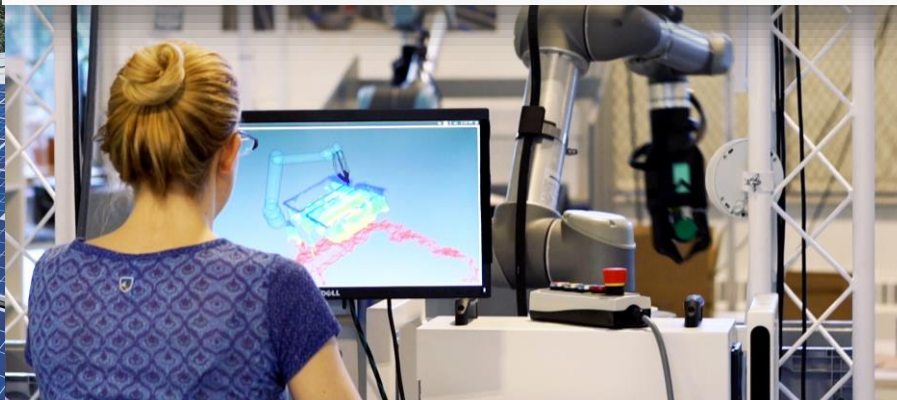




get^{into} energy

**MICHIGAN ENERGY WORKFORCE
DEVELOPMENT CONSORTIUM**





MEWDC Summit

November 18, 2022

WELCOME



Chris HooSang

Director, Corporate HR
DTE Energy



Jennifer Paugh-MacComber

President

MIAT College of Technology



SAFETY MOMENT



DEI MOMENT



Diane Antishin

Vice President
Human Resources & Chief Diversity & Inclusion Officer
DTE Energy



Future Focused:

Workforce Trends and Partnership Opportunities to Fill the Skills Gap

November 18, 2022



Industry & Talent Perspectives

Several important factors are driving talent challenges in the Power & Utilities industry

1

Unfavorable reputation on climate change that hurt the overall industry brand and the ability to attract talent, more significantly within the younger generations.

2

Significant job growth for core electric utilities driven by decarbonization of the power industry.

(A 2035 decarbonization scenario for electric utilities would result in the creation of 1.4 million jobs in the core power sector.)

3

Approximately 25% of the utility workforce will be retirement-eligible by 2023, plus the transition away from coal generation is reshaping the workforce—net of retirements, over 60,000 coal workers will be available to be retrained by 2035.

4

Increased demand for seven key digital skill clusters (automation, cloud, cyber, data analysis, data management, connected technologies, and software development) over the past decade. These are the same skill clusters growing in other industries.

5

Lower barriers for job switching into other industries, enabled by work from anywhere policies and technologies being massively adopted by all kinds of companies, especially impacting retention of back office and non-engineering workers.

Workforce expectations have changed

While there are variations in preferences across region, industry, and demographics, we identified **FIVE KEY FORCES** that are leading employees to reconsider where and how they work

THE FORCES AT PLAY



Compensation & Pay Dissatisfaction

63%

of workers who quit a job in 2021 cite low pay among the top reasons of quitting

Workplace Culture & Societal Impact

2 in 5

Gen Zs' and millennial's have rejected a job or assignment because it did not align with their values around societal and environmental impact, and diverse and inclusive cultures

Employee Desire for Agency & Choice

74%

of employees believe that developing worker skills and capabilities is important to their organization's strategy, but only **34%** are happy with their organization's investment in them

Work-Life Balance

54%

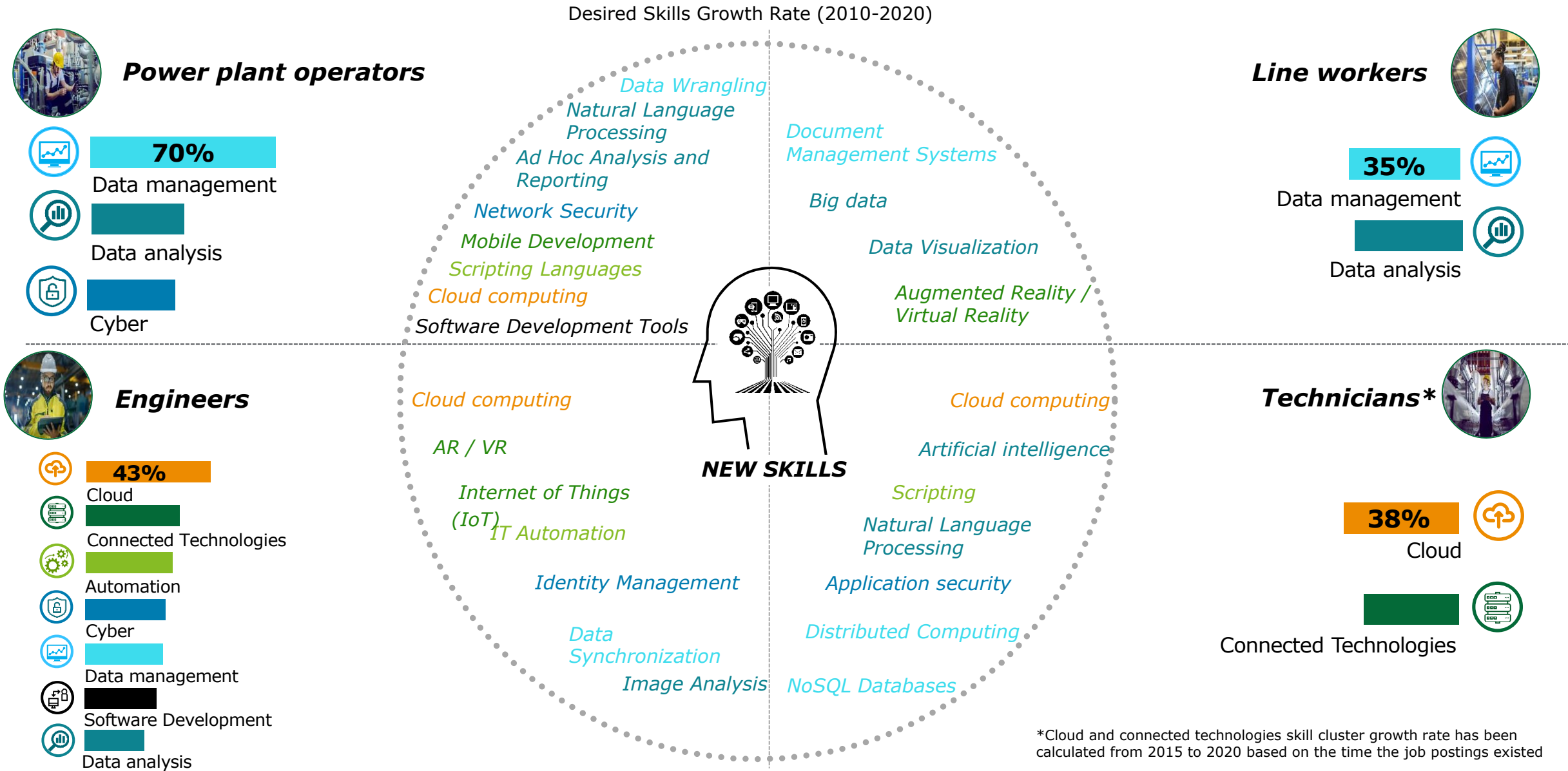
of global workers feel overworked... **39%** feel exhausted

Push for Flexibility

64%

of workers will only consider working in a new job if it provided flexible work hours

Digitalization is proceeding in power sector-specific roles, with growing demand for new skills



*Cloud and connected technologies skill cluster growth rate has been calculated from 2015 to 2020 based on the time the job postings existed

Organizations are applying a skills-based hiring approach to key talent segments

Skills-based hiring positions organizations to access critical talent by leveraging an alternative approach that places skills and behaviors at the center of the talent strategy.

TRADITIONAL HIRING



Recruitment Focuses on....

- Posting jobs to fill **open roles** rather than skill gaps
- Sourcing talent that achieves **minimum qualifications for a role**
- Evaluating talent based on level of **experience**, education, or certifications



**Leveraging
Skills Based
Hiring for
Certain Roles**



Skills-Based Hiring



Recruitment Focuses on....

- Posting jobs to fill **skill gaps** rather than open roles
- Sourcing talent with prioritized **human and specialized skills** and behaviors
- Evaluating talent based on **quality of skills and capabilities**

Partnerships are needed to close the skills gap

1

Improve Alignment between Educational Program Curricula and the Skills Needed in the Workforce

2

Optimize Programming and Career Awareness for Needed Skills

3

Expand Talent Sources to Create Opportunity and Address Talent Shortages



Thank you!

Summit Agenda & Workshop Summary



10:00-10:50 am Breakout Session 1

Lansing Board of Water and Light 1st STEP School to Training & Employment Program

- Michael Flowers | Executive Director, Human Resources | Lansing Board of Water & Light

Growing a Diverse and Inclusive Energy Efficiency Workforce

- Ben Dueweke | Director of Community Partnerships | Walker-Miller Energy Services
Derrick Meeking | Director of Workforce Development | Walker-Miller Energy Services



11:00-11:50 am Breakout Session 2

Creative Exposure and Preparation for Tree Trimming Careers

- Andrew Mauer | K-12 Career Readiness Consultant | Oakland Schools
Dawn Stone | Dean of Workforce Development | Alpena Community College
Walt Wilse | Utility Arborist Program Director | Alpena Community College

Introducing K-12 Students to Energy Careers through FIRST Robotics

- Gail Alpert | President | FIRST in Michigan



LUNCH

Enjoy.



MIAT TOUR

Enjoy.





MEWDC Summit

November 18, 2022

MEMBERSHIP MEETING



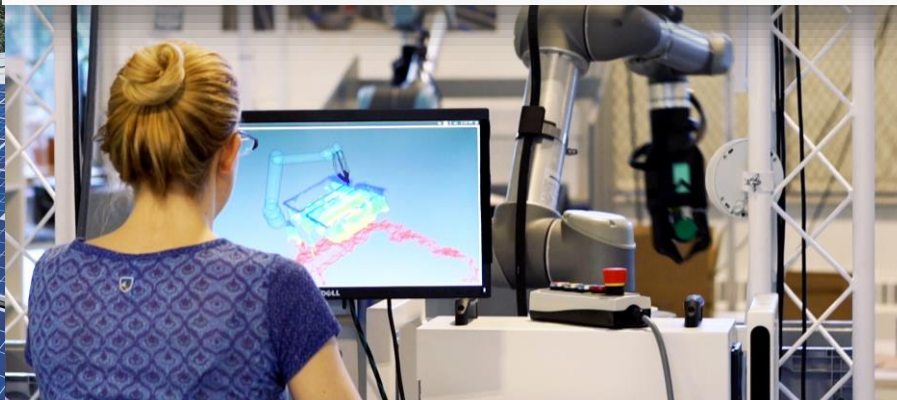
Kristie Kelley

Workforce Development Director
Center for Energy Workforce Development



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**MICHIGAN ENERGY WORKFORCE
DEVELOPMENT CONSORTIUM**



2022 MEWDC Accomplishments



Data Standards

- Established database to capture data for grant reporting
- 2022: January – August 164 students completed EIF and 101 received certifications

Communications

- Increase MEWDC exposure by sending out press release on Careers in Energy Week
- Developed social media kits for members and partners

Diversity

- Held Indigenous Cultural Awareness
- Held focus groups to identify opportunities and barriers for underrepresented populations

Grants and Demand

- Awarded more than \$1.3 million in competitive grants
- Obtained 5-Year demand data involving 13 employer partners



2022 MEWDC Accomplishments (cont.)



True Partnership

- Increased training providers in West and East Michigan
- Established TPM collaborative in West Michigan

Energy Programs Secondary

- Eight high schools are members
- Increase career exposure involving industry experts
- Launched a Line Clearance Tree Trimming Exposure segment at Oakland Schools

Energy Programs Post Secondary

- Twelve colleges are members of the Consortia
- HFC Power and Trades Pathways Program was a Finalist for U.S. Chamber of Commerce 23rd Annual Citizens Award for Best Commitment to Education Program

Career Awareness

- Nov 14-20, 2022, National Apprenticeship Week
- Attended 7 MICareer Quest events in 50 of the 68 counties in the lower peninsula
- Careers in Energy Week

Careers in Energy Week 2022



Careers in Energy Week 2022



Executive Summary and Quick Facts – CIEW 2022

The year 2022, our 8th year participating in CIEW

We were able to hold both in-person and virtual events

This year we had a variety in the type of businesses that participated and conducted events.

Type of Business	Name of Business
Investor-Owned Utilities	Consumers Energy
	DTE Energy
Municipal Owned Utilities	Lansing Board of Water & Light
	Traverse City Light & Power
Schools	Lansing Community Colleges
Community Based Organizations	Youth Solutions
Government Agencies	Oakland County Michigan Works!

Attendees or participant counts were as follows

- Attendees ~ 500 attendees
- Over 100 Unique school districts in Michigan (estimate)
- Over 28,000 Social Media Impressions
 - ✓ Facebook Impressions: 2587
 - ✓ Twitter Impressions: 3085
 - ✓ Linkedin Followers 25,509
- 7 companies, schools, or agencies planned and/or sponsored 9 events/activities

30
Students

Lineworker Demonstration



Substation Demonstration

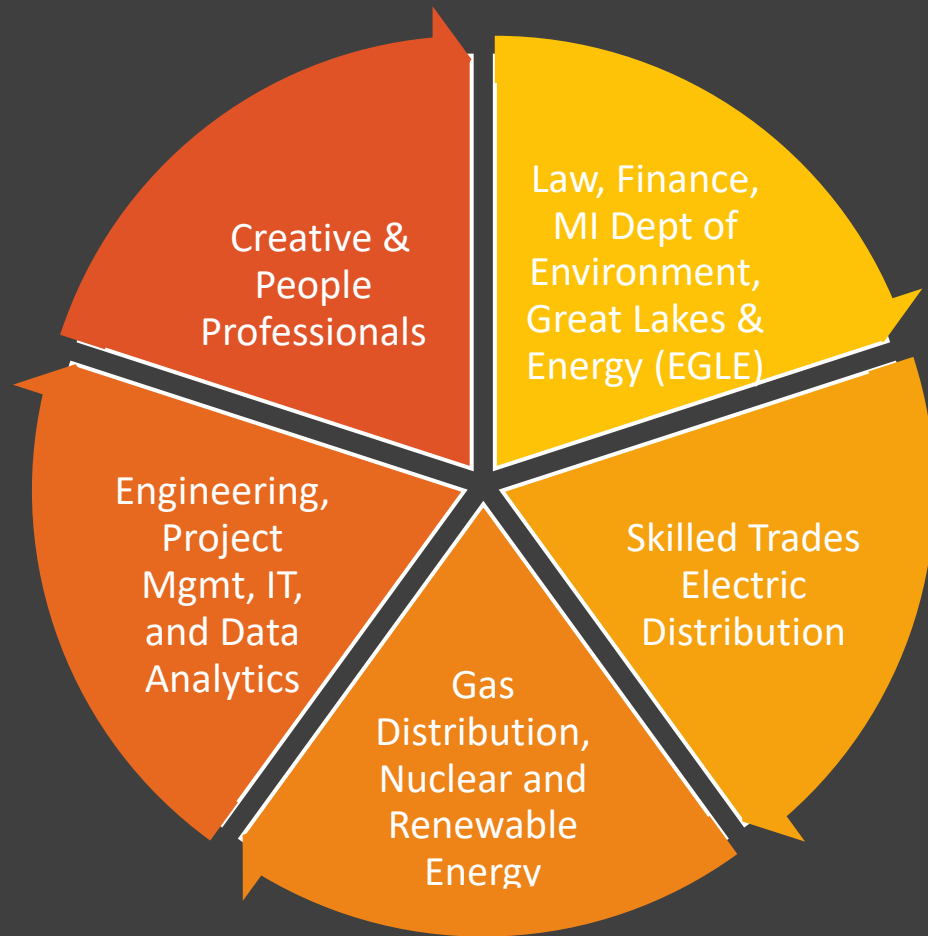


Training Lab

Consumers Energy

Count on Us®

DTE Energy Career Exploration Rotation



Educators accompanying presentations:



Nuclear



Line Workers, Tree Trim



Renewables



Power Trades





Lansing Board of Water & Light (LBWL)

Reverse Job Fair

Careers presented

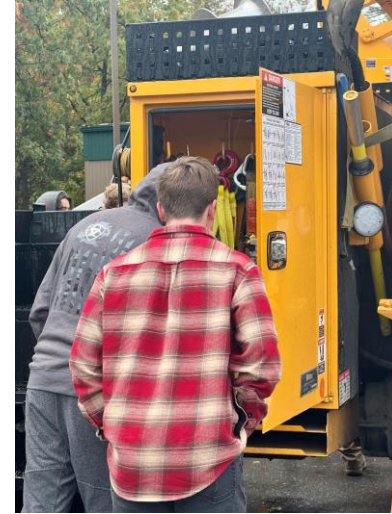
- Customer Service
- Line Dept
- Operations Technology
- Water Production
- Water Transmission & Distribution
- Primary Metering
- Electric Test Group
- ECM
- Project Engineering
- Customer Projects
- Strategic Planning

Student participants – 100

Traverse City Light & Power

- Northwest Education Services Electric Occupation Class
- The Career Tech Center touches 16 school districts
- Approximately 50-60 students participated
- Line workers did demos with the students

Demonstrations
Hands-on



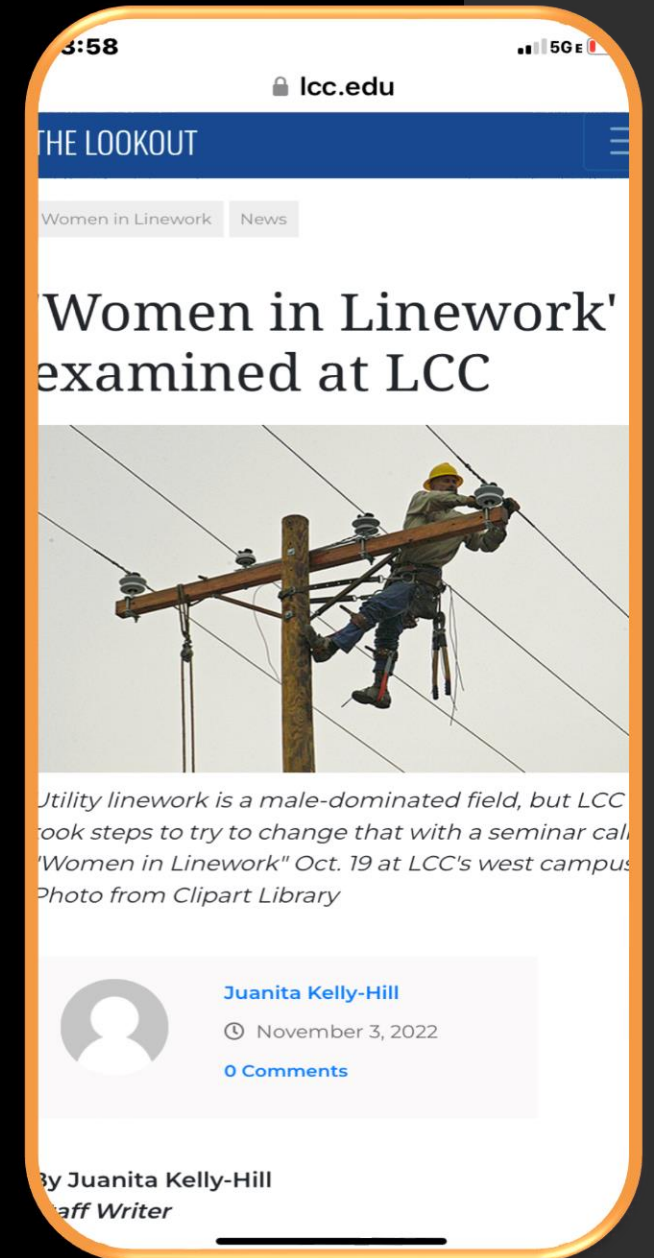
Lansing Community College

Theme:

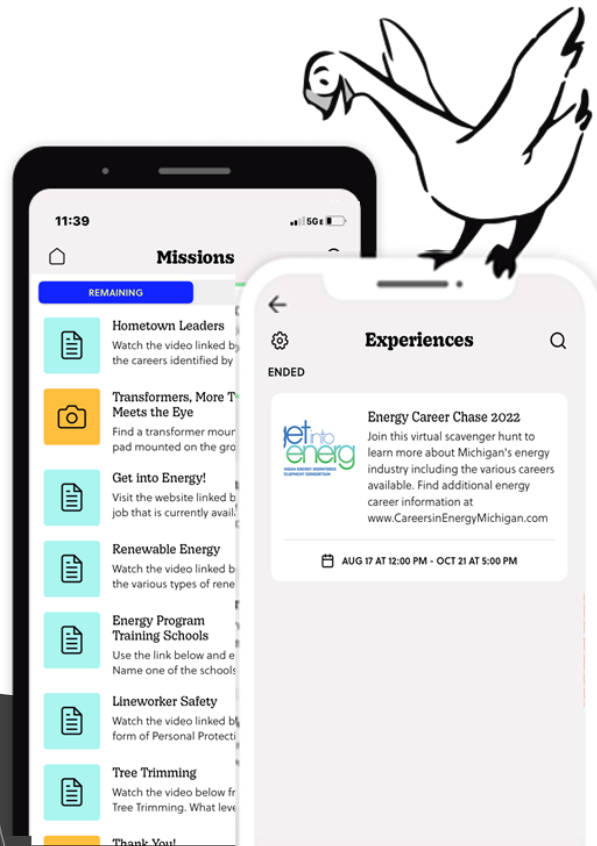
Women Line Workers

Outreach:

Female Athletes



Youth Solutions



GooseChase
Career Exploration




Deployed to schools
across the state



Virtual Panel Discussion
with Students (and former students)
in Energy



Oakland County Michigan Works!

	 LinkedIn	 Facebook	 Twitter	Totals
VIDEO VIEWS	499	293	280	792
IMPRESSIONS	722	978	1608	1700
REACTIONS	27	15	20	42
CTR	15%	0	0	15%
COMMENTS	1	0	2	1
REPOSTS	5	2	10	7
ENGAGEMENT RATE	28%	0	0	28%



Sharing Information via Video

Electric Vehicles (EV)

CAREERS IN ENERGY WEEK

“I want to create things that solve problems. The EV industry is the perfect place to do that right now.”

JEREMY BLACKWOOD
Senior IT Specialist, FLO



Oakland County
MICHIGAN
WORKS!



Lessons Learned

STOP

- Time allotted was cut in first session so only 2 out of 5 presented that session

START

- Set rules up front for students to help with a few hiccups
- Better directions for the volunteers and direction for the day
- Save the swag until the end
- Social media toolkit earlier in advance of the week
- Outreach to achieve diverse audiences

CONTINUE

- A well-developed contingency plan – (which had to be used)
- Good visuals for students to express thanks to presenters (golden ticket)
- Good communication
- Great and well-organized stations
- Have a variety of careers vs. just skilled trades (ex. IT, Mktg)
- Electric vehicle on site & hands on demos (it was great)
- Outreach to female athletes

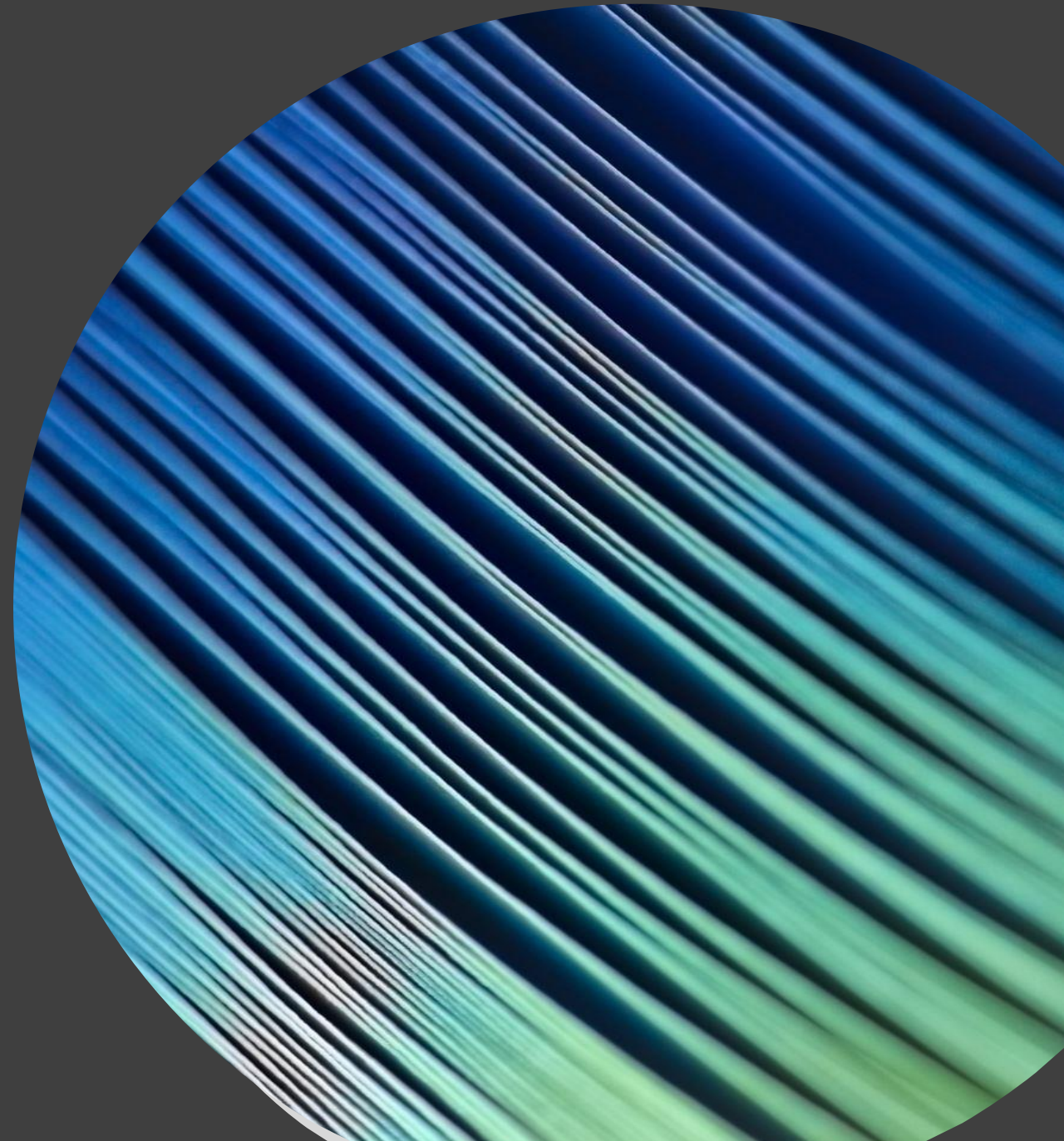
Opportunities



Advance Social Media – Ask others to “Like” or Share posts



Begin outreach relationships early to achieve diversity





Thank
You
2022
Presenters





Digital Campaign

MEWDC Summit

November 18, 2022

Introductions:



LISA ASSENMACHER

Piper & Gold Public Relations

lisa@piperandgold.com

PURPOSE: Why We're Here

Goal

Promote training and job opportunities in the energy industry to people age 16-30 from the following target audiences:

- Identify as female.
- Black and Latine(o/a/x).

View the full recommendations report [here](#).



RESEARCH: Focus Groups

2

Virtual Focus Groups

47

Participants

1

Digital Survey

700+

Valid Responses



Focus Group and Survey Report
10.07.2022

INTRODUCTION

In order to develop an effective digital campaign to promote careers in energy, we wanted to learn about perceptions of the energy industry, including knowledge about the industry as a whole and barriers to access. We also wanted to test different visual styles for the digital campaign. To do this, we conducted a survey and two focus groups.

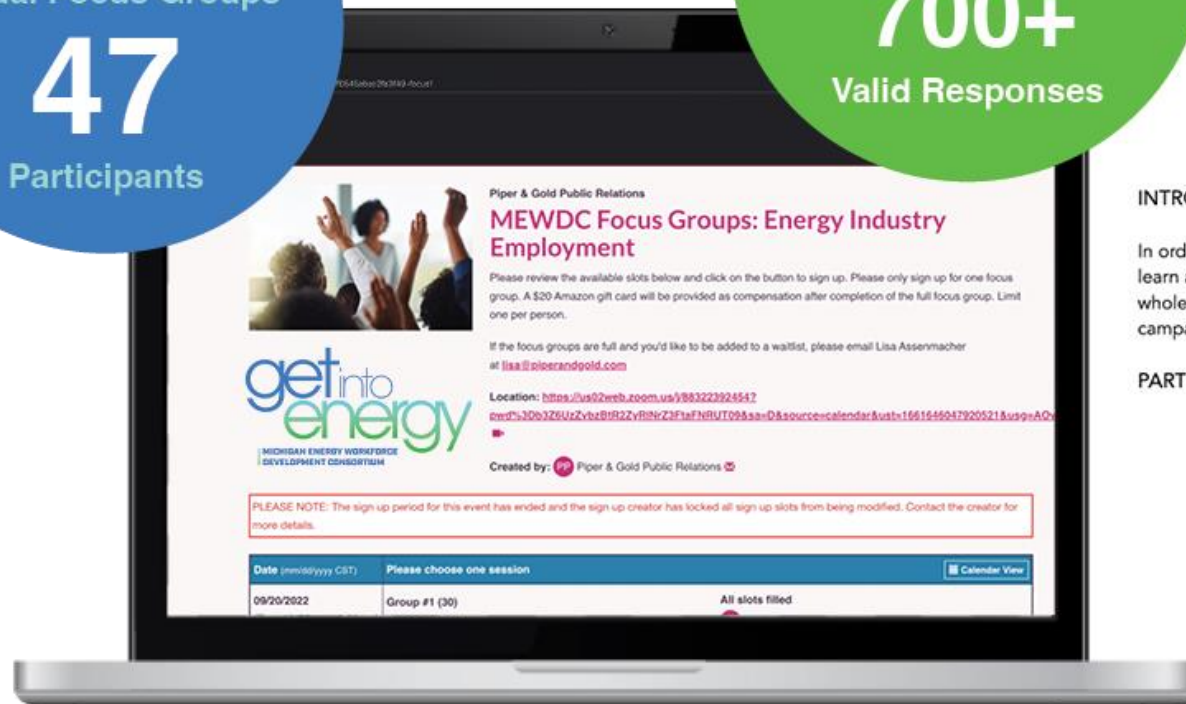
PARTICIPANT DEMOGRAPHIC INFORMATION

Survey Participants

There were 890 responses to a short survey hosted on [SurveyMonkey](#). As a few answers might be bots and spam, it is estimated that approximately 800 responses are from legitimate people in the target audience. It was used as a way to identify opportunities to connect with people searching for jobs.

- Race/Ethnicity
 - 47.79% identified as African American/Black
 - 46.50% identified as White
 - 5.83% identified as Latino(a/x/e)
 - 3.50% identified as Asian American/Asian

View the full
focus group
report [here](#).



ANALYSIS: What We Learned

Opportunities:

1. **Reach individuals sooner** in their career exploration process.
2. **Describe the diversity of jobs and careers** within the energy industry.
3. **Define the pathway and connect individuals** to resources and training.



STRATEGY: 2023 Digital Campaign

MEWDC Sponsored Content:

A paid advertising campaign designed to launch on Meta (Facebook and Instagram) and YouTube.

Spring: April-June 2023

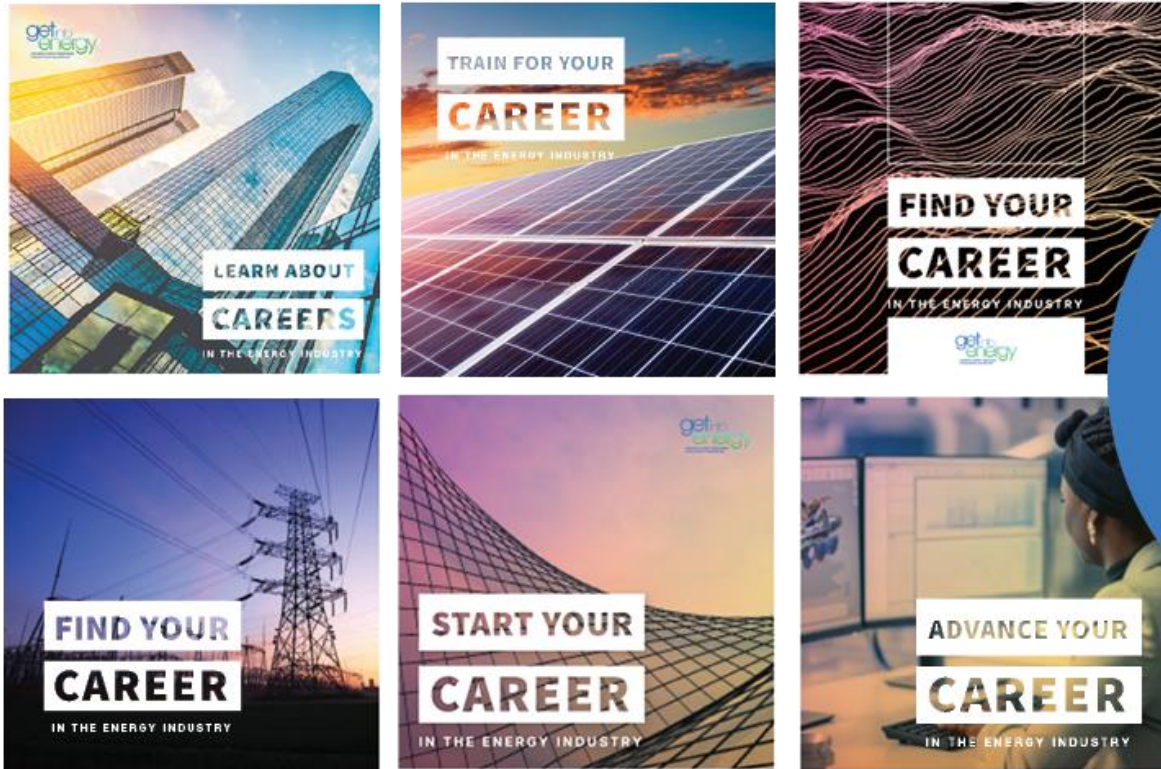
Six to eight weeks leading up to graduation.

Late Summer/Fall: August-October 2023

Six to eight weeks leading up to Careers in Energy Week and College Application Month.

Paid Campaign

Content will guide and direct pathways.



CTA:
A landing
page on the
MEWDC
website



A final report will be developed and shared in Q4 2023.

Partner Toolkit

INCLUDED: Messaging, creative templates and recommendations for implementation.

Benefits:

Customizable and evergreen for ongoing use.

Supports industry brand awareness and simplifies some of your process.

Development and distribution to partners in Q1 2023

Questions?

Thank you.



1:30-2:20 pm

Breakout Session 3

Energy Industry Fundamentals Curriculum Modernization and Challenging Students with Hands On Energy Projects

- Kristie Kelley | Workforce Development Director | Center for Energy Workforce Development
- Mike Schmidt | CTE and EIF Instructor | Hartland High School

Energy Industry Registered Apprenticeship Opportunities

- Stephanie Vomvolakis | Apprenticeship Specialist | Michigan Department of Labor & Economic Opportunity, State Apprenticeship Expansion



CLOSING

Thank you.





Marcia Black-Watson

Director
Michigan Energy Workforce Development Consortium

Christopher HooSang *Co-Chair*

DTE Energy

Sharon Miller *Co-Chair*

Consumers Energy

Amber Fogarty *Vice Chair*

Consumers Energy

Deborah Majeski *Vice Chair*

DTE Energy

Breina Pugh *Vice Chair*

Lansing Board of Water & Light

Gail Wahlberg *Vice Chair*

Enbridge

Katie Abraham

Michigan Municipal Electric Association

Chris Davis

MIAT College of Technology

David Gard

Michigan Energy Efficiency Contractors

Deb Lyzenga

Michigan Department of Labor and Economic Opportunity (LEO)

Carrie Rosingana

Capital Area Michigan Works!

Joseph Saur

Michigan Veterans Affairs

Marcia Black- Watson *Director*

MEWDC

LEADERSHIP TEAM

