



# CEWD

Center for Energy  
Workforce Development

# STRATEGIC PLAN 2025-2027

Approved April 2025



## Mission

To unite energy stakeholders in attracting and developing a highly skilled workforce

## Vision

A thriving energy workforce powering our nation

## Unique Value Proposition

We represent the diverse interests of the entire energy sector and serve as the first stop for information, collaboration, leadership, and resources for workforce planning, recruitment, development and retention.

## Strategic Goals





## Goal 1.0 Energy Career Awareness and Promotion

**Raise awareness, inspire interest, and attract new candidates to careers in the energy sector with targeted outreach and engagement.**

### Focused Messaging

- 1.1 Conduct focused outreach to Key Audiences\* with customized messaging to raise awareness and compel interest in energy sector careers and opportunities.

#### \*Key Audiences

- Middle schools and parents
- High schools and parents
- Trade schools
- Colleges and Universities
- State education systems
- Community groups
- Underrepresented groups
- Veterans and military community
- Rural areas
- Organized labor
- State/federal labor organizations
- State workforce boards

### Outreach, Engagement, and Visibility

- 1.2 Conduct a national career awareness campaign to tell our story and elevate the profile and prestige of energy sector careers and promote exciting opportunities.
- 1.3 Be stewards of the energy sector's stories by showcasing its contributions and positive impacts in day-to-day life.
- 1.4 Showcase industry thought leadership, tools, and resources to promote new technologies and energy sector careers at national, regional, and local events.

### Access and Navigation

- 1.5 Reduce barriers and provide guidance for job seekers to successfully navigate entry into energy sector careers.
- 1.6 Establish and/or amplify mentor programs to connect students and job seekers to energy professions.



## Goal 2.0 Leadership for Industry Workforce Development

Be the first stop for resources to develop and retain the energy sector talent pipeline for the future.

### Information Hub

- 2.1 Serve as the energy sector's information hub for workforce development with best practices, tools, and programs accessed through a user-friendly and interactive portal.

### Curriculum and Credentials

- 2.2 Develop and evolve curriculum, tools, and strategies for key audiences and the broad energy sector to build knowledge, skills, and opportunities for energy career advancement.
- 2.3 Partner with the National Center for Construction and Education Research (NCCER) to develop standardized stackable accredited credentials to establish core competencies across the energy sector to build a pre-qualified talent pipeline.

### Industry Leadership

- 2.4 Capitalize on national energy priorities to drive investment in the energy sector workforce and promote energy careers.
- 2.5 Build and solidify relationships with key organizations whose work impacts the industry's workforce development priorities to support CEWD goals.

#### CEWD Signature Programs

- Meet the Moment Campaign
- Energy and Natural Resources Career Cluster Content Standards
- Energy Industry Fundamentals 2.0 Curriculum
- Workforce Policy Education
- Troops to Energy Jobs Initiative
- Urban Energy Jobs Program and ELEVA
- Workforce Development Primer
- Energy Careers Discovery Zone

#### Emerging Career Opportunities

- Battery storage
- Biofuels
- Energy grid management
- Geothermal
- Hydrogen
- Pipelines
- Use of new technologies for cyber, AI, and other automation

#### CEWD Partnerships

- Industry associations
- Labor
- National and regional training institutes
- National Energy Foundation
- Non-Profits (AARP, NUL, Unidos, etc.)
- Philanthropies
- State and regional consortia



## Goal 3.0 CEWD Member Success and Benefits

**Advance CEWD member success with high value services and opportunities for industry collaboration and leadership.**

### Valued Services

- 3.1 Assess members' needs to prioritize and inform current and future products and services.
- 3.2 Test a fee-for-service pilot program to determine need for customized workforce development solutions for individual members on workforce priorities.

### Member Collaboration

- 3.3 Facilitate Communities of Practice for peer networking, sharing, and exploration on shared experiences and best practices.
- 3.4 Convene conferences, seminars, and topical meetings to facilitate and focus member collaboration on emerging industry issues and challenges on the future of energy work and workforce implications.
- 3.5 Provide industry collaboration opportunities to connect members for potential synergies and exploration of strategic partnerships.

### Leadership Opportunities

- 3.6 Convene and unify the industry to address the future of the energy workforce through joint planning and designs of emerging career pathways.

### CEWD Visibility

- 3.7 Enhance CEWD's visibility and brand recognition through streamlined and consistent communications, outreach materials, member talking points, collateral, and "how to join" information.

#### CEWD Members

- Associations
- Energy Employers
  - Utilities
  - Contractors
  - Developers
  - Oil and Gas Producers
  - ISO/RTOs
  - OEMs
- Business Partners
- Educational Institutions
- Government Agencies
- Non-Profits