AFPM Workforce Development Update

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AFPM Involvement and Support

• Why should AFPM be involved?
  – Consistent with AFPM’s mission
  – Workforce development a key priority for all of us
  – AFPM can play a valuable and complementary role to support member companies

• What more can AFPM do to support WD?
  – Recognized that there is an enhanced WD space for AFPM
  – Formed WD Steering Committee made up of members of the Executive Committee
  – Objective to provide strategic recommendations on both near and long term plans and initiatives
Workforce Development Process

Range of Opportunities

- Lower skilled workers
- Higher skilled workers
- STEM professionals
- Women
- Vets
- Etc.

Future Workforce Segments:
- Pre-high schools
- High schools
- Technical schools
- Community colleges
- Four year schools

Attract | Prepare | Hire | Develop | Retain
AFPM’s Goals and Activities

Expand and enhance AFPM’s workforce development activities to attract and prepare a capable, sustainable workforce to support and grow our industry.

Promote the industry and career opportunities

Support the ongoing development of a highly skilled workforce

Partner with existing workforce development efforts and organizations

- Workforce Development Website (e.g., point of entry for industry)
- EdVenture Program (e.g., marketing outreach for industry through students)
- Partnerships with potential candidate groups (e.g., veterans opportunities)
- Communication and education at targeted events
AFPM Workforce Development Website

• “I want to join the fuel and petrochemical industries – how do I do that?”
• “Point of entry” for interested individuals
• One stop shop for information – AFPM as a valuable connector of information, tools and resources

Workforce.afpm.org
AFPM Workforce Development Website

- Career paths
- Career resources
- Education
  - Colleges and universities
  - Scholarships
  - Certificate programs
- Industry 101
- Federal and state programs
- Veterans programs
- Industry initiatives
- Newsroom
- FAQs
AFPM Workforce Development Website

AFPM Workforce Development

Do you want to be part of an industry that fuels America's future? Are you hard-working? Creative? A leader?

With the right training and education, you can embark on a well-paying, in-demand career that improves the quality of life for all Americans. Whether you are interested in becoming a skilled or business professional, an engineer or a chemist the fuel and petrochemical industries offer a wealth of opportunities for real people just like you.

Read more AFPM Workforce Development

CAREER PATHS

DID YOU KNOW?
America's fuel and petrochemical industries have jobs for everyone from those with a high school diploma to a Ph.D.
EdVentures Partners Project

• Need to attract and educate target groups on the value and importance of our industry and career opps

• Target – millennials ranging in academic focus

• EdVenture Partners – innovative industry-education partnerships
  – Students develop and implement marketing plans as part of their coursework
  – Millennials design plan for, and communicate it to, millennials
  – Real-world marketing and learning experience for students and educators
Events
WD and AFPM Outreach

• Outreach to 3rd party groups and stakeholders about WD is key

• 2016 activities include:
  – Women’s Energy Network’s Biennial Conference
  – Democratic Governors Association Summer Policy Conference

• Opportunities for engagement – event participation, hosting plant tours for legislators, etc.
Local Workforce Development

August 3, 2016
WORKFORCE DEVELOPMENT

• Early Education on the Oil & Gas Industry

• Connecting with K-12 Teachers

• Working with Higher-Ed to develop programs which meet the needs of the Oil & Gas Industry
EARLY EDUCATION

• Oil & Gas education in the classroom
• Connecting with students and parents
• Developing education road maps to an Oil & Gas career (not necessarily a 4 year degree)
CONNECTING WITH K-12 TEACHERS

• Teacher education programs - industry lead seminars and tours

• Industry 101

• Classroom educational kits and resources
WORKING WITH HIGHER-ED

• Industry working with local colleges on program development
• Providing technical resources, industry equipment and technology
• Ensuring value through hiring graduates