Get Into Energy: Power Your Possibility. Fuel Your Future.

The Energy Industry's Career Awareness Initiative



THE CHALLENGE

The energy industry has a critical need to raise awareness of energy career paths to attract a skilled, diverse workforce to support America's Clean Energy Future.



THE SOLUTION

CEWD will lead a multi-year career awareness initiative to build awareness and enhance understanding of careers in energy and fuel the talent pipeline using a commitment to diversity, equity & inclusion as guiding principles.



Understanding the Landscape

The WHY behind an energy career awareness initiative.



Current Challenges

Labor Shortage

 77% of tradespeople view the labor shortage as a problem with 75% feeling the issue has worsened over the last five years (Angi 2021 Skilled Trades in America Report)

Aging Workforce

 More than 60% of the energy workforce is comprised of Gen X and Boomers with a median age of 43 across all skilled trades (CEWD 2021 Gaps in Energy Report and Angi 2021 Skilled Trades in America Report)

Competition Across Industries

Annual earnings across well-known trades

 plumbers, electricians and general contractors – are 22%, 29% and 53% higher than that of the general population (Angi 2021 Skilled Trades in America Report)





The energy industry is behind its peers in the race to attract new talent.



Like-Minded Campaigns

- Peer organizations to CEWD execute like-minded, multi-year and multi-faceted workforce development campaigns
- Each campaign provides valuable insight into actionable tactics, budget parameters and preliminary results that helped to inform the recommendation for CEWD's career awareness initiative





NAM + The Manufacturing Institute: Creators Wanted



Take a tour inside Union Pacific's Houston Operations Center

Experience Union Pacific's Houston Operations Center through a 3D virtual tour

> UNION PACIFIC

3D Tours of manufacturing floors and a Virtual Experience for those who cannot attend the in-person experience

Mobile Learning Experience for students, parents and educators with 13 stops across the United States







Changing Perceptions – Nearly 50% more parents view manufacturing careers favorably after year one of this campaign

American Hotel & Lodging Foundation: A Place to Stay Job Corps

Strong media relations strategy to garner campaign coverage



AHLA Foundation @AHLAFoundation · Sep 20 Breaking News: The American Hotel & Lodging Foundation (AHLAF) announced today a formal partnership with @DOLJobCorps to ignite the hospitality workforce. Click here to read the press release: ahlafoundation.org/node/349

> Social media strategy + partnerships to further boost campaign visibility

HOTEL MANAGEMENT LODGING



A Place to Stay: New AHLA Foundation Campaign Aims to Attract New Talent to Hospitality

By LODGING Staff - March 15, 2022

Feature Your Employees, Use Our Images

- 'A Place to Stay' centers on shining a spotlight on the real heroes of hospitality - our employees.
- Make a guick video (Zoom or your cell phone are easy options) or write a brief story about their career journey.
- Co-brand the footage with your logo.
- · Share on social media using the hashtag #thehotelindustry and any other hashtags from the toolkit list.
- Did we profile a hotel from your company? Share it on social media. By sharing videos, images and stories from your employees, you can make an even greater impact on our campaign.

Social media toolkit for member organizations to further campaign's reach

SMACNA: Ignite Your Career



Compelling career benefits stories showcased on website and media outlets

Employee testimonials from different sectors and positions shared across channels



Meet Vanessa, a Trimble Foreman

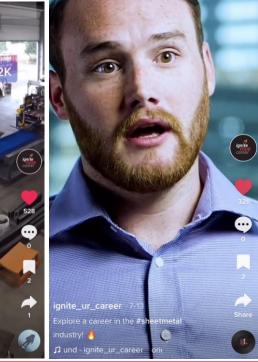




Message 2 O Let's tok sheet metal Apprenticeships: \$250K in 5 years







Digital strategy, including a TikTok channel, to actively engage a younger audience has garnered **51 million total impressions**



Introducing...



POWER YOUR POSSIBILITY FUEL YOUR FUTURE

THE

CAMPAIGN



POWER YOUR POSSIBILITY FUEL YOUR FUTURE Energy powers our lives, our communities and our futures. Its spark is the driving force that makes all things possible.

Across every sector, boundless opportunities await those who will be inspired by energy's promise of innovation and partnership as we build a workforce that's as bright as the industry's clean energy future.

It's time to Get Into Energy. It's time to **Power Your Possibility**. **Fuel Your Future.**

Campaign Objectives

- Build awareness for careers in energy, especially with communities of people under-represented in today's energy workforce
- Build awareness for the benefits careers in energy enable (i.e., lifestyle, financial opportunity, job security, important work, etc.)
- Fuel the talent pipeline using a commitment to diversity and equity as guiding principles
- Increase pride and improve image within the industry
- Position CEWD and its partners in the energy industry as leading advocates for workforce development across all sectors (i.e., nuclear, gas, electric, wind, solar, etc.)



Program Goals: 3–5 Years



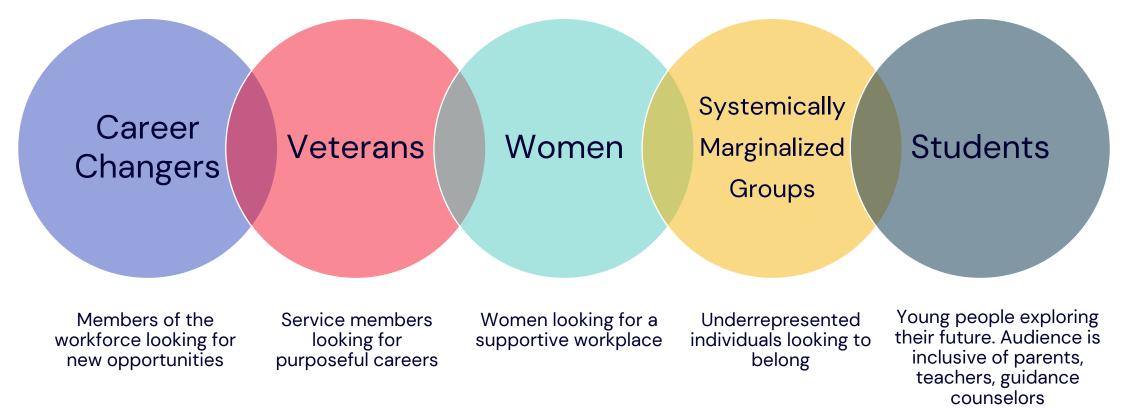
Increase the positive perception of industry careers amongst career ready adults, students, parents and educators



within the energy industry's workforce



Key Audiences





Bringing the Program to Life

Select examples of ways CEWD will increase the visibility and expand the understanding of energy careers.

The program ideas shared here are not final and will be scalable based on funds raised.



Hire PowHER

Women represent a tremendous opportunity to bring new perspectives and greater diversity to the energy industry. The creation of a specialized program will tackle barriers heard during the Think Tank sessions and help women into the energy workforce.

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How It Works

- With a focus on new hires and women returning to the workforce, Hire PowHER will be a comprehensive tool to offer women resources and tools to combat the largest barriers to entry including a lack of emotional and financial support, role models and mentorship
- Women who apply to the program will be matched with a counselor to address their interests, potential career pathways and areas of support needed ranging from skills to financial aid and beyond
- Hire PowHER will offer free virtual educational classes, regional cohorts and one-to-one mentorship as they're connected with energy companies across the country with open positions who have opted into participating in the program



HIRE POWHER

Women



Connecting Veterans with Support

Military members take on the extraordinary duty of serving our country – what better way to give back than to help them transition into a career after service with mentorship, resources and support? Get Into Energy will create a veteran-to-veteran program to establish meaningful connections and set veterans up for success in the industry.





How It Works

- Get Into Energy will create a mentorship program to connect veterans looking for post-service career paths with those who are employed in the energy industry
- Ambassadors will be armed with materials, resources and information about how the industry supports veterans
- Those interested in learning more can sign up to connect with an energy industry veteran through their local VA center or connect virtually with a mentor with whom they can discuss the career path process





Power Your Possibility, Fuel Your Future Nationwide Career Tour

The future of the energy workforce is waiting to be discovered. A branded Get Into Energy bus will hit the road to embark on a nationwide tour to raise awareness amongst target audiences and facilitate conversations with potential future employees.

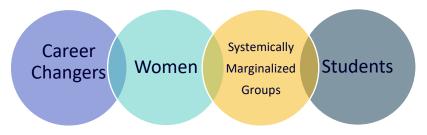


How It Works

- A branded mobile bus tour will visit a strategically selected lineup of career fairs and speaking opportunities with a heavy focus on events and organizations in underserved communities
- Stops will include events at NEEN Program colleges and universities, technical high schools, sporting events, large community gatherings and career fairs sponsored by community-based organizations
- At each stop, attendees will complete an assessment quiz to help evaluate interest and skills to provide potential energy career pathways as well as local opportunities and Get Into Energy– provided resources







Preparing the Industry's Future

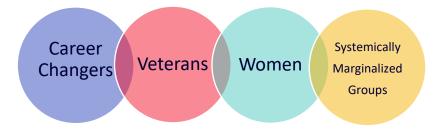
While opportunities abound, skillbased barriers still prevent potential employees from embarking on a promising future in energy. Get Into Energy will tackle this gap in preparedness head on with monthly training classes aimed at providing free resources to those who need them.

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How It Works

- Get Into Energy will develop a monthly series of sponsored seminars aimed at educating and preparing potential applicants for a career in energy
- For top of funnel interest, general informational sessions as well as sector– specific sessions will educate attendees about careers in the industry in a virtual, low–pressure environment with opportunities to ask questions and interact with industry professionals
- For potential applicants who are facing a gap in preparedness, specific, skill-based educational classes will aim to arm attendees with foundational knowledge in disciplines such as mathematics







Zoom Into Possibility

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> In every classroom, potential energy is just waiting for a catalyst. Recently, virtual supplemental instruction has opened students' eyes to a world of possibilities, lighting the spark. Get Into Energy will virtually transport some of science's greatest minds into middle and high school classrooms for a live, first-hand account of the impact of energy, inspiring a generation to Get Into Energy.

How It Works

- Science classes and student organizations across the country will have the opportunity to invite a dedicated energy industry professional into their classroom for the day
- Engaging, age-appropriate presentations and discussions will offer students a new perspective on the energy industry all around them
- Mailer boxes with hand out materials, a suggested curriculum and homework will provide teachers and counselors with supplemental instruction and career information to keep the spark alive



Students



The Energy Circuit

THE ENERGY GRID

Power

Weat

Watch Power Flow to Your Home!

Energy is the great equalizer. It's everywhere and meets everyone where they are. Get Into Energy will close the gap on access and take the energy experience on the road, bringing an immersive mobile exhibit to school-aged children and young adults who thrive outside the classroom.

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How It Works

- Get Into Energy will take a branded mobile unit with interactive exhibits on the road with a staff educator to highlight the trade and technical aspects of the industry, targeting children who are most likely to thrive in a hands-on career
- Regional energy providers at each stop will partner with the program to bring local-level knowledge and a familiar name to the exhibit, attracting students and families to stop by the experience and learn
- Regionalized, energy-fueled contests will challenge students with educational problem solving and provide grants to each winner and their school







Support for Contributors



Select Offerings for Contributors

- Customized career awareness videos, branded to contributors
- Media relations outreach in contributor communities
- Inclusion in CEWD's career focused podcasts
- Collaboration on social/digital activation content
- Priority market selection for visits by mobile energy lab vehicle for students
- Priority market selection for visits by mobile marketing bus for work-ready adults
- Career Awareness Toolkit for use in local markets
- Highlighted attention in CEWD and Troops to Energy Jobs Job Board
- Company spotlight on CEWD's Get Into Energy Jobs Board
- Recognition to CEWD partner organizations, including those representing people from systemically marginalized communities, veterans, etc. for enabling energy career
 education



Foundational Support Overview



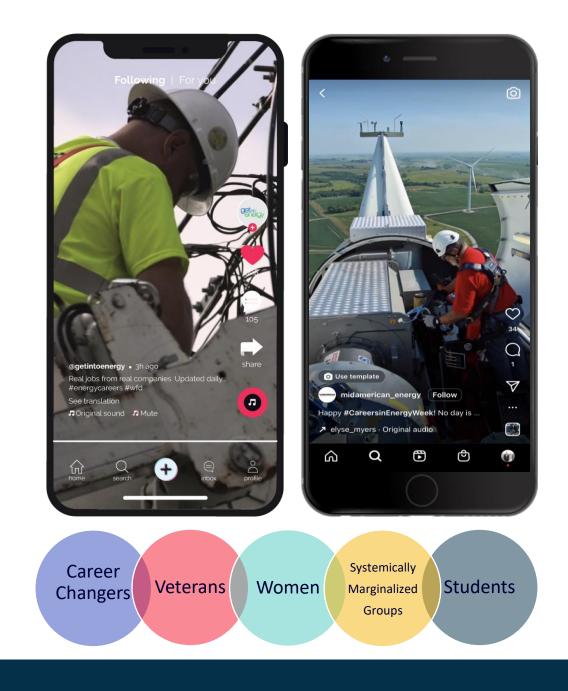
Tik Tok

- Develop engaging, platform-specific content leveraging trending sounds and visuals to target TikTok's younger audience demographic
 - TikTok is now more popular amongst Gen Z than Instagram (Hootsuite)
 - 90% of TikTok users open the app more than once per day (Sprout Social)
- Content will be tailored to the growing population of adults who use TikTok for learning and entertainment:
 - Day in the life
 - Career benefits
 - Behind the scenes with industry professionals
 - Testimonial videos
- Strategic paid support will bolster the channel's content driving our messaging right into the feeds of our target audiences



Influencer Program

- Partner with energy industry professionals on Instagram and TikTok to generate engaging, informative content for our target audiences delivered through a relatable partner voice
 - Personal stories of their journey to energy
 - Top 5 best parts of their career
 - Call to action-driven content to raise awareness and drive traffic for campaign tactics
- Content will be leveraged on Get Into Energy's channels and strategically supported with paid spend to deliver content to our target audiences



Additional Foundational Tactics

Website and SEO

•Enhance GetIntoEnergy.com with dedicated 'Power Your Possibility' landing page and content, inclusive of industry outlook, campaign overview, campaign messaging

•Develop downloadable content and resources exclusive to companies who have financially supported the career awareness initiative

•Pursue SEO program to deliver strong organic search performance

Content Development

•Create designed assets for program supporters to use on the ground, inclusive of videos, flyers, brochures, social media templated content, job fair materials, etc.

Social Media

•Leverage GetIntoEnergy channels to share workforce-related content aimed at target audiences across Instagram, TikTok, LinkedIn, Twitter •Develop a year-long strategic influencer campaign to deliver a steady stream of curated content

Digital Advertising

•Develop a highly-targeted, multi-channel digital advertising campaign via social media advertising and boosted spend, content amplification and paid search

PR Support & Program Management

•Media relations support for both trade and consumer media

•Thought leadership opportunities

•Overall external program management



Appendix



Building the Foundation

Every strong program needs a solid foundation. Understanding the essential building blocks are critical to our success.



Think Tank Sessions

Each session was attended by a wide representation of industry voices to capture insights from a well-rounded sample.

- Electric Power (52%) and Natural Gas Energy (24%) were the leading sectors represented followed by Renewable Energy, Corporate and Nuclear Energy
- Participants represented an even distribution of industry tenure ranging from less than one year (18%) to 10+ years (39%)
- While most voices work in Human Resources and Recruitment (52%) we also heard from others in Executive Leadership (25%), Education (12%), Marketing and Communications (7%) and Skilled Trades (4%)



What we heard...

- The energy industry is essential.
- Industry professionals are innovators on the cutting edge of energy.
- Those in the industry are responsible for energizing the future. And they can do so sustainably.
- A position in energy is more than just a job. It is a career and a calling.
- An energy career offers competitive salaries, hands-on learning, growth opportunities, and the chance to make a difference in the community.
- The energy industry empowers its workforce to be their authentic selves.



Thank You!

