



Michigan Energy Workforce Development Consortium Strategic Plan 2018-2023

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 Department of Education, the Michigan Agency for Energy, 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 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.

GOALS

- 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 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.

COMMITTEES

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.
 - **Measure of success:** Utility workforce hiring statistics indicate improved numbers in the area of diverse hiring.
- Build state awareness of the need for a skilled energy workforce.
 - **Measure of success:** Company/municipality hiring data showing decreased number of unqualified applicants and improved ability to fill positions via first posting.

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.
 - **Measure of success:** Increase in number of applicants passing qualification requirements.
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- Implement core curriculum across schools to enable easier transfer of credits and faster graduation of students with needed skills.
 - **Measure of success:** *Expand opportunities to potential applicants through a combined learning approach.*
- Align and communicate competency and credentialing requirements of the energy industry.
 - **Measure of success:** *17th Career Cluster in Energy expanded to include multiple occupations.*

Executive

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

Strategies:

- Effectively manage MEWDC projects and initiatives.
 - **Measure of success:** *Membership growth and successful completion of task actions.*
- Regularly convene MEWDC to build partnerships and alliances between industry, government and education.
 - **Measure of success:** *Increase in industry representation within MEWDC membership by 100%.*
- Create mutually beneficial alliances with active participation from organizations that support and advance MEWDC initiatives.
 - **Measure of success:** *Increased industry trade association representation within MEWDC membership as well as MEWDC participation with industry trade associations.*
- Maintain MEWDC as a self-sustaining operating structure that includes governance, management, and financial processes.
 - **Measure of success:** *Increased awareness of MEWDC, membership, and participation in activities. Defined and validated strategic plan and update biennially with annual review.*

Taskforces will be formed on an as needed basis and as specific projects or needs arise. Taskforce development and direction will be provided by the Executive Committee or delegated to another MEWDC member as appropriate. Taskforces can include:

- Reporting and Analytics
 - Communications
 - Workforce Planning and Alignment
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