WHY an Energy Career Cluster?

There is a grass roots effort to get an Energy career cluster added at the state level. Energy jobs tend to get hidden in other clusters, such as Architecture & Construction and Manufacturing. With the importance of our country's clean energy future, it's time to have a cluster that focuses on the jobs needed for impending retirements. By integrating an Energy career cluster in the current system, there will be an increased awareness among secondary students of the knowledge and skill sets required for energy jobs, allowing those students adequate time to utilize the recommended program of study. In some states, students would be able to attend a career academy with a concentration in energy.

Step-by-Step

Below is a step-by-step summary for instituting an Energy career cluster at the state level. The processes may be slightly different in your state, since each state's education system varies. If you need assistance or have questions, feel free to contact CEWD Educational Consultant Valerie Taylor at valerie@cewd.org.

STEP 1
Become versed in the career cluster system. CEWD has a toolkit on this topic. It is available to members at http://www.cewd.org/toolkits/clusters/toolkit_careercluster.php. While this focuses on integrating energy into the current career cluster system, it still provides background information and explains how the system works. There are 16 career clusters, so adding Energy would be the 17th.

STEP 2
The next step in instituting a 17th Energy career cluster is to form a state-level team. The team should include energy industry representatives as well as state education representatives, including those who oversee career and technical education and the community college system. This could be a committee within your state consortium.

STEP 3
Host a meeting of the state level team. CEWD has several documents you can use to introduce the why and how of a 17th Energy career cluster. This includes a PowerPoint presentation and a FAQ document. Part of the how is to utilize the current career cluster system that is used nationally and at the state level. CEWD has used the model to produce knowledge and skill statements (based on the Energy Industry Competency Model) and plans of study for the 17th career cluster. All materials mentioned in this step are available at http://www.cewd.org/toolkits/17thcareercluster.php.

STANDARD TEMPLATE

- One banner image with consortium logo (stock image)
- Text-based homepage (can include an image provided by consortium)
- Member organization list or logos in sidebar
- Site navigation in sidebar
- One interior page design:
  - Text only (or can include images provided by consortium)
- One hour of WordPress training

ENHANCED TEMPLATE

- Multiple-image banner with consortium logo (stock images)
- Multiple-image-based homepage (stock and/or provided by consortium)
- Member organization logos in footer
- Site navigation at the top of each page
- Two interior page designs:
  - Colored bars with images (stock and/or provided by consortium)
  - Text with image (stock or provided by consortium)
- More interactive features (example: clickable buttons change shape)
- All images can be edited (examples: removing company-specific logos, adding color overlay)
- One hour of WordPress training