



Michigan Energy Workforce Development Consortium Strategic Plan 2013-2018

BACKGROUND

Since November 2008, DTE Energy, Consumers Energy, utility municipalities and co-ops, the Utility Workers Union of America, AFL-CIO, the International Brotherhood of Electrical Workers, Michigan Community Colleges, local Michigan Works! Agencies, the Michigan Workforce Development Agency, and other relevant partners have worked together to create the Michigan Energy Workforce Development Consortium (MEWDC) with an aim to develop solutions to looming skilled worker shortages in Michigan's energy utility industry.

VISION

The Michigan energy industry is adequately staffed with a qualified and diverse workforce to provide safe and efficient energy.

MISSION

To identify and act on current and future workforce issues that are crucial to building and sustaining Michigan's energy industry. The goals of the MEWDC are to:

- Attract, retrain and retain a qualified and diverse talent pool for Michigan's energy industry.
- Identify specific workforce needs of Michigan's energy industry including specific skill sets resulting from projected growth and attrition.
- Meet the needs of employers in Michigan's energy industry.
- Align education and training resources across the State of Michigan to assist Michigan's energy industry.
- Raise awareness of the energy industry and promote the value of the consortium by communicating with and recruiting support from key decision makers in Michigan.

SCOPE

The MEWDC focuses on energy workforce development issues and solutions.

TASKFORCES

Career Awareness

Objective: Create awareness of the critical need for skilled energy talent.

Strategies:

- Implement targeted career awareness campaigns to increase the diversity of talent pipelines.
- Build state awareness of the need for a skilled energy workforce.

Education

Objective: Implement clearly defined education solutions that link industry recognized competencies and credentials to employment opportunities and advancement in the energy industry.

Strategies:

- Close existing skill gaps to ensure a qualified applicant pool of candidates for in-demand jobs.
- Implement core curriculum across schools to enable easier transfer of credits and faster graduation of students with needed skills.
- Assess the skill impact of new technologies and integrate into education pathways.

Workforce Planning

Objective: Balance the supply and demand for a qualified and diverse energy workforce

Strategies:

- Validate the existing state workforce plan to verify key in-demand jobs for career awareness and strategic planning purposes.
- Measure workforce development initiatives to determine impact on critical skill and workforce gaps.

Structure and Support

Objective: Organize and manage the MEWDC to maximize its positive impact on national, state and individual company initiatives.

Strategies:

- Effectively manage MEWDC projects and initiatives.
- Regularly convene the MEWDC to build partnerships and alliances between industry, government and education.
- Assess the impact of energy workforce needs on Michigan workforce policy and communicate to consortium members and partners.
- Create mutually beneficial alliances with organizations that support and advance MEWDC initiatives.
- Maintain the MEWDC as a self-sustaining operating structure that includes governance, management, and financial processes.