



BACKGROUND

Since November 2008, DTE Energy, Consumers Energy, utility municipalities and co-ops, the Utility Workers Union of America, AFL-CIO, the International Brotherhood of Electrical Workers, Michigan Community Colleges, local Michigan Works! Agencies, the Michigan Department of Education, the Michigan Agency for Energy, the Michigan Workforce Development Agency, and other relevant partners have worked together to create the **Michigan Energy Workforce Development Consortium (MEWDC)** with an aim to develop solutions to looming skilled worker shortages in Michigan's energy industry.

Our **vision** is to have the Michigan energy industry adequately staffed with a qualified and diverse workforce to provide safe and efficient energy, while undertaking a **mission** to identify and act on current and future workforce issues that are crucial to building and sustaining Michigan's energy industry.

GOALS

- Attract, retrain and retain a qualified and diverse talent pool for Michigan's energy industry.
- Identify specific workforce needs of Michigan's energy industry including specific skill sets resulting from projected growth and attrition.
- Meet the needs of employers in Michigan's energy industry.
- Align education and training resources across the state to assist Michigan's energy industry.
- Raise awareness of the energy industry and promote the value of the consortium by communicating with and recruiting support from key decision makers in Michigan.

MEWDC STRATEGIC VISION 2020 – 2025

Developing a qualified and diverse workforce for the energy industry by forming True Partnerships and underpinning our work with the Collective Impact Model.

The Tenets of True Partnership:

- Honoring and respecting the voices that come to the table
- Statewide standards guide our work
- Statewide and local partners implement programs using the standards
- New local partners are coached by experienced partners
- We share our successes
- We practice “media equity”
- We use the partnership brand and our own individual brands on joint projects
- We provide data in accordance with our data sharing agreement
- We all have skin in the game to sustain the organization
- We communicate regularly and widely within our membership
- We are transparent with our desired outcomes and challenges

Leadership Team: Thought leadership that directs work, develops strategy, garners resources, cultivates and sustain members, engages executives and tends to public relations.

Meets monthly. Make-up:

- Co-Chairs (2) Consumers Energy and DTE
- Backbone Manager (1)
- Vice Chairs (3) True Partnership, Standards and Data, Communications
- Association Leaders (2)
- Members at Large (3) Educator, Diversity, Veterans
- State office of Labor and Economic Opportunity (LEO) (1)

Pillar #1 – True Partnership

True partnership between employers, educators, workforce development and other stakeholders at a local level to strengthen enrollment, completion and job placement from energy education programs or enrollment in a college/apprenticeship for jobs in energy.

Goals:

1. Stand up new CTE and pre-apprenticeship programs in partnership with local providers.
2. Ensure all EIF and CTE providers have needed resources to deliver a quality experience for students.
3. Reach full enrollment in EIF courses with a diverse student body
4. Provide work experience or internship for every EIF student,
5. Ensure all CTE and EIF students have a plan for moving forward with their energy career.
6. 80% of EIF completers obtain their EIF certification

Tactics for 2020

- Document processes and standards for standing up an EIF course, CTE energy career cluster at a high school, CTE provider or a college.

- Document standard formula for Career Quest and put in place system for deploying statewide.
- Align with partners to engage in the Energy Providers Conference to promote MEWDC activities and recruit new partners.
- Develop a Veteran program for lineworkers – potentially the Skillbridge program.
- Deploy successful Careers in Energy Week with focus on recruitment into EIF programs.

Potential Structure:

- Pillar Vice Chair
- Leads for regions (Detroit/SE, Grand Rapids/West, Northern) and leads for specialties (MiCareer Quest, CTE, Careers in Energy Week, College Partnership)
- Cross pollinate to communications task team around CIEW, Career Quest, program recruitment, etc.
- Cross pollinate to Standards around data collection, EIF, etc.

Measures:

Pillar #2 – K12 Standards and Data Management

K12 Education standards and Data – define standards and provide input to local, state and federal agencies for the core job roles in the energy industry based on high quality labor demand data.

Goals:

1. Provide a reliable and consistent measurement system for our programs and grant reporting.
2. Gather labor demand planning data from consortium energy providers annually.
3. Provide guidance and advise to federal, state and local education oversight entities on the current and evolving needs of the energy industry including labor demand and competencies needed.
4. Ensure that standards for CTE and EIF are available and understood by local providers. Provide technical assistance as needed.
5. Ensure clear career pathways for the energy industry are available to students via advanced college placement, transfer and articulation agreements.
6. Work with statewide and local providers to adopt and embed the EIF credential in job postings, descriptions.

Tactics:

- Create database and finalize data sharing agreement with all partners to track performance
- Conduct TPM demand planning survey in 2020 for key job roles identified by leadership team.
- Embed energy industry in the earth science curriculum standards (Michigan Merit)
- Work with CEWD and Michigan Virtual University to offer EIF online.
- Work with CEWD and MDE to ensure CIP codes are structured at a national and state level to meet industry needs.

Potential Structure:

- Pillar Vice Chair
- Representation at MDE Career Readiness Initiative
- Advisory board representation at local level
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Measures:

Pillar #3 Communications

Provide infrastructure and content for multi-channel communications for MEWDC focused on these stakeholder groups: Externally students, parents and funders. Internally members, their organizations and their executives.

Goals:

1. Provide professional branding standards, website and collateral for events and recruitment.
2. Effectively utilize social media to generate interest in and recruit students into energy education programs.
3. Communicate with membership using multiple channels to ensure inclusion in the business of the organization.
4. Manage our public image through earned media.

Tactics:

- Develop and deploy an orientation for new members focused on role and impact.
- Support Careers in Energy Week
- Support MI Career Quest partners

Potential Structure

Measures: