

## **RETOOLING THE LABOR FORCE: CONNECTING TODAY'S WORKERS WITH TOMORROW'S OCCUPATIONS**

**MAY 4, 2011**

# NextEnergy: Who we are/ What we do

**Mission:** To accelerate *energy security, economic competitiveness* and *environmental responsibility* through the growth of advanced energy *technologies, businesses and industries.*

## What we do:

- Technology Validation and Demonstration
- Venture Development & Commercialization Support
- Industry Support Services
- Public Sector Leadership



# NextEnergy Center



*R & D Labs*

*Office,  
Exhibition, &  
Conference  
Facilities*

*Alternative  
Fuels Platform*

*Stationary  
MicroGrid  
Power Pavilion*



# NextEnergy: Why we are here?

## Nexus of “Advanced Energy” and “Automotive”

- In Vehicle: power electronics and energy optimization
- New Vehicles: hybrid fuels, HEV, electric vehicles
- Infrastructure for new vehicles: Vehicle to grid, Alternative fuels

## Today’s topic: Greening the Automotive Workforce

- Energy key to 3, 4 or 5 of the core areas for green jobs  
*(renewables, energy efficiency, clean transport/fuels, agriculture and natural resources conservation, pollution prevention and environmental clean-up)*

## Workforce as one of the key assets to be built for AE

- NextEnergy engaged for sector strategy



# Sector Strategy:

## Overview of Survey Process

- Third year of an “annual” survey
- On-line survey sent via email to 4216 contacts
  - Self selected through AETNetwork
  - Attendees/ participants in diversification training and matchmaking events
  - Industry contacts
- Contacts included 3 to 4 email reminders plus 20 contacts were called directly
- Yielded 9% response rate (384 completions)

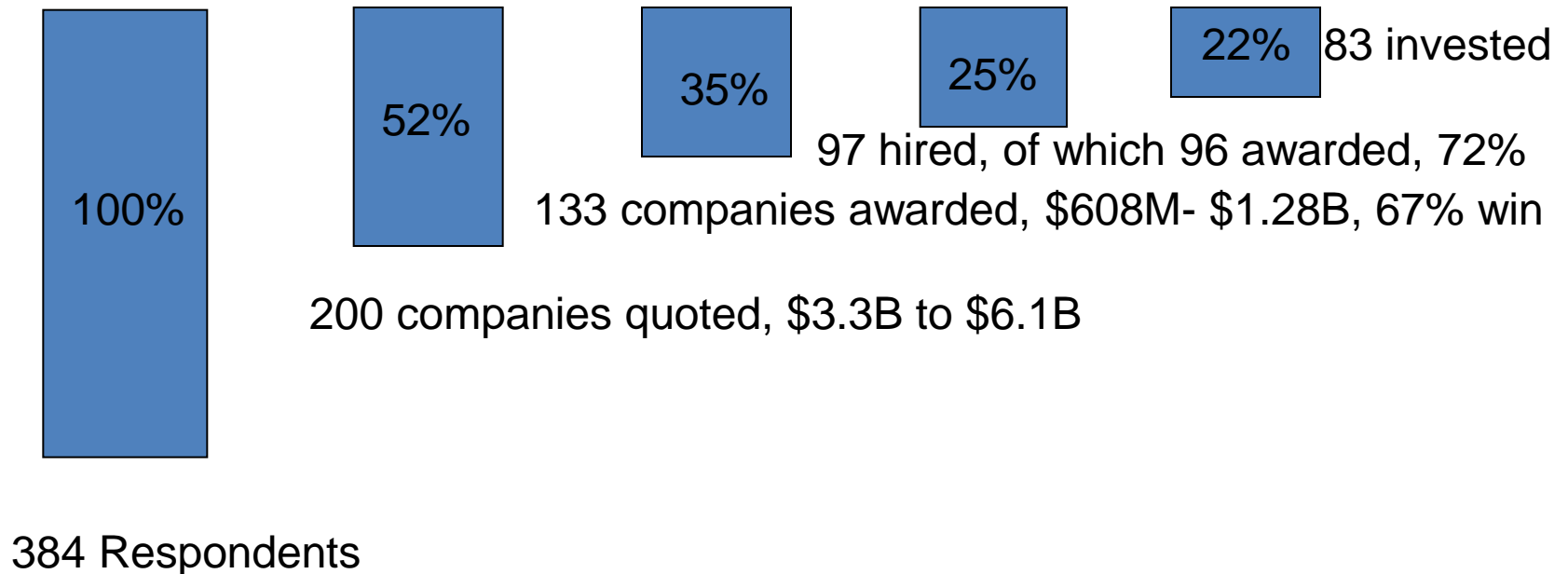
# Survey Overview

- Survey designed to gather data about economic development in advanced energy, not hiring needs
- Survey included 19 questions, of which 4 involved “new” jobs and 2 involved jobs retained
- Questions designed to be “pick from menu” vs. actual data (easier to complete, easier to compile, but resulted in ranges vs. actuals)

# Survey “Design”

- Who are you and what do you do? *Company services, target sectors, specific capabilities in target sector*
- Have you quoted new work? *Yes/ No, how much, which sectors/ companies*
- Awarded new work? *Yes/ No, how much, which sectors/ companies*
- New Employees hired? *How many, skill level, types*
- How many jobs retained?
- \$ invested? *machinery and equipment, facilities and staff*
- Top 3 challenges *(from a list)*
- Suggestions for further support *(open text field)*

# Summary of Results at a Glance

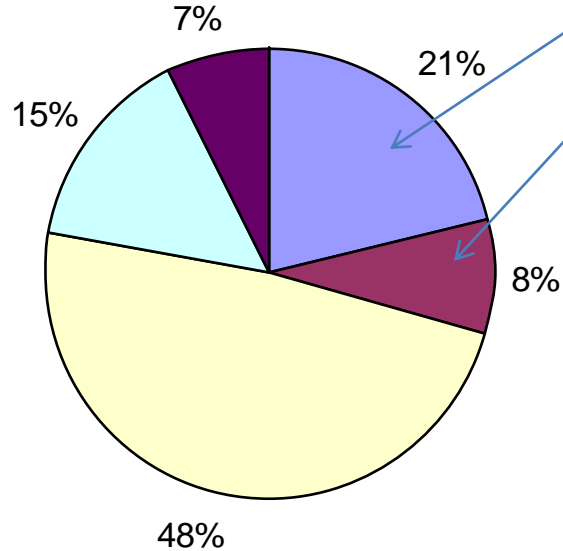




# Jobs Added by Industry Area

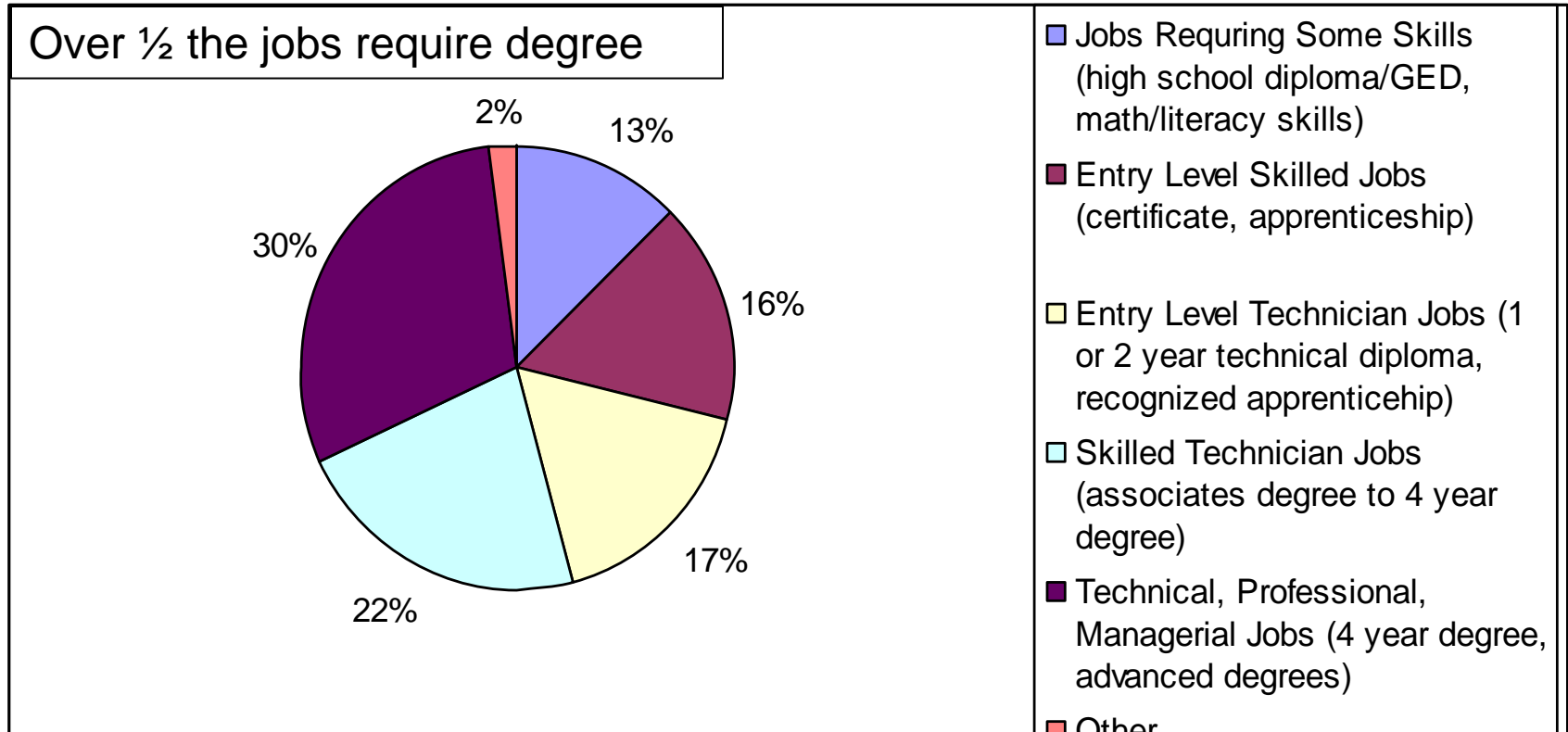
29% jobs added related to vehicles

100% = 1240 jobs added, 2010 Survey



- Advanced Vehicle Technology/ Energy Storage
- Smart Grid/ Energy Efficiency
- Solar
- Wind
- Biomass/ waste to energy

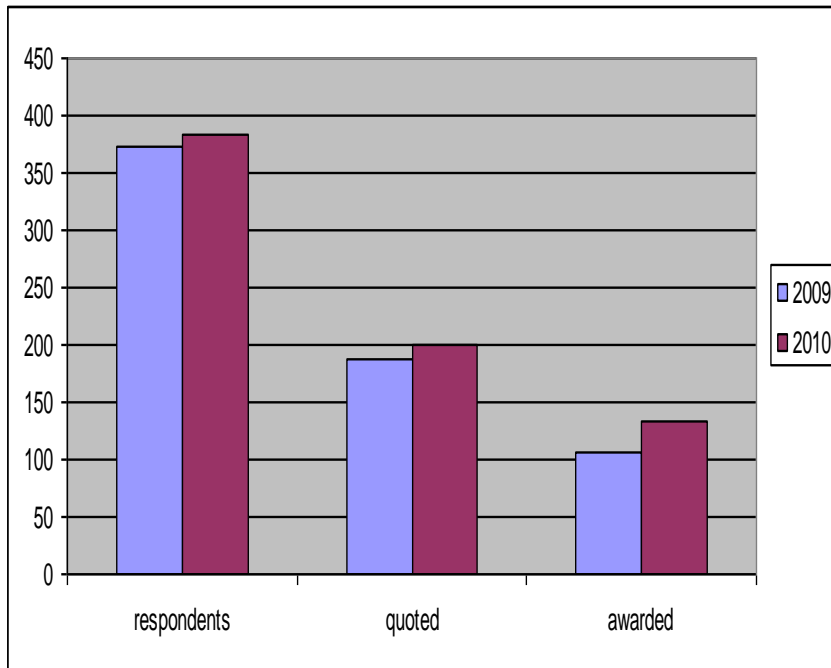
# Jobs Added\* By Skill Level Required



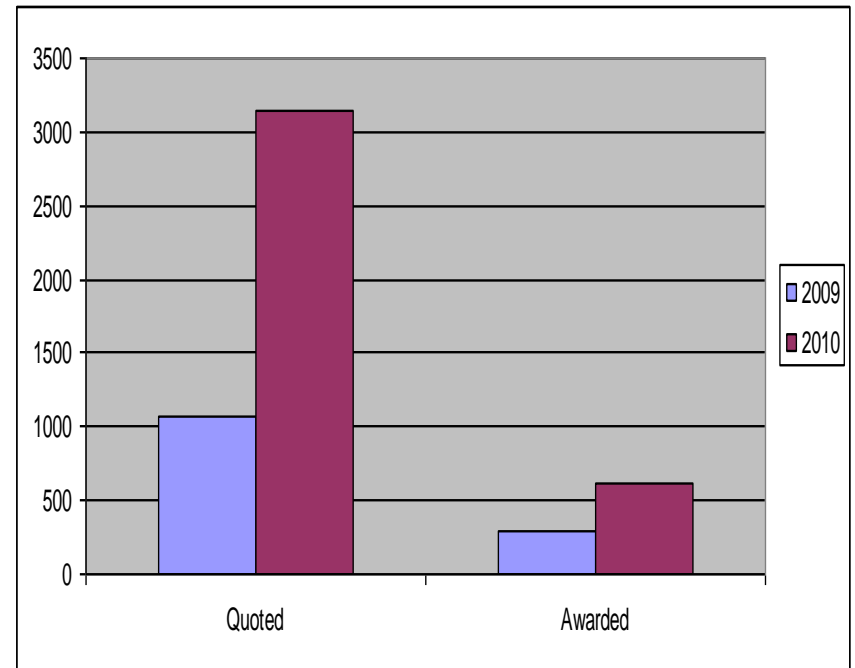
\* % of companies responding; % of jobs added analysis in progress

# 2009 vs. 2010 Survey Data

2009 vs. 2010: Number of Companies



2009 vs. 2010: \$000



Growth accelerating: Number of Companies up slightly, but \$\$\$ up dramatically