

Powering Women's Pathways to Union Careers in Energy

A National Movement to **Close the Gender Gap** in the Skilled Trades and Union Careers

What is **Hire PowHER?**

Hire PowHER is a transformative national initiative uniting unions, employers, community-based organizations, and energy trade associations to attract and prepare 5,000 women for high-demand, high-wage union careers across America's energy sector. It's not just a program; it's a movement to build bridges of opportunity into the skilled trades.

Why It **Matters**

Women remain dramatically underrepresented in the energy sector and unionized skilled trades. Hire PowHER will offer a comprehensive ecosystem of support to help women, especially those who are unemployed or underemployed, enter and thrive in these careers, particularly in energy generation and transmission, construction, infrastructure modernization, and advanced manufacturing.

Hire PowHER tackles well-known barriers to entry:



Lack of awareness



Career readiness gaps



Emotional & financial challenges



Limited access to role models



A lack of guidance



Insufficient support structures

Our Collaborative Power

This work is driven by the power of partnership. These partnerships tell the story of unions recruiting and training a non-traditional workforce. Employers are strengthened by workforces that reflect the communities and customers they serve, as well as by community-based organizations that provide critical local outreach and training.



UP FIRST

PowHER Hours

Hire PowHER will offer an array of programming, debuting with PowHER Hours, a series of free, virtual events that educate, inspire, and create a welcoming community for women exploring new career paths.

These online sessions are designed for women considering a job change, looking to increase their earning potential, or re-entering the workforce after time away. The sessions will cover topics such as industry demand, understanding skilled trades and union roles, benefits of working in the energy sector, selecting the right career path, learning the ins and outs of apprenticeship programs, and more. These engaging conversations will also be repurposed as podcasts to expand our reach and accessibility.

Up Next

To drive systemic change and expand opportunity, 2026 will offer:

PowHERful Women, providing a national mentoring and cohort network that will pair women considering energy careers with those who currently work in trade and union roles.

PowHER Up, promoting educational resources for women considering energy employment and supporting preparation for highly skilled technical roles.

PowHER Performance Readiness Kits, offering access to basic tools, boots, and other PPE especially made for women, removing an oft-cited financial barrier.

Join the Movement

Your engagement can help scale these efforts nationally, fueling a stronger, more inclusive energy workforce.

Together, we can break barriers, build futures, and power the next generation of skilled professionals.



Let's create measurable change starting now with one PowHERful career at a time.

Scan the QR code or visit GetIntoEnergy.org/Hire-PowHER to learn more and get involved by reaching Julie Strzempko at julie@cewd.org.

All are welcome regardless of gender.

SESSION 1

Energy Career Conversations: What Did We Get Into?

September 23
7-8 p.m. ET

SESSION 2

Energy Industry Overview—Understanding the Workforce Opportunities

October 7
7-8 p.m. ET

SESSION 3

A Closer Look at High Demand Skilled Trade Careers, Part 1

October 21
7-8 p.m. ET

SESSION 4

A Closer Look at High Demand Skilled Trade Careers, Part 2

November 5
7-8 p.m. ET

SESSION 5

Money, Money, Money—Typical Wages and Benefits in the Skilled Trades

December 2
7-8 p.m. ET

SESSION 6

Workplace Culture and Support Systems

December 16
7-8 p.m. ET

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