

# 2024 Annual Report



Leading Industry  
Action to Develop  
a Skilled, Diverse  
Energy Workforce



### CHAIR'S MESSAGE

The energy sector expects to hire 32 million people over the next 10 years. This historic need became an area of increased urgency and importance for our industry in 2024, and it has spurred meaningful industry-wide coordination and leadership to accelerate workforce development in areas like promoting energy careers in schools, cultivating talent prospects in the communities we serve, and expanding ways we hire and train our workforce.

CEWD plays an important role in all of this.

For almost 20 years now, we have been striving to unite the industry around workforce development priorities. Today, CEWD remains a trusted partner with the ability to adapt and innovate to address the evolving needs of our stakeholders. Our growing membership, new partnerships and ways of collaboration with philanthropy, labor, community organizations, workforce systems, and education aim to help the industry meet its workforce demands now and in the future.

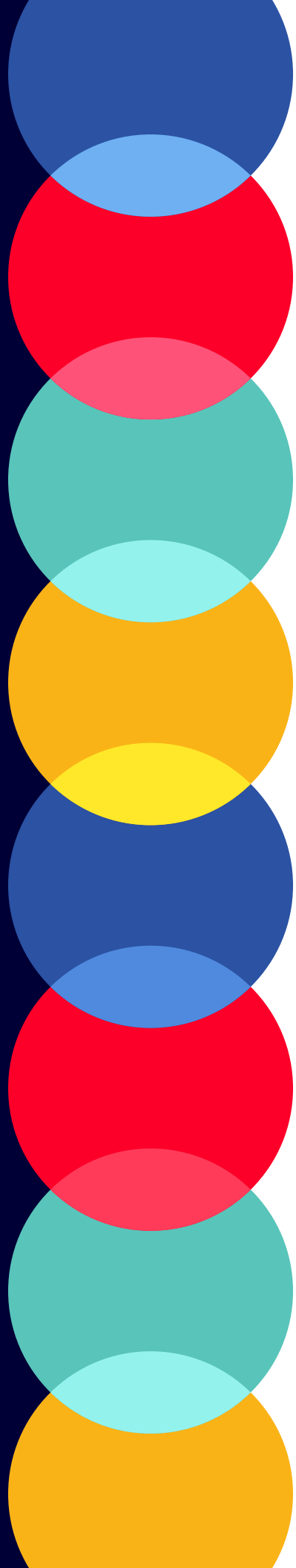
I am proud to work alongside CEWD's Board of Directors and staff in championing an organization that is a catalyst for impact.

- ◆ Sometimes CEWD walks behind and pushes.
- ◆ Sometimes CEWD walks beside and supports.
- ◆ And other times, CEWD walks ahead, leading the charge to advance energy as an industry of choice for career seekers.

Let's continue to work together to ensure a strong talent pipeline to power the energy industry evolution.

### Sheila Rostiac

CEWD Chair  
Senior Vice President & Chief Human Resources and Chief Diversity Officer  
PSEG



### EXECUTIVE DIRECTOR'S MESSAGE

As we reflect on the past year, it's clear that our industry is at a pivotal moment. The energy sector is rapidly evolving, driven by technological advancements, increased energy demands, and shifting geopolitical dynamics, all holding the industry's workforce – our people power – at its nucleus. To navigate this complex landscape and seize the opportunities it presents, we must embrace collective action.

Former President Barack Obama noted that

"change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek." These words resonate deeply with our mission at the Center for Energy Workforce Development.

We are the change-makers. We are the architects of the future energy workforce, building a skilled, diverse, and equitable talent pipeline.

Your support enables a transformation. Your voice drives impact. Your engagement creates results. This year's adoption of the new Energy and Natural Resources Career Cluster in the modernized National Career Cluster Framework® is the most important and visible example of essential change. But we have also seen it in the expansion of veterans organizations that have elected to partner with CEWD to increase the visibility of energy careers to military families, significant growth in the adoption of the Energy Industry Fundamentals 2.0 curriculum, increased partnerships with National Urban League affiliates, and the new partnership with UnidosUS to help ensure the industry workforce better reflects communities and customers served. Influencers at the national, state, and local levels continue to seek our insight to inform workforce development strategies within their own communities.

CEWD is proud to have an increasing number of critical industry voices around our table to be the agents of change essential to the historic opportunities before us.

Thank you for your continued support and partnership,

### Missy Henriksen

Executive Director  
Center for Energy Workforce Development



## Harnessing the Industry's Voice to Power Impact

Workforce development must be done differently today than it has been at any other time in history. Due to an aging workforce and growing needs for talent, the industry must attract 17 million replacement workers and 15 million new energy employees over the next decade. Amidst historic hiring demands, record low unemployment rates, evolving employee preferences, global talent accessibility, and shifting demographics, energy sector stakeholders recognize the urgent need for collaborative initiatives and talent prioritization. Drawing on almost 20 years of experience, CEWD is the industry's convener, organizer, and host for workforce development leadership.

### ENABLING ENERGY EDUCATION TO PENETRATE CLASSROOMS

The adoption of a national career cluster for energy in the National Career Clusters Framework® represents the culmination of one of CEWD's longest standing priorities: increasing visibility for sector careers. Thanks to industry voice, action, and leadership, 2024 saw that aspiration become a reality. The acceptance of the new national Energy and Natural Resources Career Cluster is a watershed development that will enable educators to more readily bring energy curriculum into their classrooms beginning in the 2025-2026 school year. This means that students – especially the 7.6 million Career and Technical Education learners in secondary education and the 3.5 million in post-secondary education – will be more thoroughly exposed to energy careers and pathways for the surge of energy jobs that need to be filled. **CEWD has been a Day One leader in support for and development of the new cluster.**

### EDUCATING FEDERAL-INSIDERS ABOUT THE INDUSTRY'S WORKFORCE NEEDS

By providing expert guidance to federal agencies like the Departments of Energy, Labor, and Education, and the White House, CEWD is helping to shape the future of the energy workforce.

CEWD champions sector-based solutions and inclusive stakeholder engagement among employers, labor partners, educators, workforce systems, and community-based organizations, urging the elimination of silos to drive effective action.

Beyond offering general support to offices within these federal organizations, CEWD's staff has been tapped to speak for the industry by specific service to groups, including:

- ◆ The Department of Energy's 21<sup>st</sup> Century Energy Workforce Advisory Board, which presented a 161-page report of recommendations to the former U.S. Secretary of Energy Jennifer Granholm to inform work being done within the agency and Congress as they adapt to industry workforce needs
- ◆ The Department of Energy's Electrification Advisory Committee, which sought a workforce perspective from CEWD to influence its areas of focus that, among other priorities, looks at the future of electric grid resilience, security, reliability, and sector interdependence
- ◆ The Department of Labor, seeking perspective to inform its work on apprenticeships, turned to CEWD to provide a voice for energy employers on its Advisory Committee on Apprenticeship
- ◆ The National Governors Association and the National League of Cities asked for similar perspectives for their EV Workforce Collaborative that is taking a state and local approach to preparing people for evolving energy careers.

We expanded the reach of the industry's voice in 2024 by establishing CEWD's first Energy Careers on the Hill Day, bringing information and education to several Congressional offices and federal agencies. Industry leaders 1) provided data on expected industry hiring and training needs; 2) explained the historic training support that will be needed to prepare the workforce for evolving energy careers; 3) emphasized the importance of support for national and state workforce intermediaries; 4) sought guidance on the most effective ways to utilize opportunities created from the new Energy and Natural Resources Career Cluster; and 5) discussed sector-wide workforce development strategies.

**As a trusted source of industry information, we connect key stakeholders, sharing insights between influencers and energy employers.**



DOE's 21<sup>st</sup> Century Energy Workforce Advisory Board is chaired by CEWD's Executive Director, Missy Henriksen



Joyce Cooper of Omaha Public Power District meets with Congressman Don Bacon during CEWD event.

## DEBUTING THE ENERGY CAREERS DISCOVERY ZONE

With support from 19 industry, trade, and community partners, CEWD's inaugural Energy Careers Discovery Zone featured more than 30 experiential learning opportunities and panels for those who support energy workforce growth. D.C. insiders and sector enthusiasts flew drones, engaged with a Robo-Dog, spliced cables, tried their hands at energy efficiency experiments, saw hot dogs and pickles fry in a safety demonstration, ate jambalaya while touring a mobile lineworker training lab, and explored various energy career paths through immersive virtual reality experiences. The industry showed up in a huge way to showcase the essential nature of industry careers, the innovation that is required for all who call the industry home, and the opportunities professionals have to build and drive the future. The event was a success as attendees showed an appreciation for the educational experiences and reaffirmed our commitment to broadening conversations around workforce careers.

**CEWD is grateful to the following companies and organizations for providing outstanding experiences in the Discovery Zone:** Baltimore Gas and Electric, Constellation, Duke Energy, Entergy, EPRI, Eversource, Framatome, Froliq, Greater Washington Region Clean Cities Coalition, Heat and Frost Insulators LMCT, NABTU, New York Power Authority, NextEra Energy, NiSource, Pepco, Rappahannock Electric Cooperative, and SHINE.

**In addition to its partner associations, CEWD hosted the event in collaboration with:**



## LEADING NATIONAL ACTION TO DRIVE LOCAL PROGRAMS

While workforce development is a local, place-based function, its success is bolstered by national modeling and influence from peers who can share examples of what's working in their communities. **CEWD provides a community for workforce development practitioners to learn, share, and create impact together.**

- ◆ CEWD partnered with R3, Mission Launch, Jobs for the Future, and the Society for Human Resources Management Foundation to support the adoption of an energy curriculum into prison systems and has worked with energy employers on strategies to hire from the reentry community.
- ◆ CEWD's 20-state energy workforce consortia convened throughout the year to tackle state and regional workforce strategies, uniting critical stakeholders through the conversation. The newly formed Western Energy Workforce Consortia continued to build on the momentum from its recent establishment, and companies in New York are moving toward the establishment of their own consortium, recognizing the impact of coordinated action.
- ◆ CEWD expanded its engagement with the National Association of Workforce Boards to provide greater visibility to energy sector careers, including committing to sponsor the new Energy Career Pavillion in 2025, helping 2,000+ workforce leaders from across the country better understand how to prioritize awareness of and preparation for energy careers.

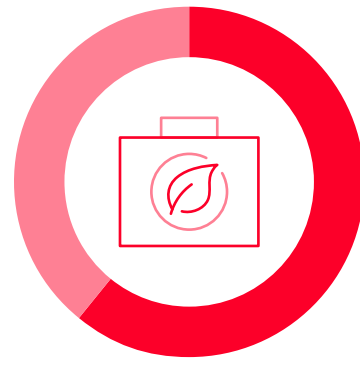
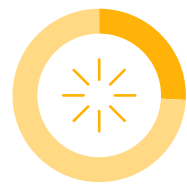


## Creating Pathways to Energy Careers

With massive hiring needs ahead, the industry must educate career-ready adults and students about energy careers with greater urgency and more compelling information. These efforts are especially important in communities of people underrepresented in today's energy workforce. While individual company initiatives are essential, the sheer scale of this work demands industry-wide leadership and coordinated action.



Women make up **47%** of the national workforce, but only **26%** of the energy sector.<sup>1</sup>



**61%** of Gen Z workers aspire to get in a green career, but only **20%** see a clear path.<sup>2</sup>



**By 2030, an important milestone on the path to net zero, only 1/10 Gen Z workers will have sufficient green skills.** Gen Z is expected to make up 1/3 of the workforce by 2030.<sup>3</sup>



**A recent study found that 90% of GED learners are interested in green careers, but only 5% know the available options.**<sup>4</sup>

<sup>1</sup>U.S. Energy and Employment Report, 2024 <sup>2</sup>LinkedIn Report <sup>3</sup>LinkedIn Report <sup>4</sup>GED Testing Services

## CEWD IS LEADING NATIONAL EFFORTS TO CHANGE THE NARRATIVE AND UNDERSTANDING ABOUT ENERGY CAREERS.



### CREATING CONNECTIONS WITH STUDENTS AND EDUCATORS

CEWD hosted its first large-scale industry awareness event for students at the National FFA (formerly Future Farmers of America) Convention and Expo, showcasing career opportunities to 72,000 students. At its booth, CEWD's new virtual reality headsets allowed students to experience a variety of industry jobs enabled by engaging technology. Every student who came to the booth indicated their time increased their knowledge of energy careers. Of the students who visited the booth, 65% had not previously considered a career in energy, but 91% indicated they could now see themselves working in the energy sector.



Further, CEWD established a partnership with DECA, a national organization that supports students in learning business concepts to prepare for college and careers. This partnership will expose 240,000 business-focused students to careers in energy through the new Power Perks Career Awareness Challenge in 2025, encouraging them to learn about the non-technical careers in energy while honing skills sought by employers, including communication and collaboration, creativity and innovation, critical thinking and problem solving, initiative and self-direction, and media literacy.



While current messaging and interaction is ultimately focused on students, CEWD recognizes the important role educators have in selecting curriculum and empowering students in their career considerations. Accordingly, CEWD actively engaged with educators at key conferences through Advance CTE and the Association for Career and Technical Education to raise awareness of the evolving energy workforce landscape and the diverse career pathways available within the Energy and Natural Resources Cluster. This will continue to be a significant priority in 2025.



## BRIDGING VETERANS TO CAREERS IN ENERGY

Recognizing that not all students are learners in the K-12 educational journey, CEWD's Troops to Energy Jobs program brought the industry's military recruiters together to exhibit at the Student Veterans of America conference, introducing 5,000 student veterans to energy careers.

Veterans represent 11% of the energy industry's workforce, but only 6% of the general U.S. workforce, highlighting the strong transferability of skills from the military to a career in energy.<sup>1</sup> Because of this connection, CEWD continues to enhance career visibility to veterans through strategic partnerships. Most recently, CEWD became a U.S. Department of Labor Employer Navigator Partner, granting the industry access to all transitioning service members on select military bases and yielding several dozen referrals since the launch of this new program. CEWD also solidified a partnership with the Institute of Veteran and Military Families Onward to Opportunity career training program, which will offer CEWD's Energy Industry Fundamentals 2.0 curriculum to transitioning service personnel starting in 2025.

Through the Troops to Energy Jobs initiative, CEWD and its Veteran Career Coach continued to connect daily with transitioning service members, veterans, and military spouses. This effective resource helps military members transition their military experience into energy careers and meet with military recruiters across the industry.



## BOOSTING REPRESENTATION IN THE HISPANIC COMMUNITY

In 2030, 1 in 5 workers are projected to be Hispanic.<sup>2</sup> To get in front of this audience, CEWD and UnidosUS, the nation's largest Hispanic civil rights and advocacy organization, launched its Éxito de Latinos Educated Via Apprenticeships (ELEVA) program to increase Latino representation in the energy workforce. The partnership, funded by the U.S. Department of Labor, will begin work in Atlanta, Chicago, and Phoenix, and is anticipated to scale to other communities.



## CONNECTING PEOPLE OF COLOR WITH CAREERS IN ENERGY

CEWD and the National Urban League continued to collaborate on the Urban Energy Jobs Program, connecting individuals from underrepresented communities with pre-apprenticeship programs, leading to success in Registered Apprenticeship Programs. In 2024, we saw a 76% employment rate and \$9M in economic mobility through the subgrantee communities. The program, initially piloted in Chicago, Houston, Louisville, New Orleans, and St. Louis, has served as a springboard for other partnerships between employers and Urban League affiliates throughout the country. CEWD is grateful to Breakthrough Energy for its support of this program and several of CEWD's initiatives to bring awareness to energy careers.



## BOLSTERING AWARENESS DURING CAREERS IN ENERGY WEEK

Increasing awareness of energy careers is a year-round endeavor, but the annual Careers in Energy Week observance brings heightened focus on promoting sector employment opportunities across the country through proclamations, school events, community activities, and media spotlights. Thousands of users accessed CEWD-developed resources for the celebration, including new pieces of collateral such as a coloring and activity book, BINGO card, career quiz, ad libs, an enhanced energy-themed Spotify playlist, and more than 50 graphics for social media. These were bundled with 26 evergreen resources, offering a robust toolkit for widespread industry use. CEWD's activities were amplified by a first-ever digital advertising campaign offering information on energy careers to three million career seekers and students and their influencers, and a live chat staffed with energy experts to answer real-time career-focused questions from the public.



## EXPANDING RESOURCES TO PROMOTE ENERGY CAREERS

CEWD houses a library of several dozen career awareness resources, available to all stakeholders interested in promoting energy careers. We added inventory to the library this year with the creation of several new career pathway fliers, including those for jobs in the battery industry and geothermal careers. We also published educational fliers in Spanish for the first time, expanding our reach to those for whom English is not a first language.



## Preparing People for Increasingly Dynamic Energy Careers



### ENERGY INDUSTRY FUNDAMENTALS 2.0 SEES SIGNIFICANT ADVANCES IN FIRST YEAR

The Energy Industry Fundamentals (EIF) 2.0 course – CEWD’s free, 120-hour instructor-led and modularized curriculum for high school and post-secondary students – completed its beta year. Program participation increased from 30 schools using the curriculum in the first 10 years (EIF 1.0) to over 250 locations in the first year of 2.0 – a 733% increase. While the primary audience for EIF is students, we have also seen industry companies adopt the program for internal use, especially for new hires.

The curriculum will now enjoy a significant boost to new audiences. National Grid sponsored the translation of EIF into Spanish (now available), and Enbridge is enabling the curriculum to be adapted for tribal communities, debuting in 2025.



### EMPOWERING FUTURE GENERATIONS WITH ACCESS TO ENERGY EDUCATION

With the advent of the new Energy and Natural Resources Career Cluster, educators across the country will be looking for help to bring new curriculum into their classrooms. To ensure they don’t have to start from scratch, CEWD has published the National Curriculum Competency Framework for high school education. Looking ahead, we will create similar frameworks in 2025 for post-secondary students and K-8 classrooms, thanks to support from Invest in Our Future.

While our primary education focus is on the pre-hire community, CEWD also supported companies in their quest to enhance educational offerings, especially related to new and emerging energy careers and making connections with organizations that can offer technical assistance for Registered Apprenticeship Programs.



## Leading Thought Partnership, Resource Development and Collaboration on the Biggest Workforce Issues

### UNITING 400 ENERGY WORKFORCE LEADERS UNDER ONE ROOF FOR EYE-OPENING EDUCATION

This year’s Workforce Development Summit was, by all accounts, the biggest, best, and most on-point event of its type that CEWD has hosted. Three industry CEOs – Calvin Butler, Exelon; Justin Driscoll, NYPA; and Pat Vincent-Collawn, TXNM Resources – set the stage for the event, addressing the importance of workforce development conversations that they’ve prioritized within their companies. Tracked sessions offered programming focused on the Future of Work and Workplaces; Training, Learning, and Skill Development; and Community Engagement and Equitable Employment Pathways. Sessions brought attendees into conversations with best-selling book authors, government officials, business strategists, industry thought leaders, international workforce development professionals, influencers from outside the sector, and others who inspired action and encouraged new ways of thinking to develop the industry’s workforce.

### CONVENING CHIEF PEOPLE OFFICERS FOR WORKFORCE DEVELOPMENT FOCUS

In 2024, CEWD hosted its first gathering of Chief Human Resources Officers, uniting 20 leaders to address new – and, in some instances, urgent – challenges related to people readiness for energy careers. After several hours of in-person discussion, the group expressed interest in convening more regularly in 2025 as workforce development priorities will continue to dominate corporate conversations.



## FOSTERING SHARED LEARNING AMONG DE&I LEADERS

Throughout the year, CEWD brought together Diversity, Equity, and Inclusion (DE&I) leaders to engage in collaborative learning and meaningful discussions around advancing equity in the energy sector. These events offered opportunities for leaders to share perspectives and strengthen their commitment to creating more equitable and inclusive workplaces.

- ◆ Hosted 120 DE&I leaders for a two-track educational program, one for Chief Diversity Officers and the other for practitioners. Peer groups convened for presentations and conversations on topics including Driving Impact Through Middle Managers; Driving Equity in Hiring and Worker Mobility; Measuring DE&I Through Financial Indicators; and Understanding Your Corporate Employment Brand in Underrepresented Communities. Entergy President and CEO Drew Marsh opened the event with insights on integrating diversity and equity priorities into general organizational operations.
- ◆ Led a 12-week virtual Equity in Energy cohort, enabled by the W.F. Kellogg Foundation, with 63 participants from 13 companies. The program explored ways to strengthen corporate equity commitments.
- ◆ United DE&I leaders for a multi-hour conversation around Activating the Frontline Workforce for the Future of Clean Energy, led by Talent Rewire, and enabled by a grant from Breakthrough Energy. Additional programming in this area will continue in 2025.
- ◆ Gathered ERG-leaders for a three-part leadership series. This unique format enabled leaders managing similarly focused ERGs to learn from one another and from series host, Maceo Owens, an expert in ERG leadership through different areas of maturity.



## REMOVING SILOS FOR ENERGY WORKFORCE COLLABORATION

CEWD, Jobs for the Future, and What Works Plus brought together 120 individuals representing employers, labor, educational institutions, think tanks, federal agencies, community-based organizations, and Big Philanthropy to prioritize the most significant needs in developing a skilled, diverse energy workforce. The convening reinforced CEWD's role as a leader and influencer in the workforce development space, committed to collaborative action to advance all industries within the sector.

## BRINGING REAL-TIME LEARNING AND NEW AREAS OF FOCUS TO INDUSTRY STAKEHOLDERS

CEWD routinely spotlights winning formulas from industry companies and those forging new paths in talent acquisition and development. This year, we facilitated community conversations on impactful initiatives, including one region's development of a 24/7 childcare center for those who work non-traditional hours; increasing veteran hiring; principles of good jobs; hiring from the second-chance population; and the Stronger Together initiative supported by the Berkshire Hathaway Energy Foundation and IBEW to expand diversity in skilled trades.

To address career demands related to new and emerging energy technologies, CEWD brought together individuals with shared interests for collaborative learning. We hosted conversations focused on AI in workforce development, cybersecurity workforce priorities, just transition, Registered Apprenticeships, skilling and upskilling, and a host of other topics that are surfacing for companies and their workforce partners.

## LAUNCHING THE ENERGY WORKFORCE DEVELOPMENT MATURITY MODEL WITH DELOITTE

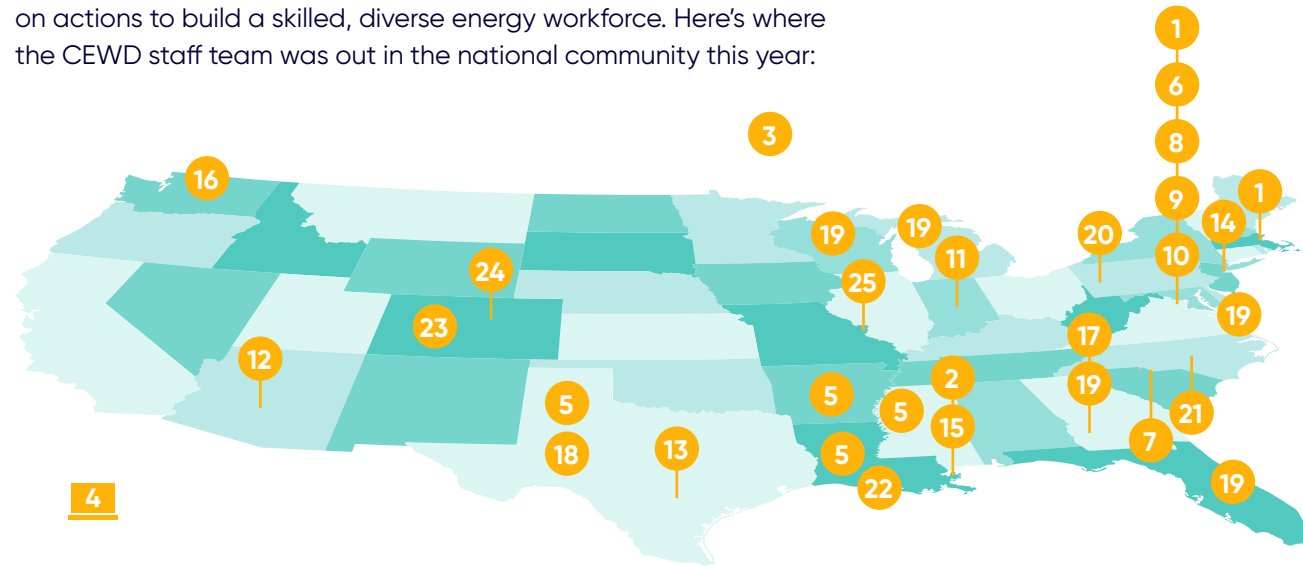
CEWD and Deloitte worked together to create a first-ever Workforce Development Maturity Model for the industry, guiding companies with differentiating practices in their workforce development strategies in eight areas including Integrated Workforce Development Strategy, Structure & Governance; Changing Nature of Skills; External Workforce; Long-Term External Workforce Development and Planning; External Skill Programming & Development; Policy and Industry Engagement; Organizational Culture & Brand; and Internal Learning & Development.





## MAPPING OUR MISSION: INSPIRING ENERGY WORKFORCE GROWTH NATIONWIDE

CEWD hit the road this year logging miles in the air, on the road, and across the tracks to inform, inspire, educate, learn, and collaborate on actions to build a skilled, diverse energy workforce. Here's where the CEWD staff team was out in the national community this year:



- |  |   |   |
|--|---|---|
| <p><b>1</b> National Association of Women in Construction Conference<br/>Boston, MA and Washington, D.C.</p> <p><b>2</b> National Black Caucus for State Legislators<br/>New Orleans, LA</p> <p><b>3</b> Association of Energy Service Providers Annual Conference<br/>Canada</p> <p><b>4</b> Equity in Energy Conference<br/>Virtual</p> <p><b>5</b> National Society of Black Engineers and Entergy Road Show<br/>Arkansas, Mississippi, Louisiana, and Texas</p> <p><b>6</b> AABE Policy Summit<br/>Washington, D.C.</p> <p><b>7</b> National Utilities Diversity Council Conference<br/>Charlotte, NC</p> <p><b>8</b> Hispanics in Energy Policy Summit<br/>Washington, D.C.</p> | <p><b>9</b> LAMPAC<br/>Washington, D.C.</p> <p><b>10</b> Jobs for the Future's Horizons Conference<br/>Washington, D.C.</p> <p><b>11</b> National FFA Convention &amp; Expo<br/>Indianapolis, IN</p> <p><b>12</b> Advance CTE Fall Meeting<br/>Phoenix, AZ</p> <p><b>13</b> ACTE CareerTech Vision<br/>San Antonio, TX</p> <p><b>14</b> National Urban League Whitney M. Young Conference<br/>New York City, NY</p> <p><b>15</b> National Urban League Annual Conference<br/>New Orleans, LA</p> <p><b>16</b> Student Veterans of America Conference<br/>Washington State</p> <p><b>17</b> U.S. Department of Labor Hispanics Heritage Month Energy Convening<br/>Atlanta, GA</p> | <p><b>18</b> INGAA Conference<br/>Houston, TX</p> <p><b>19</b> State Energy Workforce Consortia Meeting<br/>Florida, Georgia, Michigan, Virginia, Wisconsin</p> <p><b>20</b> Department of Labor Advisory Committee on Apprenticeships<br/>Pittsburgh, PA</p> <p><b>21</b> EPRI Hydrogen Conference<br/>Greensboro, NC</p> <p><b>22</b> CAEL<br/>New Orleans, LA</p> <p><b>23</b> Society for Human Resources Management<br/>Denver, CO</p> <p><b>24</b> Human Potential Summit<br/>Denver, CO</p> <p><b>25</b> AABE Midwest Conference<br/>St. Louis, MO</p> |
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## 2024 Board of Directors and Officers

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Director of Diversity, Equity, and Inclusion

**KRISTIE KELLEY**  
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Director of Member Services and Veteran Programming (Contract)

**JULIE STRZEMPKO**  
Director of Strategic Engagements (Contract)

**CHRISTINA MARSHALL**  
Senior Manager of Programs and Member Services

**KRISTIN RHODENIZER**  
Member Coordinator

**JOHN BROSCHAK**  
Veteran Career Coach (Contract)

## RECOGNITION OF DONORS AND SPONSORS

CEWD's work is supported by 140 energy companies committed to building a skilled, diverse energy workforce. The organization also relies on the generosity of donors to enhance our operations in support of industry action. CEWD is grateful to the following organizations for supplementing program offerings through sponsorship and/or contributions, some of which are in-kind.

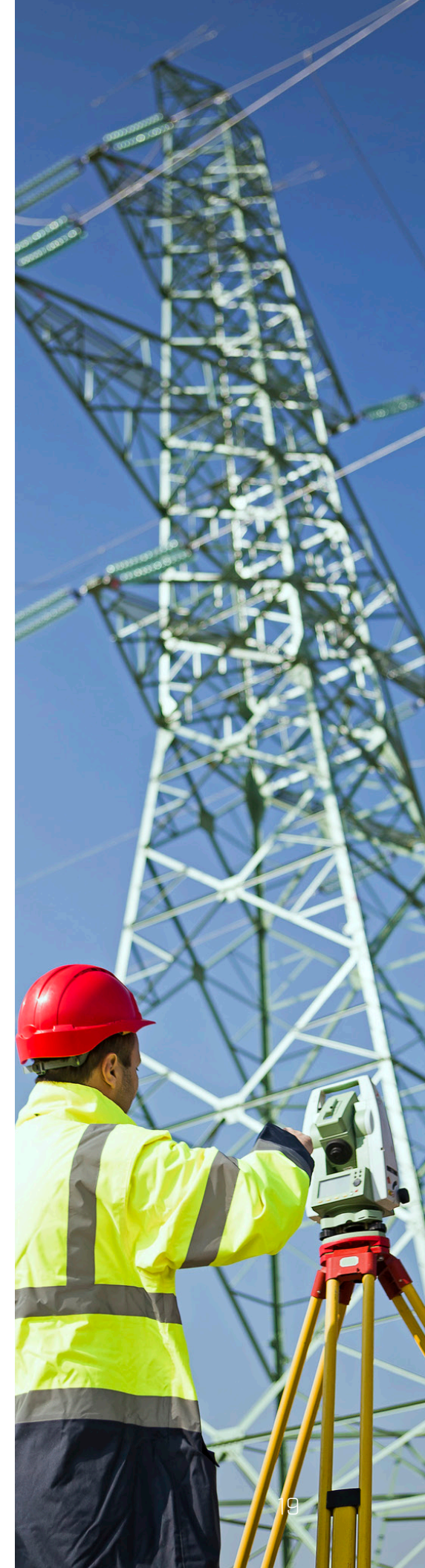
- ◆ American Gas Association
- ◆ Breakthrough Energy
- ◆ Dominion Energy
- ◆ Edison Electric Institute
- ◆ Enbridge
- ◆ Entergy
- ◆ EPRI's EVs to Scale
- ◆ Exelon
- ◆ MISO
- ◆ National Grid
- ◆ New York Power Authority
- ◆ NextEra
- ◆ NRECA
- ◆ Nuclear Energy Institute
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- ◆ Quanta
- ◆ Southern Company
- ◆ UnidosUS
- ◆ U.S. Nuclear Regulatory Commission
- ◆ W.K. Kellogg Foundation

## Looking Ahead to 2025

While we have made great strides in workforce development over the past year, we are eager to seize even greater opportunities in the year ahead. With expanded potential for collaboration and an urgency to unite the industry, through CEWD, we are poised to drive meaningful progress in developing our talent pipeline.

Here's a look at priorities, projects, and programs that will advance CEWD's agenda in 2025:

- ◆ Supporting educators in bringing energy curriculum, including Energy Industry Fundamentals 2.0, into their classrooms, enabled by the adoption of the new Energy and Natural Resources Career Cluster.
- ◆ Seizing opportunities created from the Energy and Natural Resources Career Cluster to increase the visibility of energy careers, including through Skills USA, the Career and Technical Education system, workforce systems, FFA, and other communities essential in the development of our future workforce.
- ◆ Increasing visibility of energy careers in bold, dynamic and essential ways through the new Meet the Moment campaign that will enable impact in influencing the 32 million people we need to attract to the industry, especially those underrepresented in today's workforce.
- ◆ Establishing Spark Labs, new users' groups of sorts, that will tackle critical conversations and action agendas for emerging issues in workforce development including AI in Workforce Development, Workforce Considerations for Emerging Data Centers, Hiring from Reentry Communities, and Increasing Diversity in the Front-Line Workforce.
- ◆ Increasing our focus on educating and informing those who impact the policies, practices, and people associated with developing the energy workforce.
- ◆ Supporting evolving workforce development strategies with resources, communities, and data to support progress.
- ◆ Convening the industry for unmatched education and peer networking through the CEWD Forum, the annual Workforce Development Summit, virtual programming, state energy workforce consortia gatherings, and other topical areas of interest.
- ◆ Launching ELEVA, the new partnership with UnidosUS to expand Latino engagement in the energy workforce and sustaining the Urban Energy Jobs Program with the National Urban League.



**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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