
President's High Growth Job Training Initiative
Meeting the Demand for America's Energy Workforce
"Get Into Energy"

Grant Amount: \$98,270

Grantee: The Center for Energy Workforce Development (CEWD)

Key Partners: Edison Electric Institute, American Gas Association, Nuclear Energy Institute

Leveraged Amount: \$401,970

Location of Grant Activities: Nationwide

Challenge:

The utilities industry will need to replace up to half its current workforce over the next five to ten years. To do so, it must streamline its current ad hoc approach to developing training programs in favor of a more efficient strategy. The utilities industry is in search of a better system for sharing best practices among its education and workforce system stakeholders; it also needs more effective tools for alerting job seekers and students to the rewarding careers it offers.

Addressing the Challenge:

The Center for Energy Workforce Development and its partners will create a Web site, *Get Into Energy*, that will provide information on the industry, career opportunities, skill requirements, and information on where to access training. The site also will serve as a delivery mechanism for educational content. Educators (or parents) will have access to lesson plans and tools for communicating opportunities in the energy industry to students. The key components of the *Get Into Energy* site are a career assessment tool, a competencies and skills tool, a salary comparison tool, a training and job locator using Google Earth technology, and a utilities lineman career profile video that will serve as a model for videos on additional occupations.

Projected Outcomes:

- Produce utilities-specific tools valuable to the workforce system;
- Provide key linkages to utility competency models that will be consistent with those mandated in the Energy Policy Act of 2005; and
- Help meet image-related needs identified by utilities executives.

