

# The Win-Win Campaign

## Metrics Overview



### Reflection: Year in Review

2011 was a big turning point for the Win-Win Campaign in New York City as the program successfully stepped out of the pilot phase, and onto the growth stage of development. This year we effectively doubled the number of sessions implemented, individuals trained and businesses assisted, while maintaining a consistently strong green job placement rate among our eligible graduates.

- **YEAR: 2009**
  - 2 Sessions
  - 37 Trained
  - 85% Placement
- **YEAR: 2010**
  - 2 Sessions
  - 42 Trained
  - 92% Placement
- **YEAR: 2011**
  - 4 Sessions
  - 78 Trained
  - 74% Placement (So Far)

### Accomplishments: This Year

In 2011, we implemented four sessions of the Win-Win Campaign internship program, up from two the previous year. Through these four sessions, we trained a total of 78 people, from which XX graduated and 47 were eligible for full-time placement. Within three months which we have helped place 74% into green jobs, so far. However, we are still placing people from our last couple of session, so we expect that percentage to increase.

The jobs that our graduates were placed into varied from energy auditors to educators to economic development agencies. The largest number of graduates were successfully hired for sales auditor roles for energy efficiency companies in New York City. We are very much encouraged by the feedback we have received from employers on our graduates.

### Results: Cumulative

Overall in the last three years, the Win-Win Campaign has successfully trained 132 individuals, of which 100 were job eligible, and we are extremely proud to say that we have placed 82 of those graduates for an 82% overall job placement rate!



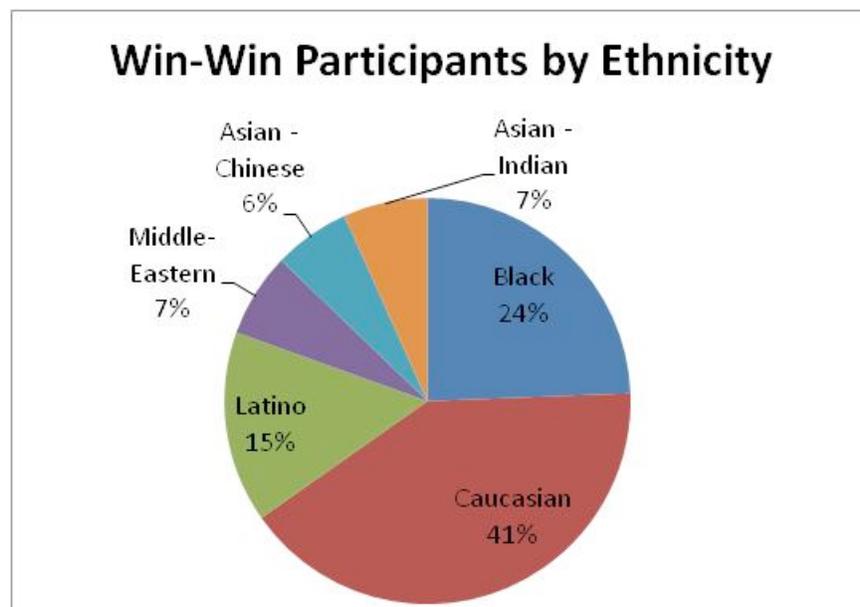
## Participant Placement by Job Type

| Win-Win Impact Metrics |                |                 |                         |                   |                        |                  |                        |           |            |
|------------------------|----------------|-----------------|-------------------------|-------------------|------------------------|------------------|------------------------|-----------|------------|
| Year                   | Session        | Total # Trained | Attrition (Non-Passing) | Total # Graduates | Incumbent - Uptraining | Attending School | Eligible for Placement | # Placed  | %          |
| 2011                   | 2011           | 78              | 14                      | 64                | 15                     | 2                | 47                     | 35        | 74%        |
|                        | 8 - Fall       | 17              | 3                       | 14                | 2                      | 0                | 12                     | 5         | 42%        |
|                        | 7 - Summer x 2 | 24              | 6                       | 18                | 5                      | 1                | 12                     | 9         | 75%        |
|                        | 6 - Summer     | 15              | 4                       | 11                | 3                      | 0                | 8                      | 7         | 88%        |
|                        | 5 - Spring     | 22              | 1                       | 21                | 5                      | 1                | 15                     | 14        | 93%        |
| 2010                   | 2010           | 45              | 12                      | 33                | 7                      | 1                | 25                     | 23        | 92%        |
|                        | 4 - Fall       | 22              | 7                       | 15                | 3                      | 1                | 11                     | 11        | 100%       |
|                        | 3 - Spring     | 23              | 5                       | 18                | 4                      | 0                | 14                     | 12        | 86%        |
| 2009                   | 2009           | 41              | 6                       | 35                | 1                      | 6                | 28                     | 24        | 86%        |
|                        | 2 - Summer     | 19              | 2                       | 17                | 1                      | 3                | 13                     | 11        | 85%        |
|                        | 1 - Spring     | 22              | 4                       | 18                | 0                      | 3                | 15                     | 13        | 87%        |
| <b>Grand Total</b>     |                | <b>164</b>      | <b>32</b>               | <b>132</b>        | <b>23</b>              | <b>9</b>         | <b>100</b>             | <b>82</b> | <b>82%</b> |



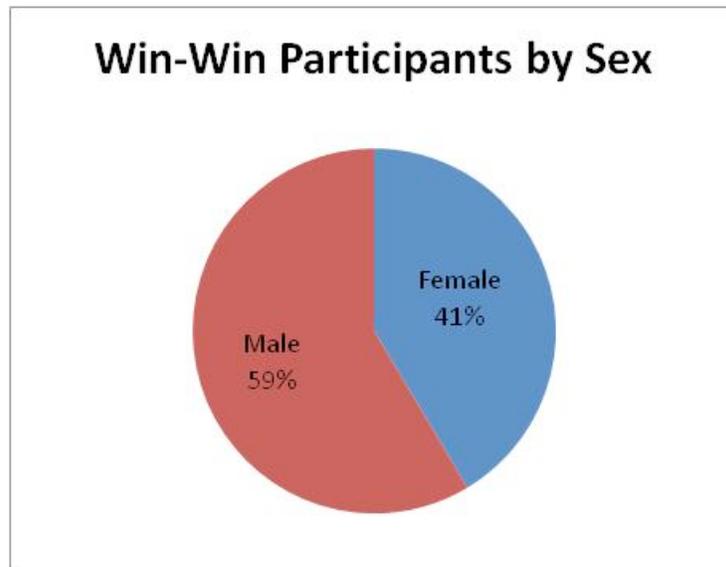
## Participants by Ethnicity

| Win-Win Participants by Ethnicity |                   |           |           |           |                |                 |                |            |
|-----------------------------------|-------------------|-----------|-----------|-----------|----------------|-----------------|----------------|------------|
| Year                              | Season            | Black     | Caucasian | Latino    | Middle-Eastern | Asian - Chinese | Asian - Indian | Total      |
| 2011                              | 8 - Fall          | 8         | 3         | 5         | 1              | 0               | 0              | 17         |
|                                   | 7 - Summer x 2    | 7         | 9         | 4         | 0              | 2               | 2              | 24         |
|                                   | 6 - Summer        | 7         | 3         | 4         | 1              | 0               | 0              | 15         |
|                                   | 5 - Spring        | 4         | 12        | 2         | 2              | 1               | 1              | 22         |
|                                   | <b>2011 Total</b> | <b>26</b> | <b>27</b> | <b>15</b> | <b>4</b>       | <b>3</b>        | <b>3</b>       | <b>78</b>  |
| 2010                              | 4 - Fall          | 6         | 7         | 4         | 2              | 2               | 1              | 22         |
|                                   | 3 - Spring        | 4         | 8         | 1         | 2              | 3               | 5              | 23         |
|                                   | <b>2010 Total</b> | <b>10</b> | <b>15</b> | <b>5</b>  | <b>4</b>       | <b>5</b>        | <b>6</b>       | <b>45</b>  |
| 2009                              | 2 - Summer        | 4         | 9         | 2         | 1              | 1               | 2              | 19         |
|                                   | 1 - Spring        | 0         | 16        | 3         | 2              | 1               | 0              | 22         |
|                                   | <b>2009 Total</b> | <b>4</b>  | <b>25</b> | <b>5</b>  | <b>3</b>       | <b>2</b>        | <b>2</b>       | <b>41</b>  |
| <b>Total</b>                      |                   | <b>40</b> | <b>67</b> | <b>25</b> | <b>11</b>      | <b>10</b>       | <b>11</b>      | <b>164</b> |



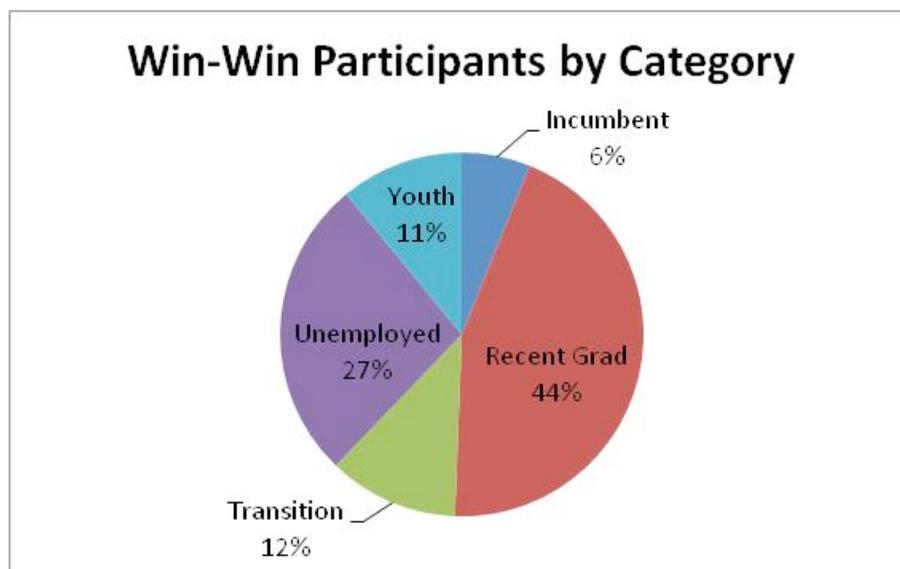
## Participants by Sex

| Win-Win Participants by Sex |                   |           |            |            |
|-----------------------------|-------------------|-----------|------------|------------|
| Year                        | Season            | Female    | Male       | Total      |
| 2011                        | 5 - Spring        | 12        | 10         | 22         |
|                             | 6 - Summer        | 7         | 8          | 15         |
|                             | 7 - Summer x 2    | 11        | 13         | 24         |
|                             | 8 - Fall          | 4         | 13         | 17         |
|                             | <b>2011 Total</b> | <b>34</b> | <b>44</b>  | <b>78</b>  |
| 2010                        | 3 - Spring        | 8         | 15         | 23         |
|                             | 4 - Fall          | 3         | 19         | 22         |
|                             | <b>2010 Total</b> | <b>11</b> | <b>34</b>  | <b>45</b>  |
| 2009                        | 1 - Spring        | 9         | 13         | 22         |
|                             | 2 - Summer        | 8         | 11         | 19         |
|                             | <b>2009 Total</b> | <b>17</b> | <b>24</b>  | <b>41</b>  |
| <b>Total</b>                |                   | <b>62</b> | <b>102</b> | <b>164</b> |



## Participants by Recruitment Category:

| Win-Win Participants by Category |                   |           |             |            |            |           |            |
|----------------------------------|-------------------|-----------|-------------|------------|------------|-----------|------------|
| Year                             | Season            | Incumbent | Recent Grad | Transition | Unemployed | Youth     | Total      |
| 2011                             | 8 - Fall          | 0         | 6           | 0          | 9          | 2         | 17         |
|                                  | 7 - Summer x 2    | 2         | 10          | 1          | 7          | 4         | 24         |
|                                  | 6 - Summer        | 1         | 2           | 3          | 8          | 1         | 15         |
|                                  | 5 - Spring        | 2         | 7           | 6          | 5          | 2         | 22         |
|                                  | <b>2011 Total</b> | <b>5</b>  | <b>25</b>   | <b>10</b>  | <b>29</b>  | <b>9</b>  | <b>78</b>  |
| 2010                             | 4 - Fall          | 2         | 7           | 1          | 10         | 2         | 22         |
|                                  | 3 - Spring        | 1         | 15          | 5          | 2          | 0         | 23         |
|                                  | <b>2010 Total</b> | <b>3</b>  | <b>22</b>   | <b>6</b>   | <b>12</b>  | <b>2</b>  | <b>45</b>  |
| 2009                             | 2 - Summer        | 1         | 11          | 2          | 1          | 4         | 19         |
|                                  | 1 - Spring        | 1         | 15          | 1          | 2          | 3         | 22         |
|                                  | <b>2009 Total</b> | <b>2</b>  | <b>26</b>   | <b>3</b>   | <b>3</b>   | <b>7</b>  | <b>41</b>  |
| <b>Total</b>                     |                   | <b>10</b> | <b>73</b>   | <b>19</b>  | <b>44</b>  | <b>18</b> | <b>164</b> |



## Participant Placement by Job Type

| <b>Win-Win Placement by Job Type</b> |             |             |             |              |
|--------------------------------------|-------------|-------------|-------------|--------------|
| <b>Employment</b>                    | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>Total</b> |
| Business Development Manager         | 1           | 2           | 0           | 3            |
| Business Operations Manager          | 1           | 0           | 0           | 1            |
| Energy Analyst                       | 2           | 0           | 0           | 2            |
| Energy Auditor                       | 3           | 6           | 2           | 11           |
| Entrepreneur                         | 1           | 0           | 0           | 1            |
| Instructor                           | 0           | 1           | 2           | 3            |
| Not Sure                             | 1           | 0           | 2           | 3            |
| Outreach Coordinator                 | 0           | 0           | 2           | 2            |
| Program Manager                      | 2           | 2           | 5           | 9            |
| Project Coordinator                  | 11          | 4           | 5           | 20           |
| Sales Auditor                        | 2           | 7           | 15          | 24           |
| Team Leader                          | 0           | 1           | 0           | 1            |
| Weatherization Crew                  | 0           | 0           | 2           | 2            |
| <b>Placed Total</b>                  | <b>24</b>   | <b>23</b>   | <b>35</b>   | <b>82</b>    |