



# 12-Month HVACR Workforce Outreach Timeline

## Q1 (Jan–Mar)

- Develop brochures, videos & success stories
- Refresh websites with HVAC careers section
- Connect with workforce boards & colleges

## Q2 (Apr–Jun)

- Attend spring career fairs
- Launch TikTok/Instagram campaigns
- Promote Walmart A2T & employer initiatives

## Q3 (Jul–Sep)

- Run LinkedIn/Indeed ads for grads
- Offer job shadowing & internships
- Present to chambers of commerce

## Q4 (Oct–Dec)

- Attend fall career fairs & high school events
- Launch HVAC Career Ambassador program
- Holiday push: 'New Year, New Career'
- Evaluate metrics & adjust strategy