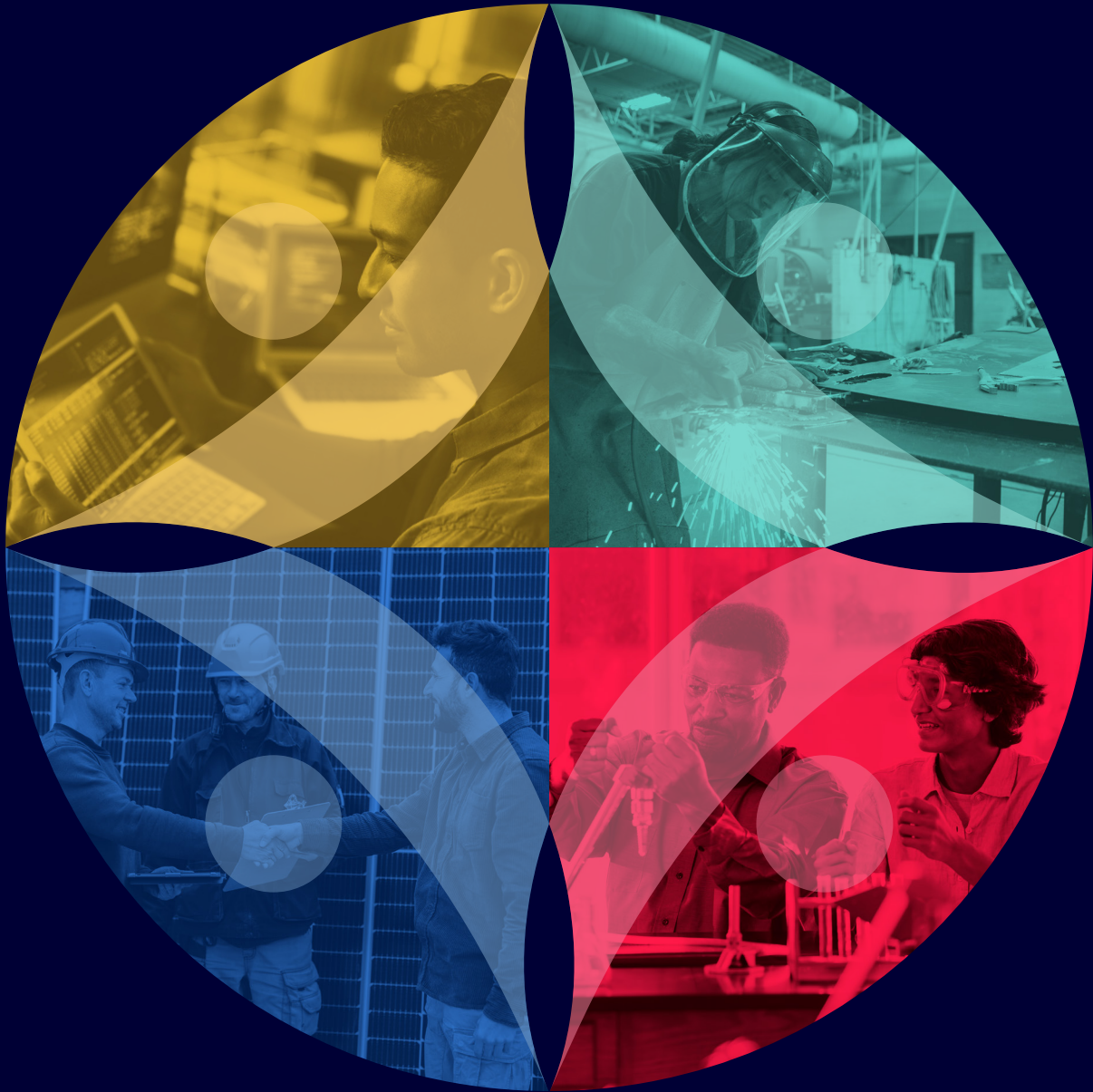




CEWD[®]
Center for Energy
Workforce Development



Annual Report

2025



Letter from **MARK LINDGREN**

The energy industry is navigating a period of profound and exciting change. Evolving technologies, shifting priorities, and growing demands on our workforce require buy-in across the entire sector and a shared willingness to work together.

As the Center for Energy Workforce Development approaches its 20th anniversary, its role as a trusted convener has never been more important. CEWD exists to bring the industry together across fuels, regions, and roles, creating the collaboration needed to address challenges no single organization can solve alone.

Over the past year, CEWD continued to serve as a steady force for connection and progress. By aligning stakeholders around workforce priorities, the organization helps ensure the industry is positioned to grow, adapt, and succeed in response to the modern-day dynamics driving workforce priorities.

This work is driven by you, the people reading this report. Your engagement strengthens the collective impact of our efforts and reinforces the industry's ability to stay at the forefront.

I am proud to serve alongside CEWD's Board of Directors and staff, and grateful for the partners and members who consistently step up to shape what comes next. Together, we are building a workforce ready to support the energy industry into the future.

Mark Lindgren

Chair
Center for Workforce Development
EVP, Communications and CHRO
Ameren



Letter from **MISSY HENRIKSEN**

In 2025, we didn't wait for the perfect moment. We created it — taking action to meet talent where they are and opening doors to opportunity across the industry.

This year marked meaningful growth for the Center for Energy Workforce Development. Alongside our partners, we expanded our reach and deepened our impact. We engaged students and educators, supported veterans transitioning to civilian careers, and connected working adults with clear pathways into the energy industry. We stepped onto a heightened platform as an informer, expert, and advisor on the industry's workforce needs and challenges to outside audiences that need to understand.

Throughout this report, you will see the ways we broadened awareness of energy careers, from expanding learning opportunities for women and veterans to unveiling compelling branding that captures the attention of younger audiences. This work reflects both the scale of our efforts and the pride we take in showing energy careers as they truly are: dynamic, innovative, essential.

None of this work happens in isolation. The energy industry showed up in classrooms, communities, military installations, and national events virtually and across the country to further our mission.

As we approach CEWD's 20th anniversary, the opportunities ahead are extraordinary. Thank you for your leadership, collaboration, and continued commitment to the energy workforce of tomorrow.

Missy Henriksen

Executive Director
Center for Energy Workforce Development

2025 AT A GLANCE

When the energy industry faces its most critical workforce need in history, standing still isn't an option. In 2025, CEWD accelerated action to strengthen career awareness, expand access, and drive momentum across the energy sector.

BY THE NUMBERS

The milestones below capture the momentum of 2025:

SEVEN-FIGURE REACH.

Introduced millions of students, job seekers, and career changers to energy jobs through events, campaigns, and partner activations.

\$3M UNLOCKED.

Directed grant and philanthropic funding to launch and expand workforce development programs where they're needed most.

38 EDUCATION-FOCUSED RESOURCES.

Created materials needed by educators, state and federal leaders, and industry to support adoption of energy curriculum in the nation's classrooms.

2 NEW NATIONAL PARTNERS.

Broadened energy sector representation by adding national partners American Petroleum Institute and Clean Power Institute, positioning CEWD as the workforce partner to 12 leading U.S. energy associations.

50-STATE CURRICULUM ACCESS.

Expanded access to EIF 2.0 curriculum in all 50 states, making high-quality, industry-driven energy education accessible to learners.

20 WORKFORCE CONSORTIA.

Partnered with 20 new, revitalized, and existing state energy workforce consortia across 27 states to help develop the sector's workforce.



GROWING EXPOSURE TO ENERGY CAREERS

Nearly seven in 10 Gen Z adults ages 18-28 (68%) would consider or recommend a career in energy, but fewer than one in five (19%) know how to pursue one if they wanted.* The interest is there. Now the pathway needs to be clear.

How We're Closing the Gap

In 2025, CEWD connected with students, jobseekers, and early career professionals through strategic national campaigns. We partnered with SkillsUSA and National FFA at large-scale youth conferences with hands-on demonstrations and skills assessments, rolled out a new student challenge with DECA to grow Gen Z career interest, launched the Next Gen Energy Blueprint to help high schoolers map their journeys, and executed a satellite media tour that generated 384 million connections with our potential workforce. Our Careers in Energy Week efforts drove online engagement among key audiences – outperforming benchmarks on Meta and LinkedIn – with the goal of inspiring the next generation to connect with high-demand energy careers.



IMPACT

Millions of students, jobseekers, and early career professionals discovered how to take the first step toward an energy career.

*Survey conducted online within the United States by The Harris Poll on behalf of CEWD from October 9-14, 2025, among 2,070 adults ages 18 and older. The sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level.

EXPANDING INDUSTRY ACCESS TO CAREER-READY TALENT

Women account for only 26% of the energy workforce.* Many veterans have highly transferable skills but need clearer visibility into how they fit energy roles. Justice-impacted individuals are working toward new opportunities but need greater access to career pathways.

People need cleaner lines of sight to consider pathways to energy careers.

Through targeted programming, CEWD is taking action to help fill talent gaps, broaden the workforce pool, and ensure a talent pipeline that reflects the communities and customers the industry serves. It's about creating meaningful connections between talent and opportunity.



Hire PowHER: Launched a hands-on program connecting women to mentors, resources, and real-world exposure to energy careers, building interest in high-demand skilled trades. The program reached more than 5,000 women in 2025.



Troops to Energy Jobs: Increased veteran engagement by 80% through targeted programming that supports the transition to civilian careers. Veterans make up 9% of the energy workforce, compared with 5% of the overall U.S. workforce.*



Urban Energy Programs: Strengthened CEWD's partnership with the National Urban League through the Urban Energy Jobs Program, placing 800 people into industry careers with a 76% placement rate. That momentum sparked the planned launch of Urban Energy After School Program, designed to bring energy education to urban middle and high school students in seven U.S. communities, launching once funding is complete.



ELEVA (Exito de Latinos Educated Via Apprenticeships): Enabled by support from the U.S. Department of Labor, partnered with UnidosUS to build pre-apprenticeship programs in Atlanta, Chicago, and Phoenix to connect Latino professionals with energy careers.



Second-Chance Initiative: Partnered with EDOVO to deliver EIF 2.0 in 1,400 prisons. In one month alone, 20,000 incarcerated individuals engaged for 50,000 hours resulting in 600 program completions.



IMPACT
CEWD is helping the industry become creators of talent, not just consumers of it, through one-of-a-kind national partnerships that are expanding talent pipelines.

*2025 United States Energy & Employment Report.

EQUIPPING EDUCATORS & INFLUENCERS

Educators are among students' most trusted career influencers and rely on high-quality curriculum, actionable resources, and modernized student centered approaches to learning.

Following the landmark 2024 recognition of the Energy and Natural Resources Career Cluster (ENR CC), CEWD mobilized educators, community organizations, and policymakers with dozens of resources they need to support state-by-state adoption and long-term workforce talent alignment. This isn't just a moment in time. It's a milestone to better integrate energy-related education into school systems. CEWD is leaving nothing to chance in this area, raising its hand to accept the coordination, leadership, and trailblazing required to ensure all students have access to energy education.

BEFORE THE ENR CC, ONLY 2/5 AMERICANS LEARNED ABOUT ENERGY CAREER PATHS IN SCHOOL.*

Digital Infrastructure

Launched three innovative digital platforms to transform delivery of energy education, enabled by pro-bono support from Accenture.

ENERGYCONNECTOR, a matchmaking platform connecting educators with industry partners to spur educational collaboration.

ENERGYACCELERATOR, a searchable library of vetted, open source industry curriculum.

ENERGYNAVIGATOR, a starting point for those who want to understand the industry's ecosystem. The platform is overflowing with ready-to-use resources for educators, students, and industry stakeholders eager to connect in classrooms.

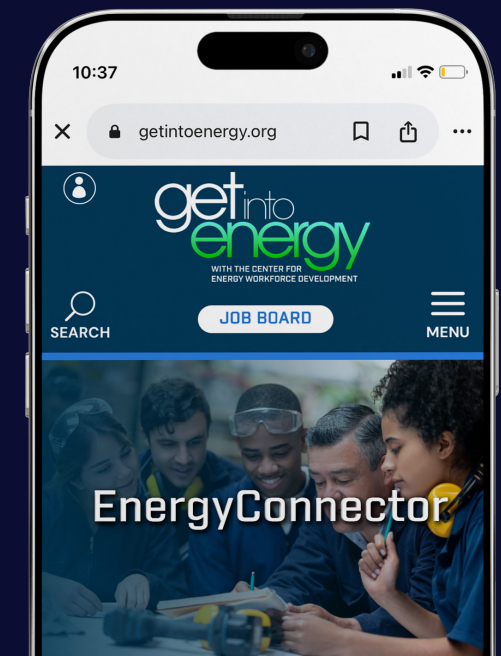


Curriculum Expansion

Enhanced Energy Industry Fundamentals (EIF) 2.0 curriculum by expanding accessibility and user experience with a Spanish curriculum and Tribal module. Activated partnerships with education leader Pearson to connect students to energy career pathways and NCCER to establish Energy Core, a skills-based training for high school students expected in 2027.

Grassroots Advocacy

Engaged national and state Career and Technical Education leaders, federal officials, and workforce boards to advance ENR CC adoption nationwide.



IMPACT
Educators and workforce intermediaries now have the tools, curriculum, and infrastructure to introduce energy careers and turn classrooms into talent pipelines.*

*Survey conducted online within the United States by The Harris Poll on behalf of CEWD from October 9-14, 2025, among 2,070 adults ages 18 and older. The sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level.

LEADING INDUSTRY UNITY & AMPLIFYING THE SECTOR'S VOICE TO ADVANCE WORKFORCE SOLUTIONS & IMPACT

No single company nor any one industry in the sector can solve our workforce challenges alone. CEWD served as a trusted partner in 2025 uniting employers, labor, educators, and others to align priorities and speak with one voice.

CEWD and its stakeholders engaged nationally on Capitol Hill, at federal agencies, with think tanks and other influencers, as well as philanthropic organizations about our workforce priorities. We also welcomed expanded labor voices to our strategy development table and continued to support state workforce initiatives.

IMPACT

Under CEWD's leadership, cross sector collaboration & expanded partnerships helped translate industry needs into action.

Workforce Policy Advisory Group

In collaboration with our energy workforce policy community, expanded our Capitol Hill presence to educate federal offices on energy workforce priorities and offer subject matter expertise. The group's work also supported pro forma resolutions in both Congressional chambers recognizing Careers in Energy Week.

DOE Energy Workforce Advisory Board

With CEWD's Missy Henriksen chairing the Congressionally chartered group, elevated an industry voice in recommendations to Secretary Wright on ways the Department can best support workforce development needs throughout the sector.

State Energy Workforce Consortia

Supported strategy development for CEWD's State Energy Workforce Consortia, including fostering the development of the new Northeast Consortium. CEWD also hired a new full-time Director for State Workforce Development to expand place-based workforce programming.

Labor Partnerships

Established regular meetings with labor partners IBEW, LiUNA, AFL-CIO, NABTU, UWUA, IUPAT, and others on workforce development priorities.

PROVIDING UNEQUALLED RESOURCES, INSIGHTS, AND NETWORKING FOR MEMBERS

Employers need access to qualified talent, but they also need the resources, best practices, and peer insights to navigate the rapidly changing workforce landscape. CEWD serves as the industry's central hub for workforce innovation.

In 2025, CEWD hosted the Workforce Development Summit, bringing together more than 300 industry practitioners, labor partners, educators, and community organizations to build and advance solutions. Programs like the Navigate Workshop amplified the voices of frontline workers, while discussions on AI, data centers, strategic workforce planning, apprenticeships, and emerging trends gave actionable insights to leaders and managers to strengthen workforce planning and execution.

We equipped members with ready-to-use tools: customizable Careers in Energy Week collateral, the new Energized Athletes brand with messaging to recruit high-performing student athletes, along with an employer engagement guide, and evergreen resources for year-round promotion.

We also recognized workforce development excellence through the annual IMPACT Awards.

Community Partner Award

◆ ComEd, Dominion, Eversource

Tom Kuhn Veterans Leadership Award

◆ Mid-American Energy

Workforce Champion Award

◆ Taiwan Brown (Energy) and Bryan Hanson (Constellation)

Chair's Award for Workforce Development Leadership

◆ Exelon

IMPACT

The industry gained actionable insights, resources, and access to community networks to strengthen their workforce strategies in a competitive labor market.



TEAM AND LEADERSHIP

CEWD's impact is driven by the people who lead and support its work every day. Together, officers, the Board of Directors, and staff play a vital role in shaping CEWD's direction and ensuring the organization continues to serve as an essential partner to the energy industry. We are grateful for their dedication, expertise, and commitment to building the future of energy.

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CONCETTA DEFA
Program Manager (Contract)

JOHN BROSCHAK
Veteran Career Coach (Contract)

PARTNERS, DONORS, AND SUPPORTERS

For nearly 20 years, CEWD's progress has been made possible by the commitment of our partners, donors, and supporters. More than 140 energy companies – and the donors whose sponsorships and in-kind contributions strengthen our programs – help advance shared workforce priorities and build a skilled energy workforce.

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|--|---|-------------------------------------|------------------------------|
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| ◆ American Gas Association | ◆ Entergy | ◆ NiSource | ◆ Seramount |
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CEWD is proud to serve as a workforce development partner of and work in collaboration with the following organizations:





CEWD[®]

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 support the development of a highly skilled workforce.

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