

Industry Response:

Collaborative Solutions to Workforce Challenges



Monte King
Manager Workforce Development
Shell Oil Company
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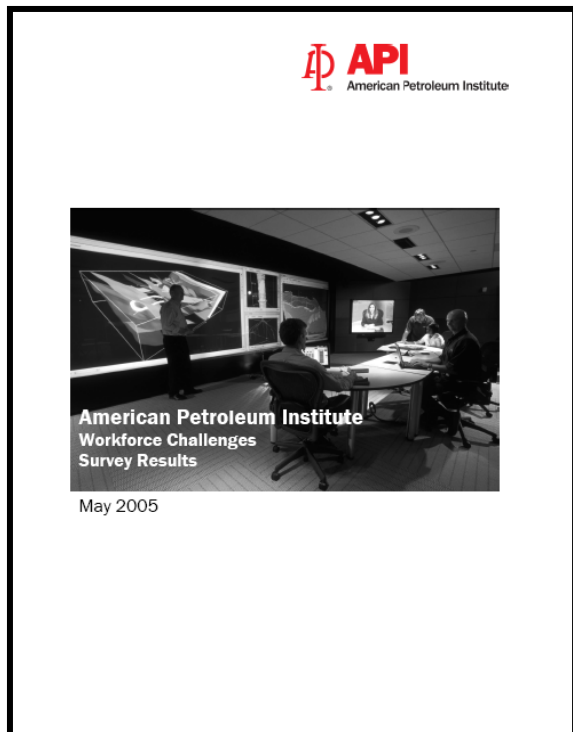


The Approach

Workforce Shortages – *How will you respond?*



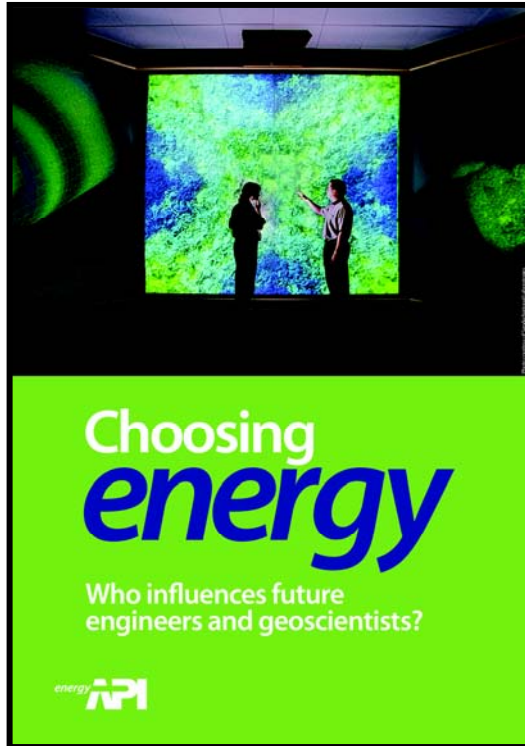
The Power of Collaboratives



API Workforce Challenges Survey

- Participation included 22 companies, representing 17% of the oil & gas industry
- Identified top workforce issues, scarce skills, hiring needs and demographics
- Go forward plan – recommendations for collaboration

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API Energy Influencer Survey

- Influencers: HS teachers, college professors, parents and peers
- Major lack of information about the industry (teachers, parents, students)
- Students concerned about the environment and emerging technology

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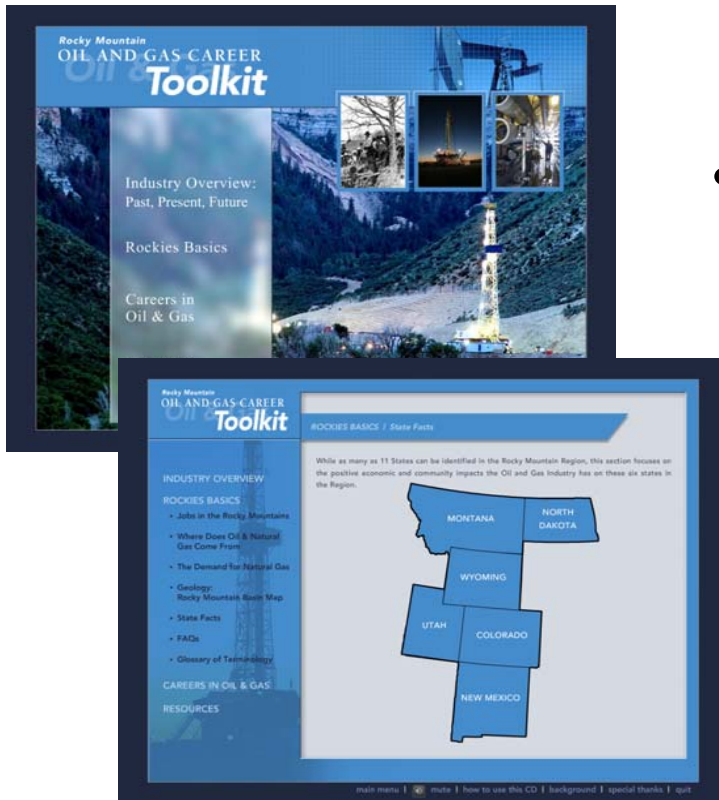
Rockies Energy Workforce Collaborative (6 states)

- Partnership of industry, education, local and state workforce and economic development leaders

- To ensure an adequate supply of skilled energy workers in the Rockies region

- Work products include:

- Rocky Mountain Oil & Gas Career Toolkit (CD)
- Rockies website
- Energy jobs survey



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API National Outreach

With An Energy Career...
The Earth Could Be Your Office

Want a career with energizing potential? Major in engineering or geosciences, and the earth could be your office. The top companies in the oil and natural gas industry are looking for you. Not only could you have a rewarding career, but you might even change the way we live.

For more information about majoring in engineering and geosciences visit:
www.makingcount.com/energyapi

American Petroleum Institute
Representing America's Oil & Natural Gas Industry

- The API Workforce Committee identified an industry partnering opportunity with Monster.com
- Directly reaches 1.1 million 11th & 12th graders nationwide
- Includes live in-school presentations, print advertisements, on-line newsletter, website and e-mail blasts



The Power of Collaboratives

Red Rocks (Colorado) Recruitment Trailer



- Promotes energy and process and industry career awareness
- Multi-employer and state/local workforce sponsored
- Includes equipment, video and hands-on activities



Partners for Collaborative Solutions

- Employers
- Associations & Professional Societies
- Education
- Government
- Economic Development



Building a Collaborative

1. Start with employers
2. Engage other partners
3. Establish clear mission, vision, scope
4. Focus on critical shortages & establish goals
5. Communicate early successes & share credit



Keys to Success

- Led by industry
- Avoid anti-trust issues
- Build on best practices – don't reinvent wheel
- Accomplish work by subcommittees
- Add value for each partner & overall collaborative

Collaborative Solutions

Make a difference - also change lives

