



Center for
Energy Workforce
Development



2023

Annual Report

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About Us

2023 will likely be remembered as the year that propelled workforce development from an important function to an essential business imperative within the energy sector. The Center for Energy Workforce Development (CEWD), a non-profit consortium formed to support the development of a skilled, diverse energy workforce, bolstered by almost two decades of driving action, is now leading sector solutioning that will ensure the industry is people-ready for the energy transition.

CEWD's coordinated approach to workforce development unites 140 energy companies, contractors, labor leaders, educators, associations, non-profits, and other stakeholders around universal strategies to:

- ◆ Strengthen awareness and promote the merits of 21st century clean energy careers.
- ◆ Support the development of more diverse, equitable, and inclusive workplaces.
- ◆ Prepare people for increasingly technical and dynamic energy careers.
- ◆ Ensure the industry's workforce development needs are supported with essential services and to amplify the industry's voice to external stakeholders.

Recognizing the importance of a sector-wide approach to workforce development, CEWD is proud to serve as a workforce development partner of and work in collaboration with the following organizations:



This report offers a look at some of the key actions taken by CEWD in 2023 to support workforce development practitioners, companies, and the industry in the shared commitment to ensuring a skilled, diverse energy workforce.

MESSAGE FROM THE EXECUTIVE DIRECTOR

Over the past year, I have talked a lot about the “secret sauce” of workforce development. Business leaders across the energy sector seem to be in search of an elusive recipe to recruit, train, and retain a strong workforce that represents the communities and customers they serve. And do you want to know what I’ve learned from these hundreds of conversations with industry professionals and leaders? The secret sauce doesn’t exist – at least not yet. Energy employers and partners each have individual ingredients needed for that sauce, but it will take unprecedented collaboration to create our winning formula.

The talent shortage in the U.S. is growing – and yet, so is hiring demand among energy employers. Most estimates predict an increase of nine million jobs in the industry over the next 10 years. That means we have to make a big (and fast) push to attract more job seekers of all backgrounds to energy, while preparing them for increasingly technical and complex careers.

So, here are two ingredients I would like to add to the formulation of our secret sauce:

1. A sector-wide approach to workforce development. The “every company for itself” mentality just doesn’t enable success. We accelerate our efforts through collective commitment and partnership from individuals and companies across the industry.
2. A breakdown of the divisive barriers established by “us” and “them” language. Legacy energy businesses and those involved with new and emerging energy technology must work in concert. To attract talent, we’ve got to be on the same team.

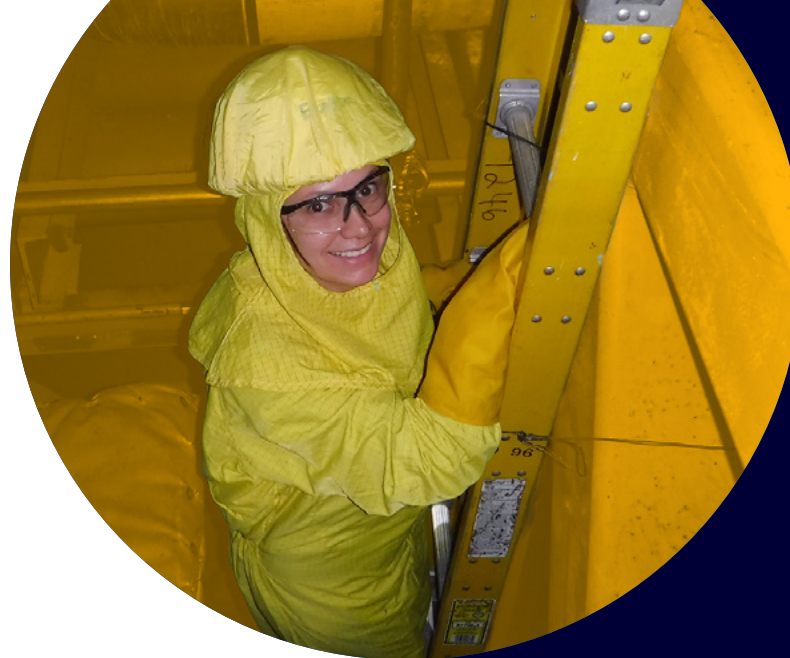
By working together, we made some huge strides in 2023 – as you’ll see throughout this report. Now I can’t wait to see what we can achieve through even stronger collaboration in the years to come. What will you add to our secret sauce for an energy workforce that meets the needs of the sector’s future?



Missy Henriksen

Executive Director

Center for Energy Workforce Development



Drawing All Eyes to Energy

CEWD increases the visibility of energy careers, addressing an urgent need within the sector.

CEWD’S BOARD OF DIRECTORS APPROVES A \$35 MILLION INVESTMENT TO RAISE AWARENESS OF ENERGY CAREERS.

The Power Your Possibility career awareness campaign will familiarize career-ready adults, students, and their influencers about the vast array of opportunities in the energy sector. With expected hiring demands, low unemployment, talent competition from other sectors, and traditional retirements, questions about “where will all the people come from?” are now urgent priorities – especially as potential members of our future workforce are wooed by other industries. Many workforce pipelines are competing for the same talent, trying to attract the best and brightest. The career awareness campaign will prioritize efforts to fill skilled trade roles as well as bring in engineers, technicians, IT and cyber specialists, and others whose responsibilities are critical to energy operations through a multi-faceted approach that will redefine and rebrand what it means to work in support of the energy transition, particularly to communities of people underrepresented in today’s workforce. *(Funding will be sought in 2024 to bring this essential priority to fruition.)*

CAREERS IN ENERGY WEEK SEES ENHANCED FOCUS.

Careers in Energy Week once again saw the industry go all in on promoting energy careers. With hundreds of events targeting career-ready adults and students, including prioritized attention around those from underrepresented communities, state proclamations by governors, and enhanced communication outreach, 2023’s CIEW heightened touch points were consistent with prioritized talent development needs.



CEWD shared dozens of pieces of collateral for use throughout the industry, including new resources such as playful pieces to help career explorers connect with their ideal energy career based on their Zodiac sign, cheeky personal ads, an Energy Zone music playlist, and more. We also hosted an open chat forum throughout the week to allow job seekers to ask questions of those who currently work within the industry, drawing thousands of information seekers to our career site.



NEW RESOURCES SUPPORT VETERAN RECRUITMENT.

CEWD produced a myriad of videos that narrate energy career transitions made by veterans. These assets, created as part of the Troops to Energy Jobs initiative and with support from Veterans in Energy, explain through testimonials why so many with military experience find their second career in energy. The videos are available to all energy companies looking to reinforce how military service is advantageous within the sector.

TROOPS TO ENERGY JOBS CREATES SMOOTH TRANSITION INTO ENERGY CAREERS.

Every year, the Troops to Energy Jobs initiative connects thousands of veterans to information on career opportunities in the energy industry. From interview and resumé prep with our Veteran Career Coach program, to transition support through the MOS translator that guides those with military service to energy jobs that complement prior service experience, to collaboration with groups like Student Veterans of America, NextOp Vets, and Viper Transitions on work being done to increase the number of veterans in the industry is resonating. In 2022, the industry's workforce was comprised of 11% veterans, an increase from 8% in 2020. The Department of Labor reports that the general industry workforce was made up of 5.5% veterans in 2022.

Making Energy More Equitable

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

NATIONAL PARTNERSHIPS IMPACT LOCAL ACTION.

Our partnership with the National Urban League fuels one of CEWD's signature initiatives, the Urban Energy Jobs program. This multi-year partnership connects energy companies and Urban League affiliates in select communities to help prepare individuals from underrepresented communities for energy careers. Initially operating in Birmingham, Chicago, Houston, Louisville, New Orleans, and Saint Louis, the Urban Energy Jobs program is expected to expand in size in 2024.



CEWD supported the National Urban League for the Energy Workforce Summit at the 2023 Whitney M. Young Conference, educating Urban League leaders about the breadth of in-demand energy careers.



DIVERSITY, EQUITY & INCLUSION VIRTUAL LIBRARY

Access Industry Resources to Strengthen DE&I Work in Energy

THE NEW DE&I VIRTUAL LIBRARY PROVIDES ONE-STOP RESOURCES.

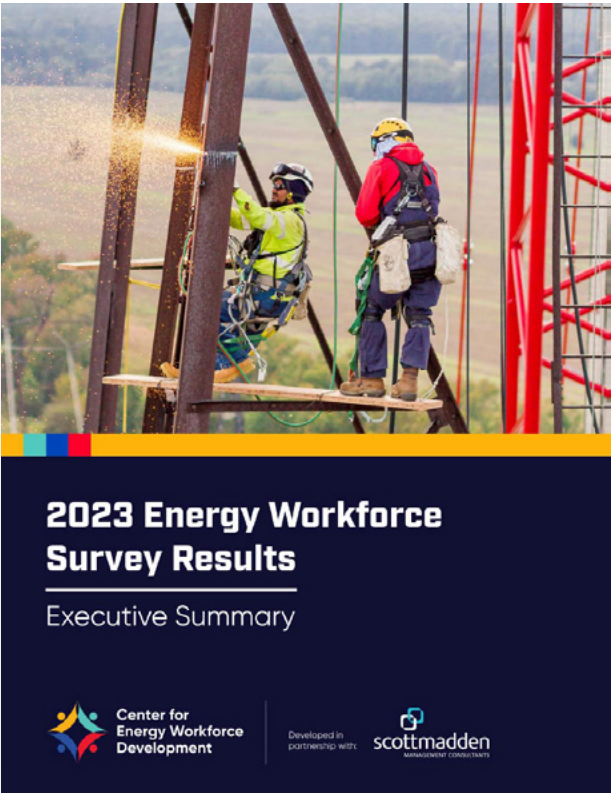
The DE&I Roadmap, published late in 2022, sets the stage for the "why" and "what" for industry DE&I initiatives. 2023 saw the launch of several tactical "hows," including the debut of the new virtual DE&I library that offers digital shelves replete with resources shared by energy companies.

BASELINE DE&I DATA IS ESTABLISHED.

The 2023 Energy Workforce Report expanded the demographic data collected about the industry's workforce and reported on corporate DE&I practices followed by sector employers.

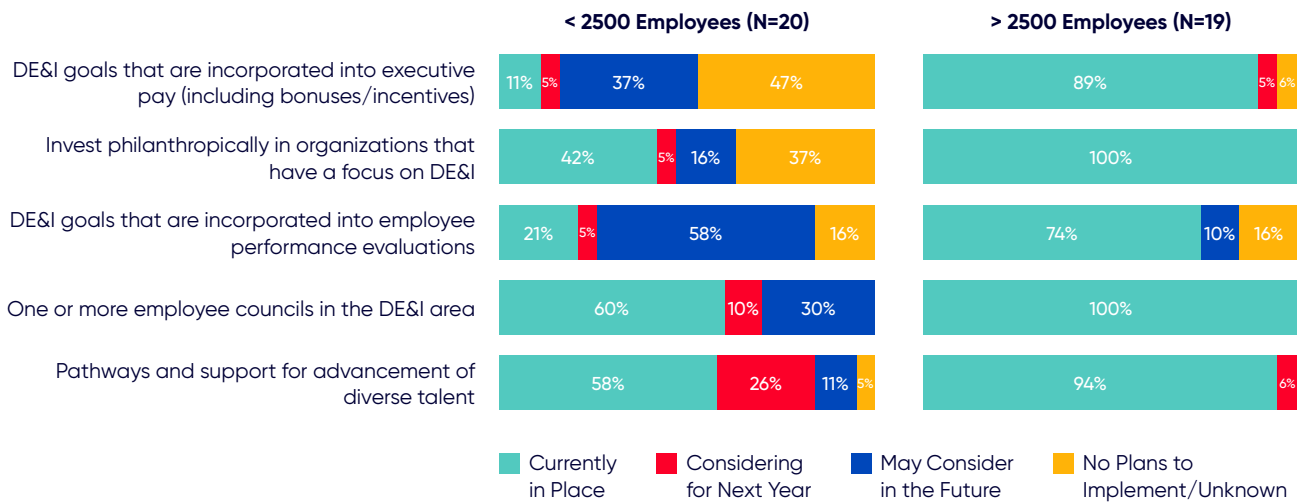
On the workforce composition, we found that women make up 25% of the industry's workforce, up from 22% in 2021, where that been a noticeable dip believed to be associated with the pandemic; 23% of the workforce identifies as a racial or ethnic identity; and 11% of the workforce are veterans, up from 8% in the last survey cycle.

On DE&I operations, we found that 9 of the top 13 practices have been well adopted by employers, with larger companies evidencing higher levels of engagement in these areas. The least adopted DE&I practices reported – all in practice at fewer than 50% of companies surveyed – were 1) DE&I goals that are incorporated into employee performance; 2) DE&I training for board leaders; and 3) DE&I goals that are incorporated into executive pay.



LARGEST DIFFERENCES IN PRACTICES – SIZE

Smaller organizations tend to have significantly less implementation of DE&I practices compared to their larger company counterparts.



Select data from the 2023 Energy Workforce Report. The full report is available at www.cewd.org.





FIRST DE&I FORUM EXCEEDS EXPECTATIONS.

Attracting over 115 registrants, the inaugural DE&I Forum brought together leaders responsible for increasing the diversity of their workforce for action-focused dialogues to benefit participants, their companies, and the industry. Two days of programming saw leaders from inside and outside of the sector challenging thinking, spurring considerations beyond the status quo, and encouraging bold action through sessions such as:

- ◆ Staying the Course in DE&I Initiatives in Light of Cultural and Political Attacks
- ◆ What Great Companies Do To Diversify Their Workforce and Drive a Culture of Inclusion
- ◆ Labor and Management Initiatives to Recruit and Retain Greater Diversity in the Trades
- ◆ Industry Action to Help the Industry Become Recognized for Exceptional Workplace Cultures That Are Inclusive, Equitable, and Promote a Sense of Belonging.

DIVERSITY, EQUITY & INCLUSION FORUM

November 16 - 17, 2023 | National Harbor, MD

Presented By  **CEWD**
Center for Energy
Workforce Development



HIRING TALENT TO EXTEND PROGRAMMING AND SUPPORT.

Cornell Johnson joined CEWD as the Director of Diversity, Equity, and Inclusion at the end of 2023. He will be responsible for scaling the Urban Energy Jobs program, forging relationships with national organizations that can increase diversity within the talent pool in local markets, and supporting employers with their DE&I efforts.

Amplifying the Industry's Voice

CEWD provides national representation and voice for the industry's workforce development priorities.

As external stakeholders struggle to understand industry talent needs and seek to identify solutions to meet their workforce challenges, CEWD is regularly called on to provide essential representation for the voice of employers. 2023 saw CEWD communicate for and on behalf of industry companies with groups including:

- ◆ National Governor's Association
- ◆ U.S. Conference of Mayors
- ◆ White House
- ◆ Department of Energy
- ◆ Department of Labor
- ◆ NARUC
- ◆ Brookings Institute
- ◆ National Association of Workforce Boards
- ◆ Advance CTE

Members of the CEWD staff sit on several important committees and work teams to ensure the industry's voice is heard. For instance, Kristie Kelley, CEWD's Director of Workforce Development, serves on Advance CTE's Energy Advisory Group supporting considerations to a revised career cluster framework. Missy Henriksen, CEWD's Executive Director, provides a critical voice for workforce development to the U.S. Department of Energy's Electrification Advisory Committee and chairs DOE's 21st Century Energy Workforce Advisory Board.



Energizing Education for the Future

CEWD supports the essential quest to develop people for increasingly dynamic and technical energy careers.



ENERGY INDUSTRY FUNDAMENTALS 2.0 OFFERS MODERNIZED EXPOSURE TO ENERGY AND ITS CAREERS.

EIF 2.0, a 120-hour guided curriculum that educates high school and post-secondary learners about energy and careers within the industry, has seen more educators register to offer the curriculum and more students enroll for the course in the first four months of its launch, than in the 10 years prior that EIF 1.0 was offered. The program aims to provide expanded energy education to 500,000 students over the next decade.

Through coursework, labs, and interactive exercises, this free, virtual course connects students with foundational learnings about energy and career opportunities. Students who successfully complete the program can earn industry-recognized credentials with the option of earning additional stackable credentials through the program's supplemental modules. 2024 is expected to debut distribution partnerships that will support the dissemination of energy education to learners throughout the country.

CEWD IS GRATEFUL TO THE FOLLOWING ORGANIZATIONS THAT HAVE INVESTED IN EIF 2.0, PROVIDING QUALITY ENERGY EDUCATION FOR LEARNERS:



WORKING GROUPS FOCUS ON COLLABORATIVE EDUCATIONAL OFFERINGS.

As the industry readies for jobs associated with new and emerging technology, practitioners are exploring ways to collaborate on training opportunities, minimizing individual lifts for companies and educational institutions. For instance, one new work team is advancing an agenda to develop industry-created Department of Labor Registered Apprenticeship Programs (RAPs). Another team is outlining a structure to create an Energy Technician associate degree, enabling technical schools to expedite delivery of coursework to prepare people for some of the most in-demand industry jobs.



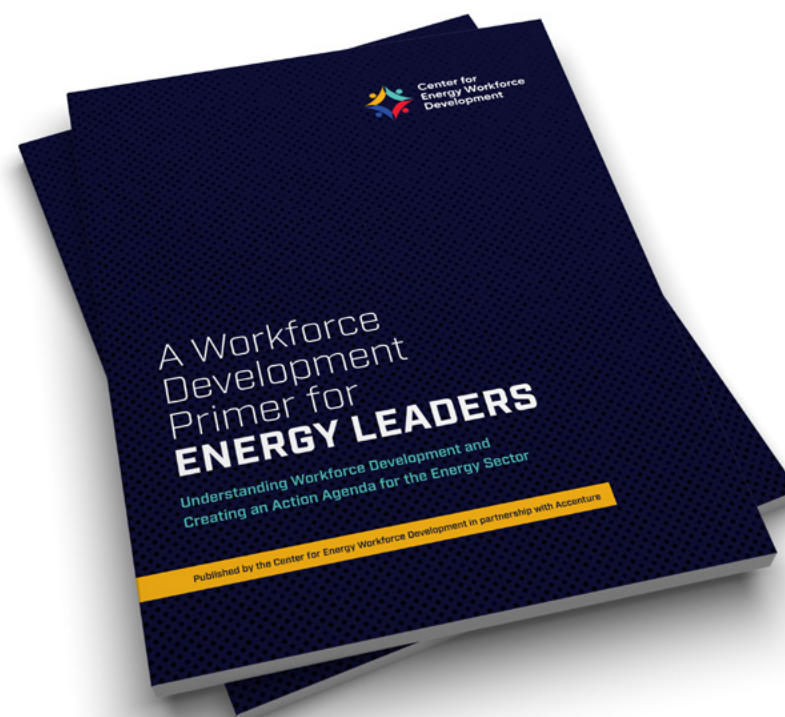
Priming Leaders for Workforce Development

CEWD collaborates with workforce development leaders to solution on sector strategies.

THE NEW WORKFORCE PRIMER OFFERS INSIGHTS TO DECIPHER WORKFORCE DEVELOPMENT COMPLEXITIES.

Discussions on workforce development have found their way into many C-suite conversations and corporate board rooms. Despite this fresh focus, many energy business leaders are working to better understand the concept, what it encompasses, and how to create the structure to make long-term people planning a strategic business imperative.

CEWD's new publication, *A Workforce Development Primer for Energy Leaders: Understanding Workforce Development and Creating an Action Agenda for the Energy Sector*, created in partnership with Accenture, provides a strategic overview of workforce development and suggests industry responses to the workforce development challenges before us.



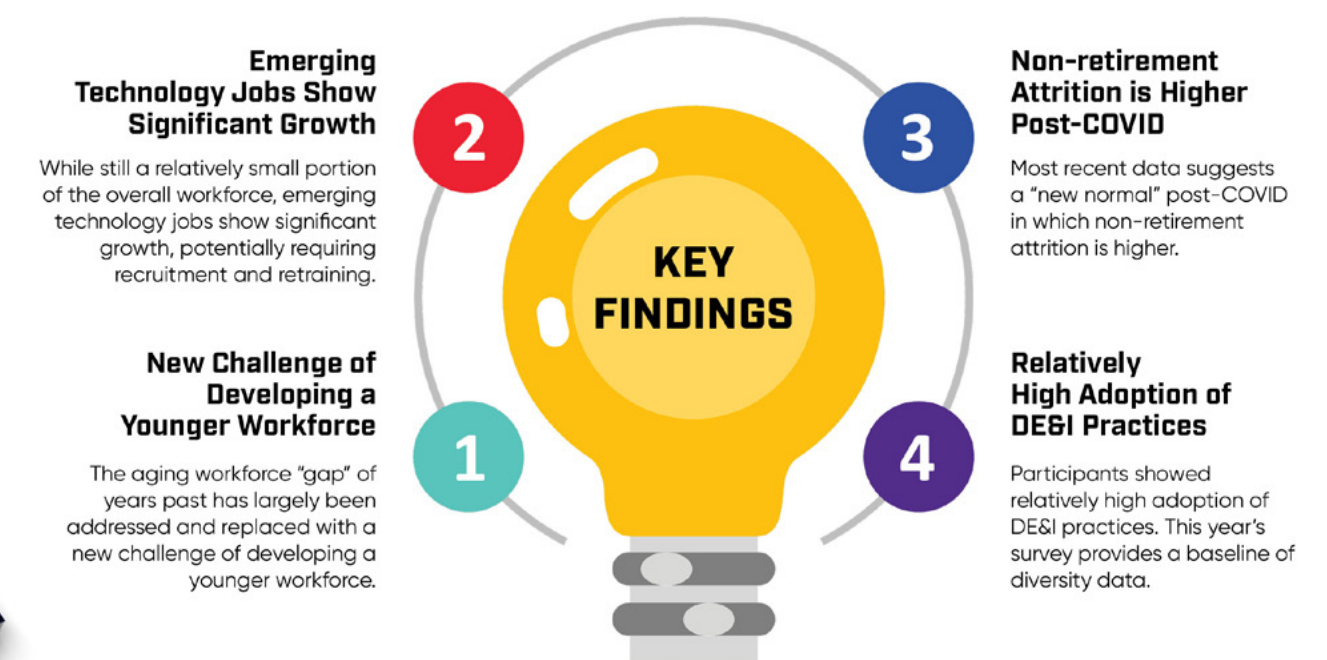
THE 2023 ENERGY WORKFORCE REPORT PROVIDES INSIGHTS INTO UTILITY WORKFORCE COMPOSITION.

The 2023 bi-annual report, managed by ScottMadden, shows reflections garnered from nearly 650,000 utility workers, allowing comparisons with the last survey conducted in 2021 and others that preceded this year's report. While the report is robust with useful data, there were four key findings that emerged from the survey:

1. Emerging technology jobs show significant growth.
2. There is a new challenge of developing a younger workforce.
3. Non-retirement attrition is higher post-COVID.
4. Relatively high adoption of DE&I practices.

KEY FINDINGS SUMMARY

The analysis of the survey results shows 4 key findings, which are highlighted below.



The executive summary of the report is available at www.cewd.org. National and regional demand reports are available to CEWD members, and survey participants received benchmarking scorecards.



ENERGY INDUSTRY SEES AN INCREASED DEMAND FOR EDUCATION ON WORKFORCE POLICIES AND RESOURCES THEY ENABLE.

CEWD expanded the scope of its service in 2023 to provide education to energy companies about resources enabled by workforce-focused policies and education on such policies themselves. CEWD encourages policies and practices that will empower the development of a skilled, diverse energy workforce, including considerations to:

- ❖ Remove structural barriers that impede workforce development progress by energy employers.
- ❖ Support the extensive training and development needs required to prepare individuals for evolving and increasingly technical energy careers.
- ❖ Strengthen the workforce system's ability to support energy employers with their 21st century workforce needs.

Nothing contained herein should be construed for purposes of advocacy or lobbying. CEWD does not engage in any lobbying or political activities.

2023 WORKFORCE DEVELOPMENT SUMMIT UNITES THOUGHT LEADERS.

The annual Workforce Development Summit is the pinnacle of education, networking, and solutioning for industry professionals. With 50 sessions and learning journeys guided by an A-list of thought leaders, this year's program responded to essential needs due to increased prioritization of strategic workforce development priorities. There is no other industry event like this that unites hundreds of individuals around the core theme of developing a skilled, diverse energy workforce.



REGIONAL MEETINGS ENCOURAGE LOCAL WORKFORCE ENGAGEMENT.

140 workforce development leaders attended CEWD's 2023 Regional Meetings to address regional workforce priorities. Thank you to ComEd, Entergy, National Grid, and Nevada Workforce Connections for hosting robust and impactful learning communities.

2023 IMPACT AWARDS RECOGNIZE WORKFORCE DEVELOPMENT EXCELLENCE.

CEWD's Impact Awards honor excellence by individuals, companies, and consortia affiliated with CEWD for leading workforce development initiatives that drive the development of a skilled, diverse talent pipeline for energy businesses. Award winners are celebrated for excellence in five different areas of leadership across the industry.

The Energy Workforce Consortium Game Changer Award honors one consortium for its involvement in CEWD-supported programs and local programming and outreach to build awareness of energy careers within its footprint.

2023 Recipient: The Wisconsin Energy and Workforce Consortium

The Community Partnership Award recognizes companies for developing unique connections within the local community that have yielded demonstrated results in fueling the talent pipeline.

2023 Recipient: Constellation

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 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.

2023 Recipient: Laticia Holbert, Workforce Development Manager, ComEd

The Tom Kuhn Veterans Leadership Award was bestowed for the first time. This new award recognizes companies for exemplary initiatives to recruit, hire, and retain veterans in energy jobs.

2023 Recipients: MidAmerican Energy and Southern Company

The Chairman's Award for Workforce Development Leadership is CEWD's highest honor and recognizes companies for excellence in general workforce development leadership, including excellence in promotion of 21st century energy careers; achievements in diversity, equity and inclusion; innovations in training; and enhancements to workplace culture and operations to retain a strong workforce.

2023 Recipient: Exelon

CEWD Leadership Team

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Chief Administrative Officer
• SAM

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Associate Vice President,
Global Director of DE&I
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• American Gas Association

Gery Gorla

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Mark Lindgren

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Senior Vice President, Human
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Dave Schryver

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• American Public Gas
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Tracey Steiner

Chief Engagement & Consumer
Officer
• Rappahannock Electric
Cooperative

Jen Szaro

President and CEO
• AESP

CEWD is proud to support the workforce development needs of approximately 140 organizations.
A list of members can be found here: www.cewd.org/membership/members/

Officers

Missy Henriksen

Executive Director
• CEWD

Courtney Peterson

CEWD Chief Administrative
Officer; Vice President, Chief
Diversity Officer, and Chief
Human Resources Officer
• Edison Electric Institute

Lori Brady

CEWD Deputy Director;
Director, Human Resources
• Nuclear Energy Institute

Vickie Calderon

CEWD General Counsel
and Corporate Secretary,
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• Edison Electric Institute

Lou Becka

CEWD Treasurer; Controller
• Edison Electric Institute

CEWD Staff

Missy Henriksen

Executive Director

Cornell Johnson

Director of Diversity, Equity,
and Inclusion

Kristie Kelley

Director of Workforce
Development

Rosa Schmidt

Director of Member Services
and Veteran Programming
(Contract)

Julie Strzempko

Director of Strategic
Engagements (Contract)

Christina Marshall

Manager, Member Services

John Broschak

Veteran Career Coach
(Contract)

Ray Kelly

Energy Workforce Report
Manager (Contract)

Sherill Banks-Maddox

Senior Regional Program
Manager (Contract)

Shakunda Murphy-Wilson

Regional Program Manager
(Contract)

Ernest Philips

Senior Regional Program
Manager (Contract)

Alexandra Yost

Regional Program Manager
(Contract)

Contributors

CEWD is grateful to the following organizations for advancing essential programs to support the development of a skilled, diverse energy workforce:

- | | | |
|-----------------------|----------------------|-------------------------|
| ◆ Breakthrough Energy | ◆ Duke Foundation | ◆ Jobs for the Future |
| ◆ CenterPoint Energy | ◆ Entergy Foundation | ◆ National Urban League |
| ◆ Constellation | ◆ Exelon | ◆ PSEG Foundation |



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.

701 Pennsylvania Ave., Suite 400, NW, Washington, DC 20004-2696 | 202-638-5802

www.cewd.org | www.GetIntoEnergy.org | www.TroopsToEnergyJobs.org

For information, please contact us at staff@cewd.org

