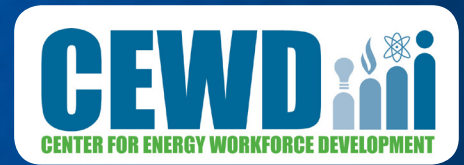




**CSM LEARN**  
High Performance, for everyone



# CSMLEARN-CEWD Report on 2019 Pilot Programs



CSM: a new tool for energy  
workforce development

## Introduction

**CSM trains and certifies High Performance skills and competencies** that lead to employees with strong skills, a focus on quality work, higher engagement, and the ability to be promoted and grow in their careers. CSM can be used across the workforce pipeline in high schools, colleges, transitioning worker programs, and the existing workforce.

Because these components map so well to the energy industry's Common Employability Skills Framework, CEWD has formed a strategic partnership with CSMlearn. As a strategic partner, CEWD recommends the CSM Course and High Performance Certificate as a tool to develop a diverse, qualified workforce pipeline, specifically the target audiences that are part of CEWD's Get Into Energy Career Pathways for Skilled Energy Technicians. These audiences include youth, low-income young adults, women, military members, and transitioning workers.

As part of CEWD's strategic partnership with CSMlearn, three CEWD member companies participated in pilot programs in the first half of 2019. This report includes preliminary results from the pilots, and looks forward to future expansion of CSM through the energy industry.

***"I think anyone looking at the CSM Course would immediately see that these skills are the same ones the energy industry is looking for. We were excited to find so many of them included in one course and that results in a credential of value to our industry."***

Ann Randazzo  
Executive Director  
Center for Energy Workforce Development



# The CSM Course and CSM Certificate

## The CSM Course

The CSM Course is a low-cost, innovative online course that builds the High Performance skills and traits that can launch participants into a career in the energy sector, allowing employers to build a diverse, qualified workforce. This provides individuals the opportunity to build the key employability skills that define **capable, confident, and adaptable decision-makers**.

### HIGH PERFORMANCE

- college-level quantitative reasoning
- applied literacy
- problem-solving strategies & mindset
- learning agility and actively learning
- attention to detail / conscientiousness
- persistence and self-reliance
- high personal expectations
- self-efficacy: the knowledge that you can do what you set out to do, and do it well

The CSM Course is based on innovative, **next-generation adaptive learning technology** that simultaneously personalizes instruction in academic skills as well as how you learn, act, and feel. CSM is extraordinarily efficient, guiding students on a personalized path so that at each moment, they are at their edge of knowledge where learning is most rapid, so no student time is wasted trying to learn skills either out of their reach or that they already know.

Furthermore, CSM instantly responds to specific errors made by the student to help them identify and then correct their mistakes. Students can also choose from multiple types of instruction to match their individual strengths, weaknesses, and learning styles. In addition, the CSM Course uses dozens of techniques from behavioral economics and social and educational psychology to build **self-efficacy**, the most important factor for personal success.

For more information on the CSM Course, visit <https://www.csmlearn.com/product/course>

***"After finishing CSM, I felt like I had unlocked a new, faster, stronger side of my brain."***

Eduardo Mendoza  
Legacy I<sup>3</sup> Student  
CSM Certified



## The CSM Certificate

The CSM Certificate is earned on completion of the CSM Course and is the first certification of general high performance.

The American Council on Education's College Credit Recommendation Service (ACE CREDIT®) has evaluated the CSM Course and recommends that colleges accept it as a **3 semester hour college course in quantitative reasoning**. Founded in 1918, ACE is the major coordinating body for all the nation's higher education institutions ([www.acenet.edu/credit](http://www.acenet.edu/credit)).



CSMlearn has agreements with colleges with collectively over 200,000 students to accept the CSM Course for credit, with more added frequently. For more on using the CSM Certificate for college credit, go to <https://www.csmlearn.com/product/ACEcredit>.

## Career Strategies

CSM includes an optional Career Strategies course, available as interludes within CSM, which **develops the skill of lifelong career decision-making**, including the difference between a career and a job, that performance on the job is what gives promotions and a career trajectory, and that happiness is more than income and involves other factors like purpose and mastery.

Career Strategies also provides a structured interview process that elicits a **student's "assets"—academic, job history, personal, and professional**—from formal, informal, and life activities, so that students can see themselves as a person of value with a future of opportunity. For more information on Career Strategies, visit [www.csmlearn.com/product/CareerStrategies](http://www.csmlearn.com/product/CareerStrategies).

## Pepco Pilot



An Exelon Company

### About Pepco

Pepco is a unit of Exelon Corporation (NYSE: EXC), the nation's leading energy provider, with approximately 10 million customers. Pepco provides safe and reliable energy services to approximately 883,000 customers in the District of Columbia and Maryland.

### Pilot Summary

In partnership with the DC Infrastructure Academy (DCIA) and the University of the District of Columbia, Pepco Holdings hosted their CSM pilot with transitioning adult workers in preparation for the DCIA Pepco Utility Training School, which began on May 13th, 2019. The DCIA Pepco Utility Training School is a comprehensive 12-week program designed to prepare DC residents for careers in the energy utility industry by offering academic, work readiness, and technical training in the disciplines of overhead, underground, and transmission and substation. Individuals who had been accepted into the DCIA Pepco Utility Training School program had the opportunity to take the CSM Course and earn their High Performance Certificates. They worked on CSM four days a week with on-site coaches available, as needed.



*“I was very excited after reviewing the CSM curriculum because of its direct alignment with the competencies required for success in today’s work environment. We believed the CSM curriculum would be a talent solution which provides participants a solid foundation to meet the rigors of the Utility Training School, and the results are beyond our expectations.”*

Conrad Samuels, Manager, Talent Acquisition, Pepco, An Exelon Company

## Highlights from the participant survey

I enjoyed working on the CSM Course	95%
CSM helped me learn how to fix mistakes, made me more careful, and I spend longer working on hard problems	90%
I learned useful skills on the CSM Course	85%
I better understand how to build a career, I’m more prepared to make education and career decisions, and I’m more optimistic about my future	87%

Seventy-one percent (22/31) of pilot participants completed the CSM Course and earned their CSM Certificates, with completion times ranging from 17-119 hours. (CSM is highly personalized, and time to complete varies widely.)

## Ameren Pilot



### About Ameren

Ameren Corporation is a Fortune 500 company that trades on the New York Stock Exchange under the symbol AEE. It is the parent company of Ameren Illinois, based in Collinsville, Ill., and Ameren Missouri in St. Louis. Ameren Transmission Company, also based in St. Louis, designs and builds regional transmission projects. Employing more than 8,800 personnel, Ameren powers the quality of life for 2.4 million electric customers and more than 900,000 natural gas customers across a 64,000 square-mile area.

*“CSMlearn was a great tool to leverage and complement students’ current curriculum to sharpen their skills in math, reading comprehension, and graphical arithmetic; an added benefit was it helped build confidence and limit anxiety.”*

Nya Grimes

Strategic Workforce Specialist, Human Resources, Ameren

### Pilot Summary

For the CSM pilot, Ameren utilized their Skills Craft Education Program (SCEP) in St. Louis. SCEP was established in 2008 as a way for Ameren Missouri to reach out to the community and create a workforce pipeline of skilled craft labor beginning in high school. SCEP students are selected based on academic performance, attendance, lack of disciplinary issues, and

interest in the industry and the skilled trades. SCEP students from two St. Louis high schools, North Tech and South Tech, were offered CSM as a tool to enhance their preparedness for pre-employment testing between January and May 2019.

**Seventy-two percent of students passed the CAST and/or GPPB assessments after working on CSM.**

## Omaha Public Power District (OPPD) Pilot



### About OPPD

Omaha Public Power District (OPPD) is a public electric utility in the state of Nebraska. It is a publicly owned electric utility serving more than 352,000 customers in Omaha and 13 surrounding counties in southeast Nebraska.

### Pilot Summary

OPPD has a vision to lead the way they power the future. Leading is not just in the energy industry, but also in the community. OPPD recognizes the community's need to retain Nebraska talent in Nebraska to meet the workforce needs of today and tomorrow. In 2017, OPPD leadership made the decision to invest in and establish the Legacy I<sup>3</sup> model in Nebraska. With the Legacy I<sup>3</sup> model, employers build talent pipelines by engaging and developing high school students and young adults. The collaborative approach of the model involves stakeholders from industry, high school and post-secondary educational institutions, families, and community agencies.

As part of the Legacy I<sup>3</sup> 2018-2019 school year program, 29 students are working on their CSM High Performance Certificates, and 3 have completed as of June 2019.

In preparation for the pilot, the "coaches" at OPPD completed CSMlearn's **High Performance Coaching** professional development program and also earned their own CSM Certificates.

***"Although extremely challenging and frustrating, CSM does more than teach our students how to solve math problems. It encourages them to build self-confidence and resiliency, while allowing them to find success after a failure along with ensuring their continued drive for growth and discovery."***

Michelle Homme  
Legacy Program Supervisor  
OPPD

# Future Use

All three companies that participated in the CSM pilots have plans to expand their use of CSM.

**Ameren:** Ameren is providing access to the CSM Course to interns participating in their summer painting program to help them prepare for CAST testing.

**Pepco:** Pepco intends to use CSM throughout their service territory with a variety of target audiences. These include continued implementation in the Pathway to Energy training at the DC Infrastructure Academy, integration in high school energy academies in the DC Metro area, and connection to Women in Sustainable Employment (WISE) Pathways, a program for transitioning adult women in partnership with several workforce agencies in New Jersey.

**OPPD:** Beginning with the 2019-2020 school year, Legacy I<sup>3</sup> students will have the opportunity to earn the CEWD Legacy I<sup>3</sup> Energy Industry Credential, which encompasses several microcredentials including the CSM High Performance Certificate.

CEWD continues to spread the word on the value of the CSM Course and High Performance Certificate. Some areas they have explored that would be ideal for utilizing the course and credential include:

- **High school students** earn the High Performance Certificate before they take Energy Industry Fundamentals (EIF). Potential results: increase in the number of students that pass the EIF assessment and earn the credential, and students that move on to post-secondary education require fewer remedial classes.
- **Community/technical college students** earn the High Performance Certificate as part of a Lineworker Bootcamp or other short-term certificate programs. Potential results: increase in pass rates on pre-employment tests.
- **Community/technical college associate degree students** earn the High Performance Certificate the summer before they begin their degree program or integrate early on as part of their coursework. Potential results: fewer remedial courses, increase in completion rates, and degree completion in less time.
- **Candidates who make it partway through the hiring process but miss passing a pre-employment test** by a pre-determined number of points take the CSM Course for a set number of hours or earn the High Performance Certificate. Potential result: increase in pass rates for pre-employment tests.

In addition to the results listed, those who are hired would be expected to have keen problem-solving skills, greater attention to detail, increased persistence, and self-efficacy, all of which are tied to the High Performance Certificate.



# Next Steps

CEWD and CSMlearn are here to help you brainstorm ideas and to provide technical assistance for using the CSM Course and credential to build a diverse, qualified workforce. Please contact CEWD Education Consultant Valerie Taylor to schedule an exploratory call at [valerie@cewd.org](mailto:valerie@cewd.org).



CSMlearn is a mission-driven Public Benefit Corporation and Certified B Corporation, created “to empower people around the world to reach their full potential in their education, in their careers, and in their lives, being particularly mindful of those who are underserved.”

[www.csmlearn.com](http://www.csmlearn.com)

Formed in March 2006, the Center for Energy Workforce Development (CEWD) is a non-profit consortium of electric, natural gas, and nuclear utilities, contractors and their associations—Edison Electric Institute, American Gas Association, American Public Power Association, Nuclear Energy Institute, National Rural Electric Cooperative Association, and Distribution Contractors Association.

[www.cewd.org](http://www.cewd.org)