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Introductions:

**Craig Barrs, Executive Vice President, External Affairs, Georgia Power Company**

- Have embarked on several initiatives to create a qualified workforce
  - Need to do this in our states
- Partnerships matter – continue to carry this message of how important partnership is in our companies

**Susan Story, President and CEO, Southern Company Services Inc., and CEWD Board Chair**

- Why focus on Workforce Development?
- There are 4 big trends happening right now:
  1. Retiring workforce – “We got lulled. Because of the past few years of the economy, people haven’t been retiring.”
    - This will just exacerbate the problem
  2. Technology –Southern Company is fully deployed with smart meters with 3 of our largest residential companies
    - 4.3 million smart meters deployed
    - With all of the changes happening, we are looking at how to take that huge amount of data and translate it into practical services for our customers
    - “The half-life of technology is so short now”
  3. Education and skills gap
    - STEM – What do we do with kids in living different areas (Miami to rural areas) – how to teach uniformly?
    - Skills mismatch area
    - Basic fundamental things that CEWD is doing to address the skills gap – math boot camp
    - Building the very first all-digital nuclear facility – what if the electronics fail?
    - Newer employees are so skilled in electronics – but when the electronics fail, they don’t know what to do
    - How do you cross the knowledge of the new employees with older employees? – integrate skill sets
  4. How can our jobs come across as glamorous as all the ones young people want to be a part of?
    - How do you attract people that will want to stay with us?
    - We can’t handle turnover every 2-3 years
    - How do we afford a value proposition for those folks coming in, that this is where they want to work?
    - Before CEWD, our operating companies and Southern did a good job getting into schools - high schools.
    - “The Center for Energy Workforce Development took us to another level with meetings like this, where we can learn from each other, learn what’s going on in our states. We can all learn from each other.”

**Troops to Energy Jobs:** There are six pilot companies

- Want to put a priority in hiring veterans
- Commonalities with utility workers: safety conscious people, extremely dedicated, “dedication into a job, a purpose, a principle.”

- “What we do [the industry] is a noble thing”

- “Our job is to bring hope back to the people” – after hurricane Ivan – no power – job not to just get the power running.

- “What we do has a higher purpose, we bring quality to the people”

- “We’re going to help the veterans have a leg-up in our jobs”

- At the nuclear sites Southern Company is building, “almost 40% of the people hired are from the military service”

- Almost 15% of new hires within the company are from the military service

### **Get Into Energy**

- Education

  - Math boot camp – help students learn basic math skills

- Promote Diversity

  - Youth

  - Low Income Young Adults

  - Women

  - Transitioning Adults

### **4 Strategic ideas that we want to promote this year:**

- “Being involved with CEWD is smart, smart for your company, smart for the industry; for youth, low income young adults, transitioning adults, women”

- Pride aspect – there are emergencies out there that we have to pull ourselves up to handle

  - Very satisfied rate for Southern was 80-85%

  - Mutual assistance is a very special part

  - Do you take pride in what you do and the value you are bringing to society?

- Security – jobs are not going to be off shored

  - How can we ensure our system is secure?

  - Competence to be able to secure our assets is extremely important.

- Opportunities – our jobs provide opportunities for stable, generous income and a better life.

- “We consider [CEWD] a key part of what we do in talent acquisition”

### **Penny Manuel, EVP, Engineering & Construction Services, Southern Company Services Inc, CEWD Executive Council Chair**

- “The Center for Energy Workforce Development is the only organization that represents the entire industry”

  - It is a powerful voice

- This industry represents a culture, a commitment, the kind of employee that gets up in the middle of the night

  - this industry is a 24/7 operation.

- First few years we made a huge impact helping our companies navigate the government

- Jennifer Grove got with Andra Cornelius and created the first ever state consortium in Florida
- Unless programs get harnessed and focused- they will not make a big difference
- Workforce development is as important as economic development in what we do.
- ICAN – girls and engineering program at Southern
  - Open girls' eyes in 5/6/7<sup>th</sup> grades – to what engineers actually do

### **Ann Randazzo**

- There is a void in craft skills knowledge

### **What's Happening at the National Level?**

- Passion of leadership is what helps drive each consortium
- How is it that our industry has been able to do this and no one else has?
  - Our industry is different – need to work together (storms, etc.)
- New Resources
  - Curriculum site
  - Wordpress tool
  - Consortia checklist – for strategic planning
    - Will organize our website around these buckets
    - Begins with beginners to advanced
  - Workforce Demand reports – every two years
    - Stopped doing supply reports – doesn't include specifics
  - Energy Career cluster toolkit
    - Let kids know that they can major in energy
    - Idea of getting a career cluster at the national level – very difficult – there is no appetite for doing it at the national level
      - We are working on the state level, grassroots

### **Strategic Workforce Planning**

- Big picture on workforce planning
- We work state to state because they all work different and have a different focus

### **-State Strategic Direction**

- What is the impact on workforce?
- Game Changers – things that have a major impact on workforce:
  - Grid Modernization – have to focus on time – plans not complete until 2035 – don't need a training program in place yet
  - Amount of utility employees is directly related to the population of the state
  - EPA regulations
  - Change in education can have a huge impact on the building of the workforce
  - Mergers and Acquisitions (internal)
  - Outsourcing (internal)
- Workforce Analytics** – what do supply and demand look like?
  - How many programs are out there?
  - What are the feeder jobs?
  - Programs at technical schools need to focus on the skills needed at the company
  - Must figure time into this – who is ready now?
  - Need to also run numbers – see what's needed before looking for workers to train

- Programs for 1-2 years are already in place
- 3-5 years – the programs already exist
- Engineers – up to 2017 – students already in programs
- How do we take someone from the military, and get them in faster?
- Military and transitioning adults are going to be the most qualified for ready now positions
- 1-2 years - focusing on all but transitioning adults
- 3-5 / 6-10 looking for youth, low income young adults, women

#### **-Execution and Metrics**

- Enter data at a state level

#### **GIECP Low Income Young Adults:**

- Has helped us to refine our outreach processes
- Most effective way is to work at the high school level with students that have interest and some abilities in this type of education
- Need help with support services as well – coaches help with this
- Preparation to enter education has been the bulk of our work for low income young adults

#### **Troops to Energy Jobs**

- CEWD is adapting the process and website to roll out as a national template – will no longer be just company oriented

#### **Women**

- Looks at energy, manufacturing, and construction
- Anyone interested in testing women at a state level?

#### **Joyce Foundation Grant**

- Want us to work on how to make workforce consortia successful
- Six Great Lakes states
- Along the way we will build tools that everyone can use
- Wisconsin – will start a consortium from the ground up?

#### **Best Practices**

##### **Arizona Consortium Workforce Planning – Ann Adams**

3 companies:

- Arizona Public Service
- Salt River Project
- UniSource Energy Corporation (Tucson Electric Power)

- Annual impact is 3.4 billion dollars
- We need to keep the lights on – that's how the economy works
- \$12.6 million in charitable giving for the community
  - Charitable giving is really important to show

- Need to fill 2,800 jobs in the next 5 years – these are in key positions

- Compile a list of everything consortium is doing to promote STEM education in the state

-Received a DOL TAA Round 2 grant

**Career Awareness Efforts in Connecticut:** Judy Resnick & Joe Ryzewski

- Need a clear vision and a clear mission
- Business organization (CBIA) also works with consortium
- Need to inform people of the career opportunities that exist
- Steering committee – keeps things in order
  - Established charter for consortium
- Established committees for different areas
  - Decided to streamline these committees as the world changed
- Governor has recognized the consortium
- Have received grants from DEEP and state DOL
- Workforce Solutions Collaborative Implementation Grant
  - How do we build a contextualized curriculum?
  - Build CDL into program
  - 13 students have completed this program – 7 have jobs now
- Electric Power Technology Program – Energy Grant CAEL received with EPCE
  - Applies at all community colleges in CT
  - 4 internships associated with this program
  - Only 14 people will be taken into each class
- “Light Up Your Future”
  - High School Program
  - Online Virtual High School
  - Participate in 4 week program at Northeast Utilities
  - School system has to approve this
  - On the sideline of the consortium
- EWIB Energy Industry Certificate Program
  - Non-credit exploration courses
  - If they do well they can transfer into the community colleges

**Energy Career Clusters – Lynn Moore and Debra Howell**

- Indiana
  - Revised charter to seek a more diverse candidate pool
  - Look at getting an energy career cluster in Indiana
  - Indiana only has 12 combined career clusters
  - DOE wants Indiana Energy Consortium to create a proposal
    - Will be reviewed on August 21, 2012
    - Four schools already want to pilot this
  - A student can earn their energy technology certificate before they graduate high school (with dual-enrollment)

**Debra Howell: GA Power Website**

- Cool jobs in Energy
- Cool Pathways
  - Energy Cluster Map
- Cool Pipelines – pipeline organizations
- Cool Careers – brings up the schools that teach curriculum for each job listed
- If you build a 17<sup>th</sup> cluster, you have to be able to tell them how to get in

### **-Technical College System of Georgia**

- Seamless transition to post-secondary education
- Need to get state approval and then local approval
- Identified pilots – think more will come

### **Florida:**

- Florida Energy Workforce Consortium had a large impact this last year
- Sunshine state scholars – takes top juniors in math and science – and celebrate them
  - Try to pre-recruit these students
- JEA hosted the EPCE convention this year
- Florida Lineworker Appreciation Day – August 26<sup>th</sup>
- Strong presence at World of Energy
- Florida Energy Teacher's Network Session
- Looking at EIF online

### **Indiana:**

- Fifth full year as a consortium
- 12 Utility partners
- Consortium has had to go back to their committees to find out who can represent each utility in regions
  - Spent the year retraining and telling the story again
- Want to have a big celebration in October during careers in energy week?
  - Maybe invite the governor
- Developed a two year associates degree program with a DOL grant
- Will be part of the Joyce project

### **Tennessee:**

- Did a strategic planning process – ended up with a mission statement
- Developed goals and action items
- Regrouping currently
- Participated in about 20 different events across the state
- Have expanded to Memphis – very active
- Meet about 5 times a year across the state
- Working towards careers in energy week – will not happen this year
- DOE SmartGrid grant – in last trimester
  - Included 30 - \$1000 scholarships

### **California:**

- Reboot mode
- Worked with Sacramento and American River College to create SmartGrid courses
  - Get people involved in the new technologies
- Electrical Technician workshops
  - Courses are running still
- What can California get behind? What are the main focus areas to get people excited?
  - Careers in Energy Week
  - Launching a scholarship and a business challenge
    - Scholarships range from \$500-\$1000 – doing this through MESA
    - Looking for STEM majors and industry focused students

- Business challenge – given a topic where the students have to create a solution
  - Monetary prize for challenge
  - Post-secondary
- Veterans
  - Kicking off a workshop at the end of the month – electrical technicians and system operators
    - See what gaps there are going from military training into utility jobs
- Received a \$5,000.00 grant to teach a welding course and certificate at American River college- to focus on veterans
- Want to re-launch by late October/early November

#### **Washington:**

- DOE SmartGrid grant – been able to leverage into a number of projects
- Cleanenergyexcellence.org – their new web portfolio
- Career lattice – from Washington State University
  - Trying to get consistency in educational modules that are of value to our industry partners as well as educational partners
  - Framework that depicts the relationships that are between and among the jobs
- Need to develop an industry wide skill set for customer service centers at these utilities
- GIECP -Have two job placements
- Want higher quality candidates coming out of pipeline

#### **Michigan:**

- Been in reboot mode for the last year
- Struggled a bit between understanding and wanting to build more structure for consortium
- Co-ops, municipalities, and utilities across the state aren't that cooperative
- Need a Natural Gas boot camp – want this going by the end of the year

#### **Georgia:**

- DOE energy pathway
- Hosted 2<sup>nd</sup> annual GEICC golf tournament
  - Raised \$9000
  - Lt. Governor was present
- Able to sponsor two students to attend SkillsUSA Nationals
- Identified and started an initiative with HBNext about meetings
- A year of closure and getting rejuvenated
- GoBuild – engaged with the Governor's office of workforce development
  - Efforts were kicked off in the state
- Lt. Gov's Career Academy Summit – Suzanne is going, speaking on behalf of GEICC – asked to sponsor the event

#### **Mississippi:**

- Working on coming back
- Next year hopefully will be able to mention things they have done
- Will be piloting the EIF curriculum in three schools this year

#### **Virginia:**

- Very successful reboot

- Gov. McDonnell has an energy plan and an energy summit every year
  - Consortia was asked to do half a day on workforce development after the summit last year
  - This year the consortia is being given a full day
- Mapped all of their programs to the competency model
- Trying to go for an Energy Career Cluster

## **Grants**

### **Ann Adams- TAACCT Grant**

- \$14 million from the US DOL
- Formed a consortium (different than Arizona) –Arizona Sun Corridor Get Into Energy Consortium
- Led by Estrella Mountain Community College
  - Partnered with Palo Verde electrical station
- Advisory board brought together
- Need a compelling reason for chasing the grant
- Need great partners (Clay Goodman)
  - energy, mining, & education
- Need to realize it is a huge and complex process
  - Need support
  - Need to collaborate with people who would normally be competitors
- Need a great grant writer
- Need to be prepared for surprises
  - Who knew you needed a grant evaluator? 10% of funds from the grant go to the evaluator
- Need to be ready to go to receive the grant

### **Angie Farsee**

- ENERGE Grant in GA
- Received in 2008
- Received an extension and grant ended this past June
- Branding the project took longer to implement than desired
- Needed a clearer understanding about what to do with the money from the grant
- Met most of the outreach goal
- Built relationships and partnerships
- Had 722 participants
- 15,000+ students have completed training in 23 targeted programs
- Online course is active
- M.A.G.I.C. – getting girls into construction
- Attend career expos
- Involved in first robotics
- GEICC website – 1351 visits
- Nuclear workforce academies
- Lost funding for Work Ready testing and certification
- Lack of interest from WIA
- Gained a new partner – Goodwill industries
- Received a WANTO Grant – focuses on women and high-risk populations – going after a registered apprenticeship
- Gates grant – almost met hiring numbers
  - Nuclear boot camp has become nationally recognized
  - 50 students enrolled in Kuder that have been hired



- 340 were recruited
- Lessons learned – need to work closely with fiscal agent
  - Can't manage/control volunteers
  - Factor in change in economic and societal barriers
  - Grants may not always be the answer –fundraising
- Identify your strategy
- Need to be able to pay people to do the things the grant money is for
- Find a great grant writer
- Get key partners involved –early