



ENERGY WORKFORCE **SECTOR STRATEGY**



Steering Committee Webinar

August 2012

Agenda

Webinar Objectives

Project Scope

Background

Proposed Outcomes & Deliverables

Project Plan

Discussion

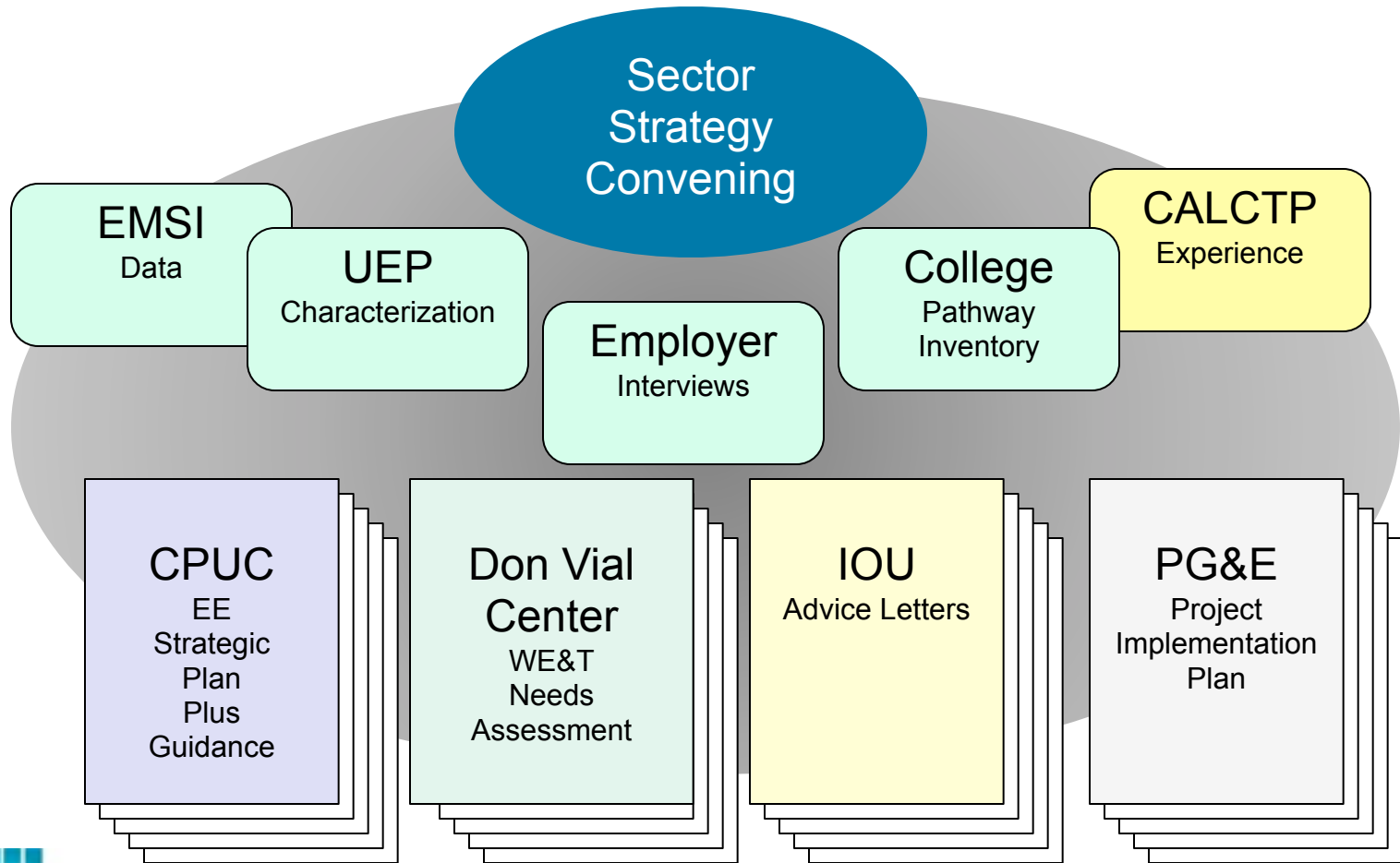
Objectives

- ❑ Provide an update
- ❑ Elicit feedback and refinement
- ❑ Offer opportunities to participate

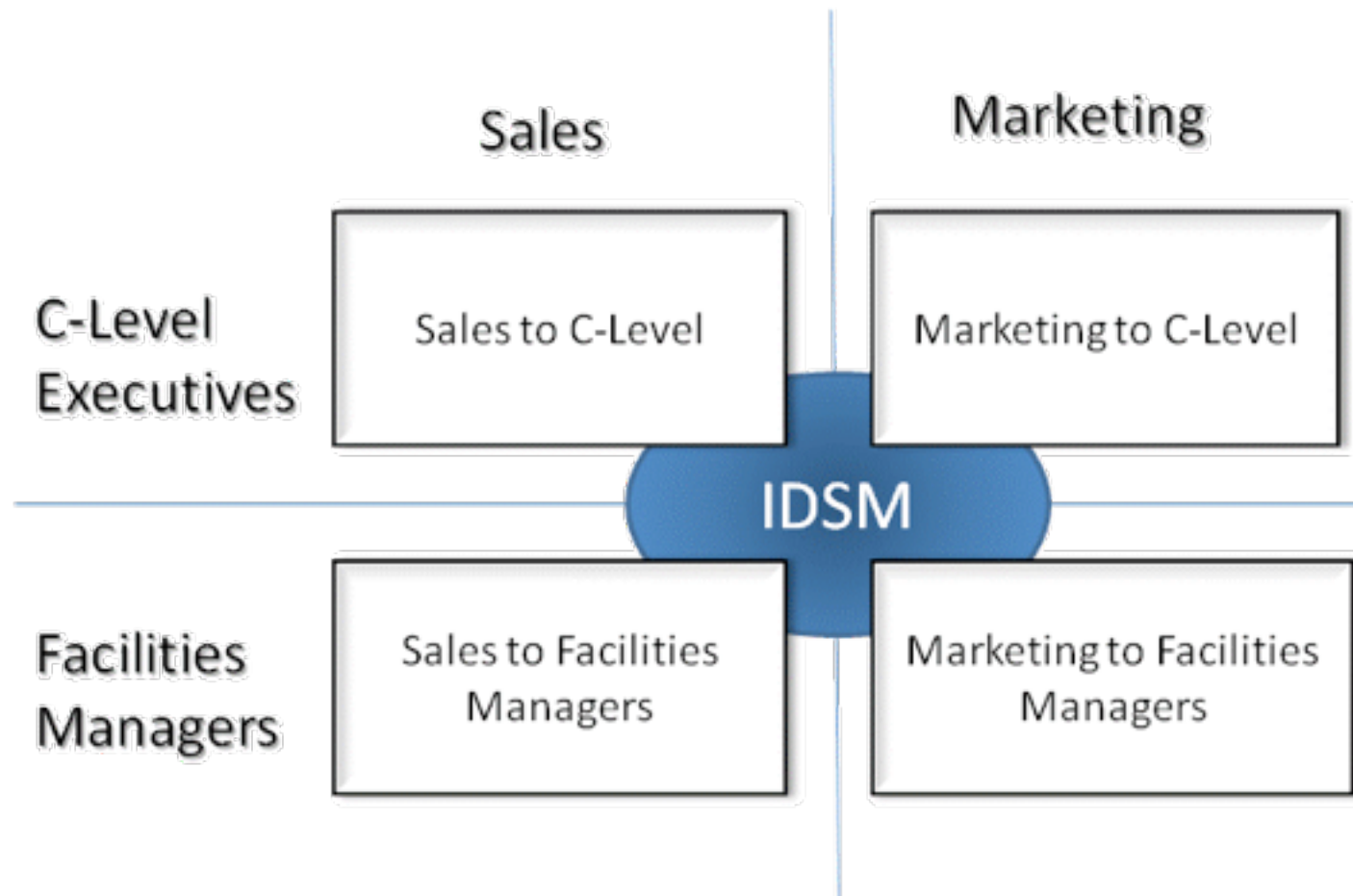
Scope

- Create programs to advance WE&T in 2012
 - ✓ *Granular assessment of needs*
 - ✓ *Initial program development*
 - ✓ *Pilot training for high-impact occupations*
- Inform PG&E's 2013-2014 WE&T programs
 - ✓ *Platform for a two-year initiative*
 - ✓ *Key partnerships*

Foundational Activities

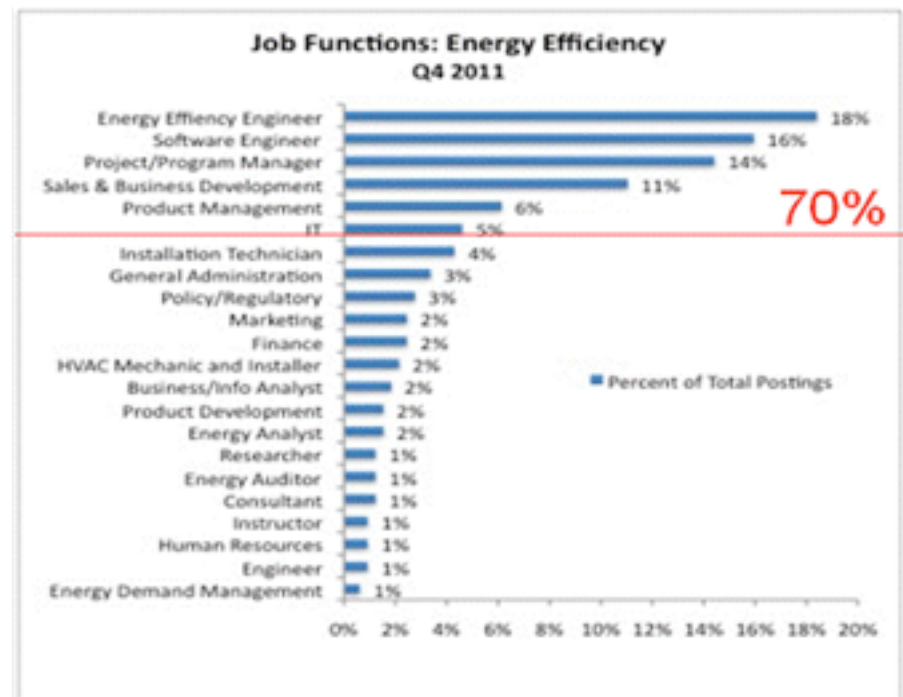


Scoping Session Input



The Need

- Demand Creation
- Capacity
- Compliance



Demand Creation Gaps

Area of Need	Skills Gaps
Marketing Training	Target Audience: Senior Energy Professionals
	<i>KSAs: analytics, segmentation, messaging tailored by segment</i>
Sales Training	Target Audience: Senior Energy Professionals
	<i>KSAs: C-Level/ Facilities Manager relationship skills, consultative selling</i>
	Target Audience: Incumbent energy efficiency professionals seeking senior positions
Marketing & Sales Education	<i>KSAs: consultative selling coupled with core financial and technical elements</i>
	Target Audience: Students in community college and university programs

Capacity Gaps

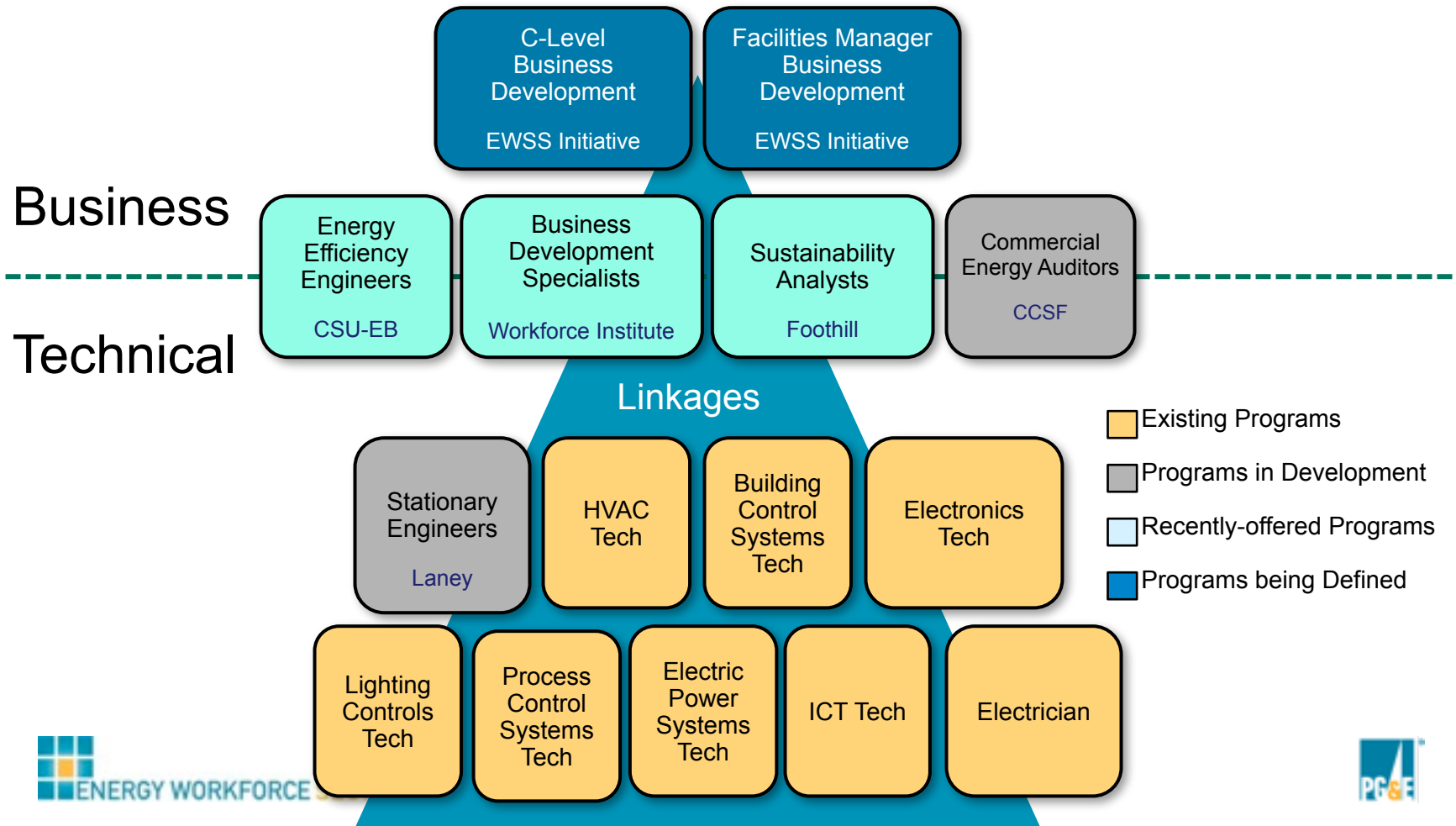
Areas of Need	Capacity Gaps
Engineers	<p><u>Target Audience:</u> <i>Incumbent engineers with up-skilling needs, dislocated and career-changing engineers</i></p> <p><i>KSAs: energy efficiency technology, systems, and economics</i></p>
Energy Auditors	<p><u>Target Audience:</u> Dislocated technical workers and career changers</p> <p><i>KSAs: technologies, systems, codes, and standards</i></p>
Skilled Technical Workers	<p><u>Target Audience:</u> Dislocated technical workers and career changers, <i>Students in Career Technical Education or JATC</i></p> <p><i>KSAs: Specific skilled trades categories</i></p>
ICT Skills for Technical Workers	<p><u>Target Audience:</u> TBD</p> <p><i>KSAs: Integration of ICT into traditional electrical, electronic, and mechanical skill sets</i></p>

Compliance Gaps

Area of Need	Compliance Gap
Optimizing Energy Efficiency and Return on Investment	<u>Target Audience:</u> TBD
	<i>KSAs: Compliance skills and best practices across the spectrum of commercial/industrial energy</i>

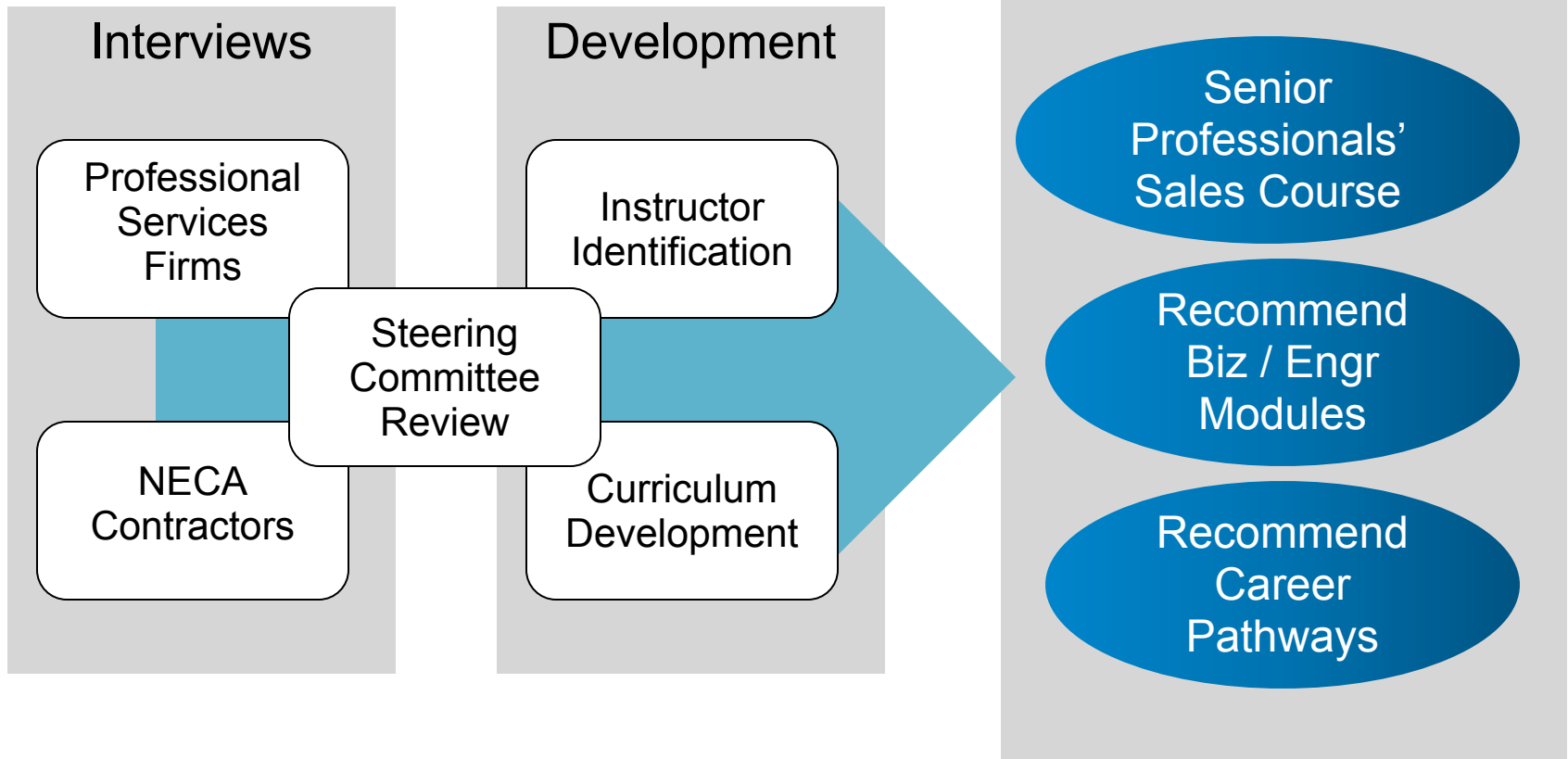
Training Portfolio

Energy Efficiency Training Portfolio



2012 Deliverables

Demand Creation



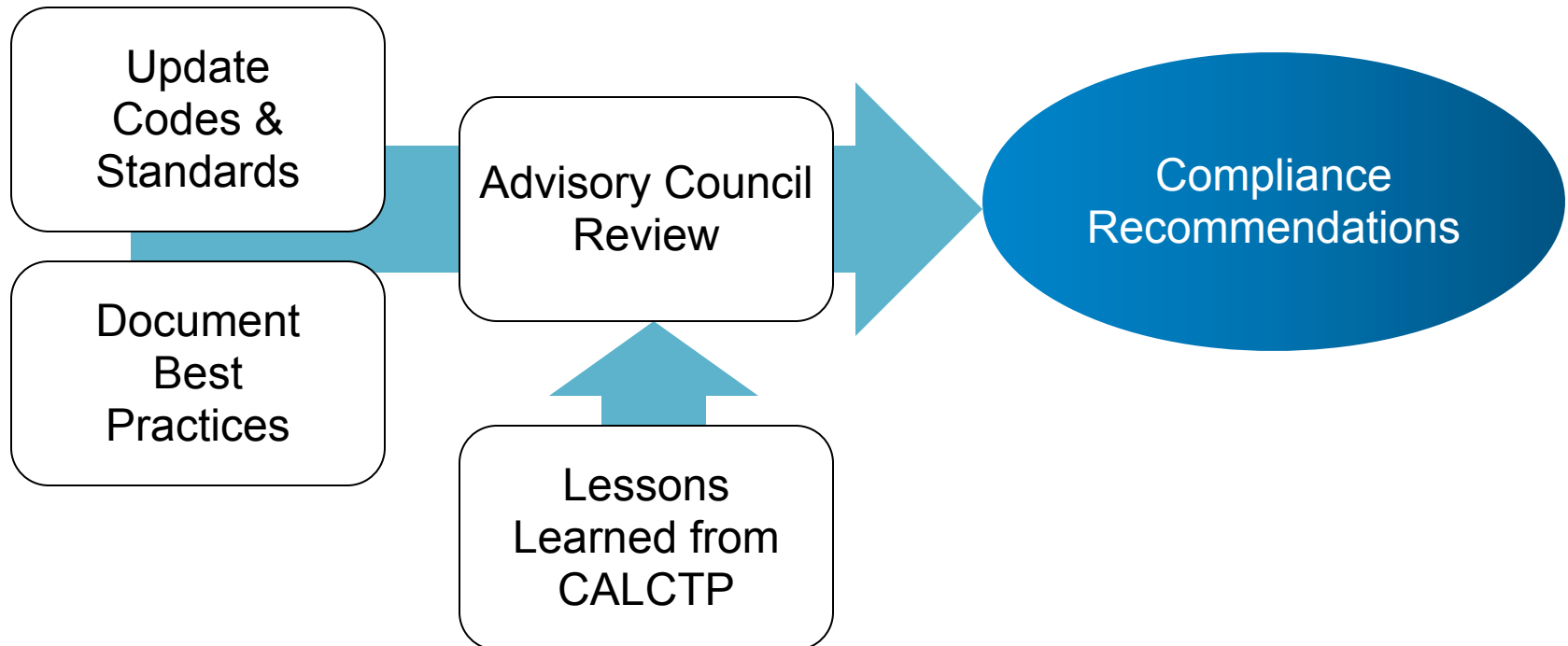
2012 Deliverables

Capacity



2012 Deliverables

Compliance



2012 Deliverables

Platform for 2013-2014

Metrics &
Evaluation

2013-2014
Program
Recommendations

Primer on
Sector Strategies

Implementation Team

Lisa Shell, PG&E

Jim Caldwell, Workforce Incubator

Bob Yapp, Workforce Incubator

Brad Hurte, Workforce Incubator

Don Chislow, Workforce Incubator

JD Stack, Empower Advisors

Stakeholder Roles

Steering Committee

- ❑ Guides EWSS according to industry priorities
- ❑ Informs curriculum for Demand Creation
- ❑ Meeting Cadence
 - ✓ *August – Refine and approve Project Plan*
 - ✓ *October - Update Plan, approve Demand Creation curriculum*
 - ✓ *December – Preliminary review of 2012 outcomes*

Stakeholder Roles

Advisory Council

- ❑ Advises on Capacity and Compliance
- ❑ Informs curriculum: Codes, Standards, Best Practices
- ❑ Advises on strategy for multi-college implementation
- ❑ Meeting Cadence:
 - ✓ *August – Advise Capacity & Compliance planning*
 - ✓ *October – Review Codes, Standards, & Best Practices*
 - ✓ *December – Approve 2012 Capacity & Compliance platform*



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Discussion



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Thank You