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10 Tips to Increase Your Applicant Pool

Hiring great employees is always important, but even more now than ever. At BPI we offer a job board, take part in the National Clean Energy Workforce Alliance, the Building Performance Association, and other workforce development efforts. But today we want to talk about the first step in recruitment, creating a job listing. How do you turn a business need into a listing that will attract strong candidates?

Use simple job titles. Make sure the job title is concise and accurately describes the function of the job. People are discouraged by fancy titles, so make them as plain as possible. For example, Insulation Installer is easier to understand than Weatherization Specialist.

Keep descriptions short. Most job descriptions should fit on just one page. If yours is much longer, it could be because your role is poorly defined and will be difficult to succeed in, or your approach is too granular and you're likely to micromanage your new employee. Candidates will sense this and back away.

Describe the job clearly. Say how the job makes life better for others. Then list essential responsibilities. End with any required skills and capabilities. Applicants won't respond if they don't understand what the job is! Avoid detailed lists of job activities, which are boring and cause candidates to think they aren't qualified if they haven't done those activities before.

Avoid jargon. This is especially important for entry-level positions, but all applicants prefer simplicity. Use short words, avoid acronyms, and eliminate insider language. Jargon-y job listings will cause many qualified applicants to pass over your listing.

Be honest about what's truly required. It is common to list desired items as required in hopes of drawing an ideal candidate. This is a bad idea! Women and other historically marginalized groups typically [do not apply for a job](#) unless they have 100% of the listed requirements. Listing nice-to-have items as required will eliminate many qualified applicants who believe they wouldn't be considered.

Focus on the personal qualities needed for success. For example, industriousness, team spirit, and willingness to try new things may be more important than previous experience in construction. Ability to self-teach new skills may be more important than experience in a particular computer program. Skills and experience can be learned, but attitude and aptitude must come with the candidate.

List in the right place. Use Craigslist, social media, local newspapers and listings, and easy-access job boards like ZipRecruiter for roles that don't require specialized education or experience. Use LinkedIn, Glassdoor, and industry organizations for more senior roles.

Ensure listings display on [Google Jobs](#). Google Jobs is an enhanced search engine, not a job board. Make sure your jobs appear in it by applying code to your own careers page or posting to a job board that indexes to Google. Examples include ZipRecruiter, LinkedIn, Monster, Snagajob, and Recruiting.com, but there are many more.

Disclose the salary range. Candidates strongly [prefer](#) listings with a wage range, so disclosing will draw more applicants. It may be uncomfortable to begin this practice, but it will save you time by weeding out candidates whose expectations don't match up with yours.

Encourage people to call or email for guidance. Many folks are anxious about making job applications, especially to an unfamiliar industry. Make your process human, be accessible, and establish connection with your prospects early. Inviting candidates to call with questions will develop trust, an essential part of the recruiting process.

That's it for our first piece on recruiting, focused on listings. Be sure to check out next month's edition for more important tips on drawing plentiful pool of high-quality applicants. And don't miss our [Hire A Professional](#) page, where you can review resumes from BPI Certified Professionals.

2022 Integrated Home Competition

BPI is a proud sponsor of the CEE [Integrated Home Competition](#), open now. The Competition rewards market leaders whose connected home solutions not only provide energy savings and load management capability, but also deliver upon consumer expectations for interoperability, reliability, and simplicity. [Enter now](#) to gain recognition and support for your innovative products!

BPI's Home Energy Auditing Standard Open for Public Comment Through April 10

We are pleased to announce that [BPI-1100-T-202X: Home Energy Auditing Standard](#) is now available for public comment through April 10, 2022.

This standard practice defines the minimum criteria for conducting a building science-based residential whole-building assessment.

An updated version of *BPI-1100* was developed by the current Standards Technical Committee as part of the required maintenance of our standards in accordance with the American National Standards Institute (ANSI) Essential Requirements and has already gone through one public comment period.

Substantive changes to the updated draft standard have been proposed in response to comments received during the previous public review period. Comments on these proposed changes are being solicited from stakeholders

and the general public through April 10, 2022. Only the tracked edits are open for comment.

To view the standard and provide feedback, visit: [Standards Under Review](#) and follow the instructions for submitting comments.

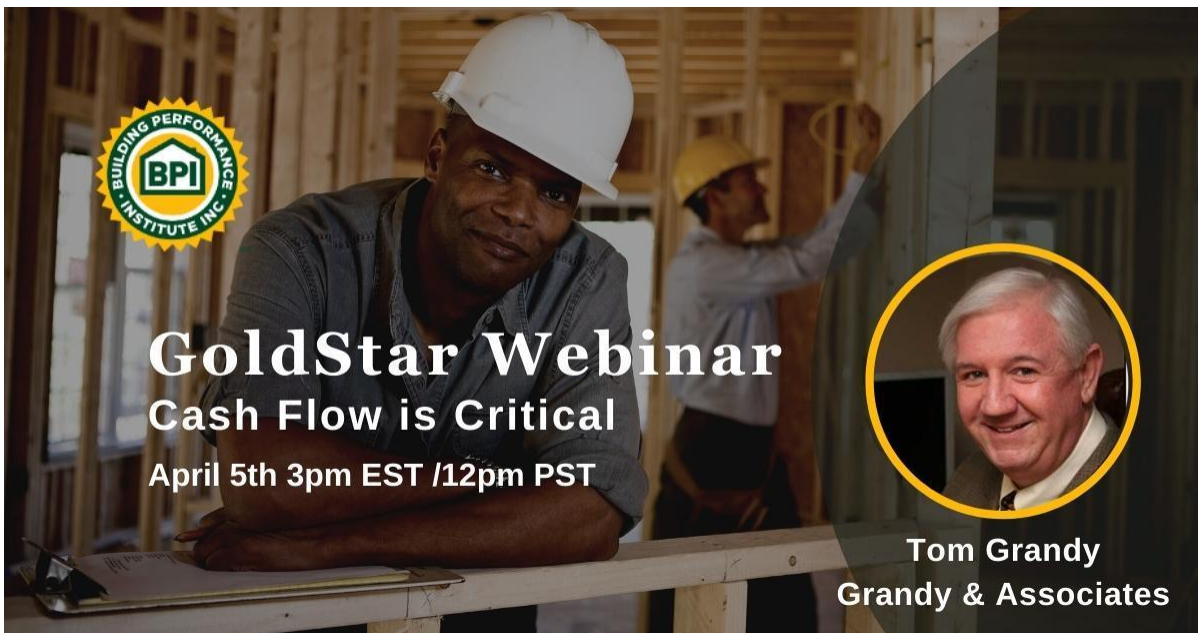



Children's Environmental Health and Healthy Housing Summer Fellowship

The environments where we live, learn, work, and play have a profound impact on our health. This paid summer fellowship program will give BIPOC students with an interest in environmental health an opportunity to intern with the National Center for a Healthy Housing and the Children's Environmental Health Network, two national organizations leading the fight for healthier environments.

The person selected as this year's fellow will be invited to choose from a range of projects and/or submit their own ideas for projects related to a broad array of children's environmental health and healthy housing topics and may take a variety of different approaches to addressing public health challenges (e.g., research, policy, training, awareness building, communications, capacity building).

Fellows are asked to commit to 320 hours of work (spread over 8-15 weeks) and will be compensated \$7,500 (\$15 per hour plus a \$2,700 fellowship stipend to be paid in two \$1,350 installments). For more information, please see <https://nchh.org/who-we-are/employment-opportunities/internships/childrens-environmental-health-and-healthy-housing-summer-fellowship>


A promotional graphic for a GoldStar Webinar. The background is a construction site with a man in a white hard hat and a grey shirt leaning on a wooden beam. In the top left corner is the BPI logo, which is a yellow sunburst with 'BUILDING PERFORMANCE' and 'INSTITUTE INC.' around a central 'BPI' shield. In the top right corner is a circular portrait of Tom Grandy, an older man with white hair, wearing a suit and tie. The text 'GoldStar Webinar' is in large white font, followed by 'Cash Flow is Critical' in a slightly smaller white font. Below that, the date and time 'April 5th 3pm EST /12pm PST' are written in white. At the bottom right, the name 'Tom Grandy' and his company 'Grandy & Associates' are listed in white.



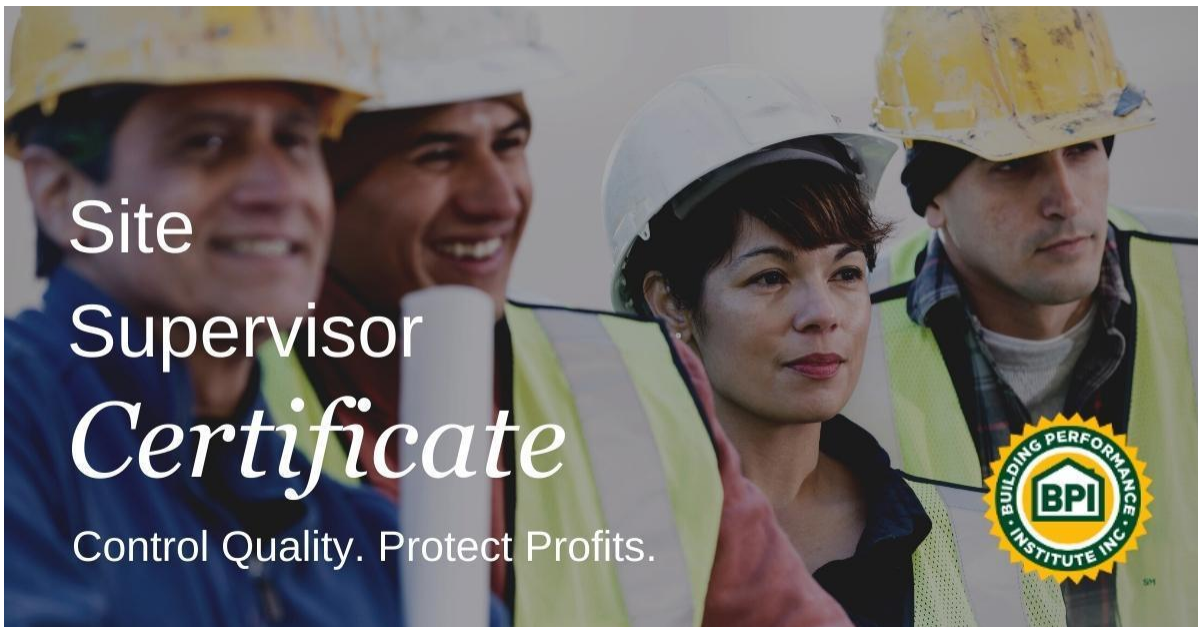
GoldStar Webinar

Cash Flow is Critical

April 5th 3pm EST /12pm PST



Tom Grandy
Grandy & Associates

GoldStar Webinars offer business development guidance from industry leaders. Join us with Tom Grandy on April 5th to learn how to plan for cash flow, the key to stable growth. It could save your business! [Register now.](#)

A promotional graphic for the Site Supervisor Certificate. The background is a group of four construction professionals (three men and one woman) wearing hard hats and safety vests, looking at a set of blueprints. The text 'Site Supervisor Certificate' is written in large white font, with 'Certificate' in a larger, more stylized font. Below that, the tagline 'Control Quality. Protect Profits.' is written in white. In the bottom right corner is the BPI logo, which is a yellow sunburst with 'BUILDING PERFORMANCE' and 'INSTITUTE INC.' around a central 'BPI' shield.

Site Supervisor Certificate

Control Quality. Protect Profits.



BPI's newest certificate was developed to prevent costly callbacks and ensure customer satisfaction.

The Site Supervisor Certificate is an affordable, accessible way to identify workers with the skills and knowledge to be worksite leaders.

Site Supervisors are qualified to maintain quality control and worksite documentation and to confirm that all work is completed to applicable industry standards and specifications. They also demonstrate the skills to lead client interactions and manage personnel.

Learn more about how to get a site supervisor on your crew [here](#).



BPI's homeowner blog educates the public on the importance of the "house as a system" approach and increases the demand for home performance contractors. In [this month's issue](#) are notes on essential home maintenance for air quality and cost control. Share with your friends and neighbors!



BPI certification comes with great benefits, including free membership in Home Depot's ProXtra rewards program. With no spend minimum, you can sign up today and start earning cash back at dollar one.

Get [certified](#) today and earn 2% on everything you spend in 2022.



BPI's Healthy Housing Principles provide knowledge of how the different components of a home interact to affect occupant health.

Authored by Kevin Kennedy, director of the Environmental Health Program at Children's Mercy Hospital, Healthy Housing Principles gives a comprehensive background in how environmental problems in the home can damage health. Anyone who works with families in homes should consider earning the [Healthy Housing Principles Certificate](#).



BPI sets national standards for improving comfort and energy efficiency for creating and maintaining safe and healthy home environments. BPI's professional certifications for home contractors ensure quality service and workmanship. BPI is a national 501(c)(3) nonprofit organization.