

Next Generation Initiative: Energy Industry Recruitment in the New Millennium

Objective:

This panel presentation will introduce a new national AESP program designed to attract students and professional candidates into the energy and utility industries. The Next Generation Initiative (NGI) complements current activities and goals of the AESP Mid-Atlantic and Cascade Chapters whose missions promote greater participation in these industries including targeted outreach and career advancement to high school, college, technical schools and 2nd career candidates. The panel will provide an opportunity for interested stakeholder groups and individuals to learn more about NGI and discuss mutual goals and opportunities this unique partnership presents.

NGI Components and Goals:

Of the many challenges facing the a variety of energy sectors today is human capital... not only must we hire an unprecedented number of qualified people to fill the countless positions that are and will be available going forward, but we must do a better job of defining who we are and what is going on in the energy and utility industry today. The good news is there are many good paying jobs and opportunities to be had by future graduates and those seeking a career change to our industry... but how do they find us, and more importantly, how do we find them?

Some of the topics we will discuss during the panel presentation are:

- Current industry and workforce challenges
- Potential partnership opportunities with the National Energy Education Project (NEED), colleges and vocational training schools
- Online media opportunities for targeted marketing (similar to Face Book) as well as video and audio podcasts.
- AESP ‘Tool Kit’ which would include materials and web based tools for students, teachers and professionals seeking jobs in the energy sector.
- Mentoring opportunities & partnerships with green energy companies
- AESP Chapter sponsored Collegiate and Career Symposiums

The panel will include speakers from the Cascade Chapter “Future of Energy” initiative and Fluid Marketing Strategies who will discuss the highly successful 2008 Northwest Green Professionals Conference held in June 2008. This first annual event exceeded expectations with over 300 attendees and 25 exhibitors and is a model for replication and potential partnership with the AESP Next Generation Initiative.

The benefits of partnering among the many sectors and member groups of AESP to address these issues are both obvious and practical. The presentation will discuss ideas for partnering with green energy companies and established educational groups that are committed to providing energy curriculum and career information that attract students to this industry. The panel will strongly encourage active audience participation.

Moderator:

Kathleen Whitley-Harm, Applied Energy Group

Panelists/ Speakers:

- #1 Laura Orfanedes, Senior Associate ~ The Cadmus Group
- #2: Phillip Kelsven, Operations Data Analyst ~ Conservation Services Group
- #3: John Morris, Director ~ Fluid Market Strategies, Inc.

Panel Description for Proceedings – NESC Conference January 2009

- #4. Maggie Ramos, Sr. Marketing Analyst/ Program Manager ~ Long Island Power Authority