



One More Key to Helping Your Students Unlock an Amazing HVACR Career

March 17, 2025

2025 National HVACR Education Conference

South Point Hotel, Las Vegas

EGIA Business Focus



Contractor Training

- Contractor, Distributor, Manufacturer Business Optimization Training
- Comprehensive Online Learning Library, LMS, Marquee Industry Events & Onsite Training
- Preferred Training Platform for Leading OEM's and Major Distributors



Contractor Financing

- Industry Leading Financing Making Energy Efficiency & Electrification Installations Affordable
- \$9 Billion Financed with Nearly 10,000 Companies Approved
- Comprehensive Sales Training



EE Program Implementation

- Utility & Government Energy & Water Efficiency Program Administration
- Trade Ally Network Management
- Finance Program Implementation
- Contractor Training and Workforce Development

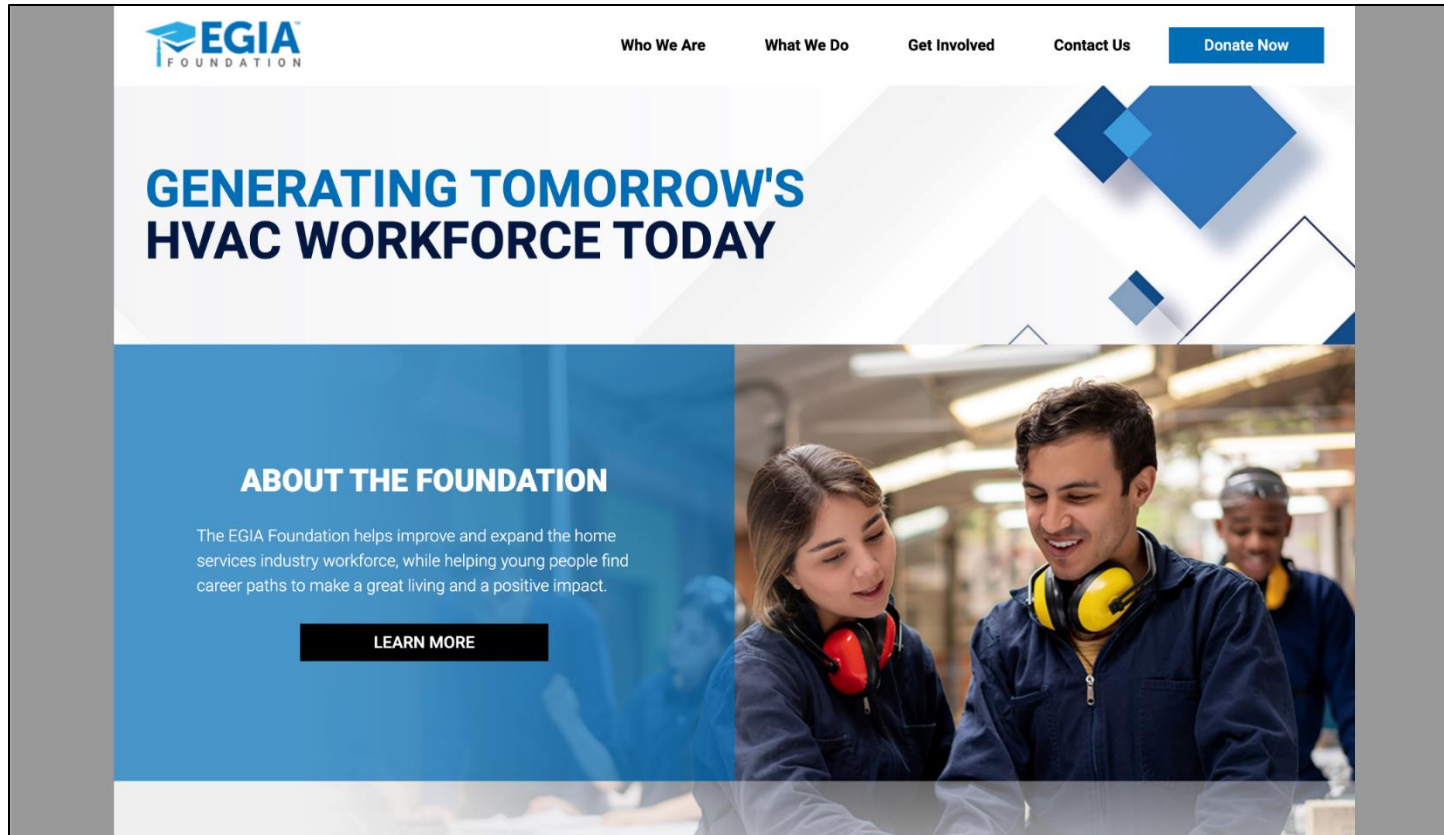


Future of HVAC

- Bridging the HVAC Employment Gap
- Drive More Youth, Woman and Minorities Into Trades
- Build Diverse Workforce
- Increase Perception of the Value of a Career in HVAC

EGIA Foundation Strategic Goals

www.EGIAFoundation.org



*Coordinating with HVAC Trade Schools and Educators
to achieve EGIA Foundation strategic objectives*

Drive

Drive greater public awareness about trade careers and work entailed through a national outreach campaign

Build

Build a coalition of industry partners to define and support the positioning of HVAC in a positive light

Facilitate

Facilitate mentorship, guidance and internship opportunities between HVAC companies and students

Connect

Connect contractors with HVAC program graduates looking for entry-level employment

How Can We Make Grads More Competitive and Day-One Ready?





BRIDGE THE GAP Between Graduation & Job Readiness

Free Business Training for Trade School Students

Trade school grads are great hires—but too often, they need weeks or months of extra training before they're ready to contribute. That's what contractors have reported to us, and that's why we created the Workforce Readiness Business Supplement.

This free curriculum fills the critical gaps that typically only come with industry experience, equipping students with in-demand business and soft skills before they enter the field. Offered in partnership with Contractor University, this supplement includes 20+ hours of expert-led online training, and students who complete it earn a certificate to boost their resumes – and proficiencies to boost their readiness.

Prepare your students for success from day one. Click below to offer this supplement to your classes.

- Trade school grads are not ready to work on day 1
- Contractors tell us this time and again: Love hiring grads but they need business training
- Contractors hire based on technical capability, work experience, cultural fit. To be competitive, new hires need to check ALL the boxes.
- Solution? A free business supplement curriculum delivered by EGIA Foundation and HVAC Excellence to enhance workforce readiness
- Delivered through EGIA's LMS that includes quizzes, online administrative dashboard for instructor oversight and completion certificates for successful completion of course work.

Maximizing Student Competitiveness



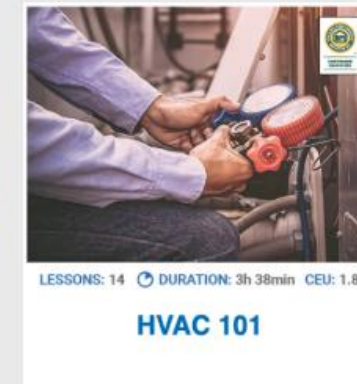
- Include basic business education as part of technical education programs to prepare workers for long term career success.
 - Online business courses can supplement hands-on technical education.
- Understanding basic business principles creates more effective employees at all career stages.
- Provide skills to start students on the path to continual career growth within the HVAC trade.

A Business Supplement Emphasizing Non-Technical Learning

5 Online Courses Sourced from Contractor University Offered Free to Schools

- CU offers 25+ online, on-demand business development courses for HVAC workers
- Based on contractor, HVAC Excellence & Educators input, we picked the 5 most important courses for new workers
- Each course comprises between 5 and 46 video lesson modules, totaling approx. 25 hours of total instruction
- Students watch each video lesson module, take a comprehension quiz, must pass with 80%+ to advance to next module

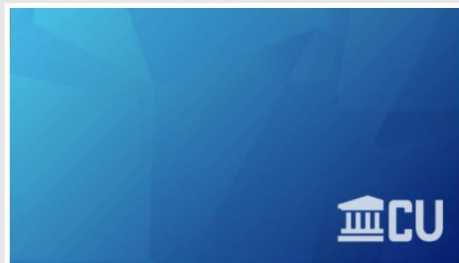
INCLUDED ONLINE COURSES



Business Supplement Curriculum – HVAC 101

HVAC 101

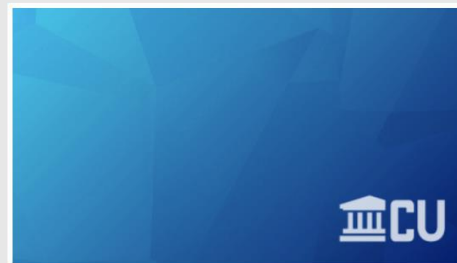
It is no secret that the HVAC industry has experienced painful labor shortages in recent years. Given this challenge, many contractors have had to seek employees outside of the industry. This course is designed for just those employees. HVAC 101 is an excellent starting point for someone who needs to learn the basics of the HVAC industry. The course will take them from the beginning history of HVAC and language of the trade all the way through system design, how service departments operate, and the importance of maintenance agreements for long term revenue sustainability. This course will also show the opportunities that exist for career advancement in the HVAC industry.



 DURATION: 10min

Lesson 1: A Brief History of Heating and Air Conditioning

NOT COMPLETED



 DURATION: 14min

Lesson 2: The Language of the Trade Part 1

NOT COMPLETED



 DURATION: 15min

Lesson 3: The Language of the Trade Part 2

NOT COMPLETED



 DURATION: 9min

Lesson 4: Fundamentals of the HVAC Comfort System Part 1

NOT COMPLETED

Business Supplement Curriculum – HVAC Design Principles

HVAC DESIGN PRINCIPLES

The HVAC Design Principles course reviews the technical elements of what Comfort Advisors need to know to design a proper HVAC system for their customers during the sales process. The design principles taught within this class use math based facts, data and science put into action and mechanical use to provide homeowners with a comfortable and healthy home life experience. This course will provide Comfort Advisors with a foundation of specialized knowledge, skills, and tools to develop their confidence to diagnose, design, and communicate effectively with customers and their team. Course participants will learn how to take the technical and conceptual and make it practical for homeowners to choose to invest in a new HVAC system.

SAMPLE SEGMENT



 DURATION: 14min

Lesson 1: Overview

NOT COMPLETED

SAMPLE SEGMENT



 DURATION: 17min

Lesson 2: States of Flow

NOT COMPLETED

 DURATION: 20min

Lesson 3: House as a System

NOT COMPLETED

 DURATION: 16min

Lesson 4: Comfort, Health, Safety, Performance Protocol

NOT COMPLETED

Business Supplement Curriculum – Maintenance Tech Training

MAINTENANCE TECHNICIAN TRAINING & DEVELOPMENT

As you learn in the Service Agreement course, service agreements are crucial to maximizing company value, retaining customers, and enhancing long-term revenue in a residential contracting business. Given that a proper maintenance agreement program is so vital to success, it is key to make sure the entire staff is properly trained on how to execute the program and communicate the positive benefits to the homeowner. This course goes into great detail on how to train the maintenance technician in all aspects of a maintenance agreement program. This course is broken down into four modules that will teach the technician how to carry the proper mindset into every call, how to communicate with the homeowner, proper utilization of available technology, and how to perform the perfect maintenance call.



LESSONS: 14 ⌚ DURATION: 1h 54min

Module 1 – Mindset

NOT COMPLETED



LESSONS: 16 ⌚ DURATION: 2h 1min

Module 2 - Client Experience, Sales & Communications Skills

NOT COMPLETED



LESSONS: 5 ⌚ DURATION: 56min

Module 3: Technology & Application

NOT COMPLETED



LESSONS: 11 ⌚ DURATION: 1h 14min

Module 4: The Perfect Maintenance Call

NOT COMPLETED

Business Supplement Curriculum – Repair vs Replace

REPAIR VS. REPLACE

The Repair vs Replace course is designed to help guide service technicians for when they should engage a homeowner with a discussion about replacing their current system instead of repairing the current problem. This course covers the importance of having a proper mindset of putting the customer's needs first by asking questions that are centered around what is most important for the customer. The course also goes into detail on what should be included in a full professional diagnostic in order to build trust and give the customer peace of mind that every aspect of the system has been inspected. Finally, the last three lessons point out how to present fact-based data as well as deliver that information in a way that the customer can understand, along with options and solutions for them to make the best informed decision possible.



 DURATION: 21min

Professional Technician Mindset and Prep

NOT COMPLETED



 DURATION: 17min

Performing a Full Professional Diagnostic

NOT COMPLETED



 DURATION: 16min

Evidence-Based Data

NOT COMPLETED



 DURATION: 20min

Cultivating a Conversation

NOT COMPLETED

Business Supplement Curriculum – Dispatching

DISPATCHING

Having an efficient and effective dispatching program in your service department can be the difference between success or failure for your business. Hiring a dispatcher with the ability to handle pressure and juggle multiple tasks is essential to a profitable service department. In this course you will learn how to find that person with the proper attributes and train them to advance in the dispatching role. In addition, you will learn the importance of understanding customer personality styles in communication and how to optimize call routing through geo-tech specific technology, plus you'll learn a framework for getting the right technician to the right call every time.

SAMPLE SEGMENT



 DURATION: 12min

Lesson 1: What is Dispatching - and Why it is so Critical?

NOT COMPLETED

SAMPLE SEGMENT



 DURATION: 12min

Lesson 2: Role of Dispatcher

NOT COMPLETED



 DURATION: 17min

Lesson 3: The Fundamentals - Hiring the Right Attributes

NOT COMPLETED

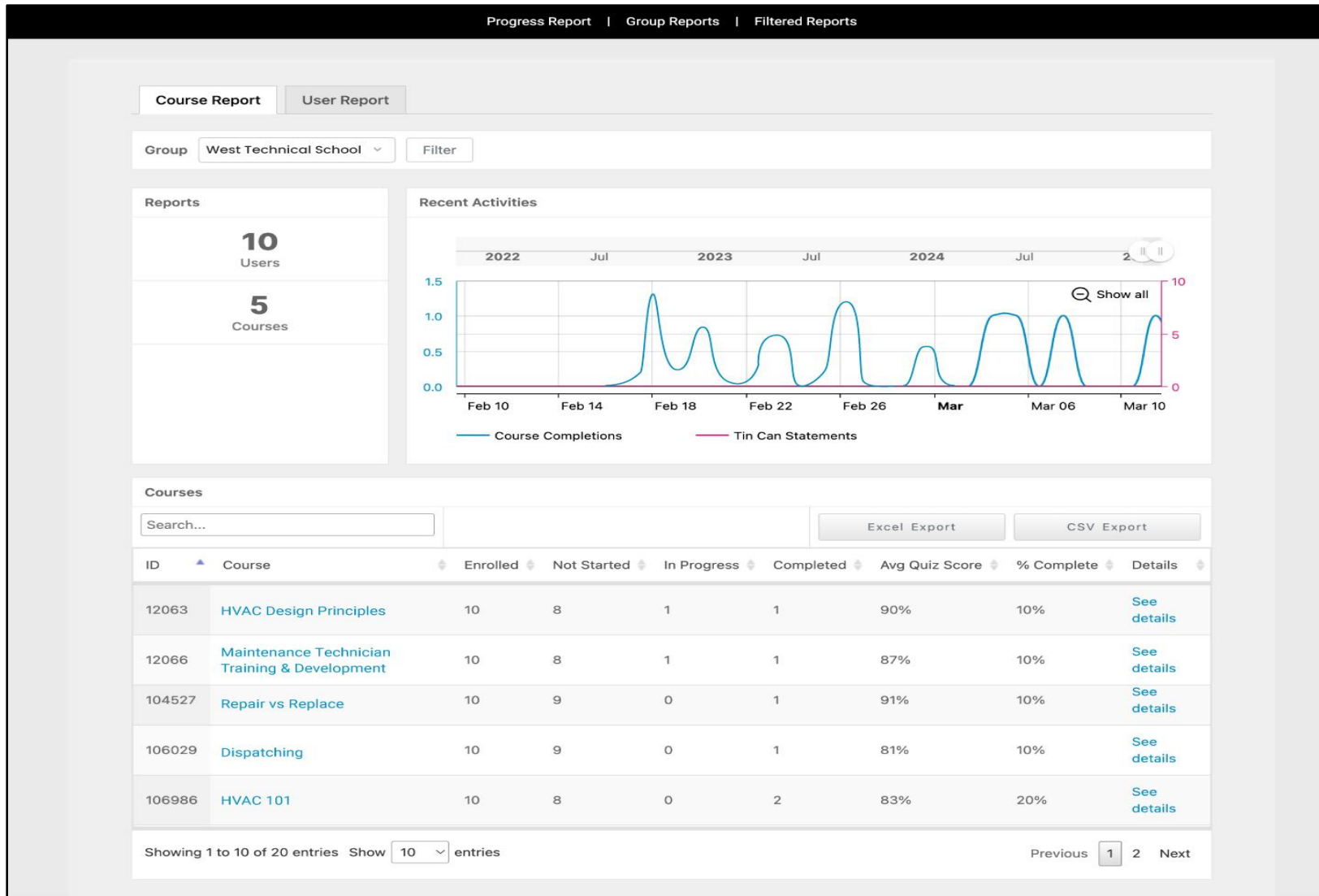


 DURATION: 22min

Lesson 4: The Fundamentals - Geo/Tech-Specific

NOT COMPLETED

Instructor Overall Class Performance Dashboard



- Instructor can view overall class progress and individual accomplishments
- Graph on left shows usage by day
- View total progress through each course (# in progress, completed, etc.)
- Drill down into User Report (individual student details), Course report (total analytics by selected course) and more

Instructor Student Performance Dashboard

- Instructor can drill down and monitor each student's performance and progress
- Determine which courses are being addressed, how student is scoring on tests, how many times they are retaking a module before passing with an 80%+ score etc.
- Instructor can see which courses have been completed and determine if students are on track to complete 5 courses within time frame established by the instructor.

Progress Report | Group Reports | Filtered Reports

Course Report | User Report

Group West Technical School Filter

Tin Canny Reports User Report

Users

Search...Excel ExportCSV Export

ID	First Name	Last Name	Not Started	In Progress	Completed	Details
18859	Jon	Rentmeister	0	3	2	See details
21285	Ryan	Rentmeister	5	0	0	See details
21286	Kevin	Thompson	4	1	0	See details
24976	Christie	Fewkes	1	4	0	See details
24977	Crystal	Peterson	4	0	1	See details
24978	Julie	Kerswell	4	1	0	See details
24979	Kali	Wilson	4	1	0	See details
24980	Angie	Villalobos	5	0	0	See details
24981	Laura	Rentmeister	5	0	0	See details
24983	Dedra	Mack	1	2	2	See details

Showing 1 to 10 of 12 entries Show 10 entries

Previous12Next

Student Reporting Dashboard

Progress Report | Group Reports | Filtered Reports

Class Progress



March 11, 2025

Student Name	John Smith
Status	2 / 5 courses completed

Course	Status	Steps	Avg. Score	Final Score	Certificate
HVAC Design Principles	In Process	4 / 9	95%	0%	
Maintenance Technician Training & Development	Not Started	0 / 14	0%	0%	
Repair vs Replace	Not Started	0 / 9	0%	0%	
Dispatching	In Process	2 / 12	88%	0%	
HVAC 101	Not Started	0 / 7	0%	0%	
			91%	0%	

- Each student will receive online access to their own performance dashboard
- Self monitor progress, status and completion of each of the courses
- Upon successful completion of all 5 courses, Contractor University will be notified and Certificate of Completion issued
- Certificate can be issued to the Instructor to be distributed to students in class or directly to the student

How Educators Get Access for Your Class?



WORKFORCE READINESS BUSINESS SUPPLEMENT FOR HVAC STUDENTS

Trade school graduates are great people to hire. But they aren't ready to work as soon as they graduate; they can require weeks or even months of in-house training from their new employers.

That's the consensus we heard interviewing countless contractors on the hiring process. Happy to hire recent graduates, but certification rarely translates to making an impact on the business on day 1.

That's where our Workforce Readiness Business Supplement comes in. Contractors identified the most glaring gaps in trade school graduates' educations – areas that often only come with industry working experience. So, we partnered with our sister organization, Contractor University, the leading provider of on-demand online training systems for the home services industry, to offer powerful virtual training courses in each of those subjects.

This curriculum is free to trade schools who want to develop more job-ready students by growing their understanding of the business-side of HVAC. Each student who completes these five courses, each comprised of 5+ video lessons and totaling 20+ hours of learning, will receive a certificate documenting their proficiency in these in-demand business & soft skills that will complement their technical education.

Instructors, Request Access for Your Class Below

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Job Title"/>	<input type="text" value="School Name"/>
<input type="text" value="Email Address"/>	<input type="text" value="Phone"/>
<input type="text" value="City"/>	<input type="text" value="State/Province"/>

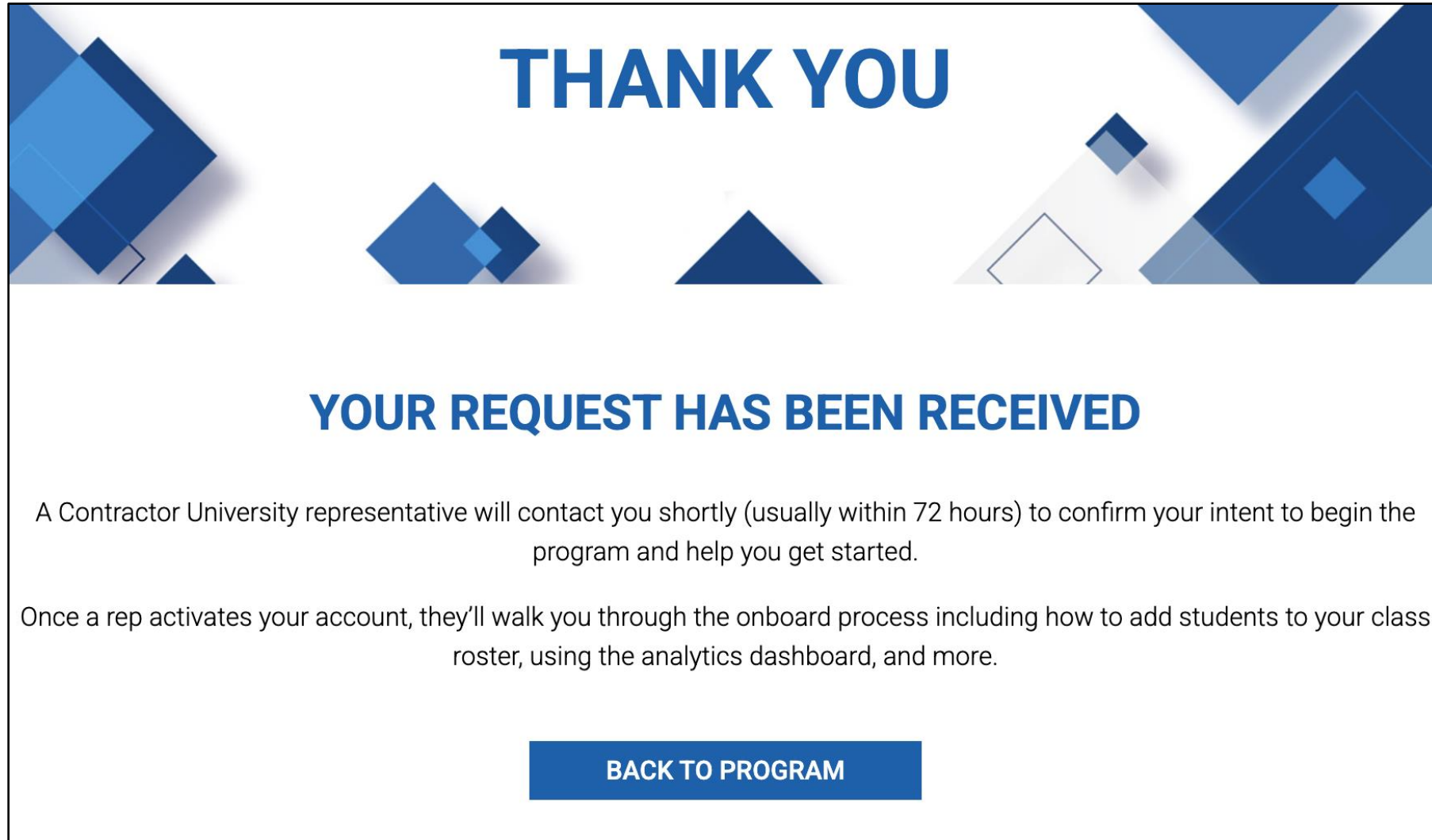
Submit

Simply go to:
EGIAFoundation.org/Trade-School
and request access



- Contractor University Representative will enroll you/your school, walk you through onboarding
- Instructors can add/remove individual students from supplemental curriculum

You'll Receive a Snap Back Message Indicating Access

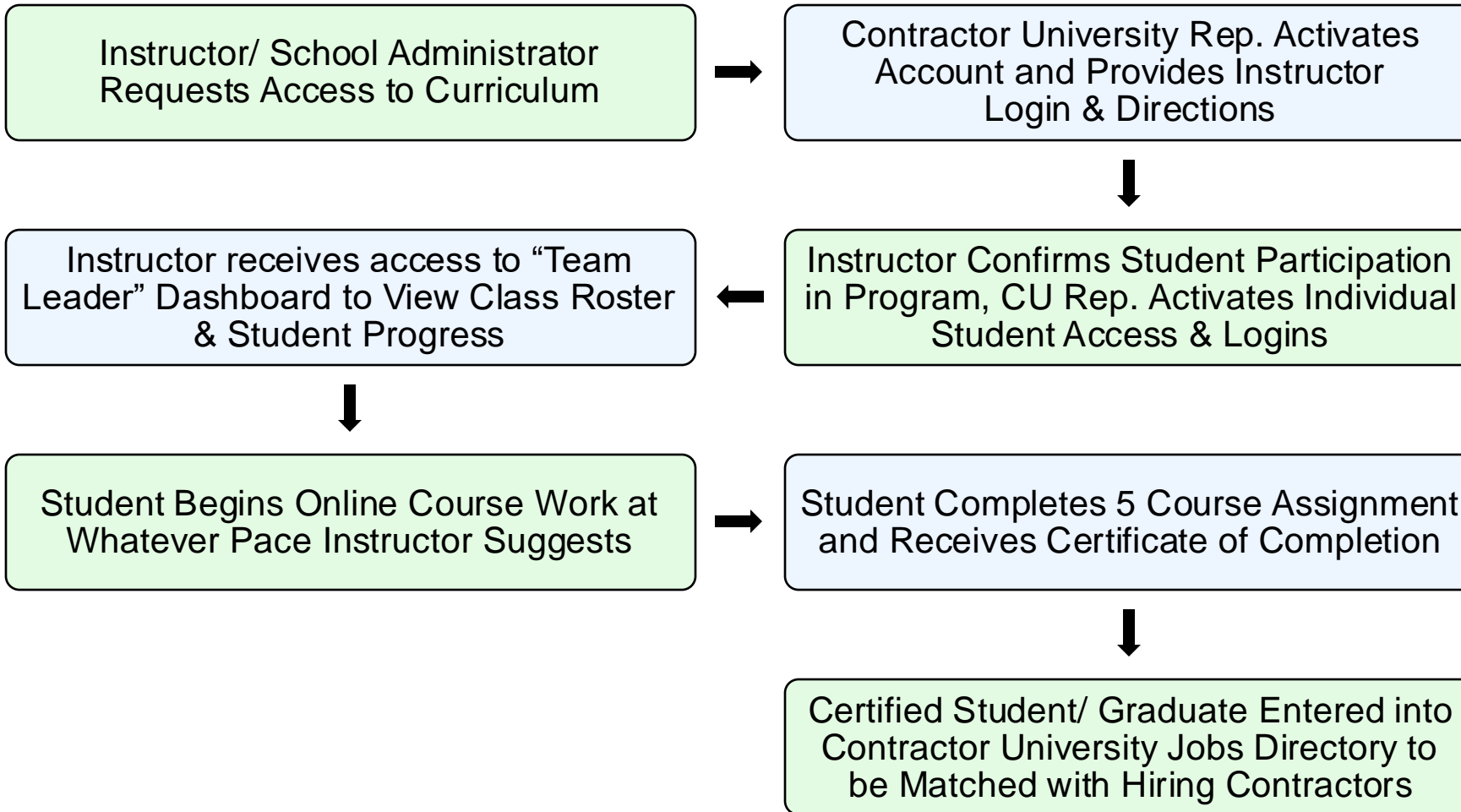


Students Awarded Completion Certificate, Employment Access



- Certificate is awarded upon completion of *all 5*
- Contractor University is known among contractors throughout the industry as a provider of continuing education and they will value certification
- Future project: Directory connecting certified grads initially with existing CU contractor database (1,500+ companies)

Simple Step by Step Flow – Let's Get Started Now



Simply go to:
EGIAFoundation.org/Trade-School
and request access or scan
QR Code below



EGIA Foundation HVAC HERO Scholarship Program

Another Valuable Tool from EGIA Foundation- *Scholarships*

135 SCHOLARSHIPS AWARDED
TOTALING
\$337,500



2025 Scholarship – Now Open, Accepting Applicants!



ALWAYS IN DEMAND **\$2,500 SCHOLARSHIPS**
AVAILABLE FOR HVAC STUDENTS

EASY APPLICATION - NO ESSAY REQUIRED!

Why consider a career in Heating, Ventilation and Air Conditioning (HVAC)?

- ✓ You want a career that helps you make a positive impact in your community
- ✓ You want a job where you're on your feet and not sitting behind a desk every day
- ✓ You don't want to spend four or more years going to school after high school
- ✓ You want to avoid going into massive debt to get an education
- ✓ You want to own your own business someday
- ✓ You want to stay on the cutting edge of new technologies and love working with your hands

Do You Qualify for an HVAC Scholarship?
High school seniors and recent graduates in the U.S. with a minimum GPA of 2.0 who are enrolled or intend to enroll in an HVAC technical program for the entire academic year qualify for a \$2,500 scholarship.

TO LEARN MORE AND APPLY, VISIT [ALWAYSINDEMAND.COM/APPLY](https://www.alwaysindemand.com/apply)

APPLICATIONS DUE BY MAY 31, 2025

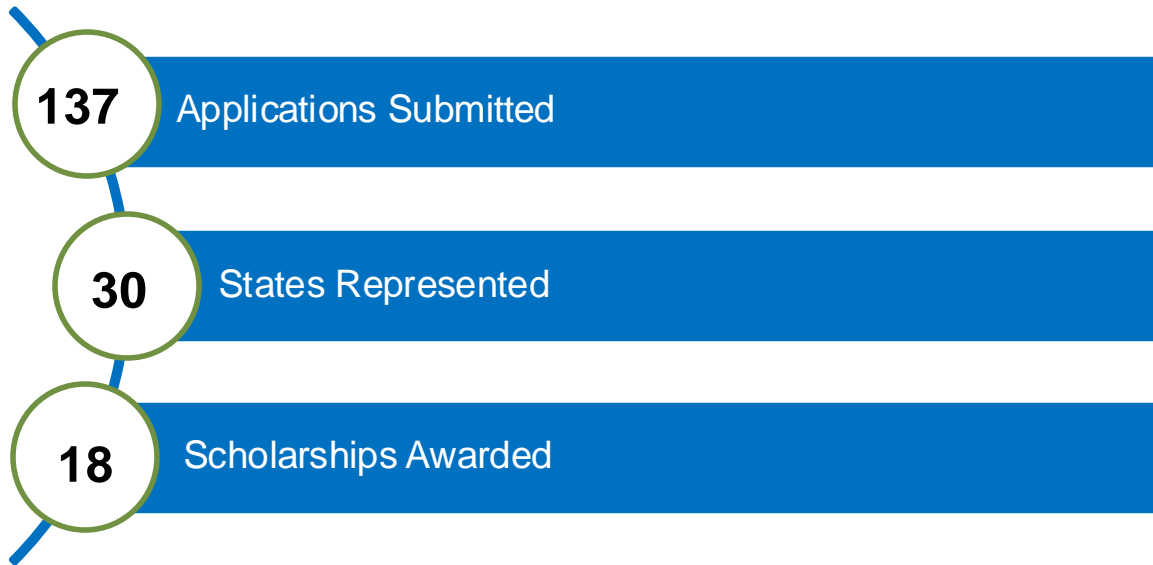


Download our
flyer to
distribute to
your classes!

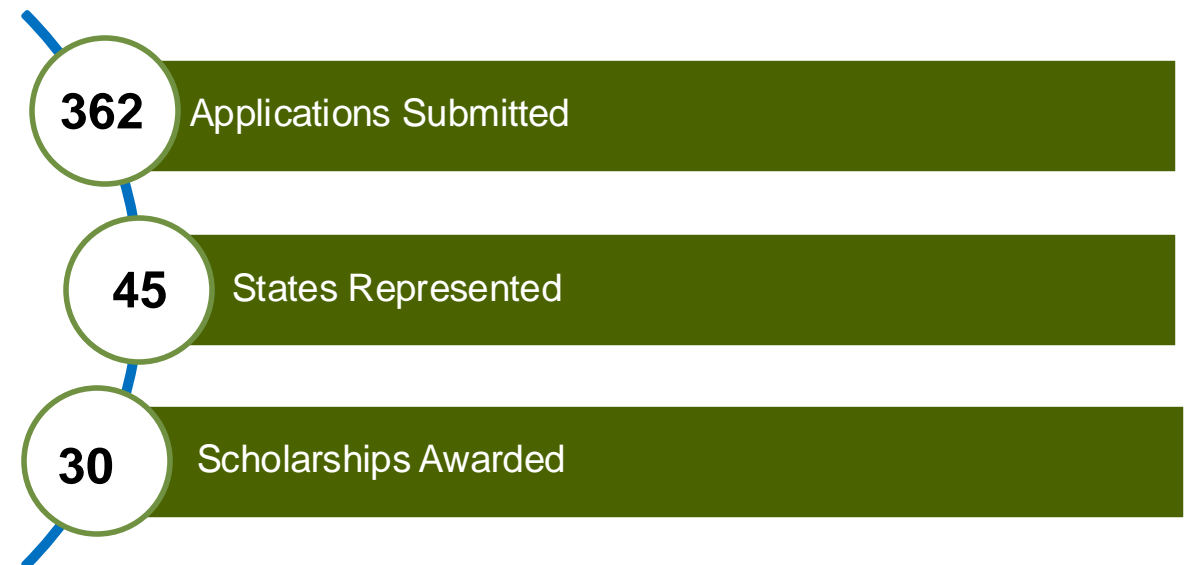
- Up to 30 scholarships, \$2,500 apiece
- Awarded based on passion for industry, need, achievement & more
- Typically 10%+ of applicants are awarded a scholarship
- Deadline is May 31st
- [AlwaysInDemand.com/Apply](https://www.alwaysindemand.com/apply)
- Stop by our table for a flyer

Foundation Scholarship Program Year-Over-Year Results

2023 Program Year

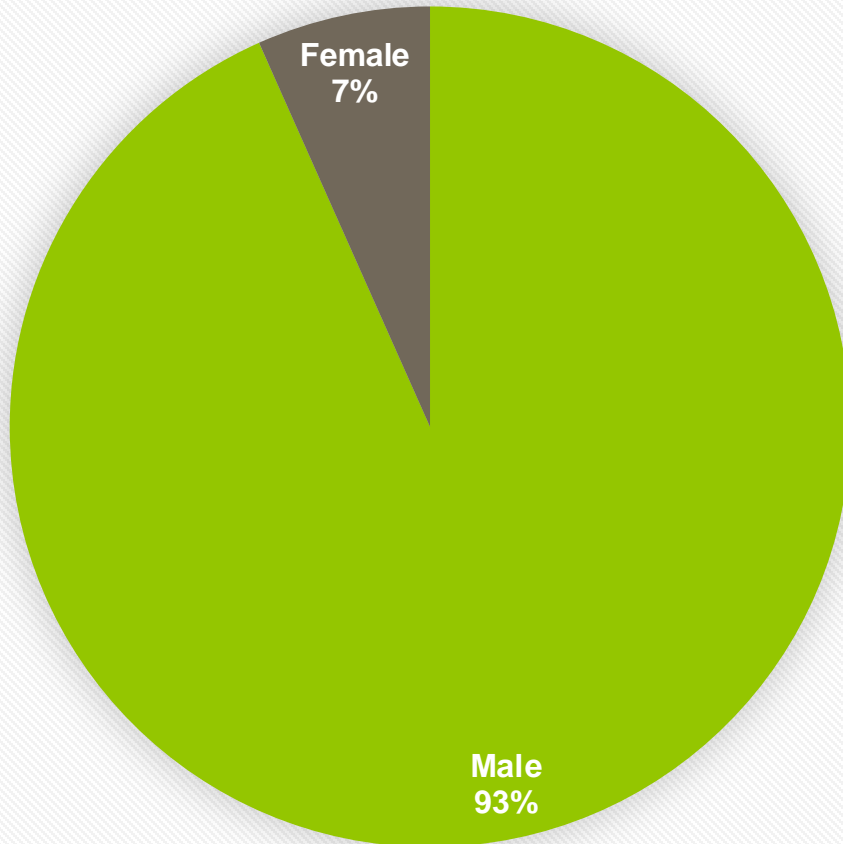


2024 Program Year

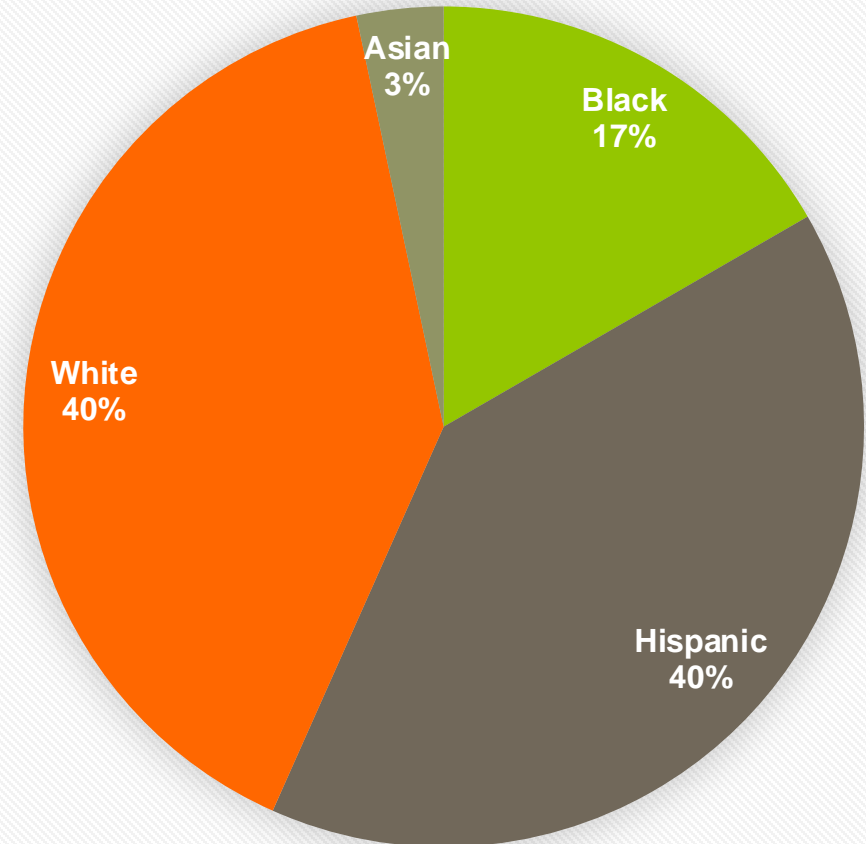


2024 Selections & Impact on Increasing Industry Diversity

BY GENDER



BY ETHNICITY



Full Class of Recipients | 2024-25 HVAC HERO Scholarship



Octavio Aranda
Coupland, Texas



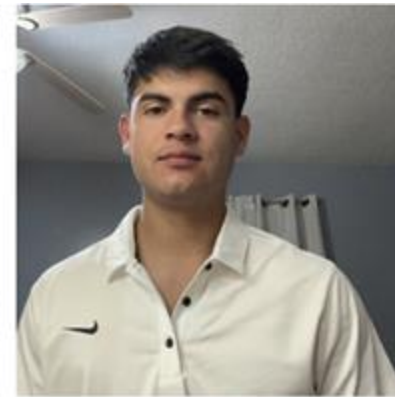
Cyrus Martin-Belk
Ingleside, Texas



Ashonte Ross
San Antonio, Texas



Mariano Serrano
Houston, Texas



Victor Barajas
Simpsonville, South Carolina



Eduardo Franchise
Gadsden, Alabama



Amanda Mitchell
Fort Worth, Texas



Elber Ortiz Guzman
Minneapolis, Minnesota



Alex Sayer
Hesperia, Michigan



Logan Clark
Rockwood, Tennessee



Sang Hnin
Indianapolis, Indiana



Matthew Breen
Concord, North Carolina

Full Class of Recipients | 2024-25 HVAC HERO Scholarship



Luis Marquez
Perris, California



Landon Schmidt
Mahtomedi, Minnesota



Ethan Peavey
Glen Flora, Wisconsin



Ryan Welte
Roscoe, Illinois



Lucas Crow
Houston, Alabama



Joseph Davis
Shiner, Texas



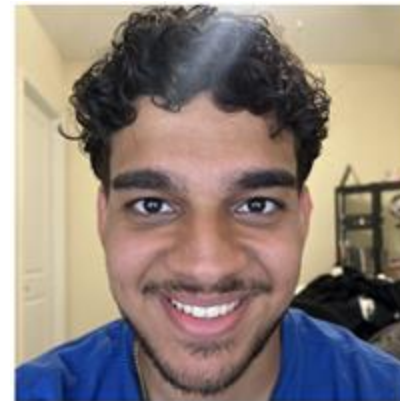
Victor Imhoff
Plainfield, Illinois



Colton VanGheem
Green Bay, Wisconsin



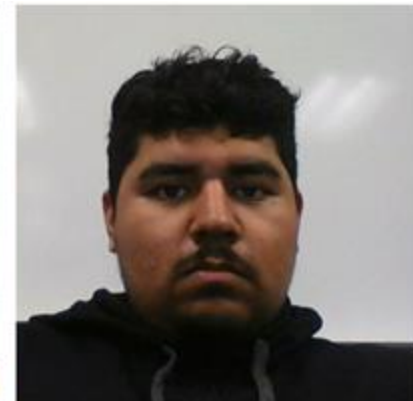
Jennifer Vera
Fontana, California



Gabriel Xavier
Jacksonville, Florida



Maxwell Koskodan
Dryden, Michigan



Juan Soto
Wapato, Washington

Full Class of Recipients | 2024-25 HVAC HERO Scholarship



Cynthia Ibarra
Westminster, Colorado



Terry Sutton
Douglasville, Georgia



Jacob Williams
Wilber, Nebraska



Amari Paige
Addison, Illinois

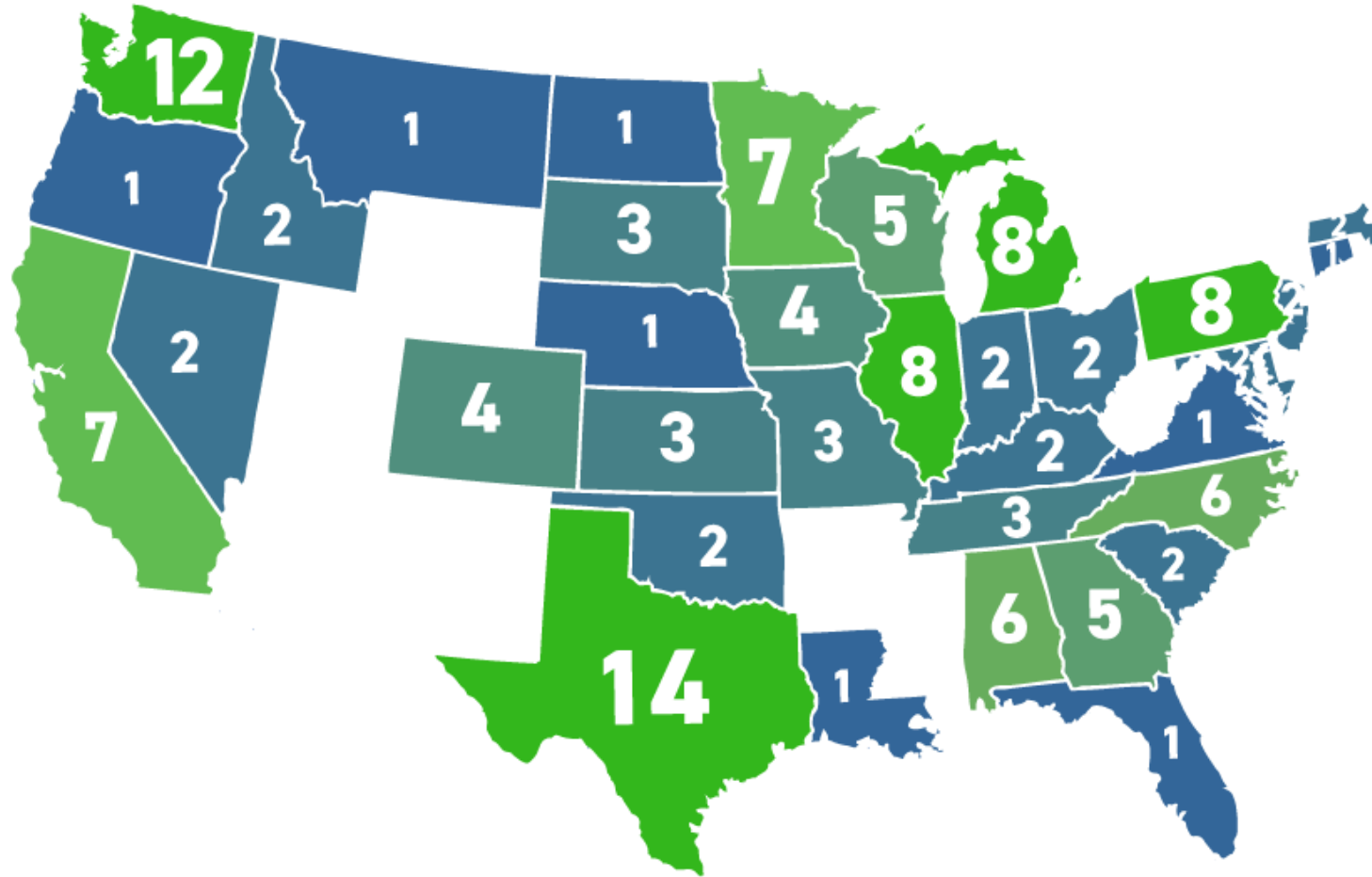


Eric Acosta
Elmwood Park, New Jersey



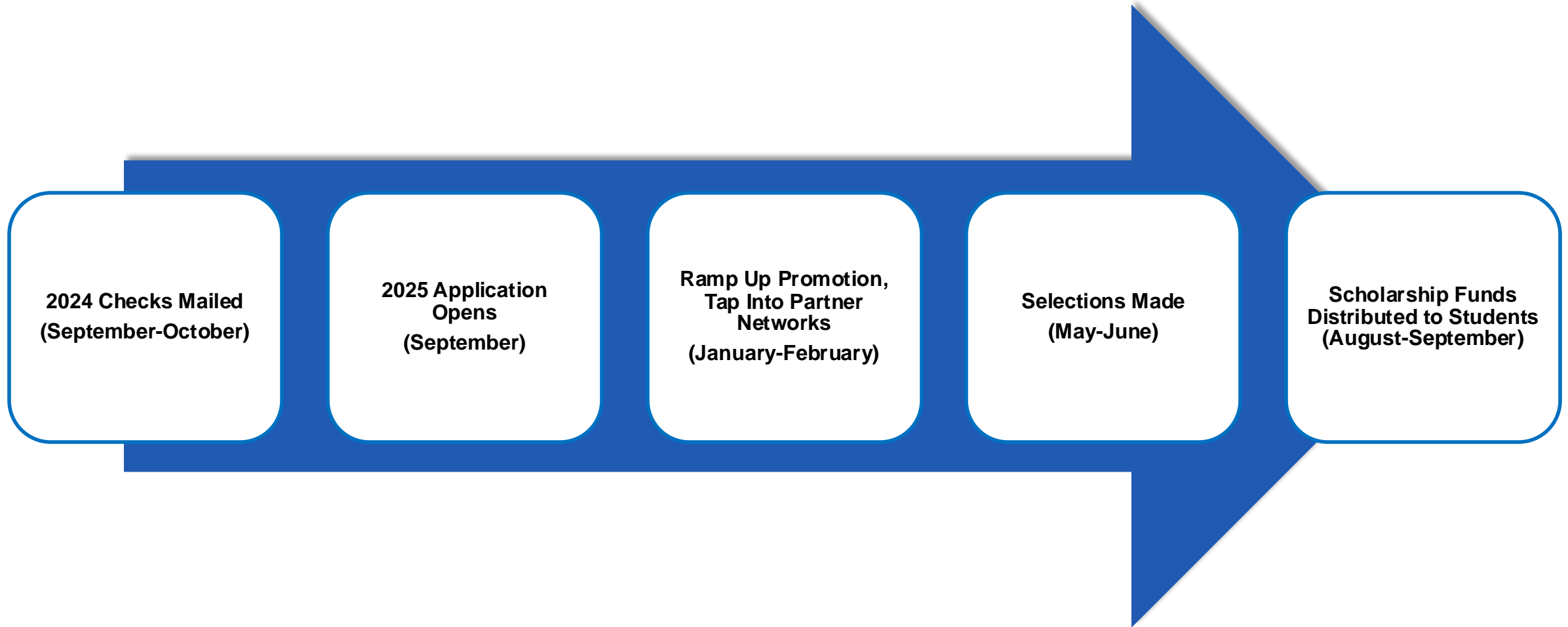
Dennis Grubb
Mooreville, Indiana

HVAC HERO Scholarship Locations – All Time



HOW MANY
SCHOLARSHIPS
HAVE BEEN AWARDED IN
YOUR
STATE?

2025 Scholarship Awards Timeline



Thanks for Attending - Get Your CEUs

One More Key to Helping Your Students Unlock an Amazing HVACR Career

Bruce Matulich, Eugene Silberstein

To Get CEUs
Scan QR Code



Or enter:

Session Check-In Code ILINO



Questions? Want a Copy of This Presentation?

- To download a copy of these slides, scan the QR code with your phone and follow the instructions on the site
- Please reach out with any questions or to explore how we can work together

Bruce Matulich

bmatulich@egia.org

CEO, EGIA & the EGIA Foundation

