

ANNUAL IMPACT REPORT

MICHIGAN ENERGY
WORKFORCE DEVELOPMENT
CONSORTIUM

2025

get^{into}
energy

MICHIGAN ENERGY WORKFORCE
DEVELOPMENT CONSORTIUM

About *MEWDC*

Michigan Energy Workforce Development Consortium (MEWDC) is an industry-led partnership of more than 55 representatives of energy companies, contractors, labor unions, educational institutions, workforce development agencies, nonprofit organizations, and government entities who are committed to building and sustaining Michigan's energy industry.

Our Vision to leverage partnerships, raise awareness, and respond to regional energy workforce needs as an essential part of Michigan's infrastructure and economy was shaped by our humble beginnings 17 years ago.

Our *IMPACT*

The energy sector is one of the country's most capital-intensive and essential industries. Partners throughout Michigan drive innovation and efficiencies across the diversified industries within the sector, creating and expanding opportunities for workforce development and talent pipeline support.

MEWDC works to raise awareness and respond to the regional workforce needs that become a part of the Michigan infrastructure and economy. Since inception more than 17 years ago, millions of dollars have been given in grant dollars to support career awareness, career exploration, as well as education and training. As a result, thousands of students and job seekers have been connected with the energy sector.



MEWDC LEADERSHIP TEAM

The MEWDC leadership team is a collaborative group of volunteers who bring diverse expertise and shared commitment to the organization's mission.



Christopher HooSang

Co-Chair
DTE Energy



Caitlin Tetrick

Co-Chair
Consumers Energy



Monique Johnson

Career Awareness
Co-Vice Chair
DTE Energy



Michelle L. Mitchell

Career Awareness
Co-Vice Chair
Consumers Energy



Derrick Meeking

Diversity Co-Vice
Chair
Walker-Miller
Energy Services



Terri Romankewiz

Communications
Vice Chair
Lansing Board of
Water & Light



Stephanie Stevenson

Diversity Co-Vice
Chair
DTE Energy



Marcia Black-Watson

Director
MEWDC



Katie Abraham

Michigan Municipal Electric
Association (MMEA)



David Gard

Michigan Energy Efficiency
Contractors Association (MEECA)



**Jennifer Paugh-
Macomber**

Universal Technical Institute



Carrie Rosingana

Capital Area
Michigan Works!



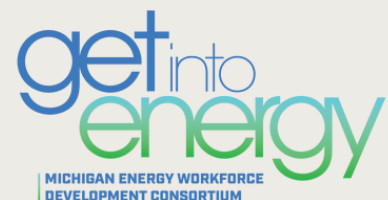
Deb Lyzenga

Michigan Department of Labor
and Economic Opportunity

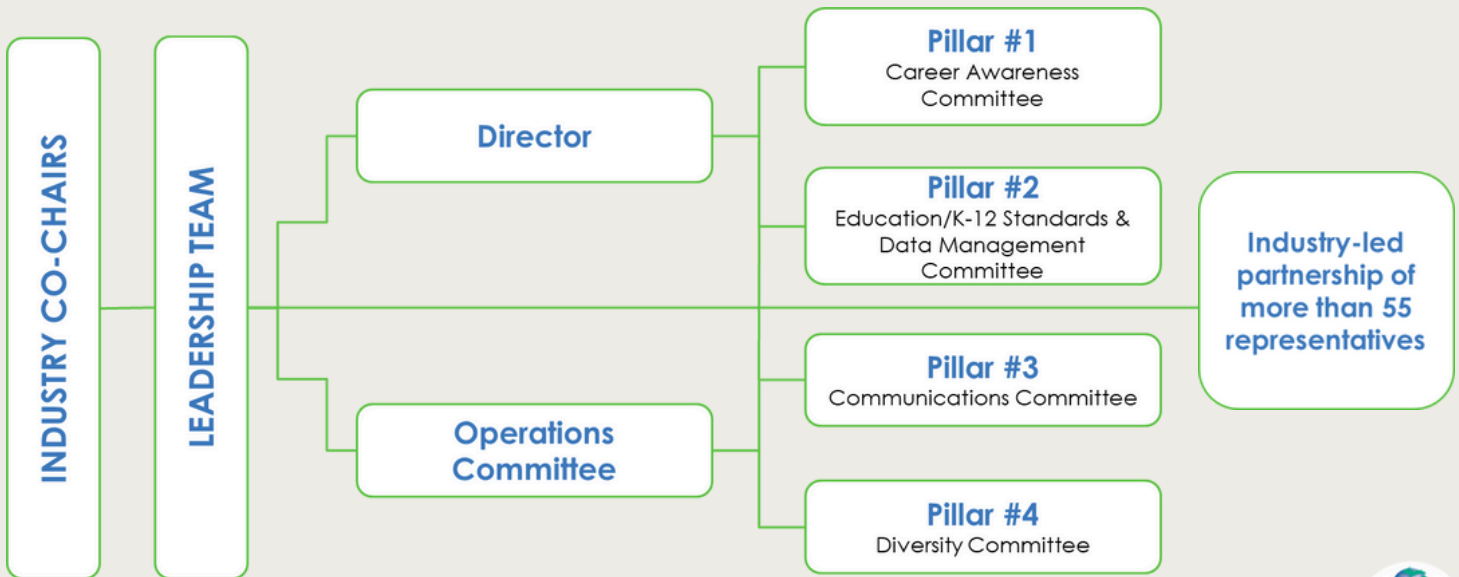


Erik Schreur

Michigan Veterans Affairs



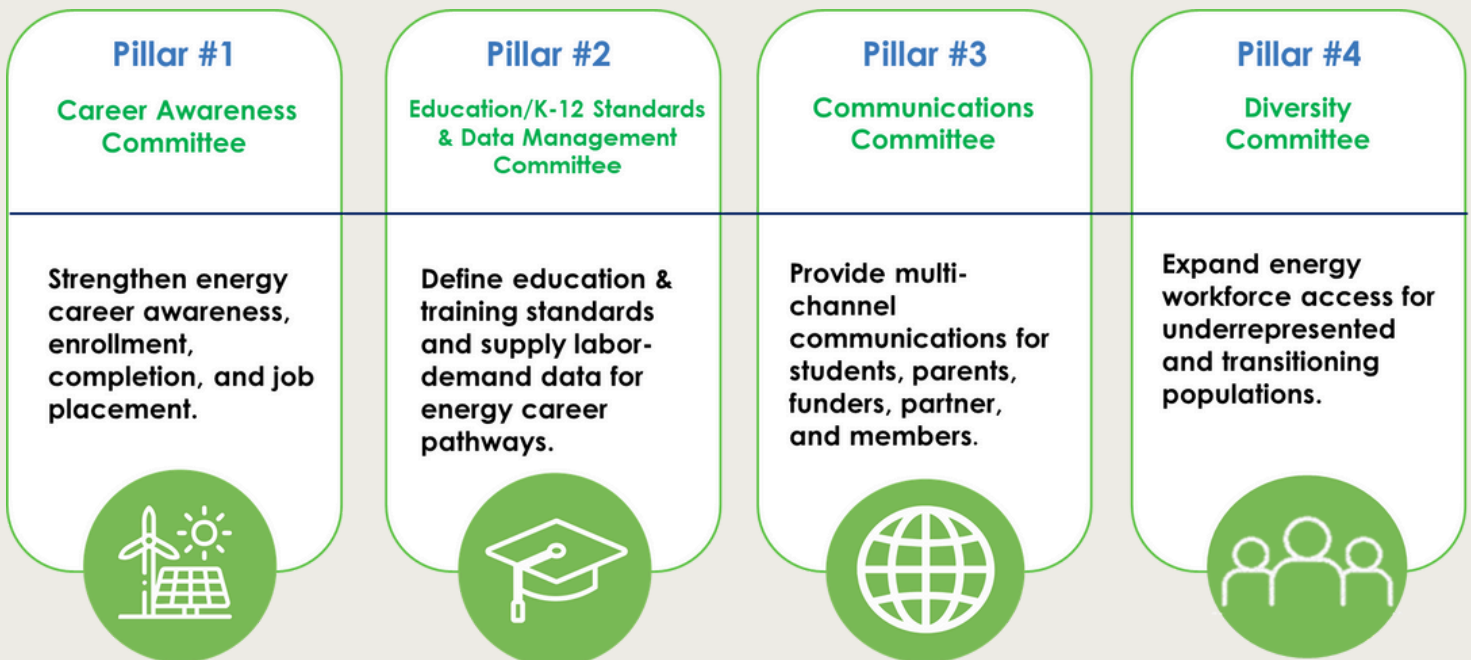
MEWDC STRUCTURE



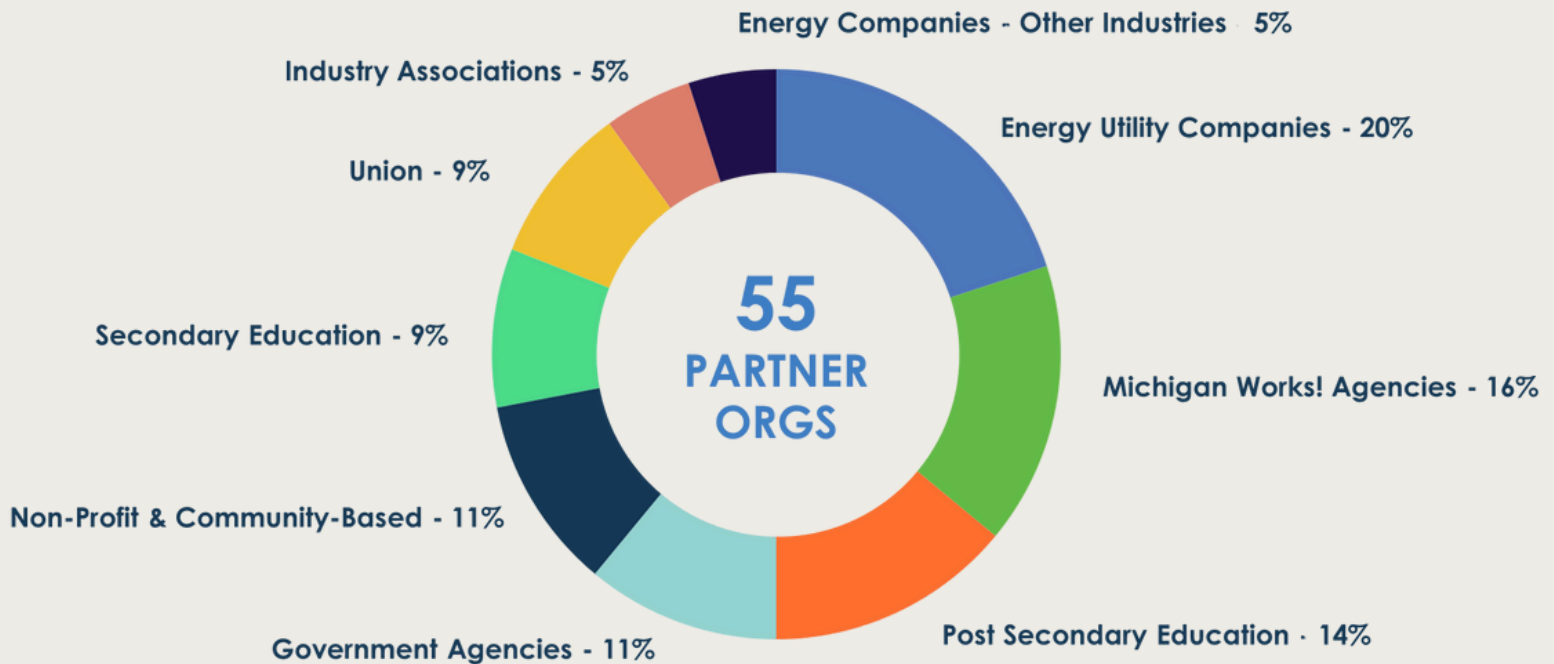
MEWDC is housed and supported by the Michigan Chamber of Commerce Foundation.



MEWDC PILLARS



The Power of Partnerships



Through an enduring commitment to partnership and collaboration, the consortium has:



Created high school, CTE and college level energy programs

1,950

Energy Industry Fundamentals(EIF) Certifications Since 2013



Hired hundreds of energy program graduates

707

Registered Apprentices Since 2017



Promoted energy careers to thousands of students

~35,000

Students Engaged Annually Careers in Energy Week MiCareerQuest



Acquired millions of dollars in grant funding for the members

\$3M

Public, Private, and Philanthropic Funders



Received "Game Changer Award" 2020 & 2024

2020 & 2024

Conferred by Center for Energy Workforce Development



Launched Regional Collaboratives

3

Central MI Southeast MI West MI



Career Awareness Committee

The MEWDC Career Awareness Committee promotes 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.

Careers in Energy Week & MiCareerQuest

Careers in Energy Week is a statewide campaign held each October to raise awareness of energy careers and strengthen Michigan's future workforce. Led by MEWDC, the initiative brings together energy companies, schools, and workforce partners to engage students through events, tours, and career experiences. In 2024, the campaign included 31 events hosted by 26+ partners and engaged 8,200+ students statewide. MEWDC also supports year-round outreach through nine MiCareerQuest events annually, reaching 35,000+ students and recently earning the Student's Choice Award at MiCareerQuest Southeast.

35,000+

Students Annually Engaged via Careers in Energy Week & MiCareerQuest



Student's Choice Award

MiCareerQuest Southeast which hosted 9,200 students from 136 school districts



Education/K-12 Standards & Data Management Committee

The MEWDC K-12 Education Standards and Data Management Committee defines standards and provides input to local, state and federal agencies for the core job roles in the energy industry based on high quality labor demand data. The committee also tracks all required elements for on-going grant reporting.

707

Registered Apprentices Since 2017

1,950

Energy Industry Fundamental (EIF) Certifications

\$3 MILLION

in Competitive Grant Funding

Public, private, and philanthropic funding provided to member employer to offset the costs of education and training to expand high-demand energy careers through employer-led collaboration.

3

Launched Regional Collaboratives involving 15 employers



Talent Pipeline Management (TPM)

MEWDC uses the TPM framework to strengthen Michigan's energy workforce through an employer-led, data-driven approach that aligns demand, skills, and training for a future-ready pipeline.

- **Employer-Led:** Employers define workforce needs and priorities
- **Data-Driven:** Hiring, retirement, and turnover data guide decisions
- **Aligned Pathways:** Clear skills and credential expectations
- **Strong Partnerships:** Education, training, and apprenticeship alignment
- **Continuous Improvement:** Ongoing evaluation and refinement



Communications Committee

The MEWDC Communications Committee builds and manages the Consortium's online presence and ensures our message reaches students, parents, educators, employers, and partners across Michigan. The committee oversees MEWDC's website, ensuring it remains a statewide hub for energy career information, resources, and employer-led initiatives. They also lead our digital and social media strategy, coordinating statewide campaigns that highlight energy careers and drive engagement—especially during major initiatives like Careers in Energy Week.

444,000

Campaign Reach Across Diverse Talent Communities

WEBSITE REDESIGN

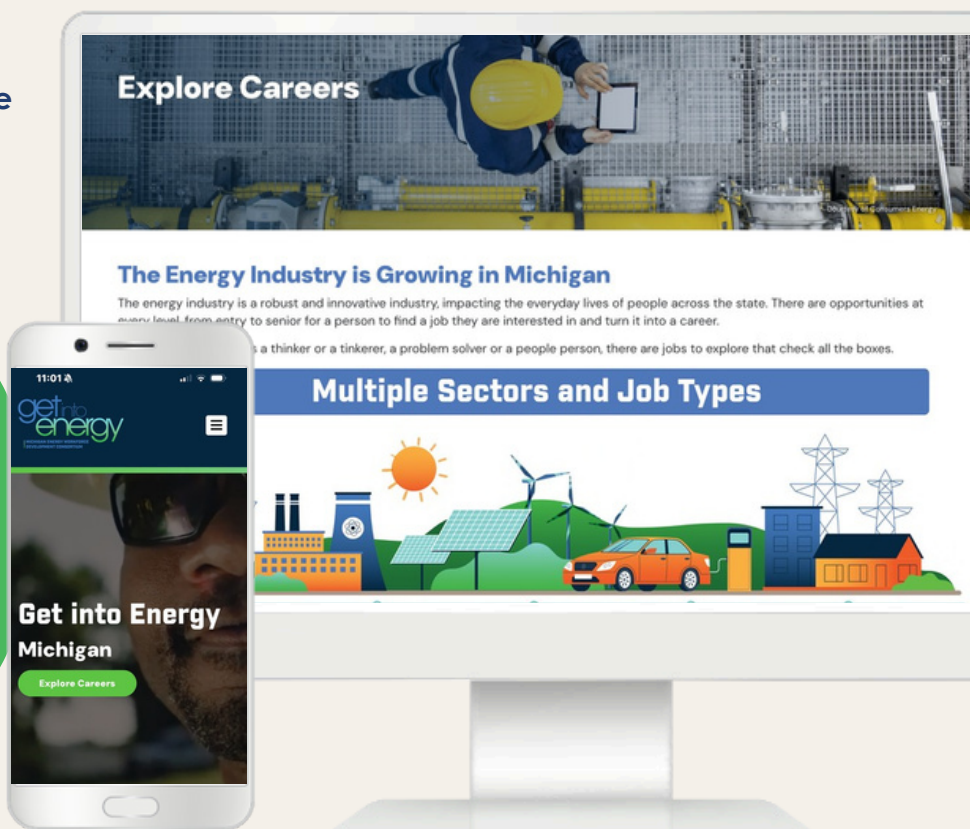
www.careersinenergymichigan.com

Redesigned in 2024 to better support the talent and pipeline audience while continuing to serve as a resource hub for consortium members.

16,624
website visits
Sep 15 – Nov 14, 2025

% PAGE VISITS INCREASE FROM CIEW 2023:

523% Explore Careers
734% Careers in Energy Week
457% Education & Training



Communications Committee Highlight

DIGITAL CAMPAIGN

Designed to promote and support Michigan's energy industry and talent pipeline.

RESEARCH, DEVELOPMENT 2022
SPONSORED POSTS 2023 + 2025

Creative Flights 1: 6 weeks, Spring 2023
Creative Flight 2: 6 weeks, Fall 2023
Creative Flight 3: 6 weeks, Fall 2025

1,444,292

TOTAL IMPRESSIONS

Meta, LinkedIn + TikTok

15,830

TOTAL LINK CLICKS TO MEWDC WEBSITE

1.09%

AVERAGE Click Through Rate (CTR)

1,424

clicks across
all ads during
Careers In
Energy Week

2

Virtual Focus Groups

47

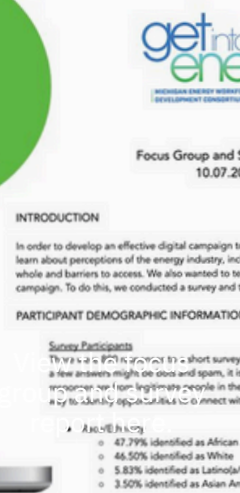
Participants

1

Digital Survey

700+

Valid Responses

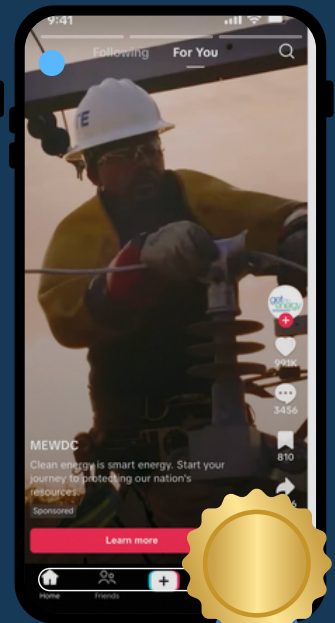
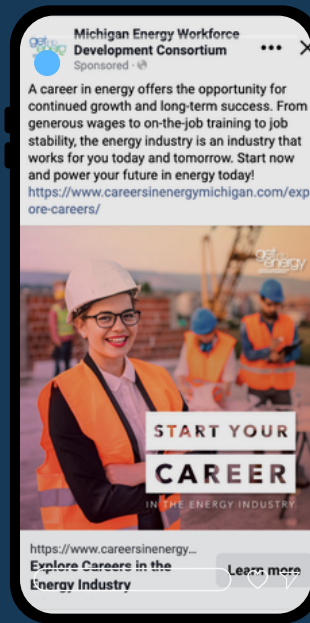


Goal

Increase brand perception and 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](#).



PACE Award of Excellence 2023 Digital Campaign





Diversity Committee

The MEWDC Diversity Committee is committed to expanding access and representation across Michigan's energy workforce. Our focus is reaching communities that have historically been underutilized—women, people of color, rural residents, returning citizens, youth, transitioning adults, and veterans—and ensuring each has a clear, supported pathway into energy careers.

EQUITY & ENGAGEMENT INITIATIVE

- Indigenous Diversity Workshop Series
- Employer & educator learning
- Inclusive workforce strategies
- Improved outreach and messaging

VETERANS PATHWAYS TO ENERGY CAREERS

- Employer-led pre-apprenticeships
- Troops to Energy Jobs promotion
- Recruitment, entry, and retention support

Michigan Veterans Affairs Agency (MVAA)



MVAA recognizes employers that commit to military veteran recruitment, training and retention practices including MEWDC Annual Sponsors Consumers Energy, DTE Energy, & ITC Holdings

MEWDC partnered with Innovative Solutions and the Aambe Foundation to deliver an Indigenous Diversity Workshop Series, strengthening employer and educator understanding of Native American communities and informing more inclusive workforce and outreach strategies.



We'd like to thank all our sponsors & partners for their *generous support!*

COMPETITIVE GRANTS

- 2015 – U.S. Chamber of Commerce Foundation – TPM Implementation Grant
- 2020 – Michigan Works! Southeast – WIOA Specialized Business Services
- State of Michigan, LEO-WD
 - 2017 – Michigan ApprenticeshipUSA Industry Cluster Grant
 - 2019 – Michigan Industry Cluster Approach (MICA) 2.0
 - 2020 – State Apprenticeship Expansion (SAE) Grant
 - 2022 – MICA 3.0
 - 2023 – Sector Strategies Employer-Led Collaborative Grant

ANNUAL SUMMIT SUPPORT

- 2022 – Universal Technical Institute
- 2023 – 2025 State of Michigan, LEO-WD
- 2025 – I.B.E.W. Local 58 Detroit

ANNUAL MEMBER SPONSORS

- Consumers Energy
- DTE Energy
- Enbridge
- Lansing Board of Water and Light
- Cloverland Electric Cooperative
- Holland Board of Public Works
- Infrasource
- ITC Holdings
- Kent Power
- Lewis Tree Service
- MI Energy Efficiency Contractors Association (MEECA)
- Michigan Municipal Electric Association (MMEA)
- SEEL, LLC.
- SG Energy Solutions
- Traverse City Light and Power
- Walker-Miller Energy Services
- Zeeland Board of Public Works



Together, these investments have strengthened Michigan's statewide energy talent pipeline and positioned MEWDC for long-term sustainability.

Save the Date

**2026
MEWDC
ANNUAL
SUMMIT**



18 JUNE



BWL REO DEPOT



**1203 S WASHINGTON AVE
LANSING, MI**



9:00 AM TO 3:00 PM

WWW.CAREERSINENERGYMICHIGAN.COM

