

E-Contractor Academy Overview

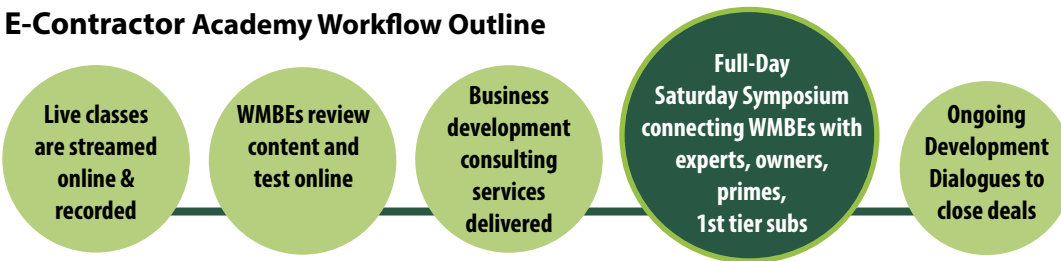
Road-Tested with WMBE Firms

Emerald Cities' road-tested **E-Contractor Academy** has helped dozens of WMBE firms gain millions in new business in Los Angeles, Cleveland, and San Francisco. Seattle's E-Contractor Academy will target clean energy and housing opportunities in 2020. It will apply "blended" learning to maximize time. Consulting and technical training also will be offered, positioning Women- and Minority-owned firms (WMBEs) to secure new work, including projects that involve proprietary and/or technically demanding systems.

Time-saving design focuses on skill-building and landing work

Rather than hosting evening classes for business owners over many weeks, we offer a compressed schedule of lectures by industry experts, delivered in-person and online. We record these and invite owners/staff to view/review them when convenient. Online content review/testing and business development consulting services delivery follow. The highlight of the Academy is a full-day, in-person symposium where WMBE owners/staff delve deeper into content AND do structured networking with owners, primes, and first-tier subcontractors. Survey data collected at the symposium guides ongoing "Development Dialogues" as WMBEs pursue work using new skills and connections.

E-Contractor Academy Workflow Outline



Why E-Contractor and why now?

New energy policies (oil heating ban, stricter codes, electrification) and the construction boom offer opportunities to address shortages of minority- and women-owned firms and diverse workers in technical trades. In response, Emerald Cities is partnering with industry, government, and WMBE firms to launch a **Clean Energy Opportunity Hub**. **E-Contractor Academy** underpins the Hub, since growing WMBE firms can build wealth, offer OJT options, and create new clean energy jobs. Together, the Hub's three elements connect diverse trainees, workers, and WMBE firms with wealth-building opportunities in clean energy and housing. See a Hub **video** at <https://vimeo.com/368346341>.



For more information contact Roz Jenkins:
360-970-3591
rjenkins@emeraldcities.org

Clean Energy Opportunity Hub



E-CONTRACTOR ACADEMY FOR WMBE CONTRACTORS HVAC WORKFORCE DEVELOPMENT PROGRAM CLEAN ENERGY PRE-APPRENTICESHIP

About Emerald Cities

Emerald Cities Collaborative is a national nonprofit advancing sustainable, inclusive and equitable economic development that serves communities of color. We work across multiple sectors, including buildings, utilities (energy, water, waste), infrastructure and food.

E-Contractor Academy Specs

Target Attendance

- 25 people from 15+ WMBE firms
- Firm top lines of \$250K to \$5 million
- Black, Brown, other POC-owned firms
- Veteran- and Women-owned firms
- Immigrant/Refugee-owned firms

Clean Energy Trades Emphasis

- HVAC/R, Mechanical, Electrical, Solar, Energy Services, Building Controls

Sector Focus

- Housing repair & green construction
- Heating conversions / Energy Services
- Solar / Building efficiency

Current Partners

- Housing Development Consortium
- Business Impact Northwest (BINW)
- Platinum Group
- AM/VETS National Service Foundation
- Entrepreneurial Institute of WA

Current Funders

- Housing Development Consortium
- Emerald Cities Collaborative National
- The Seattle Foundation
- Seattle City Light

Core Curriculum

- Accounting, finance, and bonding
- BINW "Launch & Grow" and/or "Grow & Thrive" finance curricula
- Bid preparation and estimating
- Marketing and sales
- Workflow/ Business operations
- Business development
- Networking to secure contracts

Specialty Content

- Green building techniques
- Low-income housing development
- Modular housing development
- HVAC/R tech for heating conversions
- Energy services/deep retrofits
- Solar installing/Solar storage
- Speciality lighting
- Tech training on proprietary systems