



**CEWD**  
Center for Energy  
Workforce Development

**2022**  
**ANNUAL REPORT**

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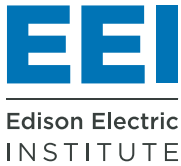
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# ABOUT US

The Center for Energy Workforce Development (CEWD) leads industry initiatives to develop a skilled, diverse talent pipeline. CEWD works in partnership with energy companies, contractors, associations, unions, educators, and business partners.

With the Administration's investment in infrastructure, changing workforce demands spurred by decarbonization goals, the nationwide talent shortage, initiatives to support more diverse, equitable, and inclusive workplaces, expected retirements, workforce attrition, and the demand for preparing people for increasingly technical energy jobs, there has never been a greater need for the industry's collaborative focus on tomorrow's energy workforce.

THE CENTER IS GRATEFUL FOR ITS PARTNERSHIP AND SUPPORT FROM:





# Creating Impact Through **ACTION**

## **CEWD drives workforce development actions for the energy sector.**

Formed in 2006, today's CEWD provides workforce development leadership in areas of highest demand. CEWD ensures the industry has a voice in critical workforce conversations – with legislative organizations, national workforce systems, and other stakeholders that impact the energy sector's workforce priorities. CEWD harnesses the power of a unified industry to elevate the visibility of 21<sup>st</sup>-century careers and raises the bar across the industry by supporting energy companies and contractors with their internal workforce development needs by delivery of data, research reports, national workforce templates, case histories and best practices, educational programming, and live and virtual networking.

Guided by the commitment of industry leaders from both large and small companies focused on electric, gas, nuclear, and renewables, CEWD has a robust strategic agenda to address the future of work in the energy industry.

This report offers a look at some of the key actions taken by CEWD in 2022 to support workforce development practitioners, companies, and the industry in their shared commitment to ensuring a skilled, diverse energy workforce.

### **CEWD IS COMMITTED TO:**

- ❖ Strengthening awareness and promoting the merits of 21<sup>st</sup>-century clean energy careers
- ❖ Supporting the development of more diverse, equitable, and inclusive energy workplaces
- ❖ Harnessing best practices in training and upskilling to support companies developing employees in increasingly technical and dynamic energy careers
- ❖ Equipping the industry's workforce development professionals with essential resources and tools





# Building Career Awareness and Engagement WHERE IT MATTERS

## CEWD strengthens awareness and promotes the merits of 21<sup>st</sup>-century clean energy careers.

CEWD hosted two national, virtual events to showcase dynamic career opportunities in energy. EnergyCareers 2022 welcomed 450 students and career explorers for a day of educational sessions, networking, and discussions with industry recruiters. The Troops to Energy Jobs Career Fair, enabled by a contribution from the Distribution Contractors Association and LIUNA, attracted almost 300 veterans and those who work with the military community.

## THE CENTER REPRESENTED THE INDUSTRY TO THOSE WHO INFLUENCE STUDENTS' CAREER CONSIDERATIONS AND LEADERS IN WORKFORCE DEVELOPMENT SYSTEMS BY:

- Exhibiting in the American School Counselors Association's conference to better familiarize student advisors about energy careers
- Addressing workforce specialists of the National Governors Association about the skills that will be required for the future energy workforce
- Participating in national gatherings of both Advance CTE and the Association for Career and Technical Education, familiarizing educators about energy careers and the new Energy Industry Fundamentals curriculum that will be published in 2023. The Center also talked about the importance of "energy" in the National Career Cluster Framework™.
- Collaborating with the National Association of Workforce Boards to educate workforce development system leaders across the country about energy careers



## THE CENTER CONTINUED TO BOLSTER ITS COMMITMENT TO THE FUTURE OF THE ENERGY INDUSTRY WORKFORCE.

- Offered national support for Careers in Energy Week, providing structure for recognition of this annual observance in states across the country through proclamations, media coverage, and outreach events
- Modernized the Troops to Energy Jobs website to better connect the military community with information on energy careers and developed a new, digitalized MOS Translator to make it easier for veterans to see how to transition their skills into energy careers
- Connected thousands of veterans with information on sector career pathways and provided direct support to hundreds of military professionals eager to transition to energy careers through our Troops to Energy Jobs program
- Hosted a series of virtual Think Tanks, uniting 140+ industry professionals for facilitated conversations about a large-scale career awareness campaign. There has been strong interest in CEWD creating a campaign that will:
  - 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 (e.g., 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 (e.g., nuclear, gas, electric, wind, solar)
- Debuted dynamic opportunities for a career awareness campaign that will invite students and career seekers to "Power Your Possibilities, Fuel Your Future." Highlights of the program include a mobile marketing lab, influencer partnerships, and targeted outreach to those underrepresented in the industry. (Additional information about the campaign will be shared industry-wide in 2023)





DE&I Roadmap  
Mission Statement

*We believe people matter. In the energy industry we strive to be reflective of the diverse communities in which we operate. It is our commitment to our colleagues, customers, and future leaders that we drive change and positively impact the communities we serve. Our commitment to advancing diversity, equity, and inclusion is rooted in the belief that diversity of experience, backgrounds, and perspectives leads to better outcomes for our customers, employees, and communities. That's why we proudly stand behind this DE&I Roadmap for Industry Change, dedicated to shaping a meaningful and sustainable plan to foster equitable and inclusive workplaces, with diverse perspectives that will enable us to become a stronger industry and better shape a more sustainable energy future.*

Seeing Through a  
DE&I LENS

**CEWD supports the development of more diverse, equitable, and inclusive energy workplaces.**

Working in collaboration with its partner organizations, CEWD published the DE&I Roadmap for Industry Change, a first of its kind guide in the energy sector, to create more diverse, equitable, and inclusive energy workplaces. The Roadmap is the culmination of input and best practices from more than 200 energy industry leaders and professionals over the course of two years.



The Roadmap explores **why** a commitment to DE&I is essential in the energy sector, through an introduction by Accenture, and addresses actions that should be explored by companies, union partners, and the industry as a unified force. It will be followed by years of support in delivering the **how**, which will come through educational offerings, toolkits, best practice sharing, partnership development, data and metric insights, and more.



CEWD entered into a multi-year partnership with the National Urban League called the Urban Energy Jobs Program, which will support hundreds of individuals from underrepresented populations being connected with and prepared for career opportunities in the energy sector. Thanks to funding from a Department of Labor's Apprenticeships Build America grant, the collaboration between National Urban League and CEWD commenced in Chicago, Houston, Louisville, New Orleans, and St. Louis and will be scaled beginning in 2023.

This special collaboration funnels the National Urban League's diverse pool of workforce development participants from preparatory training and pre-apprenticeship programs to opportunities in Registered Apprenticeship Programs with energy companies across CEWD's partnership network.

The partnership between CEWD and the National Urban League was recognized by President Joe Biden during a White House event announcing corporate commitments to the Talent Pipeline Challenge that encourages equitable workforce development initiatives in three sectors, including electrification.



The intersecting demands for climate and racial justice have created a unique opportunity for diversity and inclusion in the fast-growing clean energy industry. The urgency is particularly pronounced in urban communities, which not only have been historically underrepresented in this type of economic opportunity, but also disproportionately suffer the impacts of climate change."

**Marc H. Morial**  
President  
National Urban League





## Taking a **FORWARD-THINKING APPROACH**

**CEWD harnesses best practices in training and upskilling to support companies developing employees in increasingly technical and dynamic energy careers.**

In 2022, CEWD began work to modernize the existing Energy Industry Fundamentals curriculum as part of its work to ensure a skilled, diverse energy workforce. The enhanced curriculum will better address the energy sector of today and tomorrow. More than 500,000 students will complete the new EIF curriculum over the next ten years, especially those from systemically marginalized communities who are least likely to be familiar with energy careers. The modernized and turn-key curriculum, combined with strategies to push that education into under served communities, will offer equity support and provide significant opportunities for economic development and empowerment.

### **CEWD HAS REACHED MORE THAN 63% OF ITS FUNDRAISING GOAL TO MODERNIZE THE ENERGY INDUSTRY FUNDAMENTALS (EIF) CURRICULUM.**

We are grateful to the following companies and organizations for their generous support that enables our ability to be more visible, relevant, and dynamic to our future workforce:



## Providing Value Through **COLLABORATION AND RESOURCE SHARING**

**CEWD equips the industry's workforce development professionals with essential resources and tools.**

CEWD is proud to have worked with Deloitte, the American Gas Association and the American Public Gas Association on the development of *The Natural Gas Utility Workforce in a Decarbonizing World* research that was published in November 2022. The paper suggests gas utilities that proactively decarbonize can reverse declining workforce trends and expectations and while no natural gas workforce segment is at risk of elimination from decarbonization, many will need to train in new skills. Research illustrates that skill requirements are growing in many of the positions that utilities have the most difficulty filling, including skilled trades that require on-the-job training and/or apprenticeship.

#### **THE REPORT HIGHLIGHTS:**

- ❖ Decarbonization is a growth opportunity for natural gas utilities
- ❖ Gas utilities can seize the opportunity by reorienting their core workforce towards the emerging renewable natural gas, geothermal, and hydrogen industries
- ❖ Gas utilities can further amplify growth by engineering a digital skill advantage
- ❖ Decarbonization strategies can help gas utilities attract the growing talent pipeline they will need to achieve their targets







## CEWD WORKFORCE DEVELOPMENT SUMMIT

Innovate. Collaborate. Accelerate.

November 15-17, 2022 | Washington, DC

Sponsored by the Center for Energy Workforce Development

2022 welcomed a record crowd to the annual Workforce Development Summit, bringing the industry together for the first time in three years, and solidifying recognition for the event as the essential forum for the industry's workforce development leaders. Attendees participated in interactive, forward-facing general sessions and program tracks that covered Community Engagement; the Future of Work; Diversity, Equity, and Inclusion; and Skill Development for the Future Energy Workforce.



CEWD and its team supported the State Energy Workforce Consortia with their programs and initiatives that address workforce development priorities within the states. These consortia offer strategic partnerships between the energy industry, educators, workforce systems, and others who work together to define a state or region's talent needs and develop solutions to meet those needs. The new Western Energy Workforce Consortia was formed in 2022, uniting energy companies and other stakeholders together for information exchange and collective action in California, Montana, Nevada, Oregon, Utah, and Washington. In addition, energy companies in Arizona took steps to revitalize the consortia in their area.



CEWD presented the annual Impact Awards that honor excellence in leadership of workforce development initiatives that will have a lasting impact on the development of a skilled, diverse talent pipeline for the energy sector.

The **2022 Community Partnership Award**, recognizing companies for developing unique connections within local communities that have yielded demonstrated results in fueling the talent pipeline, was awarded to:

- ✦ Alabama Power
- ✦ ComEd
- ✦ Knoxville Utilities Board
- ✦ Omaha Public Power District
- ✦ Sacramento Municipal Utility District

The **Energy Workforce Consortium Game Changer Award** honors one consortium annually for their programming and outreach to create and build awareness for energy careers within the state or region, support members within the area, and involvement in CEWD-supported programs. It was awarded to: "Put the winner in its own bullet "Georgia Energy and Industrial Construction Consortium (GEICC)

The **Workforce Champion Award** celebrates individuals who have shown extraordinary leadership in the workforce development arena by creating meaningful change that will influence, mobilize, and energize a diverse, skilled talent pipeline. Honorees have demonstrated innovation, progress, and accomplishments within their company and/or community as well as leadership, mentorship, and stewardship for the industry and its professionals through support for local and regional workforce development activities, state workforce consortia, and/or CEWD initiatives.

### 2022 HONOREES ARE:

- ✦ Joyce Cooper, OPPD
- ✦ Bruce Peterson, Xcel Energy
- ✦ Diana Sharpe, ComEd
- ✦ Kristen Bucher, Baltimore Gas and Electric
- ✦ Jeff Peoples, Alabama Power

The **Chairman's Award for Workforce Development Leadership**, CEWD's highest honor, recognizes companies for excellence in general workforce development leadership.

### 2022 HONOREES ARE:

- ✦ Alliant Energy
- ✦ Exelon Corporation
- ✦ MidAmerican Energy Company

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Manager, Industry Workforce Development

#### John Broschak

Veteran Career Coach





# CEWD

Center for Energy  
Workforce Development

**The Center for Energy Workforce Development (CEWD) is a non-profit consortium of energy companies, contractors, associations, unions, educators, and business partners working together to ensure a skilled, diverse workforce pipeline to meet future industry needs.**

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[www.cewd.org](http://www.cewd.org) | [www.GetIntoEnergy.org](http://www.GetIntoEnergy.org) | [www.TroopsToEnergyJobs.com](http://www.TroopsToEnergyJobs.com)

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