



Responding to the Challenge A Utility Perspective

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The Energy To Do Great Things

Responding to the Challenge

- Multi-faceted approach
- Throughout the process
 - Attract
 - Recruit
 - Retain & Engage
- Understanding, willingness & commitment are essential ingredients

Responding to the Challenge

Attract – Pipeline development

- Recruiting materials, web pages internal and external
- Presence in the communities we serve
- Helping students who hadn't considered "utilities" as a career field, to do so
- Foundation funded scholarship & community support
- EIT (Engineers in Training)

Responding to the Challenge

Recruit – Career Awareness & Outreach

- Workforce Plans, not just fill vacancies
- Value proposition clarity and relevance
- Hiring manager tools
- Executive sponsored interns
- Feeder pools for entry positions “wire helpers” to Apprentice
- Partner with educational institutions

Responding to the Challenge

Retain & Engage – Skill development

- Build your career
- Maintain & improve your contribution
- Transition through your career
- Initiatives:
 - Welcoming environment
 - Investment in training – skill & management
 - Knowledge transfer

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