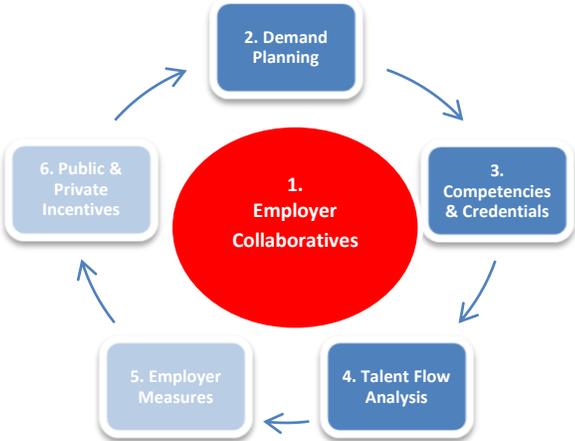


**Michigan Energy Workforce Development Consortium (MEWDC)
USCCF Talent Pipeline Management Project
Executive Summary
“Building the Pipeline for Energy Careers in the State of Michigan”**

In May 2015 the Michigan Energy Workforce Development Consortium (MEWDC) was awarded a \$90,000 grant by the United States Chamber of Commerce Foundation (USCCF) as part of its national Talent Pipeline Management initiative. The MEWDC applied for the grant to accelerate completion of work outlined in its strategic plan. Specifically, the grant has supported work to (1) identify and define common education and training requirements for gas technician and electric line technician new hires within DTE Energy and Consumers Energy, and (2) solidify partnerships at the secondary and post-secondary education levels in Michigan in order to have these common training requirements delivered prior to entering the workforce.

Hiring qualified individuals who already have the required credentials will save DTE Energy and Consumers Energy the cost and internal burden of delivering common training. Establishing common and stackable credentials at the secondary and post-secondary levels will ensure a work-ready talent pipeline of skilled candidates with educational credentials that are recognized across the industry. Building this talent pipeline is critical for the state of Michigan as almost half the state’s current skilled utility workforce is expected to retire by 2020.

As one of seven national grant awardees and the only industry-led team, the MEWDC has become an integral player in the Talent Pipeline Management learning network established by the USCCF. Michigan’s project outcomes align with four of the six steps in building a TPM strategy: employer collaboratives, demand planning, competencies and credentials and talent flow analysis.



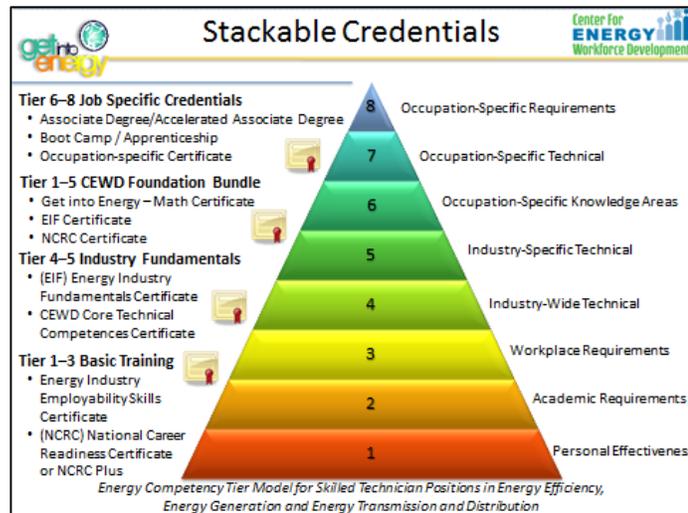
Industry leadership and collaboration is the key to developing a talent pipeline of skilled and qualified applicants for these critical jobs in Michigan. The MEWDC is a mature, industry-led partnership of more than 30 representatives of industry, workforce, education, labor and veterans organizations whose primary focus is on building a pipeline of skilled, qualified and diverse candidates for the industry through four areas of strategic focus: career awareness, education, workforce planning and structure & support. DTE Energy and Consumers Energy were instrumental in forming the MEWDC in 2008 and are leading the development of Michigan’s Talent Pipeline Management strategy. Industry members of the TPM team include the Michigan Office of Career and Technical Education, Michigan Agency for Energy, Center for Energy Workforce Development (CEWD) and Michigan Workforce Development Agency. This strong employer collaborative has been pivotal in implementing a TPM strategy for Michigan.

At the outset of the TPM Project, the MEWDC was able to draw from recent demand analysis conducted by its workforce planning taskforce for 17 critical energy jobs in Michigan. The task force verified the positions against the CEWD Gaps in the Energy Workforce Pipeline survey and developed a more in-depth survey tool that focused on attrition and hiring projections. Additional questions measured effectiveness of career awareness activities, applicant sources and educational opportunities. The survey results helped the MEWDC narrow in on the need to focus TPM strategies initially on gas technician and line technician positions.

Significant time during the Michigan TPM Project focused on developing a unified understanding of commonalities and differences in internal training requirements for gas and electric line technicians during their first year with either DTE Energy or Consumers Energy. Raytheon Professional Services was selected to collect and analyze training requirements in both companies, which serve as the reference point for establishing a common set of competencies and standards that will be delivered by education providers.

Raytheon also mapped existing training to the CEWD competency model, verifying that the majority of CEWD competencies in Tiers 4 and 5 are being met. This step ensures that training requirements identified by the companies align with curriculum and competencies defined by the industry enabling educational providers to embed appropriate components of CEWD’s certificate-bearing curriculum without having to create new curriculum.

Based on the MEWDC’s analysis indicating that a majority of the skills required in the two jobs can be delivered successfully at the high school level, the TPM project team is recommending the adoption of a 17th Career



Cluster for Energy to the Michigan State Board of Education at its December 8 meeting. This new career cluster will enhance awareness of the availability and benefits of skilled jobs in the energy industry at the high school level and provide a visible pathway directly into the jobs or into post-secondary programs where they can earn a certificate or degree. Approval of the 17th Career Cluster is expected in January, after which work will begin in earnest with the goal of offering a defined career pathway, initially for line technician, within the cluster for Fall 2016.

Another vital piece of the TPM Project has been the identification of education providers within the DTE Energy and Consumers Energy service areas who meet the companies’ defined criteria for partnering to deliver the common training requirements for the two jobs. “Preferred providers” were designated through analysis of 34 community colleges and technical schools in Michigan. Related energy programs, relationships with MEWDC industry partners, geographic location and potential willingness to collaborate were used to designate an initial list of 10 community colleges as preferred providers.

Working with these partners to embed energy curriculum that earns students industry-recognized credentials and is transferrable among the colleges is priority for the MEWDC in 2016. Additionally, the community colleges and selected high schools will complete “back mapping” to determine where successful students enter the education system, which will contribute to important talent flow analysis. Identification of talent flow will enable the MEWDC to direct its career awareness strategies most effectively.

Throughout the project, communication to key stakeholders has been a priority. Communications professionals on the TPM Team drove successful execution of Careers in Energy Week October 12-18, during which Governor Snyder’s office issued a proclamation. A news release highlighted events at DTE Energy and Consumers Energy training facilities where high school students learned about skilled electric and gas jobs that are in high demand at both companies. Monies from the grant supported a new brochure and video in support of the TPM Strategy in Michigan. To learn more, access the video at <https://vimeo.com/144444878> (Passcode: kvq665).