Energy Entrepreneurship and Workforce Development

NASEO ANNUAL CONFERENCE 2017
PAULA R. GLOVER, PRESIDENT & CEO, AABE
Our Mission

To provide direct input into the deliberations and developments of energy policies, regulations, emerging technologies and environmental issues.
The purposes of AABE are the following:

- To serve as a resource for policy discussion of the economic, social and political impact of environmental and energy policies on African Americans and other minorities.

- To ensure involvement of African Americans in governmental energy policymaking by recommending capable sensitive and informed personnel to appropriate officials.

- To encourage both the public and private sectors to be responsive to the problems, goals and aspirations of African Americans in energy-related fields.

- To encourage African American students to pursue careers in energy-related fields and to provide scholarships and other financial aid for such students.
THE INDUSTRY MUST CHANGE

Why?
How?
• Imagination drives Innovation
• Technology
• Customer needs / requirements
How Do You Ensure Inclusiveness?

Understand the Audience to communicate the opportunities
- Energy Research Collaborative

Speak Their Language
- What you think is important, may not be what’s important

Understanding Your Corporate and Industry Culture
- What is your organization’s reputation?
- Who are the trusted sources of information?
How Do You Ensure Inclusiveness?

Comprehensive Approach

• Tried and true practices and thinking creatively
  • Word of mouth
  • Visiting schools / Career Days
• Community Forums
• Social Media
• Technology
• Partnerships
YOU’VE GOT THEM INTERESTED – NOW WHAT?

NEED A COLLABORATIVE APPROACH

COLLABORATION IS KEY
• Identify key stakeholders
  • Industry
  • Educators
  • Social Service
  • Chambers of Commerce
  • Others?
• What are the barriers?
  • Real and imagined – requires reflection
• Develop A Plan TOGETHER
• Communicate, Communicate, Communicate
  • Directives and Dialogues
YOU'VE GOT THEM INTERESTED – NOW WHAT?

Remember: This will take time

THE PROCESS WILL TAKE TIME

• Celebrate small wins
  • A graduating class
  • Small business gets an opportunity

• Always look for opportunities to learn

• Be Nimble and Flexible
  • Be on the look out for disrupters

• Communicate, Communicate, Communicate

• Repeat
Thank You
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QUESTIONS?