where they already spend time:** at community centers, local businesses, churches, libraries, schools, or local events.

Messaging & Storytelling

- Keep messaging **clear, concise, and benefit-focused**, emphasizing jobs, skills, certifications, and community impact.
- Highlight participant success stories through quotes, photos, or short videos.
- Share short “day in the life” snapshots of trainees to **make the program relatable**.
- Highlight new program features such as course offerings, certifications, or unique partnerships.
- Ensure consistency of messaging across all outreach channels to **reinforce program identity**.



Outreach Channels

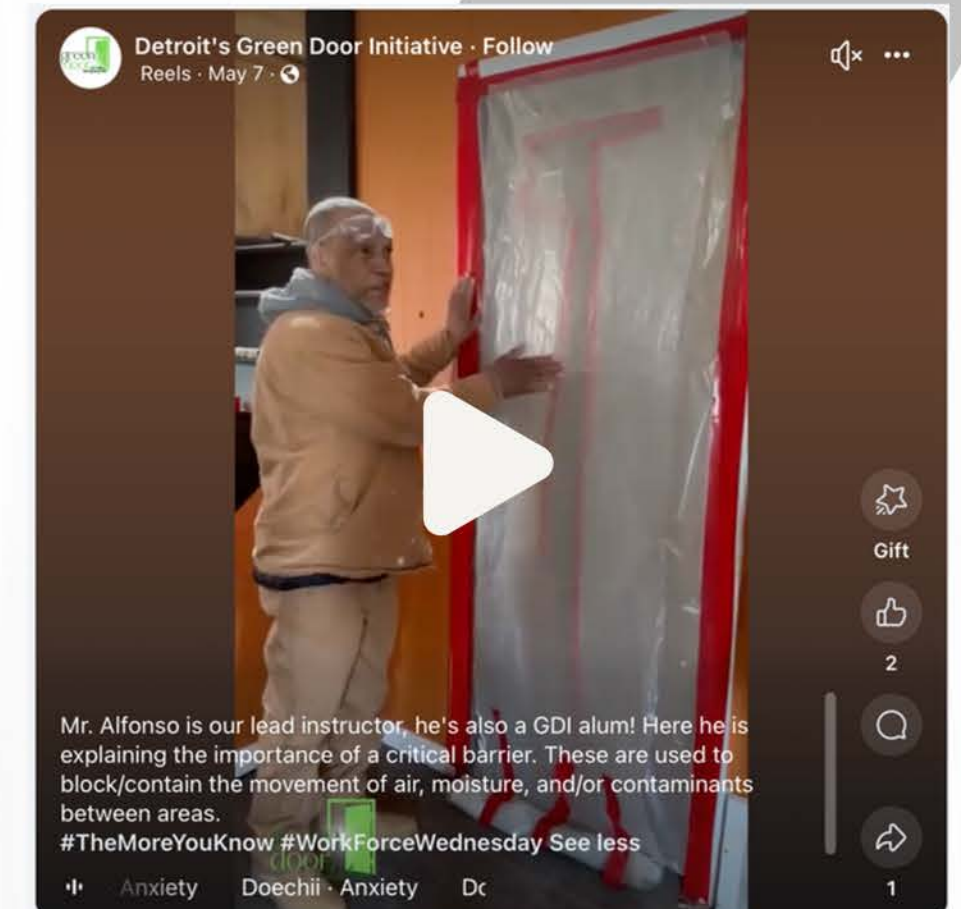
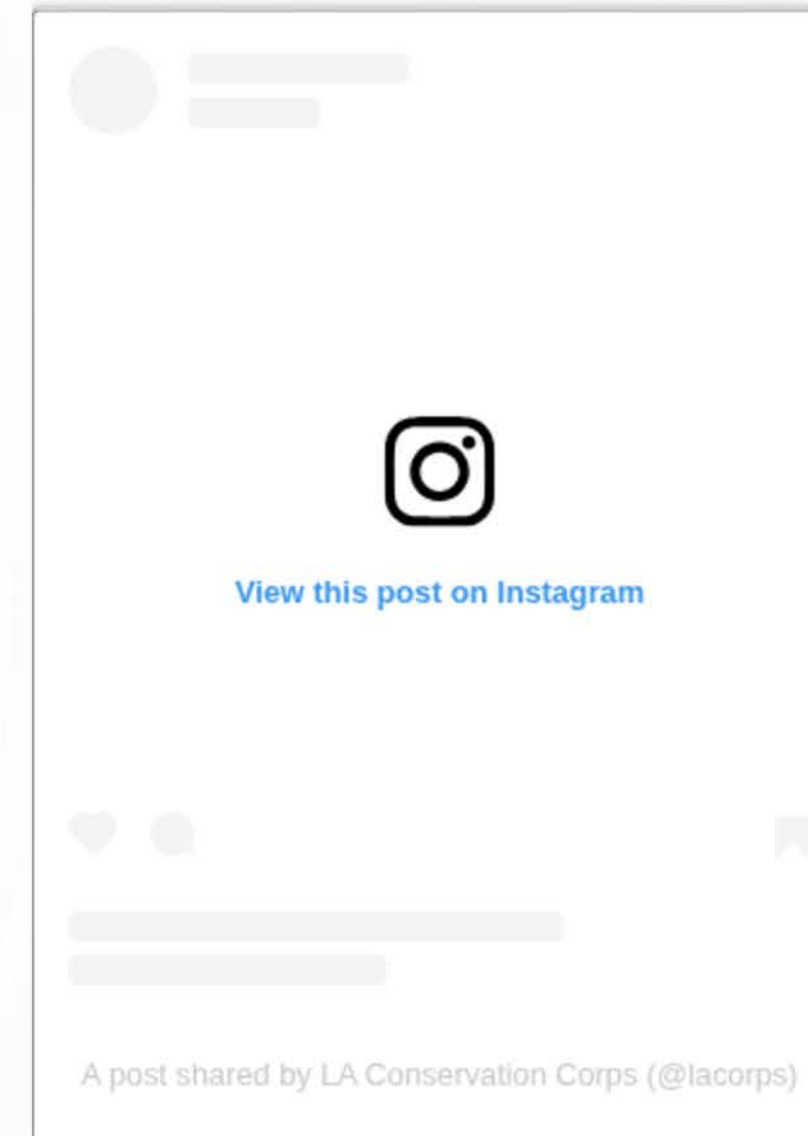


Use a mix of channels to reach a wide audience.

- **Traditional:** flyers, local newspapers, radio, bulletin boards, or posters at community hubs.
- **Digital:** social media posts, email newsletters, website updates, and community group platforms.
- **Partnerships:** schools, libraries, local businesses, nonprofits, workforce agencies, and faith-based organizations.
- **Events:** info sessions, open houses, festivals, pop-up tables, or virtual Q&A sessions.

Outreach Channels Cont.

- **Feature trainees, alumni, employers, or mentors** in your outreach to personalize the program and increase engagement.
- **Collaborate with local businesses or organizations** for joint promotion and consider micro-targeted ads or localized campaigns to reach specific neighborhoods or groups.



Experimenting with Marketing Approaches

- **Test new channels or formats to expand reach**, such as virtual open houses, webinars, social media videos, or local newsletters/podcasts.
- Try variations in messaging to **see which resonates best with different audiences**.
- Track engagement and **adjust strategies based on results**. Even small experiments can reveal insights that improve recruitment and participation.
- **Encourage feedback** from participants and community members to refine messaging and outreach.

The image displays two marketing materials for the Brownfields Graduation Ceremony. The top material is a screenshot of a Facebook post from the 'Blueprint 502' page, which has 997 followers. The post, dated 5 days ago, is an invitation to the Class of 2025 graduation ceremony. It includes the date (October 17, 2025), time (5:00-6:00 PM), and location (Blueprint502, 800 S. Preston St., 40203, Room 208). The post also mentions that refreshments will be served and that family and friends are welcome. The bottom material is a printed invitation card. It features a large graphic of a graduation cap and the text 'Join us! You're Invited! 2025 class of'. It also includes the date, time, and location of the ceremony. At the bottom of the card, it states that refreshments will be served and that family and friends are welcome. The card also includes a small paragraph about the graduates and their future careers, and a footer with the Blueprint 502 logo and contact information.

Blueprint 502
997 followers
5d · 🌐

🎓 ✨ You're Invited! ✨ 🎓

Join us in celebrating the incredible Class of 2025 at the Brownfields Graduation Ceremony! 🎉

📅 Date: October 17, 2025
🕒 Time: 5:00–6:00 PM
📍 Location: Blueprint502, 800 S. Preston St., 40203
👉 Room 208 (UCC Classroom)

Come support our amazing graduates as they step into their next chapter, trained and ready for careers in environmental safety, remediation, and more 🌍 🏠

🍷 Refreshments will be served
👨‍👩‍👧‍👦 Family & Friends Welcome!

Let's make it a memorable evening! 💙

#ClassOf2025 #Blueprint502 #Graduation

Brownfields Graduation Ceremony

October 17, 2025
5:00-6:00 PM

Blueprint502
800 S. Preston St.
Louisville, KY 40203
UCC Classroom
Room 208

Refreshments will be served.
Family & Friends
Welcome

Come support our graduates as they embark on the next steps of their careers, equipped with skills and training in Brownfields remediation, environmental safety, and workforce readiness. Your presence will make this moment even more memorable for our graduates and their families. We hope to see you there!

BLUEPRINT 502
BROWNFIELDS TRAINING

The Brownfields Job Training Program is funded by the Environmental Protection Agency (EPA)

For more information, please contact
Julian McCrary: (502)208-8548
Brownfields@Blueprint502.org
Visit us online at Blueprint502.org!

Community Engagement & Trust-Building



- Partner with trusted local leaders, influential folks, or organizations to **build credibility and community support.**
- **Be transparent** about program goals, eligibility, and participation requirements.
- Host interactive events or mini demonstrations that **showcase the program in action.**
- **Engage alumni as ambassadors** and instructors to recruit new participants and share authentic stories.
- Maintain **consistent, friendly communication** with participants and community stakeholders to strengthen trust.

Measuring Success & Iterating

- **Track simple metrics:** inquiries, applications, event attendance, and engagement across outreach channels.
- Use insights to refine messaging, outreach channels, and event formats.
- **Start small, learn what works, and scale efforts accordingly.**
- Continuously test new ideas while maintaining what is already effective.
- Even basic tracking tools, like spreadsheets or brief notes, can provide valuable insights.



Key Takeaways

- **Understand your audience** and tailor messaging to their needs and motivations.
- Mix proven outreach methods, such as from other programs, with creative approaches to reach more people effectively.
- **Build trust** through transparency, community partnerships, and visible program impact.
- **Track results**, learn from them, and **adjust strategies continuously to improve** engagement and outcomes.



Guest Speaker



PAUL SAMMONS

RecycleForce

*Strategic Collaboration Director &
Chief Court Liaison*



REPORT

Sign up for our monthly newsletter - the Report!

The Report is a great way for you to keep up with all we're doing at RecycleForce to provide the formally incarcerated with on-the-job trainings and industry certifications.

Don't forget to visit our [blog](#) to learn more about us and how our transitional jobs programs are improving lives and our communities.



RecycleForce

September 19 at 9:01 AM · 🌐

Learn more about the Green Jobs Workforce Initiative:



WRTV.COM

\$750K Green Jobs Initiative to train 100 Indianapolis residents

10

5 shares

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Open Discussion

