

BREAKFAST

SUMMIT MEALS SPONSORED BY



COLLEGE OF TECHNOLOGY

Enjoy.



get into
energy

MICHIGAN ENERGY WORKFORCE
DEVELOPMENT CONSORTIUM

**MEWDC
Annual Summit
2023**

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

David Gard

Michigan Energy Efficiency Contractors

Jennifer Paugh-Macomber

MIAT College of Technology

Andrew Mauer

Oakland Schools

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



WELCOME!

from the

MEWDC LEADERSHIP TEAM

Summit Agenda & Workshop Summary



Summit Agenda



Morning

8:30-9:00 am	Registration & Breakfast
9:00 – 9:30 am	Welcome and Safety Moment
9:30-9:35 am	Keynote Introduction
9:35-10:05 am	Keynote
10:05-10:20 am	Break
10:20-11:20 am	Breakout Round 1
11:20-11:30 am	Break

Afternoon

11:30 am -12:15 pm	LUNCH
12:15-12:45 pm	Panel
12:45 -1:00 pm	Break
1:00-2:00 pm	MEWDC Membership Meeting
2:00-2:15 pm	Break
2:15-3:15 pm	Breakout Round 2
3:15-3:30pm	Closing/Evaluation (Boardroom)

MEWDC Co-Chairs



Sharon Miller

Director, Talent Pipeline, Consumers Energy



Chris HooSang

Director, Corporate HR, DTE Energy



WHO IS IN THE ROOM?



SAFETY TAILBOARD



CMS ENERGY

Headcount:

SAFETY TAILBOARD

Location: Michigan Chamber of Commerce, 600 Walnut Street

Nearest Exit(s)&AssemblyArea(s):

Nearest ShelterArea(s): Conference Rooms and Restrooms

Incident Command:

Dial 9-1-1:

Direct Emergency Responder (Runner):

CPR/First Aid:

AED:

Fire Extinguisher:

Active Shooter: Run/Hide/Fight/Tell

Present Hazards:  Wait...Don't Take the Bait! Cords/Stage/Bags/Chairs



Carrie Rosingana

Chief Executive Officer

Capital Area Michigan Works!



Kerry Ebersole Singh

Chief Talent Solutions & Engagement Officer
Michigan Economic Development Corporation



**MICHIGAN
ECONOMIC**
DEVELOPMENT
CORPORATION

TALENT ACTION TEAM

*Delivering Top Talent for Michigan's
Economy & Future*



“Talent has been a focus at MEDC for at least the past decade, but the way we’re approaching it now is more focused and driven.”

When people say ‘narrow,’ it can sound negative, but I think in this case it’s a good thing to have a narrow focus on particular, in-demand industries that have the potential for high growth.”

-Quentin L. Messer, Jr. President & CEO, MEDC



DRIVEN BY MICHIGANDERS

- The talented, hardworking people of Michigan are our most precious resource.
- Michigan is ranked the No. 4 state for out-migration, with nearly one-third of migrators between ages 18 and 34.
- This is a once-in-a-generation opportunity to uplift Michiganders.



Our process is **invite-only**, tailored to businesses that are ready to make history in Michigan's strategic growth industries:

- EV and Mobility
- Semiconductors
- More key industries to come

KEY ACTIONS

- **CULTIVATE** talent in Michigan
- **RETAIN** a diversified pipeline
- **ATTRACT** incredible talent and investment from around the world



“Partnering with MEDC’s Talent Action Team means we are proactively engaging with Michigan’s rich pool of talent to meet our current needs. And, we have a whole team of experts in our corner as we look to the future.”

– Denise Gray, LG Energy Solution

ACTION ONE: CULTIVATING TOP TALENT

- Automakers Campaign
- Going Pro
- Michigan Reconnect
- EV Jobs Academy
- PK-12 summer engagement



ACTION TWO: RETAINING TOP TALENT

Incentivizing graduates to remain in Michigan to work as engineers and software developers

- The **Michigander EV Scholars Program** retains top talent through an offer of employment and a \$10,000 scholarship to as many as 350 Michigan students.
 - Currently have more than 200 students actively participating and more than 30 receiving some level of scholarship offers for FT employment or internship with an in-state partnering employer.

Michigan STEM Forward Internship

- Paid internships for college students at Michigan companies

ACTION THREE: ATTRACTING TOP TALENT

- \$34 million talent attraction and retention strategy to secure Michigan's future as a global hub for innovation.
- Designed to reach students, job seekers and industry professionals in our key growth areas.
- Leverages MEDC's position as chief marketer for the state of Michigan.
- "Make It In Michigan" campaign.





*“ONE is thrilled to select Michigan for our first cell factory, due to the state’s unique combination of battery talent, proximity to material supply and **access to low-cost energy.**”*

– Mujeeb Ijaz, founder & CEO of ONE

WHY ENERGY MATTERS: OUR NEXT ENERGY

- Michigan concept, Michigan company, Michigan headquarters.
- Invested \$1.6 billion to built battery manufacturing campus in Wayne County (Oct. 2022)
- Will create 2,100+ jobs
- Significant factor was Governor’s MI Healthy Climate Plan on carbon neutrality by 2050



THE TEAM MICHIGAN APPROACH

- Chief Growth Officer
- Growing Michigan Together Council
- Make it in Michigan campaign
- Pure Opportunity
- MI Healthy Climate Plan
- Talent Action Team & Programs

“With all players coordinated under one department, we are working together on a statewide strategy that will create vibrant, thriving communities and attract the talent and capital Michigan needs to succeed.”

– Susan Corbin, Director, LEO



**MICHIGAN
ECONOMIC
DEVELOPMENT
CORPORATION**

Thank You!

*Kerry Ebersole Singh, MEDC
ebersolek3@michigan.org*

10:20-11:20 am Breakout Sessions Round 1

1. MEWDC Diversity Social Media Campaign Flight 1 (Board Room)

- Lisa Assenmacher | Director of Brand Strategy | Piper & Gold Public Relations
- Breina Pugh | Government & Community Relations Manager |
Lansing Board of Water & Light

2. Energize Your Talent Pipeline through Career Awareness (Room C)

- Amber Fogarty | Manager, Talent Pipeline, DEI | Consumers Energy
- Alicia Harris | Manager, Employment Strategies & Compliance | DTE Energy
- Michelle Mitchell | Talent Pipeline Project Manager | Consumers Energy

3. MEWDC Education and Training Programs (Room J)

- Deborah Majeski | Manager, Workforce Development | DTE Energy
- Andrew Mauer | K-12 Career Readiness Consultant | Oakland Schools

LUNCH



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Enjoy.

Look At Us Go! Program Success Stories

Moderator

- Amber Fogarty | Manager, Talent Pipeline, DEI | Consumers Energy

Panelists

- Arrica Hallaman | Henry Ford Power and Trades Pathway Program
- Rachelle Hall | Lansing Board of Water & Light 1st STEP Program
- Alberto Sanson | Power for America Gas Bootcamp Veterans Program
- Morgan Stenz | Lansing Community College Pre-Apprentice Lineworker Program



MEWDC Annual Summit 2023

MEMBERSHIP MEETING

2023 MEWDC Accomplishments



Data Standards

- 2023: 214 Students Enrolled EIF. Data collection scheduled in July
- Energy Education Partners: Professional Development and Networking Meeting

Communications

- Launched social media advertising campaign in May 2023
 - Increased web traffic by nearly 200%
- Robust build-out of new “Career Exploration” page of the website

Diversity

- Advancing Indigenous engagement efforts Tribal events as powwows in MI
- Social media campaign underserved youth and adults

Grants

- Grant extended for SAE Grant- awarded 1.1 million
- Halfway point for MICA 3.0 Grant- awarded 249K
- Applied SSEC* Grant for 338K



*Sector Strategies Employer-led Collaborative

2023 MEWDC Accomplishments (cont.)



True Partnership

- Launched Energy Education Trailer and attended seven events
- Hosted two Energy Career Connections Webinars, with four companies sharing information on career pathways and tips for success

Energy Programs Secondary

- Delivered 2nd Annual Line Clearance Tree Trimming Exposure segment at Oakland Schools-great survey results
- Energy Trades Program launching at Randolph Career and Technical Center in the Fall of 2023

Energy Programs Post Secondary

- Grand Rapids Community College Energy Trades Pathway target start Fall 2023
- Benchmarking efforts, identified 13 Post-Secondary Education providers offering Renewable Energy programs

Career Awareness

- Attended five MiCareerQuest Events across Michigan exposing over 17,000 students to energy career information
- Identified facility tours for candidates and Energy in Action Job Fairs in October and November



Introducing Our New MEWDC Co-Chair

Jessica Woycehoski

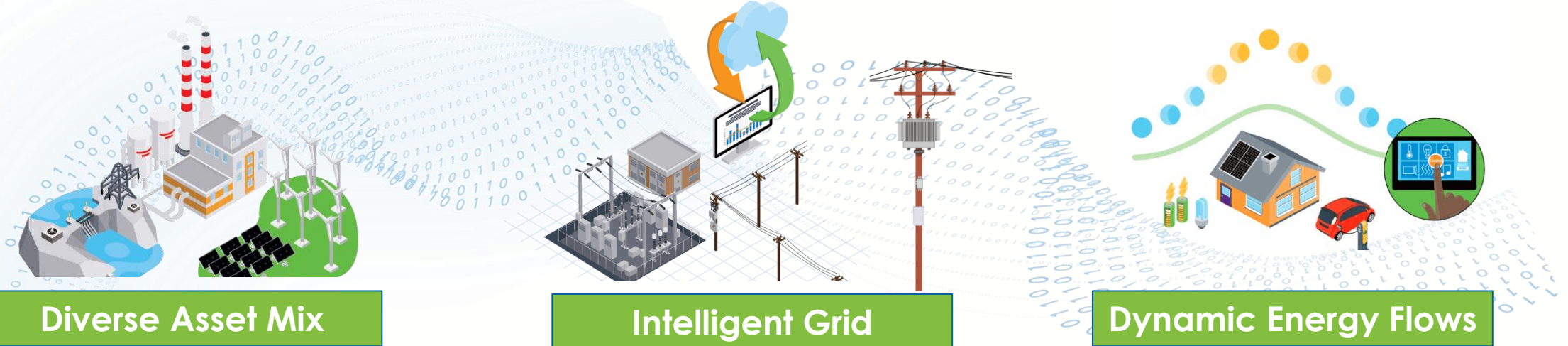
Executive Director

Electric Supply Strategy



The Clean Energy Transformation

Electric Energy



Gas Energy



Clean, safe, reliable, and affordable energy for our communities.

FUTURE ENERGY WORKER

Qualified

Energy worker is certified, skilled, and trained to perform work in a safe manner using digital tools and resources needed to operate the system.



Agile

Energy worker uses digital resources and tools to be agile in conducting work, leading to flexible work-life well being.



Diverse

Energy worker is diverse creating an inclusive environment and opens the accessibility to a larger set of potential workers.

We prepare our workers of today for the energy worker of the future.

Finishing what's on our plate for 2023

- Apprenticeship Grant
- Updated EIF Launch
- Diversity Outreach Campaign
- Careers in Energy Week
- MI Career Quests

Through the Power of Partnership

What's New?

New Sector Strategies Employer Led Collaborative Grant (SSELC)

\$337,912 Thanks LEO!

Expand Diversity Outreach

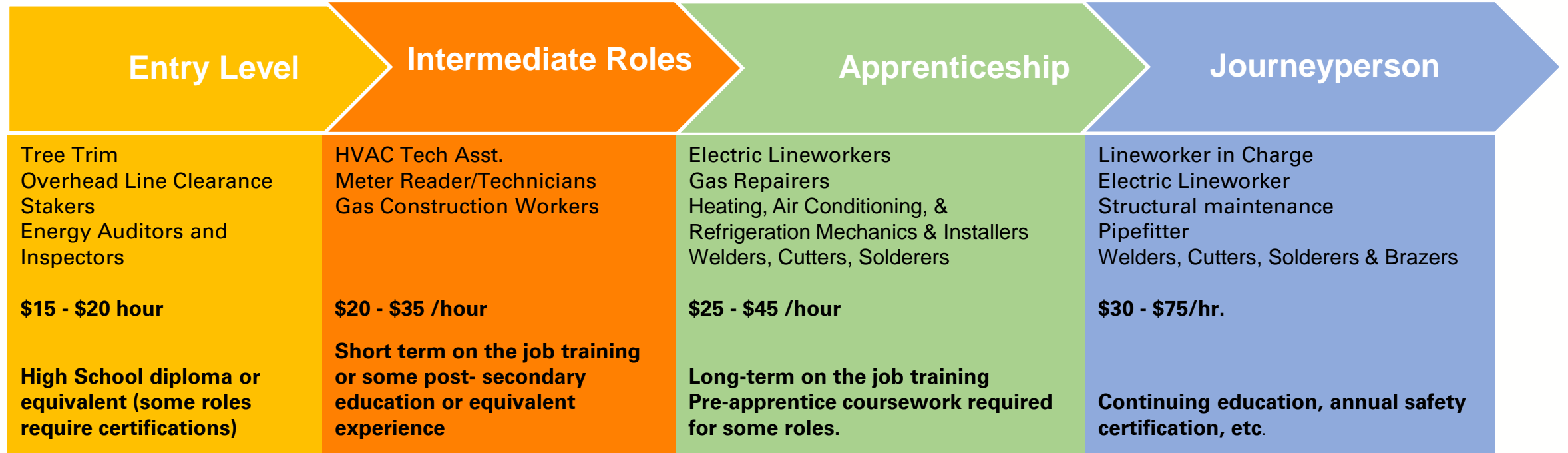
Expand related industries (EWR)

Update Competency Model

Cover a variety of expenses (Professional development, Events, Staff)

Expand Education Partnerships

Career Progression in Energy



TPM Grounded Us in a Process

Strategy 1: Organize Employer Collaboratives

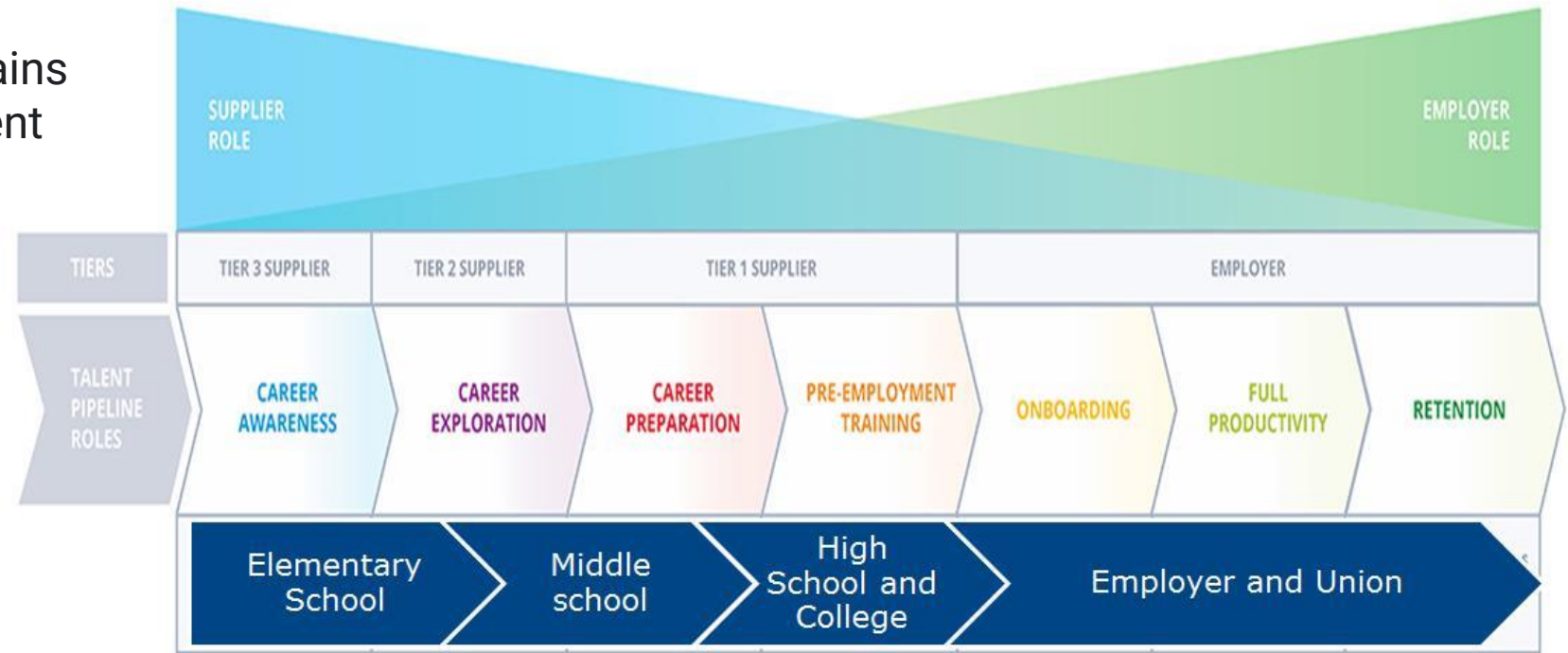
Strategy 2: Engage In Demand Planning

Strategy 3: Communicate Competency & Credential Requirements

Strategy 4: Analyze Talent Flows

Strategy 5: Build Talent Supply Chains

Strategy 6: Continuous Improvement

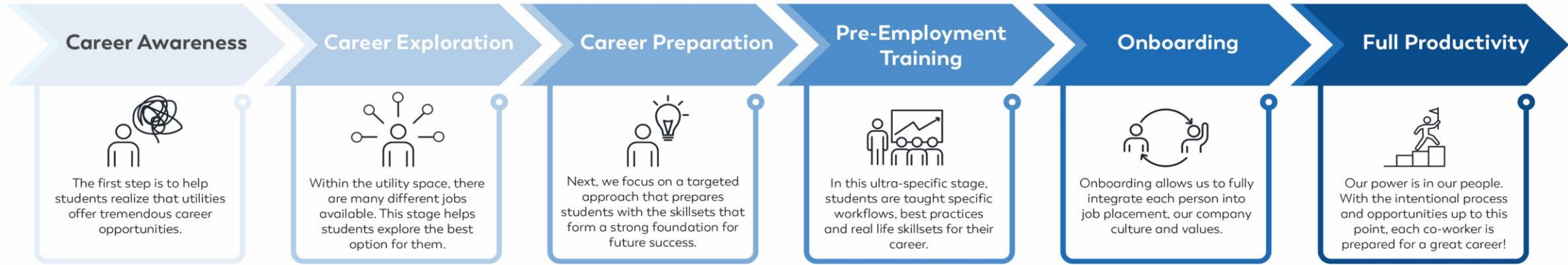


Talent Pipeline Management (TPM)TM
Value Stream Map

Continue to Honor It

★ Talent Pipeline Management ★

Intentionally Creating a Diverse Qualified Applicant Pool



MiCareer Quest.

get into energy
MICHIGAN ENERGY WORKFORCE DEVELOPMENT CONSORTIUM

FIRST TECH CHALLENGE

SUMMER YOUTH EMPLOYMENT PROGRAM

FIRST ROBOTICS COMPETITION

Learning that works for Michigan
CTE

Energy Industry Fundamentals

Henry Ford College

LANSING COMMUNITY COLLEGE

ALPENA COMMUNITY COLLEGE

Jackson COLLEGE

MOTT COMMUNITY COLLEGE

GRCC
GRAND RAPIDS COMMUNITY COLLEGE

Muskegon Community College

P4A
UWUA Power for America Training Trust Fund

MIAT

Consumers Energy
DTE Energy
Elevate Energy
Enbridge
ITC
Infrasource
Kent Power
LBWL
LECOM
Lewis Tree
Holland BPW
MEECA Members
MMEA Members

Intentionally Narrowing and Employing Strong Candidates

Thousands of Students

Hundreds of Students

Dozens of Students

Diverse Qualified Applicant Pool

Employment

Also Supporting the Pipeline through:

Career Fairs | Tours | Social Media | Guest Speakers | Job Shadowing | Work-Based Learning Projects | Summer Youth Employment | Soft Skill Development and Special Activity Program

Please Don't Forget These Things That Got Us Here!

- The power of partnership – the right partners at the right time
- Keep it simple – focus and prioritize
- Keep eyes on the horizon – succession plan
- Data, data, data – the heart of TPM
- Employers must LEAD
- And most importantly, enjoy each other and have fun!

HAPPY
Retirement!
SHARON!



- Instrumental in the restructuring of the consortium, expanding the leadership team and establishing a sustainable funding model
- Successful awards of SAE Grant \$1.1M and MICA 3.0 \$250K
- Developing and implementing the new Website and establishing a structured communications plan
- Establishment of the Diversity Committee
- Including the consortium in the design and approach of the consortium through facilitated sessions with Menlo Innovations

MEWDC Accomplishments



RETIREMENT TRIBUTES

[Retirement Tribute for Sharon Miller](#)

2:15 - 3:15 pm

Breakout Session Round 2

1. Energy Workers – Who are They and How Do We Get More! (Boardroom)

- Katie Abraham | Executive Director | Michigan Municipal Electric Association
- David Gard | Executive Director | Michigan Energy Efficiency Contractors Association
- Deb Lyzenga | Division Administrator, Industry Engagement | Workforce Development - Michigan Department of Labor and Economic Opportunity

2. Creative and Innovative Outreach - Boardroom Discussion (Room C)

- Callie Curtis | Strategic Talent Pipeline Coordinator | Consumers Energy
- Alicia Harris | Manager, Employment Strategies & Compliance | DTE Energy

3. Empowering Communities Through Energy Efficiency Workforce Development (Room J)

- Ben Dueweke | Director of Community Partnerships | Walker-Miller Energy Services
- Maddy Kamalay | Weatherization Manager | Bureau of Community Action and Economic Opportunity
- Kamilah Outlaw | Project Manager | Elevate



CLOSING & EVALUATION

Membership has its Benefits!



Value Added Benefits for Members

	Members	Partners	Affiliates
Access to energy industry talent pipeline	✓	✓	✓
Access to grant resources	✓	✓	✓
Logo on website connected to your website	✓	✓	
Participation in Careers in Energy Week and Career Quest Activities	✓	✓	✓
Unlimited company attendance at full member meetings	✓	✓	
Receive member communications	✓	✓	✓
Careers in Energy Week Recognition	✓	✓	
Access to Workforce Planning Data	✓	✓	
Full access to membership roster with contact info	✓		
Social Media - Telling your Story	✓	✓	
Periodic Member/Partner Spotlight on website or meetings	✓	✓	
Eligible for seat on leadership team	✓	✓	
Connection to your company job postings	✓		

Annual Sponsorships

Business Member:	
Annual Sponsor 5,000+ employees	\$10,000
Annual Sponsor 1,000+ employees	\$5,000
Annual Sponsor 250+ employees	\$1,000
Annual Sponsor 50+ employees	\$500
Annual Sponsor less than 50 employees	\$250
Consultants	\$150
Association Membership	\$1,000
Affiliates:	
Represented by a member association and have less than 50 employees.	\$0
Partners:	
Education, government, community-based agencies and Michigan Works! agencies	Complimentary



Marcia Black-Watson

Director

Michigan Energy Workforce Development Consortium
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