SHOWCASING SOLAR INDUSTRY TRENDS

The Business Case for Investing in Training

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The SOLAR FOUNDATION™
The Solar Foundation is a national 501(c)(3) nonprofit focused on research and education to promote the widespread adoption of the world’s most abundant resource.

thesolarfoundation.org
• Solar Jobs Census.................................solarstates.org
• Solar Training Network..........................solartrainingusa.org
• SolSmart........................................solsmart.org
NATIONAL SOLAR JOBS CENSUS
GROWTH BY SECTOR


Number of Employees

- Installation
- Manufacturing
- Sales & Distribution
- Project Development
- Other

SOLAR JOBS GROWTH IN 2016

1. Oklahoma - 106%
2. Nebraska - 104%
3. Alaska - 94%
4. Alabama - 85%
5. Maine - 73%
6. Indiana - 72%
7. Wyoming - 70%
8. Kansas - 66%
9. Virginia - 65%
10. Utah - 65%
SOLAR IS A CAREER PATHWAY

LOW EDUCATIONAL BARRIERS
• Experience is the most important hiring requirement for all sectors according to employers:
  • 65% require experience
  • 32% require a bachelor’s degree or higher

COMPETITIVE WAGES
• Solar installers: $21/hour
• Manufacturing assemblers: $18/hour
• Sales representatives: $28.85/hour
• Solar designers: $26.92/hour
• National median: $17.40/hour

Source: Census 2015 and BLS, May 2015
84% of solar installers report difficulty hiring qualified workers.

Bar chart showing:
- Overall:
  - Very Difficult: 22.7%
  - Somewhat Difficult: 57.6%
  - Not at All Difficult: 19.8%
- Installation:
  - Very Difficult: 25.9%
  - Somewhat Difficult: 58.1%
  - Not at All Difficult: 16.0%
DIFFICULTY HIRING: WHY?

Most Significant Reasons for Reported Difficulty in Hiring, 2016

- Lack of experience, training, or technical skills: 44.9%
- Insufficient qualifications (certifications or education): 42.6%
- Competition/small applicant pool: 20.9%
- Insufficient non-technical skills (work ethic, dependability, critical thinking): 16.8%
- Cannot provide competitive wages: 11.9%
- Difficulty finding industry-specific knowledge and skills: 10.0%
- Location: 9.7%
- Cultural fit: 5.0%
- Other: 4.4%
- DK/NA: 3.0%
• 39% of employers report unfilled positions due to difficult hiring costs them more than $10,000.
THE VALUE OF TRAINING

NATIONAL COMPANIES LABOR COST PER KW
VS. TRAINING INVESTMENT
SOLAR TRAINING NETWORK

Solar Training Network

Building a Strong Solar Workforce
SOLSMART.ORG

• No-cost technical assistance
• Designation at Bronze, Silver, or Gold

SOLSMART DESIGNEES

A SolSmart designation recognizes local governments for making it faster, easier, and cheaper to go solar. To date, SolSmart has recognized 181 communities for achieving SolSmart Gold, Silver, or Bronze.