

# Get into Energy Pathways Assessment Tool for Employers

In 2014 CEWD published a booklet called *Five Things You Need to Know about Energy Workforce Development* that recommended five actions employers could take to support a job applicant's pathway to an energy career:

1. Make it easier for students and job seekers to find your company, understand your jobs, and what education pathways in your region will lead to an energy job.
2. Communicate to students, job seekers and educators which credentials are required, preferred, and recognized by employers in your state, and are being used in hiring decisions.
3. Develop partnerships with other employers and educators to engage students and job seekers from interest through employment.
4. Organize and educate within your company to communicate strategies, initiatives, policies and funding, and align company personnel, systems, policies and practices to support the needs of diverse, qualified applicants.
5. Provide data on the timing and demand for jobs in your company and feedback to educators and pipeline organizations on the quality of hires from their organizations.

These employer actions form a comprehensive approach to developing a diverse, qualified pipeline of applicants and are critical to successful implementation of the CEWD Get into Energy Career Pathways (GIE) Model.



The quick assessment that follows can help companies gauge where there are gaps and opportunities for each of the five action areas. The results can be helpful as part of a larger Strategic Workforce Planning effort to identify goals and initiatives to increase the effectiveness of your company's efforts to build a diverse, qualified workforce.

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For each statement insert a number beside it (0 = No Extent, 1 = Little Extent, 2 = Some Extent, 3 = Great Extent, 4 = Very Great Extent) and total the ratings.

If you don't know, then flag the item for more review.

1. **VISIBILITY:** Make it easier for students and job seekers to find your company, understand your jobs, and what education pathways in your region will lead to an energy job.

Rating	
	a) My company has a clear outreach and recruiting strategy that is aligned to company objectives and measures the effectiveness of our outreach and recruiting efforts.
	b) My company's career awareness events, collateral and messaging are targeted to key demographics.
	c) Educators understand my company's need to attract a diverse applicant pool.
	d) My company holds multiple career awareness events, including Careers in Energy Week, annually to promote the value of energy careers to targeted audiences.
	e) My company is actively engaged in initiatives that provide career navigation, skill building and support for students and job seekers all along the education pathway.
	<b>TOTAL</b>

2. **COMMUNICATION OF REQUIREMENTS:** Communicate to students, job seekers and educators which credentials are required, preferred, and recognized by employers in your state and are being used in hiring decisions.

Rating	
	a) My company's education partners clearly understand our requirements for each critical job and offer credentials linked to those requirements.
	b) Our education partners invite our input and participation in curriculum development that helps graduates meet our job requirements.
	c) My company flags and gives special hiring consideration to graduates from our education partners who earn our required credentials.
	d) My company supports our education partners through donations, loaned employees, grants or other means to strengthen their curriculum.
	e) My company offers internships, mentoring and other work-based learning opportunities to students in preferred education pathways.
	<b>TOTAL</b>

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3. **PARTNERSHIPS:** Develop partnerships with other employers and educators to engage students and Job seekers from interest through employment.

Rating	
	a) My company is an active participant in CEWD State Energy Workforce Consortia in states where we operate.
	b) My company sponsors educators for membership in the National Energy Education Network (NEEN).
	c) My company partners with our NEEN educators to develop and promote energy career pathways and credential-based training.
	d) My company partners with other energy companies to organize and manage information sessions, boot camps or other events to steer students toward energy career pathways.
	e) My company invites state and local workforce leaders to engage in state consortium strategic planning.
	<b>TOTAL</b>

4. **INTERNAL REINFORCEMENT:** Organize and educate within your company to communicate strategies, initiatives, policies and funding, and align company personnel, systems, policies and practices to support the needs of diverse, qualified applicants.

Rating	
	a) My company conducts Strategic Workforce Planning that includes a clear workforce development strategy with short and long-term objectives and measures.
	b) Leaders in my company understand their role and are actively engaged in building a diverse, qualified workforce.
	c) Policies and practices in my HR organization are aligned to support the recruiting, hiring and onboarding of diverse, qualified applicants.
	d) Company employees and employee resource groups volunteer and support company sponsored workforce development initiatives.
	e) My company has a cross functional workforce development council that meets regularly to coordinate our initiatives within the organization.
	<b>TOTAL</b>

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5. **MEASUREMENT AND FEEDBACK:** Provide data on the timing and demand for jobs in your company and feedback to educators and pipeline organizations on the quality of hires from their organizations.

Rating	
	a) My company performs an annual, rigorous assessment to define our near-term and long-term demand for critical jobs.
	b) My company communicates the results of our demand assessment to our education and community partners.
	c) My company monitors the supply of diverse, qualified applicants in NEEN schools and education pathways.
	d) My company measures hiring and retention of diverse, qualified applicants from our education partners and preferred providers and acts to address negative trends.
	e) My company provides feedback on the quality of hires from education programs back to the educators for input and continuous improvement.
	<b>TOTAL</b>

Record your assessment results below:

Visibility

Communication of Requirements

Partnerships

Internal Reinforcement

Measurement and Feedback



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**Grand Total**

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## How did your company do?

Score	Results
0-25	Not effective or in place
26 – 50	Significant gaps exist
51 – 75	Maturing and meets majority of objectives
76 - 100	Fully matured

Now that you have completed the assessment, below are some links supporting each of the action areas that you can review for application within your own company:

### Visibility

- Troops to Energy Jobs <http://troopstoenergyjobs.com/>
- Get into Energy <http://www.getintoenergy.com/>
- Shop CEWD <http://www.cewd.org/shop/>
- Careers in Energy Week Toolkit <http://cewd.org/toolkits/careerweek.php>

### Communication of Requirements

- Industry and Education Partnership Toolkit <http://www.cewd.org/toolkits/industry-education-partnership/>
- Credentialing Overview <http://www.cewd.org/SolutionGuides/CredOverview.pdf>
- Energy Career Academy Internship Program <http://www.cewd.org/toolkits/CareerAcademy/18-Internship%20Information%20Page.pdf>
- Mentoring Resources <http://www.cewd.org/toolkits/Mentoring/>

### Partnerships

- Consortium Strategic Planning Workshop <http://www.cewd.org/wizard/documents/StrategicPlanningWorkshop-NationalTemplate.pdf>
- Building Sustainability in a State Consortium <http://www.cewd.org/wizard/consortium/understand-5.php>
- About NEEN <http://www.cewd.org/about/neen-schools.php>
- NEEN Sponsorship [http://www.cewd.org/education\\_members/](http://www.cewd.org/education_members/)

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## Internal Reinforcement

- Strategic Workforce Planning Template <http://www.cewd.org/wizard/workforce-planning/index.php>
- Using Employee Resource Groups to Increase Diversity <http://www.cewd.org/SolutionGuides/UsingERGstoIncreaseDiversity.pdf>
- Diversity and Inclusion Resources <http://cewd.org/diversity/index.php>

## Measurement and Feedback

- Workforce Planning Template: Execution and Metrics <http://cewd.org/wizard/workforce-planning/q4.php>