

Solar Workforce Diversity in Oregon and Washington

Overcoming Barriers to Increasing Workforce Diversity



Solar Industry Demographics in OR & WA

- 1 in 10 solar industry jobs is held by a person of color
 - 1 in 14 management jobs in solar is held by a person of color
- In these states, 1 in 8 residents identify as a person of color*



Barriers to Increasing Workforce Diversity

- Reliance on word of mouth as a recruiting technique
- Companies lack internal strategies to hire a more diverse workforce
- Perception of the trades as a cis-gender-male-dominated career
- Competitive hiring market for electricians leads to a shortage of applicants for open solar positions

Actionable Items to Advance Diversity and Inclusion

- **Formally track and monitor employee demographics.** The first step is to track employee demographics by creating a baseline to monitor and inform diversity goals.
- **Identify organizational values and commitments to diversity and inclusion.** Create transparent goals and metrics to promote these commitments, disseminating across the organization.
- **Build relationships with training providers and encourage them to refer a more diverse set of candidates.** This encouragement will help motivate training programs to be more inclusive.
- **Devote the necessary time and resources to broaden hiring outreach.** Do this by attending job fairs that reach more diverse populations, working with schools to provide mock training opportunities for children, and working with community-based organizations that have relationships with local marginalized groups.
- **Draft job descriptions to be more inclusive and encouraging to marginalized populations.** Job descriptions can focus on lived experience rather than strict educational requirements.



To read the full report, visit:
tinyurl.com/solar-diversity-report

Questions? Contact:

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