

# Maximize Impact with Collaborations

Now more than ever, the energy industry is recognizing the importance of investing in the future talent pipeline. Reflecting on success stories and who “does it best,” we see some of the most impactful student engagement being the result of **employers, organizations, and schools collaborating under a shared vision**. Whether this be creating educational programs or revamping curriculum, we encourage organizations to explore collaborative opportunities to **maximize resources, scale, and impact**.

Based on your goals, collaborations can help maximize impact for the following types of engagement:\*

## Promote Education

- Interact with student clubs and organizations
- Host student leadership conferences

## Enhance Education

- Create or support Energy & Natural Resources (ENR) programs
- Set up a teacher externship program
- Develop curriculum with schools and educators

## HOW YOU BENEFIT: WHY INVEST IN PARTNERSHIPS?



### Skill your future workforce

*Collaborate to enhance curriculum in line with your specific workforce needs*



### Spend less on new joiners

*Early skilling means you spend less money and effort on recruitment and training*



### Build your corporate brand

*Meaningful collaborations demonstrate your priorities for corporate responsibility*



### Share the benefits

*Strategic collaborations are mutually beneficial, creating a two-way exchange of expertise*



### Positive, local impact

*Leverage collaborative opportunities to positively impact your local communities*



### Sustainable development

*Joined forces create a system for sustainable and equitable workforce development*



# DRAW INSPIRATION: HOW DO SOME ORGANIZATIONS DO THIS TODAY?



## PROMOTE EDUCATION

### Interact with student clubs and organizations

**Stanford Energy Club's Cleantech Challenge:** EDF Innovation Lab and Ford Greenfield Labs are partnering with Stanford's student energy club to create this year's challenge statements

### Host student leadership conferences

**Student Energy Summit:** Student Energy, a global youth-led organization, collaborates with governments, companies, and organizations. They host an annual summit for students to share knowledge and work together to solve today's critical energy issues



## ENHANCE EDUCATION

### Create or support ENR programs

**Chevron's Corporate Citizenship Report on STEM Education Partners and Programs:** Chevron collaborates with multiple organizations and programs to enhance students' STEM education and resources

### Set up a teacher externship program

**Georgia Power Teacher Externship Program:** Georgia Power works with educators in its teacher externship program to offer firsthand, on-the-job experiences that will strengthen and inform educational programming

### Develop curriculum with schools and educators

**NEED Curriculum Resources:** The National Energy Education Development Project (NEED) collaborates with school districts and teachers across the country to create academic resources and curriculum

*\*These examples are non-exhaustive and not representative of all organizations*



MAKE IT HAPPEN:

# HOW CAN MY ORGANIZATION START ON THIS TODAY?

⚡ Define your organization's goals for impact

*Do you want to promote or enhance education?*

⚡ Explore real-world examples and decide how you'd specifically like to engage

*Draw inspiration from the previous page or read through peers' corporate citizenship reports for ideas*

⚡ Assess your internal resources & capacity

*What is your budget, and do you have existing corporate citizenship or philanthropy teams that you can plug into?*

⚡ Evaluate additional needs & support needed from collaborative partners

*Do you want to leverage existing networks or resources? Or do you want to work directly with schools and educators?*

⚡ Reach out to prospective partners and align on shared vision and goals

*What do you both wish to accomplish? Will this collaboration be mutually beneficial and impactful?*

⚡ Establish formal, collaborative structures between all parties

*How will parties communicate and work together? Who is responsible for what?*

⚡ Start to brainstorm and bring your ideas to life!

## DIVE DEEPER WITH OTHER HELPFUL GUIDES

- Education and Training Foundation's [Co-Curriculum Development & Delivery Toolkit](#)
- Public Schools of North Carolina's guide for [Developing High Quality CTE Programs through Business Engagement](#)