



Proclaim a Careers in Energy Week in Your State!

What is the *Careers in Energy Week*?

CEWD and member companies began working together to create a Careers in Energy Week in 2010. The purpose is to increase the public's awareness about energy careers through a concerted nationwide effort. This provides an opportunity for energy companies to connect with their local communities by sponsoring special events where schools, families and other businesses can learn more about how your company operates and the importance you have in the local economy.

When is *Careers in Energy Week*?

Careers in Energy Week is scheduled from October 17-21, 2011.

Who do I work with in my state to get the week proclaimed?*

Getting a proclamation for Careers in Energy Week is not too difficult—if you know how to go about it. In many areas, a mayor or governor can issue a proclamation without action from the city council or state legislature. Following are some tips on how to get a proclamation issued with or without legislative action. CEWD has created a sample proclamation you can use as a template. Thank you to the Association for Career & Technical Education and the Georgia Energy & Industrial Construction Consortium for their contributions to this template.

When a Public Official Can Issue a Proclamation Without Legislative Approval

1. Call your mayor's or governor's office to determine how proclamations are issued. When you call, be prepared to learn that the process may take a few months. Also, have your materials ready, such as the sample proclamation. Localize relevant facts about career and technical education and simply explain why Careers in Energy Week should be recognized by your city or state.
2. Try to elicit support from workforce and education partners. You can have them contact their mayors, city councils, and state and local officials about Careers in Energy Week.
3. When a proclamation is issued, express your thanks and appreciation. Include the governor and/or mayor in ceremonies planned for the week. Remember to inform the media about Careers in Energy Week and the official attention you have received. Finally, send a letter of appreciation to the official after the week's activities are over.

When Legislative Action Is Required to Issue a Proclamation

1. If you need to work through the city council or state legislature, start now. Again, start by finding out what the process is for getting official recognition. Your local representative's office can tell you how to start (even if you intend to ask another representative in your state to sponsor the proclamation).
2. A resolution will need to be sponsored by a member of the appropriate governmental body. Find someone who is supportive of the importance of energy careers or who has voiced an interest in education concerns. (This would also be a good time to educate a government official who has not worked with you.)
3. Again, have prepared materials for use in drafting a resolution or proclamation. Be ready to share your insight about the importance of energy careers to the economy and the community.
4. Find out how you can help your sponsor ensure passage of the resolution. Like any bill, you have to lobby. This will require a plan and some hard work. You may need to get other legislators to co-sponsor the resolution. You can start by writing your legislators about the resolution and soliciting their support. Telephone follow-up may be needed with your sponsor and with other legislators to remind them of the importance of this issue to educators. They may be in a good position to help your sponsor in moving the bill.
5. After the resolution is passed, show appreciation to your sponsor and to everyone who supported the resolution.

What should my energy company do that week?

Each energy company is encouraged to be creative to get their communities excited about energy careers! CEWD suggests you to use the Get Into Energy brand, but this is not required. There are a number of materials available on the ShopCEWD site (www.cewd.org in the Members Only section). However, we are creating some special items you can use just for Careers in Energy Week. Simply add your company logo!

Below is a list of recommended activities for Careers in Energy Week. If you have any questions, feel free to contact CEWD Educational Consultant Valerie Taylor at valerie@cewd.org.

Press Release: Especially since this will be the first year most companies will honor Careers in Energy Week, send out a press release making the announcement. CEWD will do this at a national level and encourage member companies to do the same regionally and locally.

Visit Your Local Schools: Take the opportunity to talk to students about the great careers available in the energy field. Remember that free presentations can be downloaded on the ShopCEWD site. Bring several company employees to show their tools and talk about their jobs. While you are there, distribute copies of the *Careers in Energy Week coloring page* (for grades K-6) or guidelines for the *Careers in Energy Essay Contest* (for grades 7-12). Also, remember that CEWD member companies get discounts on all items available through the National Energy Foundation (ordering form is available at <http://www.cewd.org/documents/NEFenergy.pdf>), which can be donated to the schools.

Essay Contest: Sponsor an essay contest for middle and high school students around the theme, "Energy Workers Make a World of Difference." Distribute the flyer (CEWD has created one you can use) when visiting local schools and set a due date. Appoint a team of judges within your company to review the entries. Offer prizes for the winners such as savings bonds, tickets to a local attraction or electronics. After winners are selected, publish the winning entries on your company's website or newsletter.

Bill Stuffers: Including bill stuffers in each customer's bill is an easy way to let them know about Careers in Energy Week. CEWD has created a template that can be customized and printed. The stuffers direct readers to the Get Into Energy site and have a space for your company's logo and your career site as well. The template is being provided to member companies free of charge.

Open House: An open house provides members of the community the opportunity to see behind the scenes of how their local utility operates. During the open house, provide tours, set up displays that describe various energy jobs, distribute company trinkets and provide refreshments. Have employees on hand to showcase their jobs and how they make a difference in their communities.

Make it a family friendly event by hosting a coloring contest. Simply print the Get Into Energy Week coloring pages, provide crayons and set up a panel of judges on staff. Make sure each entrant provides their phone number so you can let them know the good news. Use company giveaways, like hats or playing cards, as prizes.

Advertise: Place an ad in your local newspaper about Careers in Energy Week. If you are hosting an open house, include the date/time. You may even want to think about featuring a career each day. Make it personal by selecting an exemplary employee in that job, take his/her picture and get a quote about what makes his/her job rewarding.

If you have other ideas you'd like to share, please send them to Valerie as this toolkit will be updating as more states declare and implement Careers in Energy Week.

*Information provided by the Association for Career & Technical Education.