

# Scaling the Electrification Workforce

## THE ELECTRIC GAP

- Urgent shortages in electricians, HVAC, insulators
- 77k electricians needed/year + 11k linemen
- 40+% of utility workforce retiring in 5 years

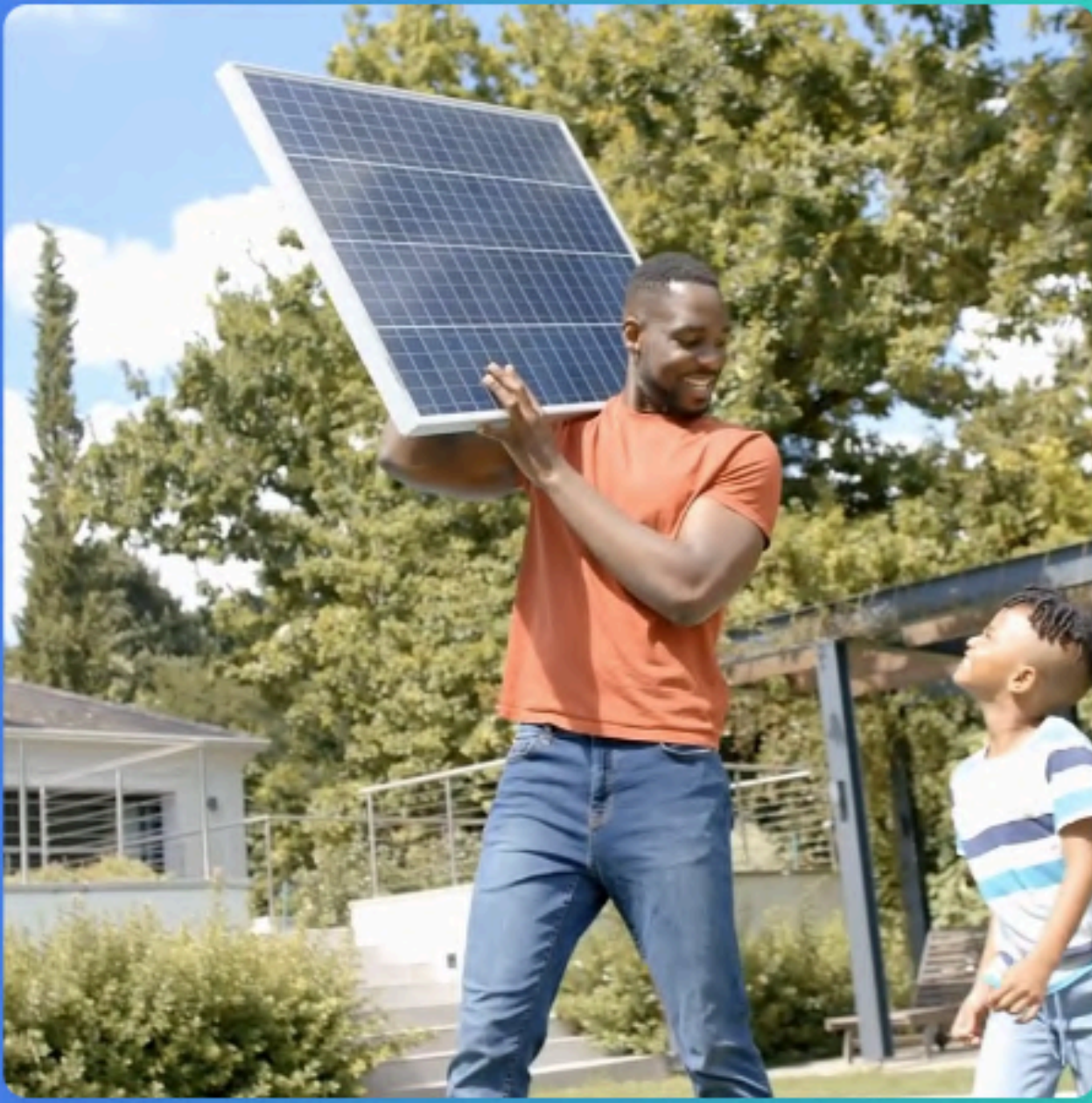
## CASE STUDY: TOWN OF EAGLE, CO

- Ambitious Net Zero 2030 targets
- Large scale residential & commercial heat pump installs
- Large barrier - limited CO mountain town workforce

## The Pilot Solution

Career Invites™ (CI)

### What I Love About My Career



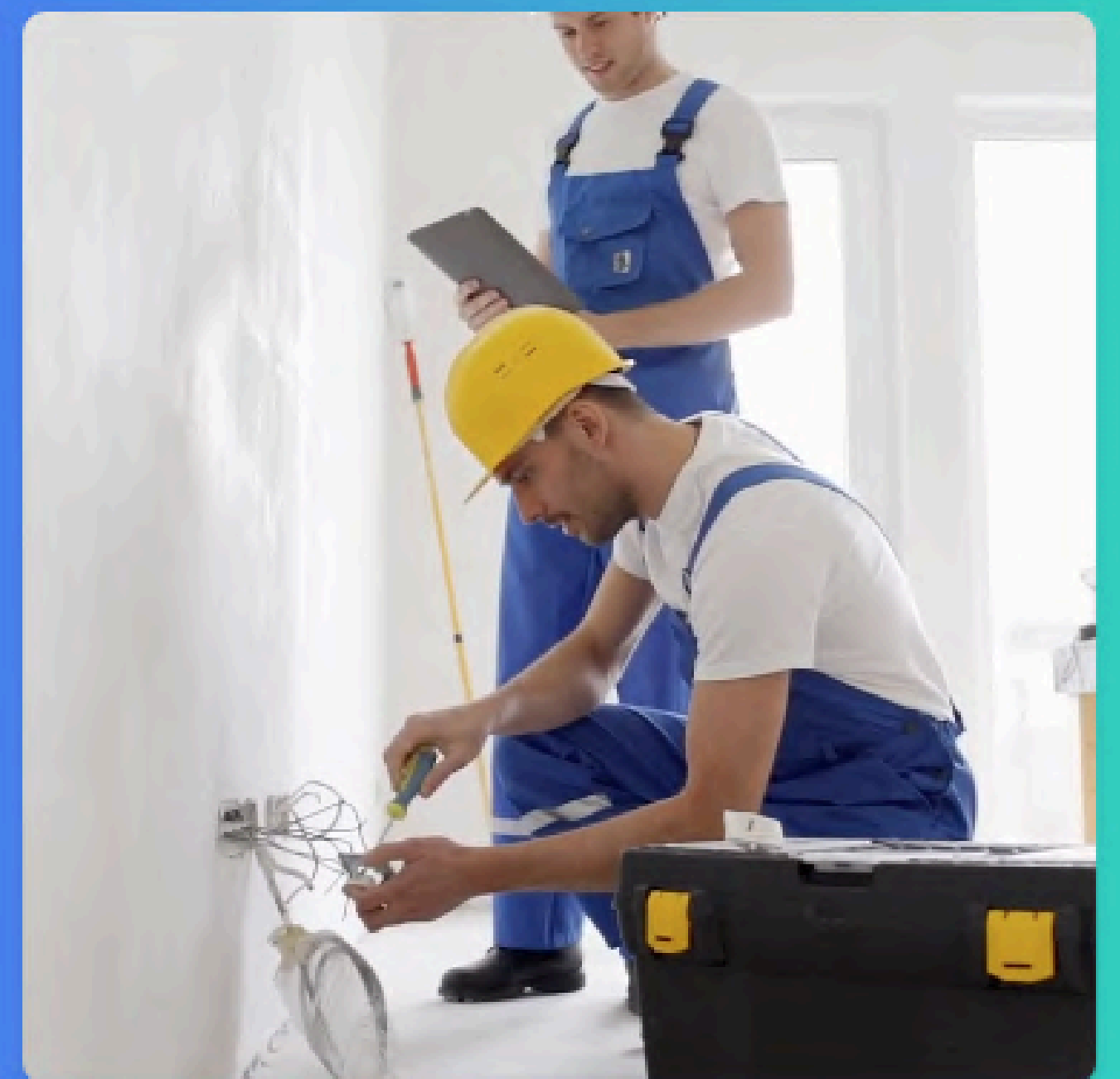
Solar Installer

### What I Love About My Career



Electrical Engineer

### What I Love About My Career



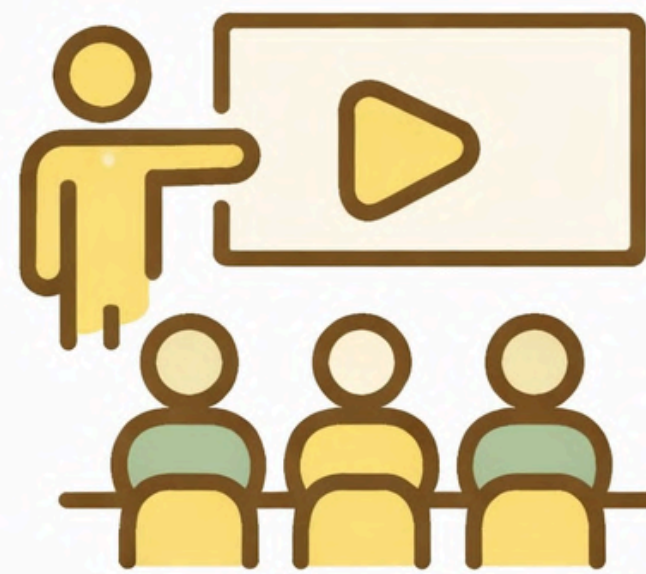
Electrician

## Students + Job Seekers

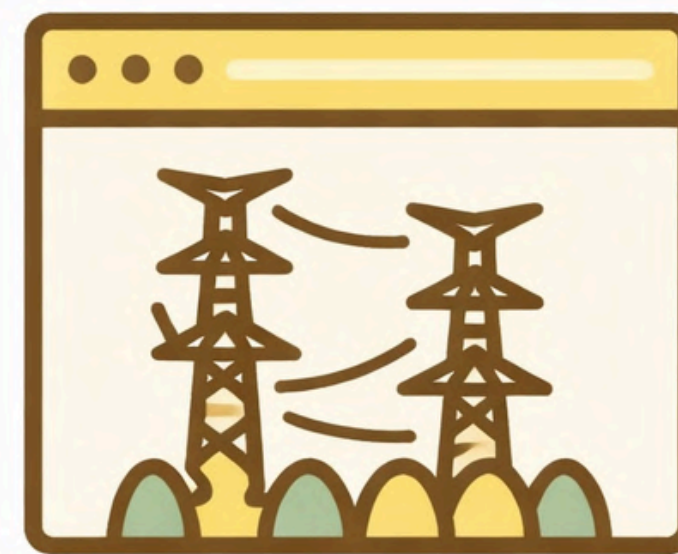
## Discover Energy Careers + Training

### THE STUDENT CHALLENGE

- 44% of college grads regret their degree
- Students unaware of high-demand careers
- Training pathways difficult to discover



High School Classroom



Utility & County Webpage & Outreach



Courses & Certifications



Contractors List  
Apprenticeships  
& Internships



# The Pilots

## EDUCATION



### Benefits:

- Engaging career resource for students & teachers
- Pilot: 90 students • 5 classes
- Metrics: Career + Training Views

## WESTERN COLORADO UNIVERSITY



### Benefits:

- Increased enrollment



### Metrics (in progress):

- Courses listed on CI & Clicks to training programs

## ENERGY SMART COLORADO



### With 11 local partners across 20 counties

A statewide network advancing energy efficiency, electrification, and workforce solutions

- Expand utility + contractor workforce
- Support students, teachers, & training providers
- Strong community outreach tool

## CONTRACTOR NETWORK

### Multi-County Contractor Benefit:

- Pipeline of entry-level & trained talent



### Metrics (in progress):

- Internship / pre-apprenticeship / entry roles posted
- Contractor adoption (CI on websites)



Career Invites™ (CI)

## PILOT INSIGHTS

- Teacher onboarding solved with:
  - Co-led first class
  - Teachers need a 60-second how-to video
- Utilities prefer real team interviews vs AI
- Solid early traction
  - Strong engagement from students, job seekers, and contractors
  - Clear demand for local training provider courses & certifications
  - Simple to deploy across websites, emails, flyers, and classrooms



## CONCLUSION

- Short-form videos strongly engage students
- Instant training access drives action
- Teachers adopt quickly after first use

### Early data:

- ~\$2 per student / semester
- Cost-effective workforce & outreach solution

### Community Program Benefits

- Expand workforce supply for utilities & contractors
- Lower electrification and project delivery costs
- Connect students to high-demand, rewarding careers

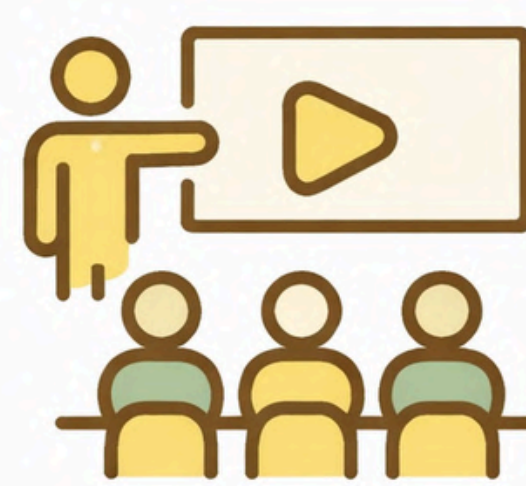
Discover Energy Careers Here!



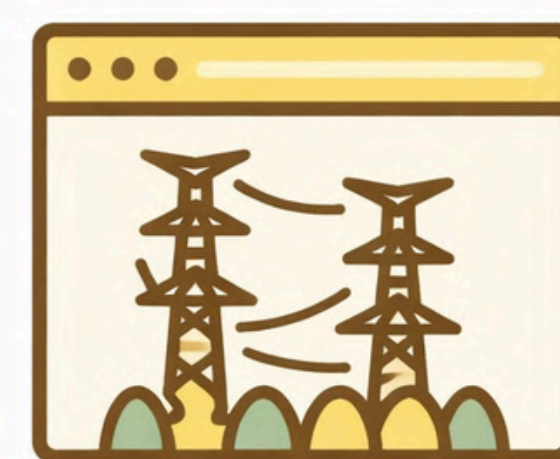
Courses & Certifications



Instantly Explore & Enjoy



High School Classroom



Utility & County Webpage & Outreach



Grow your workforce pipeline. Strengthen your community.

Explore the Utility Workforce Pilot

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