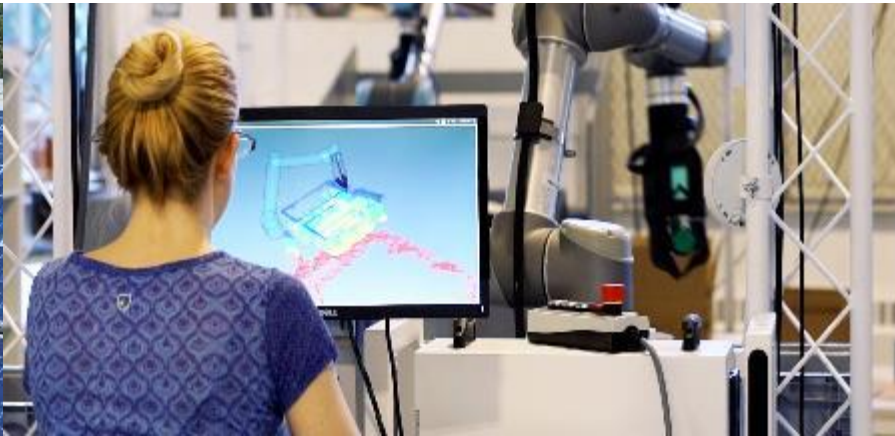




**get into energy**  
MICHIGAN ENERGY WORKFORCE  
DEVELOPMENT CONSORTIUM

# Energize Your Talent Pipeline through Career Awareness



## AGENDA

- I. MEWDC Membership Perks
- II. The Target Audiences
- III. Approaches to Career Awareness
- IV. MiCareerQuests
- V. Careers in Energy Week
- VI. Energy Trailers



# MEWDC Members Perks

*Membership*

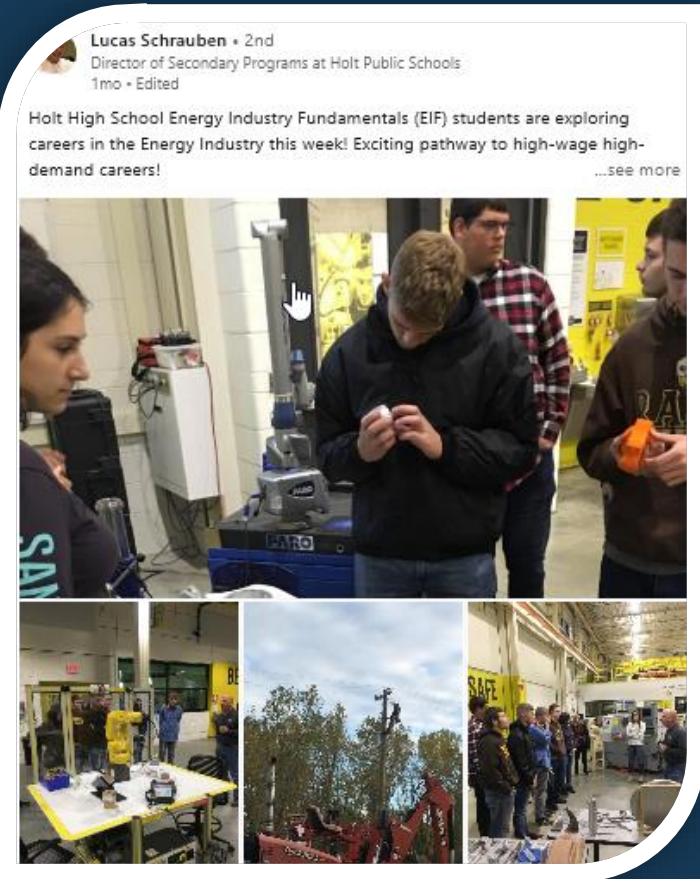
*Has it's*

*Privileges*

- ✓ Be in the energy corridor at events and initiatives
- ✓ Participate with few employees
- ✓ Take advantage of MEWDC's social media kits for the joint events/activities
- ✓ Brand your participation through social media
- ✓ Broadcast to your customers and schools
- ✓ Press Releases & Governor's Proclamations

# More Perks: Employment branding

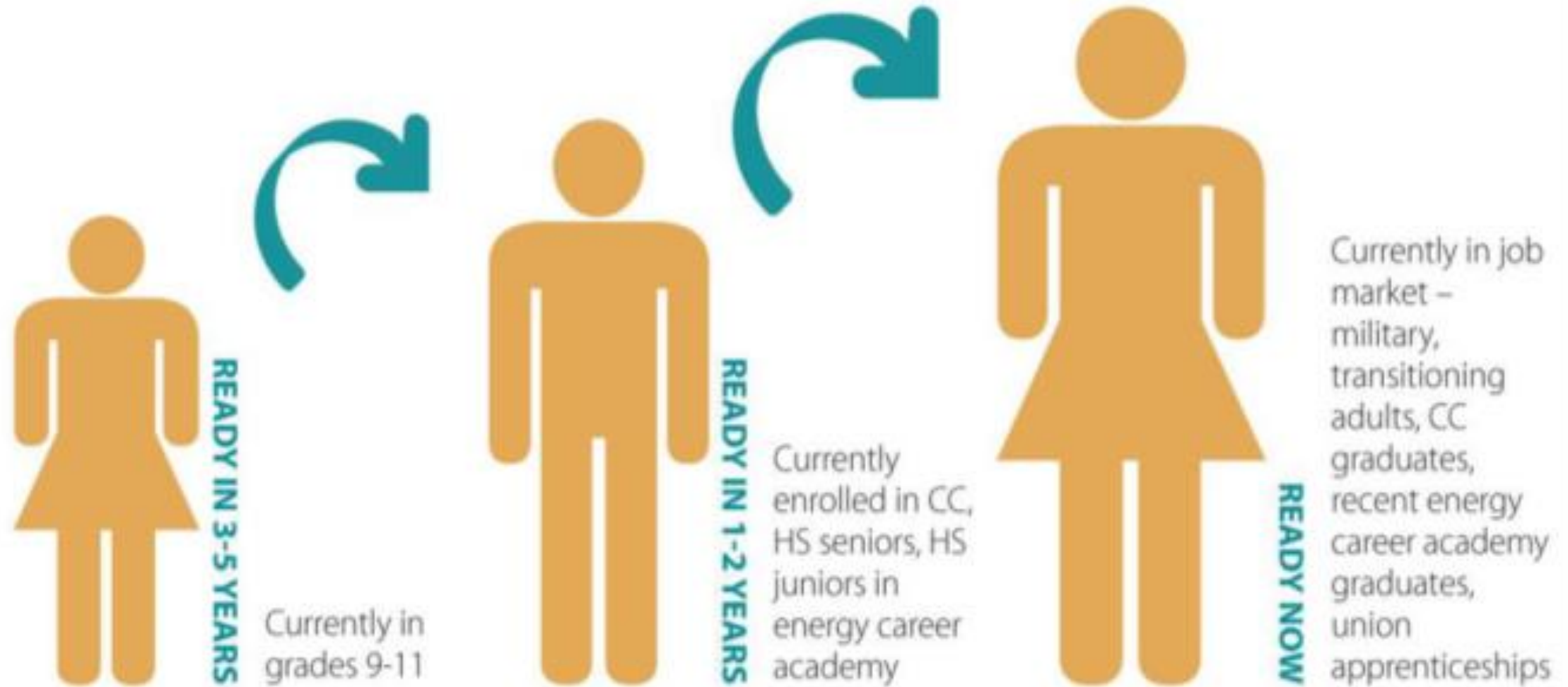
✓ Schools post the students interaction with your company on social media

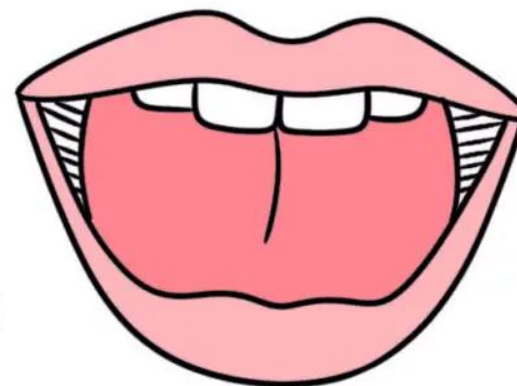
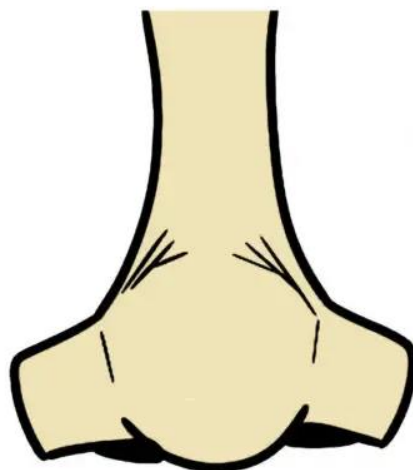
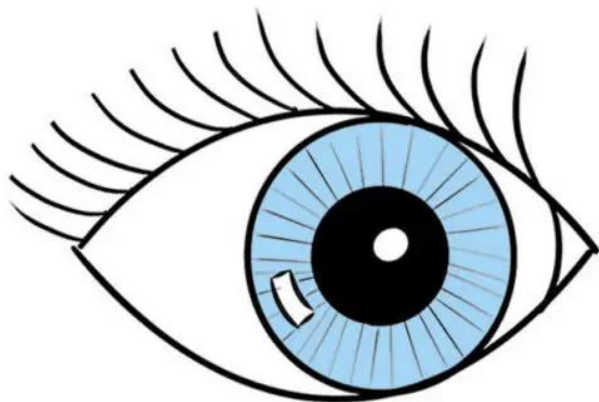


State & Local government agencies post for activities in their area



# Various Levels of Outreach





**The 5 Senses - Sound, Sight, Smell, Taste, and Touch**  
Incorporate these in your Career Awareness (as appropriate)



*Who  
made  
this  
famous  
quote?*



**I HEAR AND I FORGET.  
I SEE AND I REMEMBER.  
I DO AND I UNDERSTAND.**

# Tell me, Show me, Let me do!



If you tell me,

I will listen

If you show me,

I will see

If you let me experience,

I will learn

- Laozi



# MiCQ



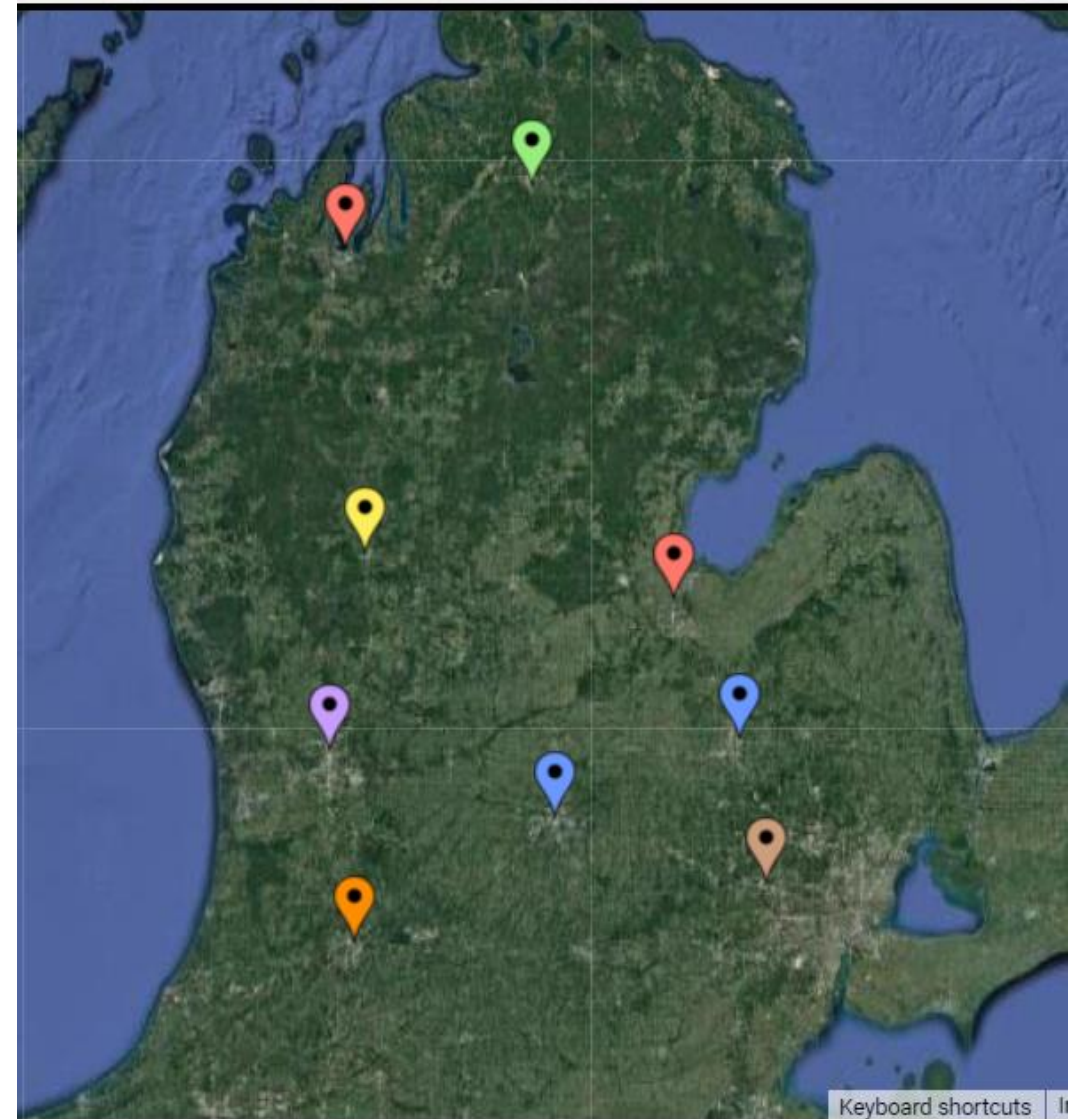
2023  
MiCQ's  
throughout  
the State of  
Michigan

**SPRING 2023**

- 4-May-23 **MiCQ - Northwest**
- 9-May-23 **MiCQ - West Central**
- 11-May-23 **MiCQ - Northeast**
- 19-May-23 **MiCQ - Capital Area**
- 24-May-23 **MiCQ - West**
- 24-May-23 **MiCQ - East**

**FALL 2023**

- 29-Sep-23 **MiCQ - Middle Michigan**
- 25-Oct-23 **MiCQ - Southwest**
- 14-Nov-23 **MiCQ - Southeast**





# MiCQ Trivia

1. What does MiCQ stand for?

- a) Michigan Consortium Quest (stay seated)
- b) Michigan Career Quest (stand up)

2. How many students are expected to attend the 8 MiCQ events in 2023?

- a) 15,000 (stay seated)
- b) 25,000 (stand up)
- c) 40,000 (place your hand on your head)
- d) 45,000 (cover your eyes)

# MiCareerQuest

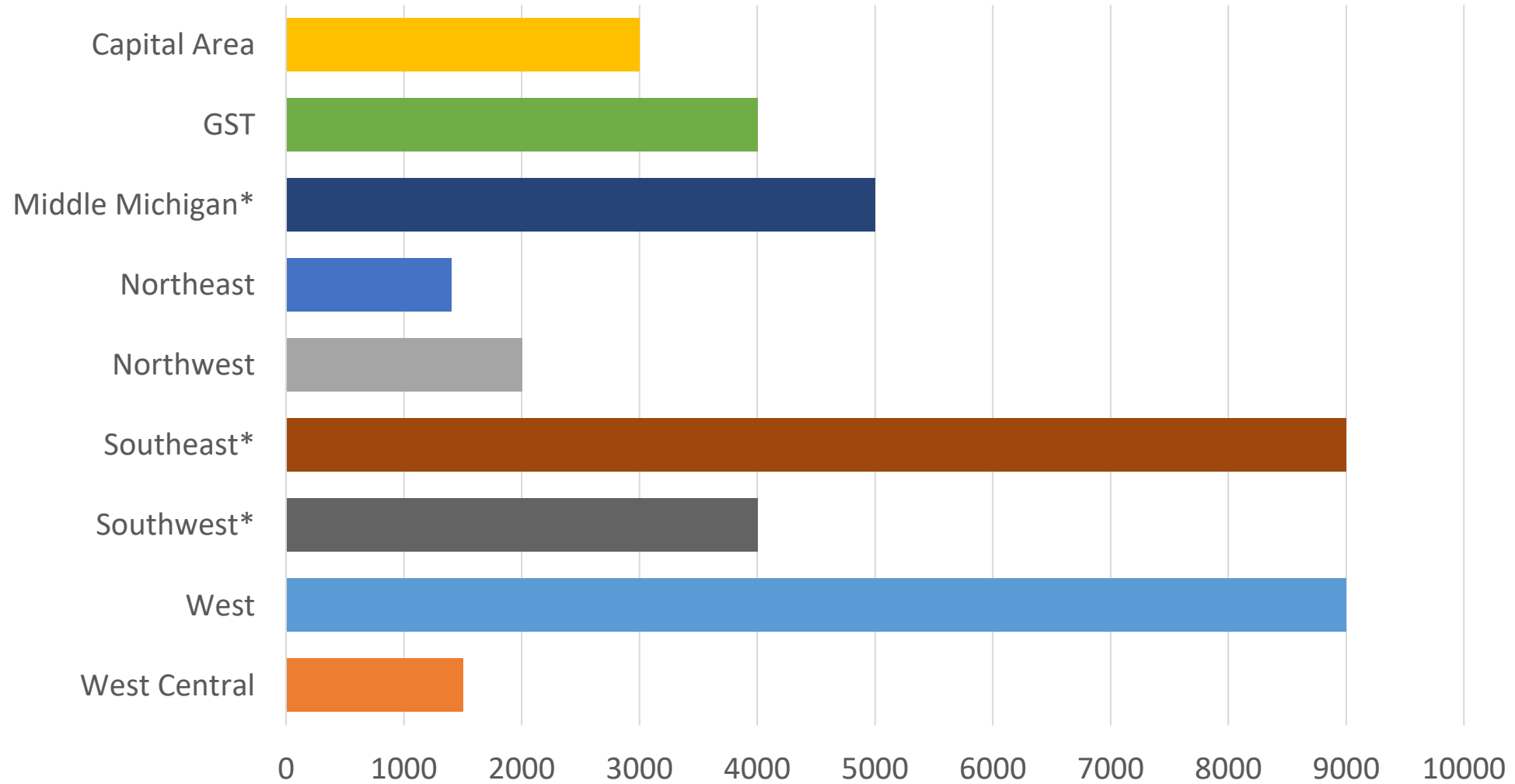
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# MiCQ Attendees

Number of Student Attendees



\* Estimated – Actual events in Fall 2023

# MiCQ Trivia

3. How many counties from the lower peninsula will be represented at the 8 out of 10 MiCQs we will attend in 2023?
  - a) 37
  - b) 48
  - c) 56
  - d) 68
  
4. What is the cost to host a booth at a MiCQ event?
  - a) \$1,000
  - b) \$500
  - c) \$100
  - d) \$0



# MiCQ Trivia

Alcona	Charlevoix	Gratiot	Lake	Missaukee	Presque Isle
<b>Alger</b>	Cheboygan	<b>Hillsdale</b>	Lapeer	Monroe	Roscommon**
Allegan	<b>Chippewa</b>	<b>Houghton</b>	Leelanau	<b>Montcalm</b>	Saginaw
Alpena	Clare	Huron	<b>Lenawee</b>	Montmorency	<b>St. Clair</b>
Antrim	Clinton	Ingham	Livingston	Muskegon	<b>St. Joseph</b>
Arenac	Crawford	Ionia	<b>Luce</b>	Newaygo	Sanilac
<b>Baraga</b>	<b>Delta</b>	Iosco**	<b>Mackinac</b>	Oakland	<b>Schoolcraft</b>
Barry	<b>Dickinson</b>	<b>Iron</b>	Macomb	Oceana	Shiawassee
Bay	Eaton	Isabella	Manistee	<b>Ogemaw**</b>	Tuscola
Benzie	Emmet	<b>Jackson</b>	<b>Marquette</b>	<b>Ontonagon</b>	<b>Van Buren</b>
Berrien	Genesee	<b>Kalamazoo</b>	Mason	Osceola	Washtenaw
Branch	Gladwin	Kalkaska	Mecosta	Oscoda	Wayne
<b>Calhoun</b>	<b>Gogebic</b>	Kent	<b>Menominee</b>	Otsego	Wexford
Cass	Grand Traverse	<b>Keweenaw</b>	Midland	Ottawa	

Key: Northeast - 11 West Central - 6 Northwest - 10 Capital Area - 3 West - 6 GST - 6 Middle Michigan - 11\*\* Southeast - 6  
 County - 15 Located in the Upper Peninsula County - Not part of a MiCQ event **County - part of a MiCQ we didn't attend**

# Careers in Energy Week





# CIEW Trivia

1. What does CIEW stand for?
  - a) Careers In Energy Week (stand up)
  - b) Careers In Energy Worthwhile (sit down)
2. How many years this year has CIEW been around?
  - a) 2 (stay seated)
  - b) 6 (stand up)
  - c) 8 (place your hand on your head)
  - d) 10 (cover your eyes)





# Last few years at a glance

Year	Attendees	Makeup	Event Supporters	Audience
2020 = 7 <sup>th</sup> year All virtual	2,711 Registered 1,745 Attended	90 unique districts were involved	30 companies, schools and agencies planned & participated in events	Youth & Adults
2021 = 8 <sup>th</sup> year Hybrid – some virtual and some in person	1,666 Registered 1,177 Attended	15 unique districts, 15 job seekers, 3 parents, 16 educators, 83 individual students	27 companies, schools and agencies planned and participated in events	Youth, Adult Job Seekers & Veterans
2022 = 9 <sup>th</sup> year Hybrid	500 Attended	100 unique school districts	9 total events amongst 7 MEWDC members (see chart below)	Youth & Adult Job Seekers

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!

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



Every Student.  
Career Ready.  
Oakland Schools

Kalamazoo VALLEY™  
community college

youth solutions



Hartland High School  
"Teaching For Learning, For Life"

Washtenaw  
Community College

walker-miller  
Energy Services, LLC.



RUBEN STRATEGY  
GROUP LLC



UPCC UPPER PENINSULA  
CONSTRUCTION COUNCIL  
Labor and Management Building Together



IBEW  
... the right choice

MICHIGAN  
WORKS!™



Consumers Energy  
Count on Us

AEP AMERICAN  
ELECTRIC  
POWER

BP&W Holland Board of  
Public Works

Chart House Energy

INDIANA  
MICHIGAN  
POWER

INFRA SOURCE

GST MICHIGAN  
GENESSEE SHAWASSEE THUMB  
WORKS!™



DTE



LANSING BWL  
Hometown People. Hometown Power.

harvest  
solar

Capital Area  
MICHIGAN  
WORKS!





# Communication Materials



## Careers in Energy Week Oct. 19–23, 2020

Members of the Michigan Energy Workforce Development Consortium (MEWDC) and the national Center for Energy Workforce Development (CEWD) are proud to participate in Careers in Energy Week 2020.

### Schedule of Events

- Monday, Oct. 19 – Friday, Oct. 23**
- Virtual job-seeker and career exploration activities statewide
  - Energy Trivia Contest for high school students statewide
  - Energy Career Chase 2020 contest using the GooseChase app developed in partnership with Oakland Schools Career Readiness
- Monday, Oct. 19**
- Consumers Energy hosts a virtual panel discussion, [Pathways to Careers in Energy](#) 1:00 – 2:30 p.m.
  - DTE Energy hosts Career Exploration, a virtual tour of energy careers for high school students 12:30 – 1:30 p.m.
  - DTE Energy hosts panel discussion for high school FIRST Robotics teams on Careers in Energy 5-6 p.m.
  - DTE Energy hosts Ace Your Behavioral Based Interview 11:30 a.m. – 12:00 p.m. and 6:30-7:30 p.m.
- Tuesday, Oct. 20**
- MEWDC hosts [MI Energy Careers 2020](#): High school and adult learners career exploration event via Brazen 1-4 p.m.
- Wednesday, Oct. 21**
- CEWD [Energy Careers 2020](#): National conference and virtual career fair for students and adults 1-6 p.m.
- Thursday, Oct. 22**
- MEWDC hosts [Transitioning to a Career in Energy](#): Panel discussion and resources for educators, veterans, parents, and students 12:00 p.m. Lunch time discussion. [Register here for the Virtual Panel Discussion](#)
- Friday, Oct. 23**
- MEWDC hosts [Michigan Careers in Energy Week Virtual Job Fair](#): Job-seekers virtual career fair via Brazen 10 a.m.- 2 p.m.
  - Henry Ford College (Energy Employers Identified) virtual career fair for job-seekers 11 a.m.-1:30 p.m.
  - DTE Energy hosts a virtual tour of energy careers for high school students 10-11 a.m.
- Find more information, including links to events, visit the [MEWDC website](#)  
Follow our events on [Twitter](#), [Instagram](#), [LinkedIn](#), and [Facebook](#)  
Use [#GetIntoEnergyMichigan](#) and [#CareersInEnergyWeek](#)



## Social Media Impressions over 15,00 in 2020 & over 28,00 in 2022



We are excited to be hosting a booth along with [DTE Energy](#), [Consumers Energy](#) and [Lansing Board of Water & Light](#) at this event. Register today!



Curious about careers or internships in the energy industry? Register to attend [#EnergyCareers2020](#), a free, virtual event on October 21st that will host a career fair, educational sessions, networking forums, exhibits, and more! Emg ...see more



Like Comment Share Send



249 views of your post in the feed

## 2021 SOCIAL MEDIA STATS

Empowering MI story  
60 page views

Empowering MI story  
501 page views

LinkedIn job fair post  
3,155 Impressions

LinkedIn post  
2,419 Impressions

DTE CEO LinkedIn post  
3,296 page views

Twitter  
1,361 impressions



## High School Contests and Events

Please share this information so we can help more students [Get Into Energy!](#)

During [Careers in Energy Week](#), there are multiple ways for students to learn more about energy careers. More information about the events can be found at [www.CareersInEnergyMichigan.com](#).

**Tuesday, October 20, 1-4 p.m., MI Energy Careers 2020**  
MI Energy Careers 2020 is a virtual fair for high school students that will highlight and explore an essential industry with a dynamic future in clean energy. Participants will hear from current professionals in the field about a broad range of high-paying careers in energy and the pathways to get there focusing on education programs and activities that will give them a leg up, including courses to take in high school, apprenticeship readiness and college programs offered in Michigan.

**October 19-23, Contests**  
The two contests are open to all Michigan high school students grades 9-12.

- Trivia Contest:**
- A question will post on the Google Form each day of Careers in Energy Week, October 19-23
  - Contestants must answer each day's question correctly to be eligible for the prizes.
  - Five winners will be selected randomly from all qualifying trivia contest entries.
  - Each winner will receive:
    - \$100 Amazon Gift Card
    - A drone with camera
    - \$250 for their attending school

- Energy Career Chase Contest via the GooseChase App:**
- The chase will begin by downloading the GooseChase App.
    - Enter the code: SDBK5Q
    - Password: getintoenergy
  - Contestants must complete all of the missions to earn the maximum points.
  - Five winners will be selected randomly from all qualifying contest entries.
  - Each winner will receive:
    - \$100 Amazon Gift Card

Let's Get Social — [#GetIntoEnergyMichigan](#) [#CareersInEnergyWeek](#)



# Contest Stats



# Last Trivia Question?

1. How can you get involved in MiCQ or CIEW 2023?
  - a) do nothing (stay seated)
  - b) reach out to Alicia or Michelle to learn more or attend an event in 2023 (stand up)
  - c) will go back to my company/team to discuss and contact you later to learn more (place your hand on your head)
  - d) scan the QR code on the right to sign up to get involved and learn more (TAKE OUT YOUR PHONE!)







Alicia Harris  
DTE Energy  
Manager, Employment Strategies  
[alicia.harris@dteenergy.com](mailto:alicia.harris@dteenergy.com)

Save the date  
October 16<sup>th</sup> – 20<sup>th</sup>, 2023

Michelle Mitchell  
Consumers Energy  
Talent Pipeline Project Manager  
[Michelle.Mitchell@cmsenergy.com](mailto:Michelle.Mitchell@cmsenergy.com)

[www.careersinenergymichigan.com](http://www.careersinenergymichigan.com)