

Meeting Agenda

Welcome/Safety Message Becky Meggesin from CEWD/2020 Recap	Sharon Miller, Consumers Energy Tracy DiSanto, DTE Energy
Member Spotlight: MIAT College of Technology	Chris Davis
Apprenticeships/Veterans Programs	Marcia Black Watson
Break – 5 minutes	
Communications/Careers In Energy Week	Breina Pugh, Michelle Mitchell Alicia Harris-Turner
Data/Standards	Deborah Majeski
True Partnerships	Amber Fogarty
Diversity	Monica Martinez
Wrap Up	Tracy DiSanto, DTE Energy Sharon Miller, Consumers Energy



Welcome & Safety Message

Sharon Miller, Consumers Energy Tracy DiSanto, DTE Energy



MICHIGAN ENERGY WORKFORCE DEVELOPMENT CONSORTIUM

Virtual Safety Tailboard





Be aware of home distractions



Eliminate any hazard that poses immediate risk



Take one call at a time, eliminate the "multitasking"



Mitigate any hazard that you cannot eliminate



Emotional safety. Be careful with sarcasm. Be mindful that you cannot sometimes see others' facial expressions.



Don't take the bait; be mindful of cyber security



Take the time to stretch if it is the first meeting of the day and stretch as often as necessary



Identify where fire extinguishers are and if they are up to date



Take a minute to SCAN and FOCUS (pets, kids, balls, and Legos)



Have exit plans with your family members in case of emergency, include a Muster point



CEWD Update and Impact Awards

Becky Meggesin, CEWD Midwest Consultant



MICHIGAN ENERGY WORKFORCE DEVELOPMENT CONSORTIUM



- Promote 21st Century Energy Careers
- Support the development of Employees in Increasingly Technical and Dynamic Energy Careers
- Support Workplaces in Attracting and Retaining Diverse, Talented Professionals







Congratulations MEWDC!

2020 Consortia Game Changer Award

Awarded to the consortium that has been innovative in programming and outreach about career awareness and has seen active engagement of consortium members in CEWD activities

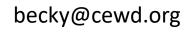


Let's Connect



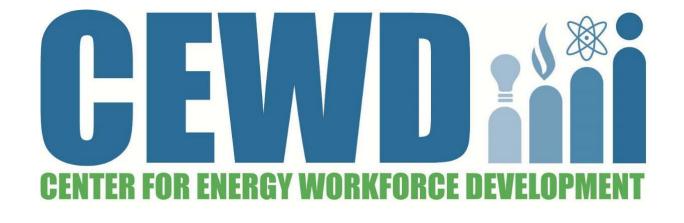
Becky Meggesin Consultant CEWD





linkedin.com/in/Becky-Meggesin

cewd.org



2020 Recap

Tracy DiSanto, DTE Energy Sharon Miller, Consumers Energy



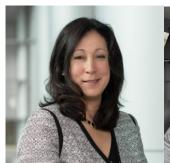
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- Completed Strategic **Planning**
- Strengthened Leadership
 Increased visibility of team
- functioning
- Pivoted approach to virtual sessions

- Success with Careers in **Energy Week**
- consortium efforts
- 4 Pillars established and
 Increased engagement of members
 - Finalized approach to organization structure



MEWDC Leadership Team



Tracy DiSanto Co-Chair DTE



Sharon Miller Co-Chair Consumers Energy



Katie Abraham Michigan Municipal Electric Association



Kristin Beltzer
Statewide Operations Manager
MEWDC



Marcia Black-Watson State of Michigan LEO/Industry Engagement



Chris Davis MIAT



Ryan Engle, Veterans Affairs, State of Michigan



Amber Fogarty
True Partnership Lead
Consumers Energy



Deborah Majeski
Data and Standards Lead
DTE



Monica Martinez
Diversity Lead
Rueben Strategy Group



Tanya Paslawski Michigan Electric and Gas Association/Five Lakes Energy



Steve Serkaian
Communications Lead
Lansing Board of Water and Light

Mission Critical Players:

Deb Lyzenga, LEO, Industry Engagement
Breina Pugh, Lansing Board of Water and Light, Communications
Alicia Harris-Turner, DTE Careers in Energy Week Co-Chair
Michelle Mitchell, Consumers Energy, Careers in Energy Week Co-chair



Member Spotlight:

• MIAT College of Technology

Chris Davis, Assistant Director of Community Partnerships



MICHIGAN ENERGY WORKFORCE DEVELOPMENT CONSORTIUM







About Us

We are a post-secondary college specializing in:

Aviation Maintenance
Energy Technology
HVACR (Heating, Ventilation, Air Conditioning, & Refrigeration)
Robotics & Automation
Welding

We are designed for students who are prepared to accelerate their education in one of these high demand career areas.





History

For more than 50 years our graduates have enjoyed exciting and rewarding careers in aviation and technical industries worldwide.

Founded in 1969 by an aircraft technician with a vision of the future.

It all started in a very small facility on Willow Run Airport's West Entrance. Since then there have been multiple expansions and training programs added to the curriculum due to industry demand.



Employers

We are a major source for employers to obtain outstanding graduates for these fields.









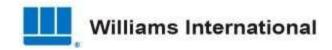
















Accreditations/Approvals



ACCSC

Accredited by the Accrediting Commission of Career Schools and Colleges



FAA

Certified by the Federal Aviation Administration



USDE

Recognized by the United States Department of Education



LARA

Licensed by the Michigan
Department of Licensing and
Regulatory Affairs



VA

Approved for the training of Veteran's Affairs eligible students



Military Friendly Distinction







Programs

Aviation Maintenance Technology AAS



Airframe & Powerplant Technician

Energy Technology AAS



Industrial Maintenance Technician



Wind Power Technician

Robotics & Automation Technology AAS



Robotics & Automation Technician



HVACR Technician



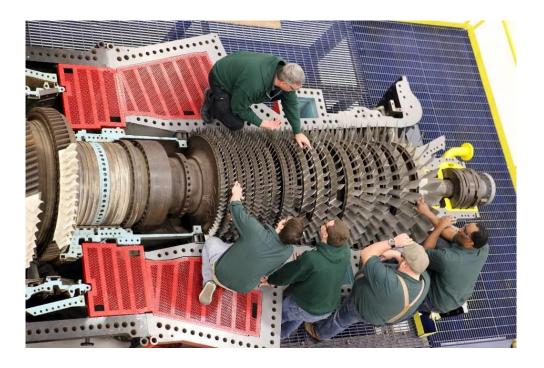
Welding Specialist



Industrial Maintenance Technician

7 months - 720 clock hours

- Energy Industry Fundamentals & Safety Compliance
- o Math, OSHA 10, & First Aid
- Applied Physics & Precision Measuring
- DC & AC Basic Electricity
- Advanced Electrical Theory



- Materials Processing, Welding, & Diesel
- Industrial Heating and Cooling, Compression Systems
- Steam & Gas Turbines, Boiler Operations, and Valves



Wind Power Technician

7 months – 720 clock hours

- Energy Industry Fundamentals & Safety Compliance
- o Math, OSHA 10, & First Aid
- Applied Physics & Precision Measuring
- DC & AC Basic Electricity
- Advanced Electrical Theory



- Renewable Energy Sources
- Wind Technology & Components
- Wind Turbine Operation
- o Climb & Rescue



Energy Technology A.A.S.

16 months - 1680 clock hours

- Digital Electronics & Circuits
- o Instrumentation, Controls, Basic Electro-Mechanical Devices
- Programmable Logic Controllers
- Advanced Electro-Mechanical Devices
- Advanced Troubleshooting & Control Systems
- Critical Thinking & Technical Communication



- Environmental Sciences
- English Composition
- Public Speaking
- Introduction to Sociology
- o Intermediate Algebra
- Organizational Behavior



Program Advisory Committee

The Program Advisory Committee provides recommendations to ensure MIAT graduates posses skills that are in high demand.

Keep us up-to-date on the latest trends in the industry. These leaders in the industry assist with curriculum development.

















Employment Assistance

Employment Advisors assists students with all aspects of successful career preparation including:

- Resumes, cover letters, online applications, interviewing skills
- Locating positions within the industry
- Coordinating on campus employer presentations and interviews
- Helping find work in the local area while attending school



Let's connect and discuss partnership opportunities...

Chris Davis

Assistant Director of Community Partnerships

MIAT College of Technology

Cell 734-366-6138

Office 734-423-2126

cdavis@miat.edu

Apprenticeship and Veterans Programs

Marcia Black Watson,
Division Administrator for Industry
Engagement, LEO



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Break

Careers In Energy Week

Alicia Harris-Turner, DTE
Michelle Mitchell, Consumers Energy
Breina Pugh, LBWL



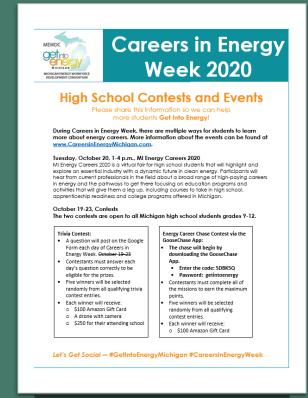
MICHIGAN ENERGY WORKFORCE DEVELOPMENT CONSORTIUM

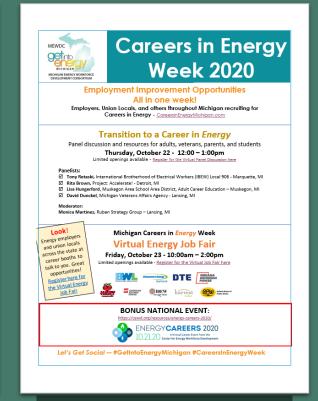
Quick Facts – CIEW 2020

The year was MEWDC's 7th year for Careers in Energy Week (CIEW)

- 1. Targeted adult job seekers and influencers for youth
- 2. First time for MEWDC sponsored events
- 3. Collaborated and participated with member companies
- 4. Expanded our geographical reach virtually
- 5. Increased use of social media channels







All Michigan Activities: 11 Activities – 845 touches

MEWDC Only Youth Activities: 3 Activities – 242 touches MEWDC Only Adult Activities: 2 Activities – 147 touches

MEWDC and member companies offered events and activities, including an interactive contest, yielding 845 participants

MEWDC Full Week Schedule of Events Flyer targeted at Students (Event & Contests) Flyer targeted at Job Seekers (Panel & Job Fair)



Moderator Monica Martinez, **Ruben Strategy Group** – Lansing, MI



Tony Retaskie, **Upper Peninsula Construction Council,** (UPCC) Marquette, MI



Rita Brown, (BCC+) **Brown Construction Collective, Project:** Accelerate! Detroit, MI



NaQuan Baker, **Wright Tree Service IBEW Local 17** Detroit, MI



David Dunckel, **Michigan Veterans Affairs Agency** (MVAA) Lansing, MI

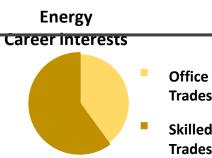
85 Registered across

the state

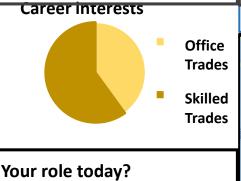
Panelists



Transition to A Career in Energy: A Virtual Panel Discussion



"It was valuable to hear about the programs that were listed by the panelists, and all of the opportunities available."





Michigan Dept of Labor and Economic Opportunity (LEO) provided Brazen, a virtual platform for the MEWDC sponsored virtual job fair that included energy companies, union locals, and agencies



Commentary:

"...this was the best format for virtual recruiting. The system was very easy to use and it was well planned."

"I think this format was very effective in spite of the world events which makes face to face recruiting impossible. It was very busy but fun to meet potential future employees."





This is the lobby of Brazen's virtual career fair

Your booths



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Careers in Energy Week

Welcome to the last day of

Information Booth

Careers in Energy Week 2020!

ENTER



DTE Energy

Leading the Way to a Cleaner, Safer and Smarter Energy Future

Recruiting for Positions throughout Michigan

ENTER



Lansing Board of Water & Light

Enter to learn more and engage in 1-on-1 chats.

The mission of the BWL is to provide safe reliable and

ENTER



Consumers Energy

Enter to learn more and engage in 1-on-1 chats. Our purpose and our passion is to make life better for the people of

ENTER



Holland Board of Public Works

Holland Board of Public Works provides electric, water, wastewater, and broadband services to the City of Holland and

ENTER



IBEW Local 17

It's The Right Choice.....



Need assistance with your job

Need help finding a job? Resume advice? Interview tips? Is something in your personal



Indiana Michigan Power/Cook **Nuclear Plant**

The Cook Nuclear Plant is located on 650 acres along Lake Michigan's eastern shoreline. At

ENTER



Harvest Solar

Welcome to Harvest Solar, I am looking forward to chatting with each and everyone of you.

ENTER



American Electric Power

Enter to learn more and engage in 1-on-1 chats.

ENTER



Department of Military and Veterans Affairs/Michigan Veterans Affairs Agency/LEO

Join us to learn more about state services that Labor and Economic Connections the Michigan



Hart Energy

Enter to learn more and engage in 1-on-1 chats.



InfraSource

Learn about the unique opportunities we can offer you!



Chart House Energy

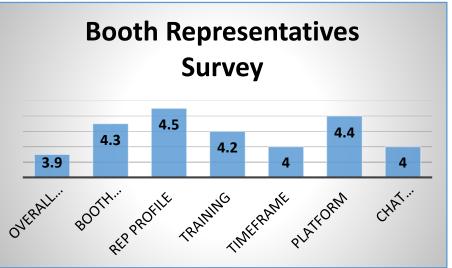
Impact Commercial / Industrial Solar developer.





Our first MEWDC event was targeted for educators, influencers and students and partners advised of energy career focused programs













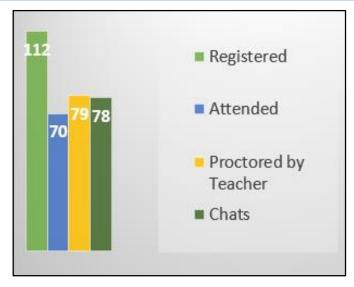












Six member companies sponsored the Trivia Contest and The Energy Career Chase was held in collaboration with Oakland















Chase Contest Winners

- 1 Dewitt
- 2 Okemos
- 3 Freeland
- 4 Macomb
- 5 Sunfield





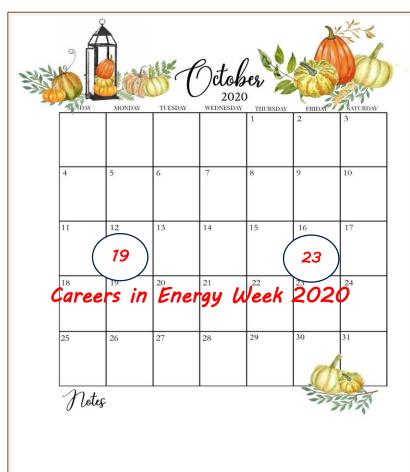


Trivia Contest Winners

Schools

- 1 Crystal
- 2 Detroit
- 3 Okemos
- 4 Flint
- 5 Plymouth

Member companies of MEWDC held six successful virtual events touching over 400 people and 85 school districts while highlighting career awareness for youth and jobs for adults



Member Company Touches		
# Registered	# Attended	# School Districts
592	424	<i>85</i>

Students and Educators

Panel Discussion - Consumers Energy

1. Monday, 10/19/2020 Count on Us

Robotics Panel Discussion - DTE

2. Monday, 10/19/2020

Career Exploration – **DTE**

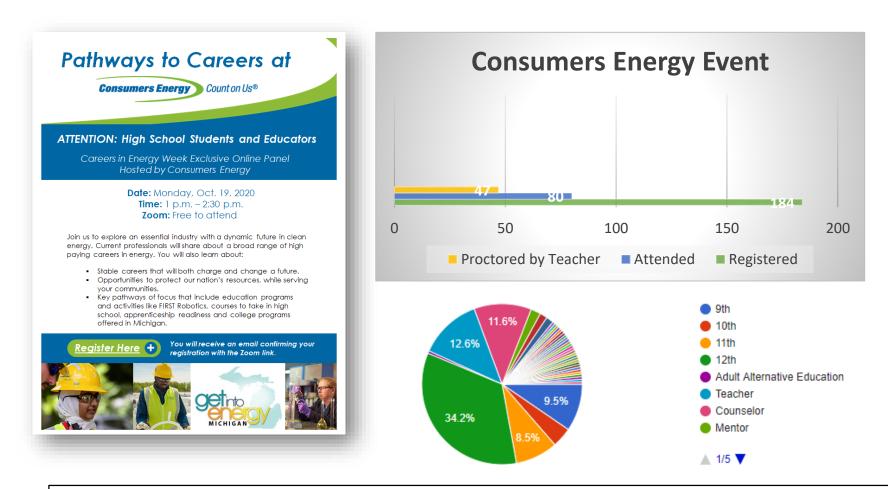
- 3. Monday, 10/19/2020
- 4. Friday, 10/23/2020

II. Job Seekers

Interview Workshop - DTE

- 5. Monday, 10/19/2020 am
- 6. Monday, 10/19/2020 pm

Consumers Energy had a panel discussion for awareness and paths for progress to 80 Students and Educators



"Thank you so much for hosting this event. It is an important step in planting Consumers Energy as a future employer/career in the minds of our upcoming workforce." DTE Energy held panel discussions, virtual tours, and interview workshops with invitees from schools, Robotics teams, and community partners yielding 297 attendees from across Michigan



Learn how to master the Behavioral Based Interview
Learn the STAR Interview Process

2 Sessions: Monday, 10/17/2020 11 am and 6:30 pm



Planning amidst the pandemic birthed MEWDC sponsored events in 2020 with planning and participation from approximately 30 member organizations and guests















































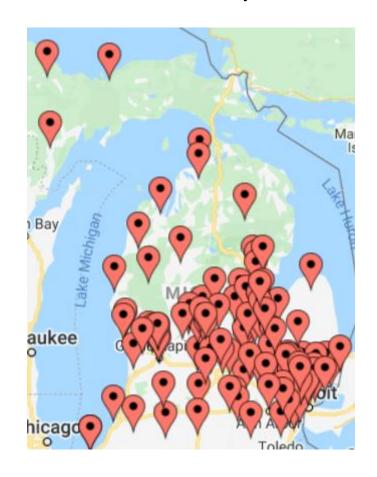








Participants were from 130 different Cities and Townships in Michigan



Energy Careers 2000National Conference and Career Fair



MEWDC Career Fair booth included a marquee that rotated the logos of the 3 Michigan companies sharing the booth



1500 Registrations 900 Attendees







Week At A Glance – Projections vs. Actuals (in yellow)

					J			\ /	,		
Day	Data	Timo	Activity	Host	Dartners	Platform /	Audience /	Pagion District School	#	DECISTEDED	ACTUAL
Day		Time	Activity Trivia Contest Kickoff	Host	Partners	App Platform - N/A	Guests	Region, District, School		REGISTERED	
Mon	10/19/2020			MEWDC		Goosechase App		Michigan - Statewide	500	59	55
Mon	10/19/2020		Goosechase Kickoff	MEWDC	in partnership with Oakland Schools	Platform - N/A Goosechase App		Michigan - Statewide	500	90	38
Mon	10/19/2020		Career Exploration - Overhead Linemen - Underground Splicers - Gas Fitters or Field positions	DTE Energy - Southeast Mi - Outstate MI	Internal to DTE	Teams	CTE High Schools, JMG Schools, and High Schools with underserved populations	SOUTHEAST MICHIGAN 1. Hamtramck - Hamtramck High 2. DPSCD WEST MICHIGAN - Innovation Central High School - JMG West - Kent Career Technical Career Center - Muskegon Heights Public School Academy - Muskegon Area Career Tech Center - Muskegon Public Schools	300	250	149
Mon	10/19/2020	p.m.	Behavioral Based Interview Workshops	DTE Energy - Outstate MI	Community Partners	Team	Job Seekers	West Michigan	30	21	15
Mon	10/19/2020	1:00 PM - 2:30 PM	Pathways to Careers in Energy - Panel Discussion	Consumers Energy	Internal to CMS	Zoom			250	184	127
Mon	10/19/2020	5:00 PM	Robotics & My Career in Energy - Panel Discussion	DTE Energy	- FIRST of Michigan - Moderator Jon Covington, young community leader in Muskegon, Cultural Advisor	Teams	Michigan Robotics participants & Alumni		300	31	23
Tues		1:00 PM - 4:00 PM	Mi Energy Careers 2020 - Virtual Career Exploration	MEWDC		Brazen	High School Student	Michigan - Statewide	300	112	149
Wed	10/21/2020	1:45-6:00 p.m. EDT	Energy Careers 2020	CEWD				National	1000	1500	900
Thurs	10/22/2020		Transition to a Career in Energy - Panel Discussion	MEWDC	MVAA Project Accelerate Upper Peninsula Contractors Council IBEW	Teams	Adults	Michigan - Statewide	300	85	65
Fri	10/23/2020	10:00 AM - 2:00 PM	Michigan Careers in Energy Job Fair	MEWDC	Energy companies, Union Locals, Michigan Works!, MVAA	Brazen	Adults	Michigan - Statewide	500	132	77
Fri	10/23/2020	10:00 AM	Career Exploration - Overhead Linemen - Underground Splicers - Gas Fitters or Field positions	DTE Energy - Outstate Michigan	Internal to DTE	Teams	CTE High Schools, JMG Schools, and High Schools with underserved populations	SOUTHEAST MICHIGAN 1. Hamtramck - Hamtramck High 2. DPSCD WEST MICHIGAN - Innovation Central High School - JMG West - Kent Career Technical Career Center - Muskegon Heights	300	106	110
Fri	10/23/2020		Henry Ford College - Energy Exhibitors Highlighted	Henry Ford College	Energy Companies Energy Suppliers		HFC Students and Alumni	Southeast Michigan	300	117	14
				Totals, including CEWD			4580	2711	1745		
	Totals, not including CEWD					3580	1211	845			

Over 15,000 Social Media Impressions

Facebook 5327 impressions Linkedin 552 followers Twitter 9732 impressions





133 **9**9

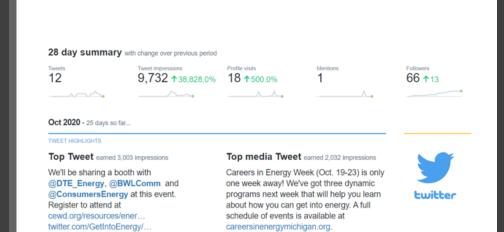
View Tweet activity

View all Tweet activity



OCT 2020 SUMMARY

12



#getintoenergymichigan

Careers in Energy Week 2020

#careersinenergyweek pic.twitter.com/OeiEUNbsET

Mark your calendars 3rd week in October 2021



Items for Future Planning

Engaging Intermediate School
Districts (ISD) and Educators in Spring
2021

Engaging Company Employee Resource Groups (ERG) to host events which should pull in their diverse audiences

Engage more MEWDC members to participate in events and to promote CIEW earlier

Engage with CEWD earlier on CIEW plans

Data & Standards

Deborah Majeski DTE



DEVELOPMENT CONSORTIUM

Pillar 2- K12 Standards and Data Management



Purpose:

Define technical standards and provide information on critical job roles in the energy industry based on real-time demand data

Goals:

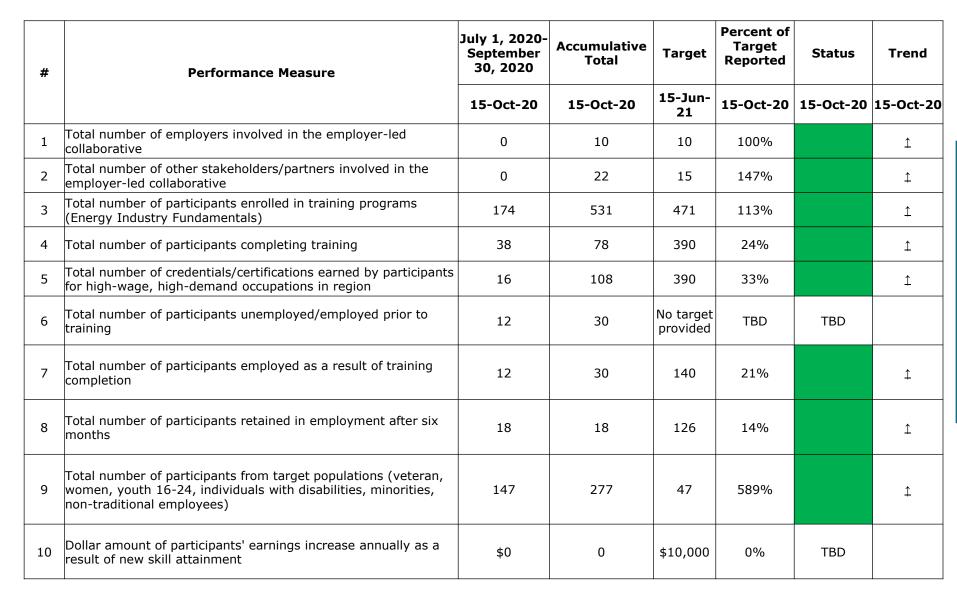
- Provide consistent data for our programs and grant reporting
- Gather labor demand planning data from consortium energy providers
- Offer guidance to education entities on current needs of the energy industry
- Ensure standards for CTE and EIF are available and understood
- Ensure clear career pathways for the energy industry are available to students via advanced college placement, transfer and articulation agreements
- Work with energy providers to include Energy Industry Fundamentals as an industryrecognized credential on job postings





Milestone	Target Date to Complete	Percent Complete Estimate	Status
Create database and finalize data sharing agreement with all partners to track performance for MICA 2.0 grant	March 16, 2020	85%	
Submit Fourth Quarter Data for MICA 2.0 grant	October 15, 2020	100%	
Submit Fifth Quarter Data for MICA 2.0 grant	January 15, 2021	0%	
Develop report showing real-time labor demand data and share results with education oversite entities	February 8, 2021	15%	
Connect with each MEWDC member industry partner and gauge interest in adding EIF credential as a preferred credential to external job postings	February 15, 2021	0%	
Understand new requirements within Higher Learning Commission and articulation requirements	February 15, 2021	0%	
Work with CEWD and MDE to ensure CIP codes are structured at a national and state level to meet industry needs.	March 30, 2021	0%	

MICA 2.0 Scorecard





- High Schools
 "Protected status"
 levels for collecting
 student information
 for numbers less than
 10 cannot report
- Colleges do not collect economic, veteran or disability status therefore cannot report

August 2020, launched initial survey to industry partners to identify critical job roles: 13 Industry Partners Responded



Lower Peninsula

- Consumers Energy
- DTE Gas & Electric
- Wolverine Power Corporation

Upper Peninsula

- City of Escanaba
- Cloverland Electric Cooperative
- DTE Gas

West Michigan

- Hart Electric Utility
- Holland Board of Public Works
- Lowell Light & Power
- Municipal Electric Utility
- WMGB Home Improvement

Central Michigan

Lansing Board of Water & Light

Northwest Michigan

Traverse City Power and Light

Southwest Michigan

City of Marshall

Southeast Michigan

Municipal Electric Utility

Identified Critical Job Roles from Initial Survey

- Gas Technician
- Electric Technician
- Apprentice Line Worker
- Journeyman Line Worker
- Engineer



Demand Planning Survey Overview and Next Steps



Overview and Scope of Demand Survey

Utilize Talent Pipeline Management Web Tool developed by US Chamber of Commerce

Identified Critical Job Roles from Initial Survey

- Gas Technician
- Electric Technician
- Apprentice Line Worker
- Journeyman Line Worker
- Engineer

Definition of each job role will be made available within survey

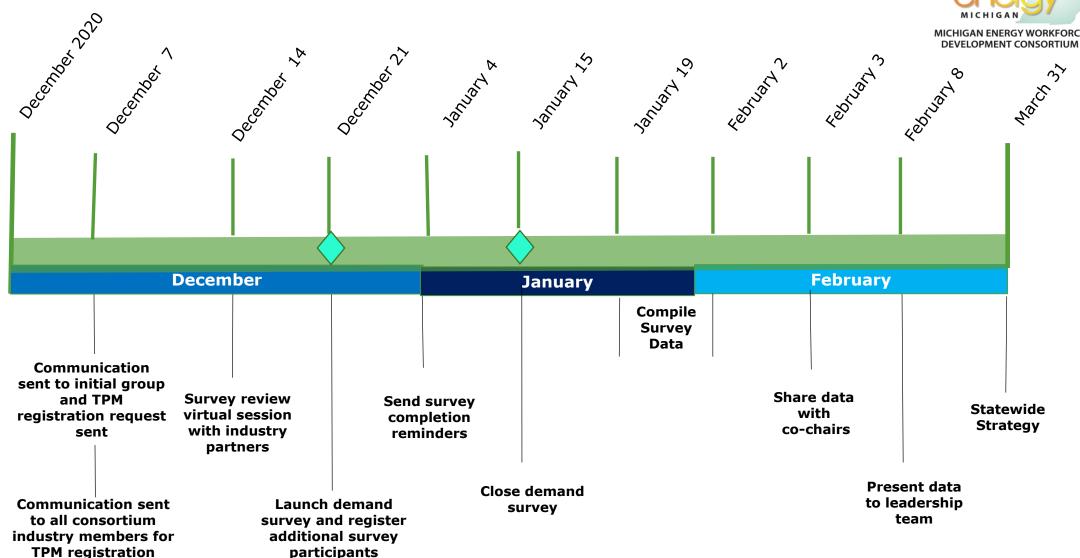
Regional Data captured in survey

Next Steps

- 1. Send communication to initial group who completed critical jobs survey with registration request from TPM web tool
- 2. Send another communication to all consortia industry partner members requesting participation in the survey
- 3. Hold virtual sessions- provide overview on survey questions and answer questions
- 4. Launch demand survey and register additional survey takers into system
- 5. Close survey to compile data
- 6. Share results, February 8, 2021

Demand Planning Survey High Level Timeline December 2020 – March 2021





True Partnership

Amber Fogarty
Consumers Energy



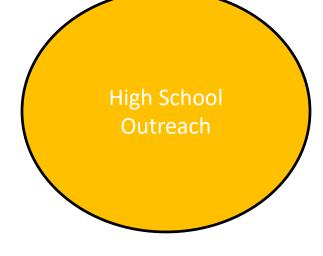


MICHIGAN
MICHIGAN ENERGY WORKFORCE
DEVELOPMENT CONSORTIUM

- •West Michigan Energy Education Strategic Planning Meeting- Dec. 9th at 10:00
- •EMPOWER foundational bundle for linework preapprenticeship training at CE
- •Veterans Electric Linework Pipeline Program-March 15, 2021

West Michigan Strategy 2021





Summer Youth Academies and Internships





GRCC and MCC-Linework Foundational Bundle and Industry 4.0

Diversity

Monica Martinez Rueben Strategy Group





2021 Options

- A. Continue with three meetings a year remote and in-person post-COVID
- B. Host one in-person day- long session and two remote shorter sessions per year
- C. Host just one in person event and no remote meetings
- D. Go remote for all three meetings
- E. Or....tell us your idea

Wrap Up

Tracy DiSanto, DTE Energy Sharon Miller, Consumers Energy



DEVELOPMENT CONSORTIUM

Wrap Up with Co-Chairs

- 2021 Planning
- Grant Opportunities
- Metrics and Messaging
- Meeting Cadence determined based on feedback

Looking forward to a new year!!!





Thank You For Joining Us Happy Holidays!

Promote 21st Century Energy Careers

- Create collateral to promote the profession (Targets: videos on the industry's commitment to DE&I, corporate social responsibility, and environmental stewardship)
- Revise the Careers in Energy site to excite the public about current and future career opportunities in energy, showcasing the industry's commitment to Diversity, Equity, and Inclusion, Corporate-Social Responsibility, and environmental stewardship
- Host EnergyCareers 2021
- Build social media presence showcasing industry career opportunities and drive traffic to CEWD sites
- Promote energy careers by exhibiting and speaking at national conferences and to relevant organizations
- Encourage students to connect with the industry through contests and competitions
- Expand industry presence with workforce boards and increase industry participation with state and local workforce boards



Support the development of Employees in Increasingly Technical and Dynamic Energy Careers

- Unite energy educators for information sharing
- Provide insight into world-class training offered in other industries
- Upgrade EIF
- Explore creation of industry Associate's Degree



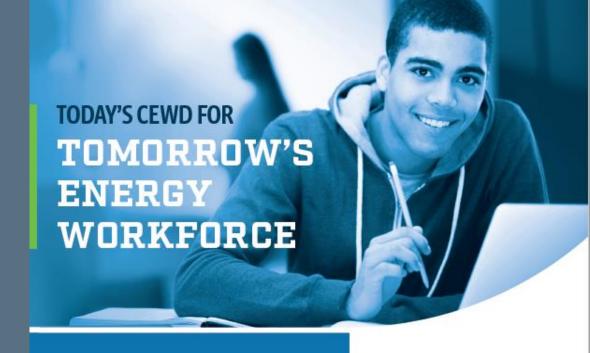
Support Workplaces in Attracting and Retaining Diverse, Talented Professionals

- Conduct Gaps in the Energy Workforce survey and communicate results
- Foster dialogue on pandemic-necessitated changes to the workforce
- Support the Workforce Planning Council in exploring how member companies manage a contingent workforce, benchmark and provide analysis of industry diversity and non-retirement attrition, and to identify and share best practices in predictive analytics
- Provide "best practice" guidance on workforce planning,
 Diversity, Equity and Inclusion, and other topics essential to this objective
- Strengthen connections between veterans and industry employers through the Troops to Energy Jobs program



today's cewd for tomorrow's energy workforce

- Expanding membership to represent those who work with energy storage, electric vehicle infrastructure, and renewables
- Welcoming Associate Members



The Center for Energy Workforce Development has led the industry's response to critical workforce development needs since 2006.

Today, because of the pandemic's far-reaching impact and the vital changes needed to ensure industry companies better represent the communities and customers they serve, there has never been a greater need for the industry's collaborative focus on the future of work, the workplace and the workforce. Today's CEWD is leading these efforts for tomorrow's energy workforce.

CEWD has been built on a foundation of almost a decade and a half of leadership for the industry, yet it has recently refocused, recharged and retooled its programs, projects and priorities to respond to work force development needs of today — and tomorrow.

Today's CEWD provides workforce development leadership in two ways. First, by supporting utilities and contractors with their internal workforce development needs delivered through data and research reports, national workforce templates, case histories and best practices, educational programming and live and virtual networking. In addition, we are harnessing the power and voice of a unified industry to elevate the visibility of 21st century careers in energy to build a skilled, diverse talent pipeline.

Guided by the commitment of industry leaders, CEWD has a robust strategic agenda to address the future of work in the energy industry.

STRENGTHEN AWARENESS AND PROMOTE THE MERITS OF 21⁵⁷ CENTURY CLEAN ENERGY CAREERS

- Hosting National Virtual Career Exploration Event
- Presenting and exhibiting at key conferences to promote the profession
- Launching media relations outreach to bring awareness to energy sector careers
- Creating sharable collateral to promote industry careers to students, vets, career changers, educators, workforce systems, etc.
- Sponsoring national challenges and contests to engage with youth
- Spotlighting Careers in Energy Week
- Developing industry presence with veterans' organizations and workforce boards
- Supporting 30 active energy workforce consortia
- Convening energy educators through our National Energy Educators Network to address industry curriculum and career connections

Appendix

- Executive Summary
- Screenshots of Brazen, the platform for the Job Fair and Youth and Educator Career Awareness Fair
- Detailed Communication Stats

Executive Summary and Quick Facts – CIEW 2020

The year was MEWDC's 7th year participating in Careers in Energy Week (CIEW)

- We targeted adult job seekers and influencers for youth such as educators and parents, while maintaining and broadening our outreach for career awareness for youth
 - o 4 Job Seeker events Approximately 60% expressed interest in the trades
 - 5 Educators, Influencers, and Student focused events Approximately 30% were educators, including those that attended individually and not accompanying youth who were attendees
- 2. This year was the first time for MEWDC sponsored events that were enabled via a virtual platform
 - o 3 MEWDC held events targeting youth and adults across the state of Michigan
- 3. Our collaboration and participation with member companies and other energy companies expanded
 - o 30 companies, schools, or agencies planned and/or participated in MEWDC sponsored events
 - As in previous years, MEWDC member companies also sponsored their own events.
 - o Center for Energy Workforce Development (CEWD) held a national conference and career fair
- 4. We expanded our reach virtually throughout Michigan with assistance from Michigan Works!
 - In addition to Detroit, Grand Rapids and Jackson areas from previous years, we had attendees from as far north as Charlevoix and Petoskey, as far west as Benton Harbor and Muskegon, and as far east as New Baltimore and Bad Axe
- 5. All activities were virtual with the following participation levels* and social media touches
 - Michigan only events: Capacity 3550, Registered 1211, Attended 845 (MEWDC and Company events)
 - Over 15,000 Social Media Impressions

✓ Facebook Impressions: 5327

✓ Twitter Impressions: 9732

✓ Linkedin Followers: 552

^{*}Note: Participation levels, including CEWD National event: Capacity 4550, Registered 2711, Attended 1745



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Your booths

All booths





Careers in Energy Week

Welcome to the last day of

Careers in Energy Week 2020!

Information Booth

ENTER















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DTE Energy

Leading the Way to a Cleaner, Safer and Smarter Energy Future

Recruiting for Positions throughout Michigan

ENTER



Lansing Board of Water & Light

Enter to learn more and engage in 1-on-1 chats.

The mission of the BWL is to provide safe reliable and

ENTER



Consumers Energy

Enter to learn more and engage in 1-on-1 chats. Our purpose and our passion is to make life better for the people of

ENTER



Holland Board of Public Works

Holland Board of Public Works provides electric, water, wastewater, and broadband services to the City of Holland and

ENTER



IBEW Local 17

It's The Right Choice.....



Need assistance with your job search?

Need help finding a job? Resume advice? Interview tips? Is something in your personal



Indiana Michigan Power/Cook **Nuclear Plant**

The Cook Nuclear Plant is located on 650 acres along Lake Michigan's eastern shoreline. At

ENTER



Harvest Solar

Welcome to Harvest Solar, I am looking forward to chatting with each and everyone of you.

ENTER



American Electric Power

Enter to learn more and engage in 1-on-1 chats.

ENTER



Department of Military and Veterans Affairs/Michigan Veterans Affairs Agency/LEO

Join us to learn more about state services that Labor and Economic Connections the Michigan



Hart Energy

Enter to learn more and engage in 1-on-1 chats.



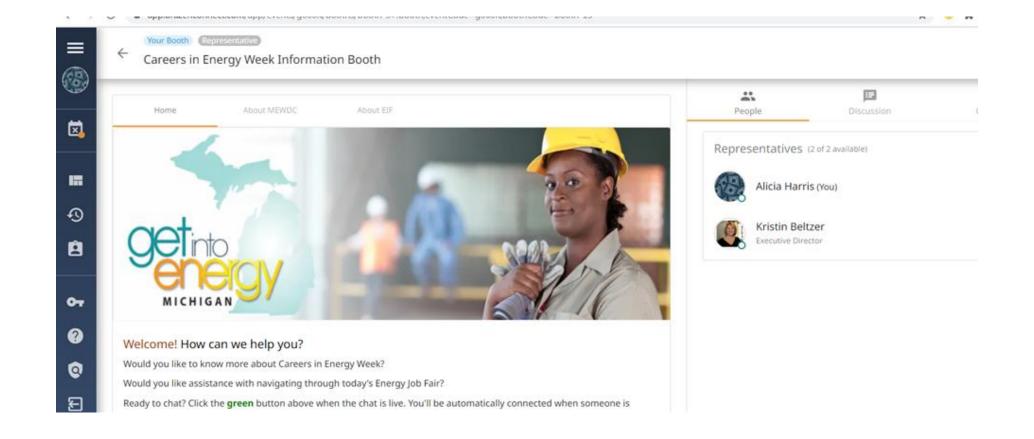
InfraSource

Learn about the unique opportunities we can offer you!

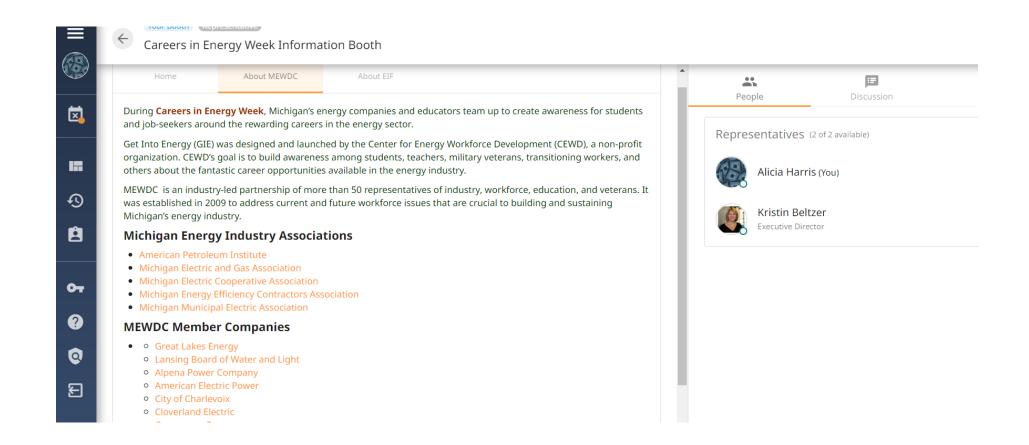


Chart House Energy

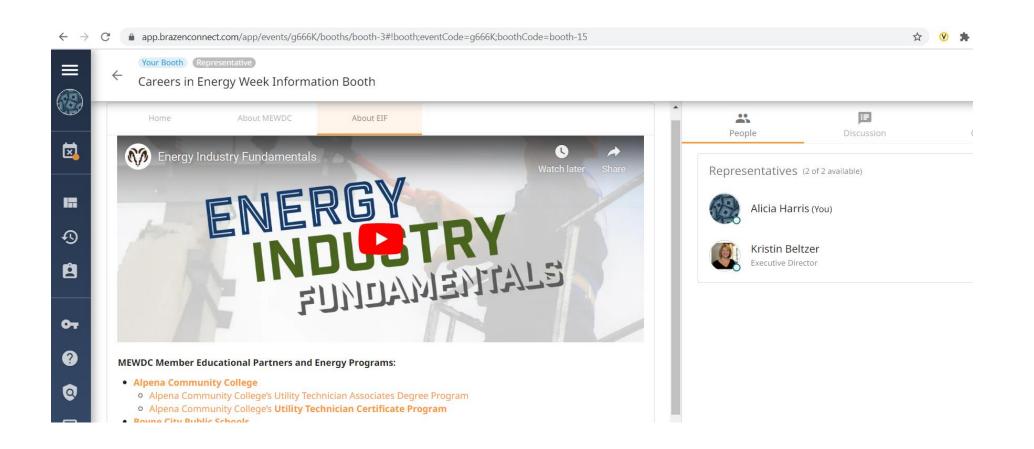
Impact Commercial / Industrial Solar developer.



A look at the MEWDC booth at the Job Fair on the Brazen platform



More Screen Shots of the MEWDC booth on the Brazen Platform



An EIF video was placed on one of the tabs of the booth (on Brazen)

Facebook Activity	People Reached:	Responses	Shares
MI Energy Careers 2020:	2,888	19	31
High School Career Exploration			
Transition to a Career in Energy:	104	3	3
Virtual Panel Discussion			
Michigan Careers in Energy	2,335	35	27
Virtual Job Fair			
Grand Total Facebook	5,327	57	61