

#### Meeting Agenda

Welcome/Safety Message Overview of Grant Announcement	Sharon Miller, Consumers Energy Tracy DiSanto, DTE
Data and Standards	Deborah Majeski, DTE
True Partnership	Amber Fogarty, Consumer Energy
Communications	Breina Pugh, LBWL Kristin Beltzer, MI Chamber
Break – 5 minutes	
Diversity	Monica Martinez, Ruben Strategy Group
Member Spotlight: Youth Solutions	Elizabeth Bernhard, Youth Solutions Tom Egan, Youth Solutions
Dues Structure Discussion	Kristin Beltzer, MI Chamber Sharon Miller, Consumers Energy Tracy DiSanto, DTE
Wrap Up	Tracy DiSanto, DTE Sharon Miller, Consumers Energy

### Welcome, Safety Message and Overview of Grant Announcement

Sharon Miller, Consumers Energy Tracy DiSanto, DTE



## 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



State Apprenticeship Expansion (SAE) Grant Award

March 24, 2021





**DEVELOPMENT CONSORTIUM** 

## The Power of Partne Wins the Day!!

- New engagement level of members
- New members engaged
- Leaps of faith taken
- Expansion to contractors and complementary industries
- Advancing our priorities of diversity and inclusion
- Demonstrated agility, strong relationsh

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#### **MEWDC Grant Basics:**

- Our application supports 427 apprenticeships at 24 companies and engages 36 partners
- Focused primarily on line-clearance tree trim, gas and electric job roles.
- Our total grant cost is \$1,108,025 with a cost per apprentice of \$2596
- Grant Period April 13, 2021 March 31, 2023
- Michigan Chamber of Commerce will serve as our applicant and fiduciary



#### **Our Grant Activities**

- Expanding registered apprenticeship model for 11 new job roles, 7 existing registered apprentice job roles
- Shoring up youth pipeline
- Increase diversity by recruiting:
  - Veterans and their spouses
  - Youth into the overhead line-clearance tree trim program
  - Women, people of color, ex-offenders, and persons with disabilities
- A pre-apprenticeship program for tree trim
- Statewide coordination and technical assistance
- Career Awareness and Outreach focus groups and digital platforms
- Deepening partnership work with Michigan Works and Veterans organizations
- Support Services for all 426 participants either through WIOA or our grant



## List of MWA, Community and Education Partners - 36 Partners!

Alpena Community College		
Boyne High School		
Capital Area Michigan Works!		
Center for Energy Workforce Development		
Char-Em Intermediate School District		
DESC Michigan Works!		
Detroit Public Schools Community District		
Grand Rapids Community College		
GST Michigan Works!		
Hartland High School		
Livingston County Energy Program		
Henry Ford College		
Holt Public Schools		
Jackson Area Career Center		
Jackson College		
IBEW Local 17		
Kalamazoo Valley Community College		
Kent ISD		
Lake Michigan College		



## List of Industry Partners and Projections- 28 Industry Partners!

Tree Trim Employers	Projections
Kappen Tree Service LLC	75
The Davey Tree Expert Company 40	
Thunder Bay Tree Service	25
Asplundh Tree Expert, LLC	15
Energy Group, Inc	10
OCG Company	4
Total	169

Utility Employers	Projections
Consumers Energy	80
DTE Energy	80
Companies with less than 10 hires (Pool)	43
LeCom	20
Walker-Miller	20
Infrasource	15
Total	258

292 Adult	275 existing RAP
135 Youth	152 new RAP

Additional companies interested: Corby Energy and Wright Tree Service

#### List of Companies with less than 10 Bay City Electric Light & Power **Board of Public Utilities** City of Gladstone Electric City of Hart City of St. Louis Cloverland Electric Cooperative Coldwater Board of Public Utilities Crystal Falls Electric Department Hillsdale Board of Public Utilities Holland Board of Public Works Lansing Board of Water & Light Lowell Power & Light **OCG Companies** Sebewaing Light and Water Village of Newberry Wolverine Power Cooperative Wyandotte Municipal Services Zeeland Board of Public Works

#### **Next Steps**

- Letters of Commitment from all partners due Friday, April 2<sup>nd</sup>.
  - Watch for e-mail from Kristin Beltzer with form letter
  - Customize, add logo, sign and return by April 2<sup>nd</sup>.
- 2. Procurement of Project Manager and Technical Assistance Provider Underway
- 3. Official grant start date April 13<sup>th</sup>
- 4. State Launch Meeting April 22<sup>nd</sup>

- 5. Formation of Steering Committee by May 1, 2021
- 6. Grant Agreements with Employers and MWA's target completion May 15th, 2021.









In one word, what is your reason for engaging with MEWDC?

Please click on link below to respond

https://www.menti.com/4792z3r/wm

or go to www.menti.com and use the code 6521/3419

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#### **Data and Standards**

Pillar 2 Purpose:

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

Deborah Majeski DTE



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#### MICA 2.0 Scorecard

As of March 2021				
#	Performance Measure	Accumulative Total	TARGET	Percent of Target Reported
			31-May-21	15-Jan-21
1	Total number of employers involved in the employer-led collaborative	10	10	100%
2	Total number of other stakeholders/partners involved in the employer-led collaborative	22	15	147%
3	Total number of participants enrolled in training programs (Energy Industry Fundamentals)	572	471	121%
4	Total number of participants completing training	250	390	64%
5	Total number of credentials/certifications earned by participants for high-wage, high-demand occupations in region	176	390	45%
7	Total number of participants employed as a result of training completion	42	140	30%
8	Total number of participants retained in employment after six months	18	126	14%
9	Total number of participants from target populations (veteran, women, youth 16-24, individuals with disabilities, minorities, nontraditional employees)	427	47	Exceeded



## Real time and state workforce projection data demonstrate high volume of hiring needs in energy sector

#### **Critical Job Roles Identified**

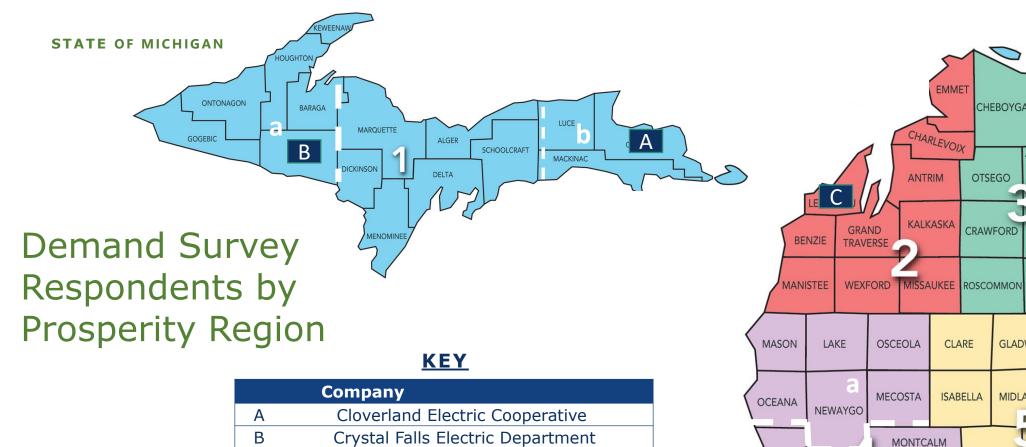
- 1) Gas Technician
- 2) Electric Technician
- 3) Apprentice Line Worker
- 4) Journeyman Line Worker
- 5) Engineer
- 6) Heating, Ventilation and Air Conditioning (HVAC)
- 7) Line Clearance Tree Trim (research underway)

#### Real Time 5-Year Demand Survey Summary

- 40% Gas Technicians
- 30% Line Workers
- 20% Engineers and Electric Technicians
- 70% energy sector workforce needs are in SE Michigan

#### State of Michigan Labor Data Summary

- 147,000+ MI residents hold energyrelated jobs today
- Energy jobs growth 8% through 2028
- Wages have grown rapidly since 2000, well out-paced statewide wage growth
- Over 80% of all employees are male, statewide rate is about 52.5%
- Age demographics are more in line with the state overall between the ages 35–64



CHEBOYGAN

OTSEGO

PRESQUE ISLE

OSCODA

**OGEMAW** 

GLADWIN

MIDLAND

GRATIOT

CLINTON

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BARRY

ST. JOSEPH

EATON

CALHOUN

BRANCH

MUSKEGON

ALLEGAN

VAN BUREN

ARENAC

SAGINAW

LIVINGSTON

LENAWEE

ALPENA

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GENESEE

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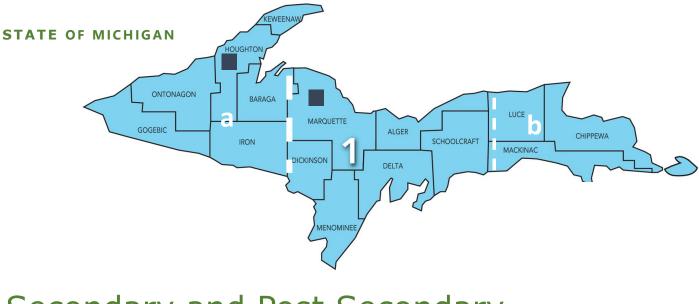
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	Company
Α	Cloverland Electric Cooperative
В	Crystal Falls Electric Department
С	Traverse City Light & Power
D	Holland Board of Public Works
Е	Lowell Light & Power
F	Zeeland Board of Public Works
G	Sebewaing Light
Н	Board of Public Utilities, Hillsdale
I	Lansing Board of Water
J	Consumers Energy
K	OCG Company
L	Corby Energy
М	DTE Energy



Secondary and Post Secondary Energy Providers by Prosperity Region

#### **KEY**



= CTE Energy Program



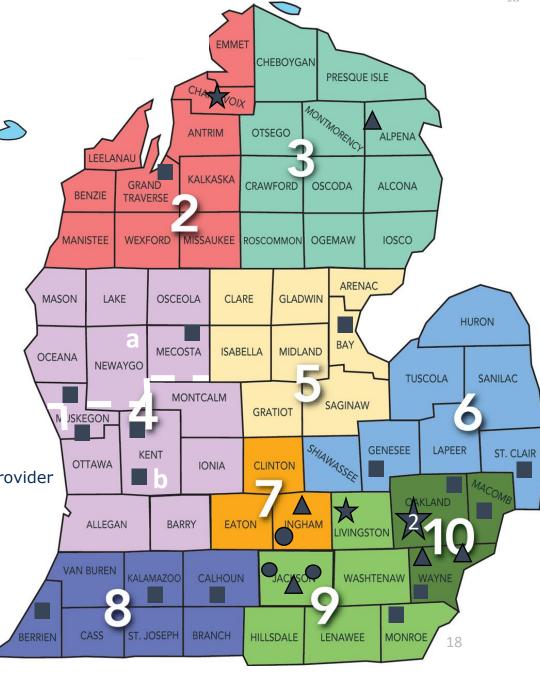
= Secondary Energy Industry Fundamentals Provider



= Post-Secondary Energy Program w/EIF Course



= Post-Secondary Energy Program



#### Survey Chat- Please look in chat box



#### Fallen trees are responsible for nearly 70% of power outages

#### MI Tree Trimming Talent Development Statewide Collaborative

February 2021

March 2021

April 2021 May-June 2021

July-August 2021

September 2021-June 2022

#### **Project Development**

- ✓ Research and identify tree trim suppliers in Michigan
- √Review prior tree trim project data mining analysis
- ✓ Determine survey approach
- ✓ Develop a project name
- ✓Identify targeted regions (start 10&6 expand 4&5)

#### Project Development

- Connect with MI tree trim Suppliers to explain collaborative
- Meet with CTE partners to gain interest

#### Project Development

- Gain support to add q segment into CTE Energy Programs
- Hold Kick Off Meeting with Collaborative
- Launch 5-Year Demand Survey
- Compile results

#### Student Development

Identify work-based learning opportunities

#### Project Development

 Establish 'support letter' with tree trim suppliers in region

#### **Content Development**

 Determine content and curriculum development

#### Project Development

- Determine learning lab layout
- Identify tools and equipment for learning lab

#### **Project Implementation**

- Students start Energy program
- March/April 2022deliver Tree Trim exposure



Source: DTE Tree Trimming Report

## True Partnership

Amber Fogarty, Consumers Energy



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#### True Partnership goals for 2021

#1- Launch an MEWDC approach to all MiCareer Quest events that will include industry representatives in each region

#2- Move the Energy Industry Fundamentals course to an online MCO (Michigan Colleges Online) platform to allow for more opportunity and accessibility to high school and college students

#3- Develop a West Michigan strategy for outreach and education that will include:

- Career Awareness presentations to diverse populations
- EMPOWER lineworker foundational bundle at GRCC
- Industry 4.0 technical skill-building for various job roles, industry-wide



#### Communications

Breina Pugh Kristin Beltzer



#### MICHIGAN ENERGY WORKFORCE DEVELOPMENT CONSORTIUM

#### 2021 Goals

Goal #1 – Increase visibility on social media

Goal #2 – Update website to be more robust and accessible

Goal #3 – Create video content for website, social media and virtual career fairs

#### 2021 Goals Progress

#### Goal #2 Progress

- Worked with CEWD on website standards
- Create website audit
- Share website audit results and design inspirations with Vault Communications

#### Goal #2 Next Steps:

- Begin page by page design of website
- Create content archive



October 18 – 22



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#### Break

#### Diversity

Monica Martinez, Ruben Strategy Group



## MICHIGAN ENERGY WORKFORCE DEVELOPMENT CONSORTIUM

#### **Diversity & Inclusion Committee**

Charged with broadening MEWDC's reach to under-represented populations, including veterans, women, transitioning adults, youth, and those with disabilities



#### Asset Map



Ø

Way

#### Value Proposition



#### Relationship Building

# Jnderstanding

Survey Membership

Identify what connections & relationships already exist

What we can offer – realistic, authentic

Listening to prospective partners

Clear expectations with a strategic approach

♠ Goal of 4

## Key Targets

Jobs for MI Graduates

National Association of

Women in

Construction

Michigan Works

**AANBE** 

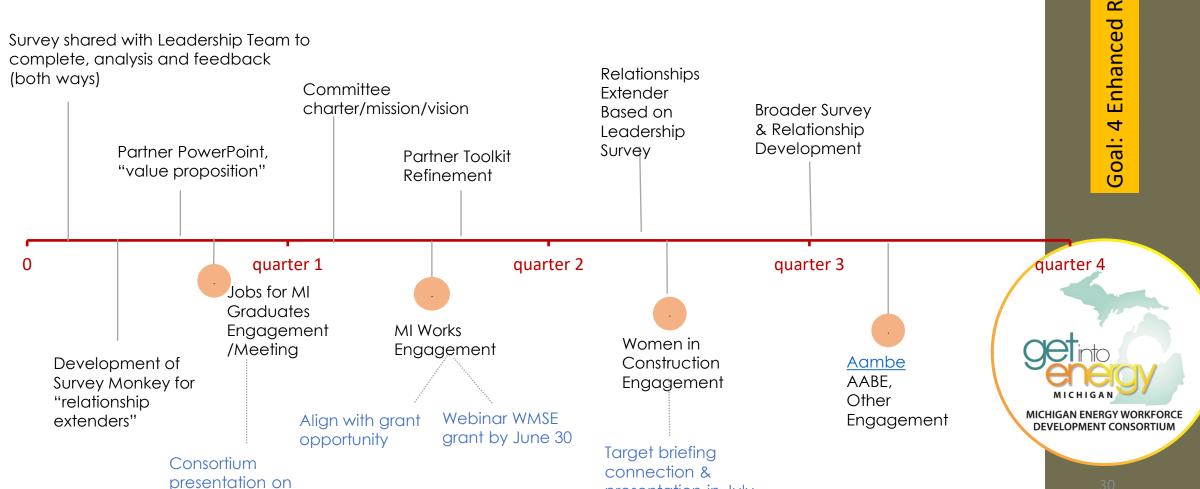
..others – AABE, HIE



#### **Diversity & Inclusion Committee**

#### **Project Timeline**

March 25



presentation in July

#### Member Spotlight **Youth Solutions**

Elizabeth Bernhard Tom Egan



## **DEVELOPMENT CONSORTIUM**

#### **Dues Structure** Discussion

Kristin Beltzer Tracy DiSanto Sharon Miller



## Value Proposition

Network and Resources	Career Awareness and Exploration	Career Preparation and Readiness	Ready Qualified and Diverse Workforce
Grant opportunities – ready collaboration for state and federal grants providing resources to prepare your workforce.	Careers in Energy Week – structured approach to focus internally and externally on careers in energy	A model and coaching for integrating the energy industry into your local school systems.	Source for talent pipeline in your local community – by participating in CIEW and facilitated local school partnerships.
Networking opportunities – understand the vastness of the energy industry and connect with peers.	Ten MI Career Quest Events facilitated by the consortium exposing thousands of students to careers in energy each year.	Community College energy programs preparing people aligned with the needs of our membership.	Knowledge/expertise sharing on best practices, data and industry activity in the talent space
Personal/professional growth in relation to talent/workforce development			Get ahead of the game - addresses long-term talent pipeline needs.



## Membership Model

Membership Category	Projected Members	Notes
5000 + employees	3	
1000 + employees	3	
250+ employees	10	
50+ employees	10	Companies without an industry association membership (i.e. tree trim companies)
Association Member	5	Serve as an intermediary organization to their members and represent their voice at the leadership table (MEGA, MMEA, MECA, MEECA, Energy MI, MIPPA, Unions, etc.)
Limited Affiliate Member - less than 50 employees	20+	These are the members of associations who do not have branding or other privileges with MEWDC.
Consultants	2	These are individuals tangential to the industry.  Not intended to include firms, multi employee organizations.
In-Kind Partners	30-40	Education Partners, Community based agencies, government agencies MWAs,



## Wrap Up

Tracy DiSanto, DTE

Sharon Miller, Consumers Energy



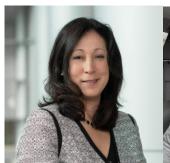
## **DEVELOPMENT CONSORTIUM**



Thank You For Joining Us

Next Meeting Date: Thursday, July 22, 2021

#### 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



Brieina Pugh Communications Lansing Board of Water and Light



Steve Serkaian **Communications Lead** Lansing Board of Water and Light

#### **Mission Critical Players:**

Deb Lyzenga, LEO, Industry Engagement Alicia Harris-Turner, DTE Careers in Energy Week Co-Chair Michelle Mitchell, Consumers Energy, Careers in Energy Week Co-chair





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Appendices

