

Welcome and Introductions - Ann Randazzo, Executive Director, Center for Energy Workforce Development opened the meeting with introductions of each participant around the room and thanked Alabama Power for hosting the meeting.

Safety Briefing - Steve Marlowe, Alabama Power Co, reviewed emergency evacuation procedures and general information on the conference center.

Welcome - Nick Sellers, Vice President, Corporate Relations, Alabama Power Co
Nick Sellers emphasized his belief that workforce challenges – is one of the top five issues facing the industry. We need to make sure we have the policies and strategies in place to address the workforce shortage issue and CEWD is helping to bring the best ideas together. The opportunity is in front of us for our industry and for our country - it is about building trust, relationships, and coalitions through the workforce consortia.

CEWD Update- Ann Randazzo

Three drivers for future of workforce development in electric and natural gas utilities

1. A need to balance supply and demand for the energy workforce in key job categories
 - a. Support a program and have the right number of students coming out of it. We don't want to have more programs than the demand for the positions. (ex. Wind techs)
2. Skill gaps in potential applicants
3. New and emerging technologies that require additional skills.
 - a. New consortia – gridwise alliance, IEEE power and energy society and department of energy.
 - b. Smart grid grants – will have to link to industry recognized credential.

CEWD Mission – Build the alliances, processes, and tools to develop tomorrow's energy workforce
Industry Solution – Regional Implementation

- *Careers awareness*
- *Workforce development and education*
- *Workforce planning and metrics*
- *Member value and support*

Resources for career awareness

- Get Into Energy website for youth in grades 8-14
- Get Into Energy: Military website
- Get Into Energy branding material
- Shop CEWD
- Communication kits for target audiences
- Get Into Energy: Engineering
- New Engineering video

- New website called GIE Transitions.

Resources for education

- Energy competency model
- Energy career cluster map
- Energy workforce supply reports
- Education and curriculum models – Ford PAS
- Toolkits and Solutions Guides
- Education Consortium – Power and Energy Engineering Collaborative
- Get Into Energy Career Pathways (Gates Foundation planning grant)

Resources for Workforce Planning

- Gaps in the Energy Workforce Pipeline Survey
- Workforce Supply Reports
- Workforce Demand Reports
- Workforce Development Evaluation

2009 Survey – industry decreased hiring by half. Biggest decrease was in tech and engineers. Hiring in skilled trades continued. Can't operate on half force must start hiring again. After age 58 and 25 years of service is when people are retiring. Non-retirement attrition is closer to 5% - not necessarily leaving the company but leaving the skilled trades for other positions. Southeast has 23% of lineworkers in the country.

Coming in 2010 - State of the Workforce Report – gathered from regional meetings.
Workforce Development Evaluation and Metrics – expect info in summer

Resources for member services

- CEWD website www.cewd.org
- Toolkits and Solution Guides – “Greening of the Industry”
- Communication channels – newsletters, communities of practice, webinars.
- Partnerships and alliances
- State Consortia support

Get Into Energy Career Pathways – Gates Foundation Grant

Eight states for implementing the Career Pathways

The pathways model focuses on the needs of three stakeholder groups: students and potential applicants; educators; and employers. The system is divided into key modules supporting these stakeholders, including GIE Outreach and Career Coaching, Career Pathways Curriculum and Stackable Credentials, and Employer Collaboration and Support.

Stakeholders:

Students - Low income young adult population

Need additional support – career coaching, Access to state and local resources (transportation, child care, stipends), access to testing and assessments, education consulting. Kuder Journey System - Case Management - \$1 per student for life - lots of enthusiasm for this system. Outreach and Support Services (this model can be applied to military with different support organizations).

Recruit from pipeline organizations

- JAG
- YouthBuild
- Job Corp
- Hardhatted Women
- The Corp Network

26% of youth are in the low income category.

Linda Fowler will work with the eight states to assist them in implementing the career pathways model.

Goal: 500 employed over a three year period in 8 states.

Accelerated degree model already exists.

Consortia Updates

Consortium Name: Georgia Energy and Industrial Construction Consortium (GEICC) – Debra Howell, Georgia Power Co

Top 3 Accomplishments of Consortium:

- E.N.E.R.G.E. Grant implementation
 - 2010 Planning meeting of ENERGE grant partners
 - Booth and T-shirt design for awareness events
- 2009 finalized 501C6 and creation of Board of Directors
- Career awareness Events:
 - **2010 Career Expo/Skills USA Competitions**
 - FIRST Robotics
 - Playing Cards
 - I am Energy

Top 3 Activities or Plans in 2010:

- Complete branding campaign -
 - Logo development aligning with CEWD logo
 - Develop branding materials (4 ads)
 - GEICC Website template
 - Custom content management system development
 - Sales tool kit including Get Into Energy booklet, pocket folder and 15 inserts
- Career Awareness:
 - Get Into Energy Career Pathways - Energy Green Focused programs of Study
 - Summer Energy Camps - plus two MAGIC Camps (Mentoring a Girl In Construction)
 - Georgia CTAE Conference -sponsoring two Energy Breakouts using National Energy Education Development curriculum

Best Practice to Share:

- 2010 Career Expo/Skills USA Competition

Issues We Struggle With:

- Member engagement
- Raising funds for GEICC to continue to grow our efforts

Consortium Name: Louisiana Energy Industrial and Construction Consortium (LEICC) – Michael Hendon, Entergy Corp

Top 3 Accomplishments of Consortium:

- Established Louisiana Energy Industrial and Construction Consortium (LEICC)
- Crafted the charter, mission, and governing documents
- Committed core group of Industry, Education and Government members including Louisiana Workforce Commission and the Louisiana Department of Education

Top 3 Activities or Plans in 2010:

- Expand the membership and participation in the consortium to include populating subcommittees and appointing chairs
- Work with community colleges and technical schools to develop training programs: Line Technician program and utility foundation skills program
- Determine and prioritize areas of focus and projects

Issues We Struggle With:

- Limited education and training programs for the high demand and critical occupations
- Lack of awareness and interest in Science, Technology, Engineering, and Math (STEM) disciplines
- Brain Drain – high school and college graduates leaving the state

Consortium Name: Mississippi Energy & Industrial Construction Consortium (MEICC.org) – presented by Michael Hendon for John Wheeler

Top 3 Accomplishments of Consortium:

- The MEICC has been successful in gaining a “seat at the table” in state level decision making related to energy policy and education.
- In 2009 the Governor created the Mississippi Energy Policy Institute to develop and recommend an integrated state-wide energy policy. The MEPI includes an Energy Workforce sub-committee that includes the MEICC Chairman, and Co-Chair.
- The MEICC has facilitated building partnerships that have applied for and been awarded state and federal grant funding to support energy workforce development.

Top 3 Activities or Plans in 2010:

- Continue our engagement in developing a cohesive integrated energy policy for Mississippi
- Support the state's high school curriculum redesign effort with the goal of including energy related topics and learning objectives.
- Acquire funding for two workforce development efforts in central Mississippi: a lineman training program and an Energy Systems Technology A.S. program.

Best Practice to Share:

- Engagement with the Governor's office and at high levels in state agencies (Mississippi Development Authority and the Mississippi Department of Employment Security).
- Defined “Green Energy Jobs” in our state.

Issues We Struggle With:

- Consistent representation by key organizations at consortia meetings (people change roles frequently in their companies or agencies).
- Keeping the torch burning during this economic down turn.
- It is easy to loose momentum when few companies are hiring. We have to keep reminding partners that this down turn will end and the need for a skilled energy workforce will be higher than ever before.
- Obtaining funding for some small but important initiatives has been difficult.

Consortium Name: Alabama Energy and Industrial Construction Consortium (AEICC) – Steve Marlowe, Alabama Power Co

Top 3 Accomplishments of Consortium:

1. Work in helping Alabama receive grant funding- \$6 million State Energy Sector Partnership (SESP); \$1.1 million Labor Market Information (LMI) grant, and \$3.4 million Health Care and High Growth Job grant all from the U. S. Department of Labor
2. Alabama Pre-Apprenticeship Construction Training (ALPACT) program
3. Alabama Construction Recruitment Initiative (ACRI)

Top 3 Activities or Plans in 2010:

1. Continue and expand career awareness programs for students- SkillsUSA, Jobs for Alabama's Graduates (JAG), Technology Student Association (TSA), and the Joint Leadership Development Conference (JLDC)
2. Continue and expand programs with educators- Statewide Career Development Conference for Guidance Counselors, Alabama State Department of Education Technical Education Advisory Council, Alabama ACTE Conference, Education by Design Conference, and the Mega Conference

3. Launch "Career Cluster Guides" publication for all 8th grade students statewide

Best Practice to Share:

1. We have been especially successful in getting union and open shop groups to work together.

Issues We Struggle With:

1. Getting more participation from energy providers

Consortium Name: Tennessee Energy Industry & Construction Consortium (TEICC) – David Graham, TVA

Top 3 Accomplishments of Consortium:

- Developed branding for the TEICC and produced bookmarks and trifold brochures for distribution. Created booth display reflecting branding ID and utilize with a "hands on" feature to engage youth and other event participants. Implemented a website targeted to middle and high school students – www.energizetn.com.
- Conducted panel discussions regarding workforce development issues with TEICC members from differing perspectives – industry, craft, Dept of Labor and Technology Centers. Provided panel discussions to state-wide Labor/Management Conferences, School Counselors and Administrators Conference, and Career and Technical Education Conferences.
- Provided programs at each meeting to educate members on different programs available and opportunities for collaboration – IBM academic programs for energy, Regional Strategic Skills Forecast Research Report, CEWD, grant opportunities, Boy Scouts Career Exploration Program, etc.
- Recently received 501 C6 designation.

Top 3 Activities or Plans in 2010:

- Participated in 15 outreach events – middle and high school career awareness fairs, career and technical education (CTE) conferences, apprenticeship tours, state school counselors and administrators conference.
- Changed from monthly meetings to 3 meetings/year – one in each part of the state (central, east, and west Tennessee). Implemented Board of Directors consisting of Chair, Co-Chair and Secretary/Treasurer plus subcommittees chairs with monthly teleconferences to maintain momentum and follow up on scheduled activities.
- Expanding outreach activities from students, teachers and school counselors to parents and to transitioning workers.
- Tennessee PTA Convention as an opportunity to engage and inform parents.

Best Practice to Share:

Flexibility – being willing to change focus based upon needs. Due to the current economic condition, we had to start looking at ways to reach out to transitioning workers, not just students, teachers, and school counselors. We are developing a strategy in coordination with our Tennessee Technology Center system, which deploys rapid response teams when workers are being laid off, to provide information on skilled craft positions and the education required. This revised focus may also help us to receive grant funding.

Issues We Struggle With:

- Sources for funding to maintain our website and continue with outreach activities. At this time we "pass the hat" at each meeting and periodically have corporate contributions. So far we have unsuccessfully participated in applying for grant monies in collaboration with the state DOL.
- Active participation by industry. Although energy and construction companies will be the ultimate beneficiary of the outreach activities of the TEICC, it is more long-term, and it's been difficult to get participation, particularly at senior levels in the organizations.

Ann's advice – play with the people who want to play. With successes others will join in.

Consortium Name: Florida Energy Workforce Consortium - Jennifer Grove, Gulf Power Co

Top 3 Accomplishments of Consortium:

1. Creation and adoption by FL DOE of Energy Curriculum Frameworks and addition of energy as FL's 17th career cluster
2. Implementation of Get Into Energy career awareness branding competition materials
3. Development of consortium branding materials, including shirts, power points, and table display materials

Top 3 Activities or Plans in 2010:

1. Development of curriculum materials for Energy Foundations and Intro to Alternative Energy courses
2. Creation of Florida Energy Teachers Network and provision of resources to this group
3. Continued career awareness leveraging through Skills USA, State Science Fair, FASTA, STEMflorida and other state-level programs/ initiatives

Best Practice to Share:

State energy curriculum frameworks creation and adoption, to include the following courses:

- Energy Foundations
- Introduction to Alternative Energy
- Energy Generation Technician
- Energy Transmission and Distribution Technician
- Solar Energy Technician

Issues We Struggle With:

1. Continued engagement with the various energy-related councils, grants, and programs underway in state, particularly in the area of "green"
2. Ensuring continuity of programs in this down economic cycle
3. Lack of ability to guarantee job placements in future years for funding opportunities

Consortium Name: Carolinas Energy Workforce Consortium – Dave McDonald, Duke Energy

Middle school engagement initiatives – last summer kids spent a week with Duke.

This summer joint with UNC Charlotte and Shaw to do a 3-day.

AIP program with high school – had teacher come in.

Community college recruiting – info sessions to students in-class.

Military recruiting – Career fair at Fort Bragg. Lots of climbing certified linemen coming out of military.

Set-up subcommittees

Will meet quarterly w/ conference calls in between.

Interns and co-ops – jam works – communications tool like twitter.

State of the Region – Ann Randazzo, CEWD

Ann reviewed summaries of interviews with participating companies and asked for feedback from participants.

Programs in the Region – Middle School Level

- Career awareness sessions –talking to kids at schools
- Essay competitions
- Recruitment into academies
- Virtual job shadowing
- Summer camps
- BEST Robotics
- Career Speakers Bureau
- Guidance Counselor and Tech Teacher Conference
- Involve Parents

School counselors not “guidance” counselors
– Career coaches are becoming more popular

Programs in the Region - High School Level

Work Readiness Focus

- Career information sessions
- Mentoring
- Job Shadowing
- BEST Robotics
- Engineering Exploring Post
- Career Expo
- Energy Camps
- Dream It Do It pilot

Skill Building Focus

- Career Academies
- Project Lead the Way (engineering curriculum)
- Energy Curriculum in Schools

Educator and Policy Focus

- Summer internships for teachers – help teachers understand the careers and the industry
- Advisory Committee Members
- Summer Programs for Teachers
- CTE Conferences
- Dual Enrollment/Articulation

Ford next generation learning initiative (high school and middle school) - Ford PAS model

Programs in the Region Community /Technical Colleges

Job Specific Skill Focus

- Certificate Programs
 - I&C Technician
 - Mechanical Technician
 - Chemistry Technician
 - Line Worker
- AAS Degrees
 - Nuclear Power Technology
 - Radiation Protection Technician
 - Electric Utility Technician
 - I&C Technician
- Construction Pre-Apprenticeship Programs

Student Support Focus

- Internships and Scholarships
- Plant Tours
- Student Employment Program
- Co-ops for pre-engineering students

Educator and Policy Focus

- Project Based Studies
- Curriculum Advisory Role
- Math & Energy Day for Teachers
- Articulation Agreements with high schools

Programs in the Regions 4 year Colleges/Universities

Job Specific Skill Focus

- Power Engineering Degree
- Reactor Operator Training & Distance Learning

Student Support Focus

- Internships and Scholarships
- Student Employment Program
- Career Fairs/Information Sessions
- Co-op Programs

Educator and Policy Focus

- Partnerships with Associations such as Society of Women Engineers
- Advisory Council Member for Engineering
- Program Development for Continuing Education for Employees
- Co-op Programs

Entergy – not hiring co-op and interns

Georgia and Southern – continuing to hire interns and co-ops full tilt

Programs in the Region – Other Opportunities

Outreach and Alliances

- Co-op urban area/at risk students
- Energy & Water Summer Camps for at risk youth
- Summer Youth at Risk Training Camp
- For weatherization/auditor training
- Career Fairs at African American Chamber of Commerce and Female Engineering Groups
- Military Outreach
- Hiring of military spouses
- Partnership with Job Corps
- Partnership with construction in state

Other Training

- Interview skill classes
- NC Career Mobile Lab
- Georgia Work Ready Certificate while in school
- Regional Workforce Board training offerings
- Pre-employment training in conjunction with IBEW and National Utility Training fund

Regional Employment Data (see Employment Data handout)

Ann review employment data and requested feedback from participants.

- TVA (and Bonneville Power in WA state) - not included in demand numbers because they are government and their numbers are suppressed.
- Numbers are BLS data – Important for these number to be accurate so that this industry and these jobs are considered when federal funding is distributed for workforce development.
- It is vital that CEWD has more accurate numbers to report through NCEP to come up with a better way to report accurate number.

Participants broke into groups by state and reviewed numbers then gave feedback.

State	Lineworker	Non-Nuclear Operators	Technicians	Pipefitter
Louisiana	low	ok	ok	ok
Texas	?	ok	ok	ok
Alabama	low	?	?	?
Florida	ok	?		
Georgia	ok	?	?	?
Mississippi	ok	ok	ok	?
North & South Carolina	ok	?		
Tennessee	low	?	low	low
Arkansas	ok	ok	ok	ok

CEWD will work with EMSI to refine numbers. Ann asked that each consortium look at the numbers to refine.

Best Practice Programs (see Best Practices handout)

Please send us your programs to add to **Get Into Energy** website.

Programs posted on Get Into Energy website (see Get Into Energy Programs handout)

Please review lists and let us know which programs should be removed from website. Many currently are listed without a sponsoring member. These are subject to removal unless a sponsor comes forward. Also send us new programs that should be listed or go to the website and add/sponsor them.

Information Exchange

How to keep current partnerships with colleges and others in light of economy?

- Volunteer to assist colleges with mock interviews and other supportive ways.
- Scholarships – continue scholarship programs
- Interns
- Participate on advisory boards. – Program advisory committees
- Expand partnerships to assist colleges in getting training dollars
- Expand to national focus
- Help maintain training – now is the time when not hiring
- Help with grant proposals
- Provide equipment for training.
- Use community colleges to retrain current workforce
- Apprenticeship programs through community colleges
- Stay in touch – classroom presentations

What educational programs are available? (already discussed – see GIE website listing)

How do you get executives to buy into workforce planning?

Executives don't really believe the numbers and they don't know what to do. We need to get them to take action. The numbers don't lie.

No companies currently link workforce planning to their strategic plan. With no clear strategy, each silo will operate independently without using resources to their best advantage. Need to make argument to the executive level.

Southern went 10 years without hiring which left them without an entire generation of workers. There were no training programs available for new hire because training programs had been eliminated due to the lack of need by experienced employees.

- Use the numbers
- Consider technology impact
- Numbers on education pool of qualified applicants
- Make sure executives are staying in touch with new employees – they are much stronger
- Keep intern programs going

How do large companies partner internally?

Southern company has formed an internal council and has helped to eliminate duplication.

Entergy has a steering committee to maintain a common voice for workforce planning.
GA Power - Workforce planning team which included economic development team members is examining the effect of hiring freeze. Centralized distribution hiring. Takes a huge effort to keep communication open between distribution, nuclear, and generation. Key is keeping communication lines open.

How do you use Economic Development data?

- Education numbers
- Debra's book (?)
- Industry data

Are you using Stimulus funding – where/how?

25-27 student internships funded in FLA

What is workforce planning group structure?

Core workforce planning committee at Georgia Power - upper level then breaks down to operation teams for implementation.

Duke has the same.

Wrap Up and Next Steps - Penny Manuel, Vice President, Technical Services, Southern Company
Generation

- We want to do what we can do better together than we can do apart.
- What is unique about the utility industry? Our commitment to our communities.
- Industry Solutions – Regional Implementation – more than just words.
- We don't need to reinvent the wheel. Money flows to the states so regional implementation works.
- Using community college resources saves training funds and promotes growth for community colleges.
- CEWD has raised awareness at the national level to get this industry noticed to get money, attention, programs, and interest with youth.
- **Our job is not done.** We have high expectations of our employees. These are technical jobs that require skills and commitment.