

Mission: Build the alliances, processes and tools to develop tomorrow's energy workforce.

Career Awareness – *Building awareness of the need for a skilled energy workforce*

- **Get Into Energy Career Pathways:** Increase the content of the GIE Transitions site for adult job seekers, including low income young adults, and women
- **Troops to Energy Jobs:** Develop and implement a career awareness campaign for the Troops to Energy Jobs initiative that utilizes the GIE Military web site including videos of military personnel who have transitioned to energy industry jobs
- Add a career awareness video, using existing footage, to the career awareness campaign for One Stops
- Increase awareness of non-traditional careers for women on a national basis through a partnership between CEWD and Hard Hatted Women including launch of affinity group
- Build national awareness of the need for skilled energy technicians and engineers

Workforce Development / Education – *Implementing short and long term education solutions to build a pipeline of skilled workers*

- **Get Into Energy Career Pathways:** Implement industry credentials and education pilots for key demand positions
- **Troops to Energy Jobs:** Develop bridge curriculum for military and displaced workers that aligns with assessments of prior learning
- Develop an electronic Education Roadmap for critical jobs categories (using Lineworkers as pilot) that aligns competencies, learning objectives, curriculum, career pathways and promising practices
- Establish an Energy Education Network that includes secondary and post secondary institutions that exhibit promising practices in training for key demand positions

Workforce Planning – *Identifying critical workforce needs and measuring the success of workforce development initiatives*

- **Get Into Energy Career Pathways:** Implement web based workforce development metrics to measure success of pipeline development activities
- **Troops to Energy Jobs:** Identify workforce demand metrics for transitioning military
- Conduct 2011 CEWD Workforce Survey
- Refine energy workforce supply reports and projections
- Produce the State of the Energy Industry Workforce report
- Develop a Workforce Planning Model for key job categories (using Lineworkers as pilot) that includes modeling for attrition and retirement, available tools, variables, and impact of future jobs

Member Value and Support – *Supporting the needs of CEWD members*

- **Get Into Energy Career Pathways:** Manage the implementation of the project and provide support for the state consortia in pilot states
- **Troops to Energy Jobs:** Launch the Troops to Energy Jobs Initiative in selected pilot companies and manage the project
- Create tools to replicate model programs and best practices and to leverage existing resources
- Provide communication to members on best practices, trends and tools to support workforce development efforts.
- Conduct the 2011 Annual Summit, sponsor regional forums and support state consortium development
- Create mutually beneficial alliances with organizations that support and advance Center initiatives

CEWD will focus on two Career Pathways initiatives in 2011 – the **Get Into Energy Career Pathways Model** for Low Income Young Adults and the new **Troops to Energy Jobs** project. The key goals for 2011 are shown under the strategic focus areas.