

About the CUDC

The California Utilities Diversity Council, also known as the CUDC, was developed jointly in 2003 by the *Latino Journal*, CPUC President Michael Peevey and former Commissioner Carl Wood to help promote and facilitate diversity within the utility companies, thus enhancing representation of minorities and women at all levels of companies regulated by the CPUC. It is comprised of stakeholder representatives including utility companies, community based organizations and labor groups.

Vision

To be a resource to, and work collaboratively with, the California Public Utilities Commission, community groups and the regulated utilities to promote and facilitate California's rich diversity by using population demographic data (2010 Census) as a guide to enhance the quality of the utilities diversity focused on governance, procurement and banking, employment, customer service and marketing, and philanthropy.

Committees

There are five standing committees within the CUDC. They include:

1. Customer Service and Marketing
2. Employment
3. Governance
4. Philanthropy
5. Procurement

Goals

1. Provide leadership and be a visible and active organization working with and advising the California Public Utilities Commission and the regulated utilities, and other entities such as the Governor's Office, State Legislature, National Association of Regulatory Utility Commissions, White House, and Congress on diversity issues related to public utilities.
2. To review, assess, and provide feedback on CPUC, utility and legislative proposals to ensure that the impact on diversity is addressed.
3. Facilitate and promote outreach to the diverse business and consumer communities whose development is important to the economic well-being of California.
4. Produce an annual report highlighting the accomplishments of the California Utilities Diversity Council.
5. Assist the CPUC with holding an annual public hearing and invite business, labor, government and community leaders to provide education and insights into the importance and work of the CPUC and utilities on diversity issues relevant to the regulated utilities both to assess utility progress on diversity and provide relevant statistics on procurement, employment, customer service and marketing, and philanthropy.



CALIFORNIA UTILITIES DIVERSITY COUNCIL

October 11, 2011

President Michael R. Peevey
Commissioner Timothy Alan Simon
Commissioner Michel Peter Florio
Commissioner Catherine J.K. Sandoval
Commissioner Mark J. Ferron
California Public Utilities Commission



José L. Pérez
Chairman

Dear President Peevey:

Thanks to you and your colleagues' leadership, the California Public Utilities Commission (CPUC) regulated companies remain on the forefront in the nation with an increasing rate of dollars spent with diverse companies. Of a total of \$11.9 billion spend by select utilities in 2010, over \$3.9 billion was spend on diverse companies in 2010.

We are proud to say all California Utilities Diversity Council (CUDC) member companies showed progress and expanding effort to strengthen supplier diversity results. Every company worked closely with members of diverse trade associations and community based groups to strengthen their supplier diversity outreach in locations throughout the State.

We commend the company leadership and their supplier diversity staff for the continued progress noted in these reports for 2010.

The 2010 U.S. Census results show California is an increasingly diverse State. The population of Hispanics is about 39%, followed by Asians, the fastest growing, at 13% and African Americans at 6.2% and American Indians at 1%.

These population figures and customer profiles help CUDC companies set benchmarks for diversity. The CUDC acts as a resource to develop strategies to address these changes within the companies regulated by the California Public Utilities Commission.

This report provides information on the continued success and challenges of the work of the CUDC during the last year. Committees in the five pillar areas are: Supplier Diversity, Employment, Philanthropy, Customer Service and Marketing, and Governance. We are fortunate to have the dedicated and capable people leading the CUDC committees.

We are grateful and appreciative for this extraordinary nine-year partnership between the CPUC and the CUDC. It remains the envy of several States throughout the country. Under your continued leadership, diversity by CPUC regulated companies in 2012 will result in greater achievements.

Sincerely,

José L. Pérez
Chairman
CUDC

Customer Service & Marketing Committee Report

Committee Members: Betsy Berkhemer-Credaire (Co-Chair), Veronica Gutierrez, Rick Hobbs (Co-Chair), Felicia Hudson, Holley Joy, Joan Kerr, Hon. Gwen Moore, Jose Perez, Peter Ramirez, Tracy Stanhoff, Ileana Winterhalter, Nancy Zarenda

Goal: Increase Advertising Spend by Utilities with Minority and Women-Owned Media Outlets, Advertising/Direct Marketing Agencies in California

Responding to the Commissioners' queries at last year's En Banc Hearing, and after months of preparation, the CUDC orchestrated the first-ever Forum dedicated to exploring the current status of advertising spend with minority and women-owned media enterprises, advertising agencies, media buying firms and direct response agencies. On Friday, July 29th, at the CPUC headquarters in San Francisco, the Forum included informative panels in the morning and matchmaking sessions in the afternoon.

An engaged audience of approximately 200 attendees included minority and women-owned advertising agencies, media buying firms, media companies (radio, newspaper, print, online), community members and small business owners, many of whom stayed for match-making appointments with the public utilities, telecommunications and water companies in the afternoon.

The first panel was intended to feature only Chief Marketing Officers, however, only a few of the participating utilities, telecommunications and water companies had corporate officers as their representatives on the panel. We hope that future forums will include the officers in charge of marketing or advertising for each of the utilities. Moderated by Commissioner Catherine J.K. Sandoval, the panel presented general levels of their advertising spend with diverse businesses, shared best practices on engaging minority and women-owned media and agencies, and discussed how they might deploy advertising dollars to be more inclusive of minority and women-owned media and agencies. After they made their remarks, the panel members turned around in their chairs to face the business owners in the audience who introduced themselves and raised important issues to be further explored.

An open dialogue was held with the audience. Many important points of information were shared by the audience including:

- The need for minority media outlets to receive longer term contracts for placement;

- The importance of reporting California advertising spend and not aggregating it with overall diversity procurement numbers;
- Ways to better monitor and improve how much media spend is subcontracted by the agencies of record to DBE-owned companies;
- When media buys are made through a DBE media buying firm, only a small percentage of the dollars are paid to the DBE-owned media firm. The majority of the dollars flow-through to general market media. Therefore, it is important to count only the fee-dollars spent and not the total dollars of the buy as diverse spend.

The second panel brought forward the owners of diverse media companies and advertising agencies who commended the utilities, telecommunications and water companies for the efforts, and provided insights on their experiences in the media and advertising arena—including frustrations of not being considered for significant spend; and some minority advertising agencies have budgets that do not come from Chief Marketing Officers but from different sources in the utilities, telecoms and water companies. Jose Perez, chair of the CUDC, moderated this discussion.

The third panel featured the leaders of Agencies of Record (AORs), Direct Response firms and Media Buying Firms that are the primary recipients of the media budgets from the utilities, telecommunications and water companies. Their clients are the CMOs. Moderator was Joan Kerr from PG&E, chair of the CUDC Procurement Committee.

The AORs were asked to explain their outreach to subcontractors and DBE-owned media and what measurement they track--what compliance factors are built into making sure that the DBE companies actually receive dollars. Ms. Kerr also asked the agencies about their own internal diversity programs.

Next Steps:

As a result of the information shared at the Forum, the CUDC Customer Service & Marketing Committee will dedicate its efforts for the remainder of the year to determining a uniform formula for measuring the California spend by the utilities, telecommunications, water companies and agencies--what portion of their advertising spend is awarded to women and minority firms in California, how the proportion of the spend can be increased, not only as required by the client companies, but by the major national advertising agencies who could sub-contract with more minority firms.

The CUDC goal is to foster more subcontracting and partnerships from the major advertising agencies. We also want the utilities to open up various sub-elements of their business to diversity participation; e.g. printers, copywriters, photography, videography and commercial production houses. DBE media buying firms should also be considered by utilities, telecommunications and water companies, and their primary advertising agencies.

Based on the GO156 statistics reported by March, 2012, this committee will at that time gather the

marketing budget spend based on the uniform questionnaire. The CUDC will also gather an inventory of the DBE media companies and agencies to inform the CMOs and general market AORs about DBE firms they could consider to increase spend in the media and advertising industry.

During 2012, CUDC intends to stage another Diverse Advertising and Media Outreach Forum in Southern California for DBE owners of companies who were not able to participate in the first Forum.

The July 29th 2011 Agenda including participants:

Diverse Advertising and Media Outreach Forum

AGENDA

- | | |
|-----------------|--|
| 8:30 - 8:40 AM | Introduction and Purpose
Betsy Berkheimer-Credaire , Chair, CUDC Customer Service & Marketing Committee
NAWBO California statewide board member & past president
Owner of Berkheimer Clayton, Inc. retained executive search |
| 8:40 - 8:50 AM | Overview of General Order 156 on diverse owned advertising and media companies
Marzia Zafar , Program & Project Supervisor, CPUC |
| 9:00 - 10:30 AM | Panel 1 – Company commentaries on use of diverse owned advertising and media companies and the value they can add to a company’s overall information strategy

Speaker/Moderator: Commissioner Catherine Sandoval , CPUC

Marianne Strobel , Executive Director, AT&T Global Supplier Diversity
Michael Dimmick , Director, Media Planning and Buying, Verizon
Natalie Rouse , Director of National Ethnic Marketing, Comcast
Deane Leavenworth , Regional VP, Government Relations, Time Warner Cable
Caroline A. Winn , Vice President, Customer Service, San Diego Gas & Electric
Hal Snyder , Vice President, Customer Solutions, Southern California Gas Company
Janet Loduca , Vice President, Corporate Relations, PG&E

Seth Kiner , Acting Vice President of Marketing, Southern California Edison
Kevin Tilden , External Affairs, California American Water |

Questions:

1. Describe your initiatives to include diverse suppliers in all of your advertising, media buying, direct mail and other customer communications.
2. Describe the requirements for supplier diversity that you place on your first tier advertising, media and direct mail suppliers.
3. How successful have those suppliers been in utilizing diverse suppliers in the work they do for you?
4. What/how can IOUs influence an increase in supplier diversity spend in advertising and marketing activities?
5. What percentage of your media purchases do you conduct directly through your buying agency or agency of record?
6. If you feel you have been successful in increasing the diversity of your advertising and marketing suppliers, to what would you contribute such success?

10:30– Noon

Panel II – Views from Diverse Owned Advertising and Media Firms: What Value Do They Bring To Company Consumer Education, Information and Bottom Line

Moderator – **José L. Pérez**, Chair, CUDC; Owner of Latino Journal

Larry Lee, General Manager, Sacramento Observer and Representative of the West Coast Black Publishers Association

Nita Song, President of Imada Wong Advertising

Hilbert Morales, Publisher, El Observador and California Hispanic Media Coalition

Tracy Stanhoff, Owner, ADPro and American Indian Chamber of Commerce of California

Natalie Cole, Publisher, “Our Weekly”, a member of NAWBO

Questions:

1. Please describe the role ethnic media plays in your community?
2. In your opinion, what is the business case for companies doing business with diverse owned advertising and media companies?
3. Have you been successful in obtaining business from utilities, telecommunication and cable companies?
4. What would you recommend to the companies, their agencies of record and media buyers to increase diverse spend?
5. Have you diversified your media delivery channels? If so, to which new channels?

12:00 - 12:45 PM Lunch Break

1:00 -2:30 PM

Panel III – Expanding Opportunities in Advertising, Media Buying And Direct Marketing: Utility Agencies Of Record And Prime Suppliers Report On Their Supplier Diversity Initiatives

Moderator: **Joan Kerr**, PG&E; Chair of the CUDC Procurement Committee

Mark A Prince Jr, Executive Director, MEC (AT&T)

Renee Fraser, President & CEO, Fraser Communications
(Southern California Gas Company)

Pawan Mehra, Executive Vice President, Ameredia (Comcast)

Gary Meads, President & CEO, MeadsDurket (San Diego Gas & Electric)

Nausil Kumandan, Supplier Diversity Manager, Draft FCB (PG&E)

Tim Hinds, Vice President and Account Director, Wunderman (So California Edison)

Jason Everitt, BNA (American Water)

Questions

1. Describe your Supplier Diversity initiative: dedicated resources, supplier diversity strategies, goals and results.
2. How can diverse suppliers get business with you in general and specifically, how can they participate in fulfilling the contracts that you have with CA telecom, cable, water, gas and electric companies?
3. Please describe any diverse supplier spend incurred by your agency.
4. How do you recruit new diverse suppliers?
5. Do you participate in any mentoring programs or other efforts to increase the capacity of diverse suppliers?
6. Please describe the criteria used for selection of media outlets.
7. Please describe the inclusion of diverse messaging channels in media buy strategies.

2:30 - 5:00 PM

Match-Making Sessions

COMPANIES participating as of Friday, July 22, 2011

1. AT&T
2. California American Water
3. Comcast
4. PG&E

5. San Diego Gas & Electric
6. Southern California Edison
7. Southern California Gas Company
8. Sprint
9. Time Warner Cable
10. Verizon

VENDORS as of Tuesday, July 26, 2011

1. Asian Journal
2. AdPro
3. Meruelo Capital Partners
4. Fraser Communications
5. Eastern Group Publications, Inc.
6. Riverside Black Voice
7. Los Kitos, Inc.
8. Hispanic Business Media, Inc., an integrated media company
9. El Observador
10. El Mensajero (ImpreMedia, Inc.)
11. Latino Journal
12. Commerce Printing Services, Inc.
13. Our Weekly
14. National Association of Hispanic Publications
15. SacHispanic.Com
16. Pop 9 Communications
17. Sacramento Observer
18. Latino Times Newspaper
19. Entravision Communications Corporation
20. Milagro Communications Group
21. Indian Country Today Media Network
22. Imprenta Communications Group
23. Susie Y. Wong Communications
24. Valencia, Perez and Echeveste
25. Imada Wong Advertising
26. Swift Printing, Inc.
27. MeadsDurket
28. FilAm Star News
29. New American Dimensions
30. ISA – Interviewing Service of America

Governance Committee Report

Committee Members: Jess D. Haro (Chair), Scott Drury, Johnnie Giles, Bill Harper, Rob Howard, Dennis Huang, Felicia Hudson, Joyce Ibardolasa, Ken Macias, Emma E. Maxey, Jose L. Perez, Douglas Phason, Frank Quevedo, Peter S. Ramirez, Tracy Stanhoff, John S. Tootle, Ileana Winterhalter,

Corporate inclusionary policies should have a universal definition which defines diversity as a goal that includes all sectors of the corporation, including the board of directors, senior management and employees.

Most Fortune 500 companies have well-established policies for workplace diversity and enthusiastically accept and advance individual recognitions for these public testimonials. However, companies make scant mention of their own corporate boards which almost universally fail to meet their own stated standards of diversity participation.

To this end, a value statement reiterated during discussions regarding diversity goals for various CUDC committees has had a common thread concerning achievement objectives for companies governed by GO-156: Reporting should include and reflect the significant diverse populations of California.

Because board appointments are ritually chosen from the same select group of individuals many of whom have seats in multiple corporate boardrooms and share a single-minded commonality, corporations should be continuously reminded that there is a need to broaden their focus and embrace the legitimate critical importance and *value* of diverse racial, ethnic and gender inclusion. The insights and experience of these individuals will contribute to the stability, growth, and profitability of American enterprise.

“A QUALIFIED TEAM OF DIRECTORS IS ESSENTIAL FOR SUCCESS . . . THE BOARD OF DIRECTORS IS RESPONSIBLE FOR SETTING THE STRATEGIC DIRECTION OF THE INSTITUTION AND ENSURING THAT SENIOR MANAGEMENT, EMPLOYEES, AND THE BOARD ITSELF COMPLY WITH ESTABLISHED POLICIES, AS WELL AS FEDERAL AND STATE LAWS AND REGULATIONS.”

-- *PARTNERSHIP FOR PROGRESS, MAY 29, 2011*

In a recent interview with HispanicBusiness.com, U.S. Senator Robert Menendez (D-N.J.), the Senate's Banking Committee's Chairman of the Subcommittee on Housing, Transportation, and Community Development, stated: **“Corporate boardrooms have become almost an insular universe; and breaking into these insular universes isn't easy.”**

Between 2009 and 2010, Senator Menendez sent out an in-depth detailed survey to 537 corporations

ranked as Fortune 500 corporations of which 219 corporations or 41% responded. Of that total, 71 companies are ranked as 2010 Fortune 100 corporations. Similar to the information sought by individual CUDC committees, the survey's purpose was to gain an overview of how closely the leadership of our nation's top 500 corporations reflects the diversity of the country.

Critical Points / Findings

Findings extrapolated from the Fortune 500 report and other sources that correspond to data collected by the CUDC survey are:

- While the US society becomes more diverse, corporate boards of directors continue to be dominated by white men and women
- Native Americans have no corporate seats on any of the companies included in the CUDC Survey. They comprise 0.04% of directors in the survey of the 219 respondents of the Fortune 500 Menendez Report.
- Latinos comprise 3.28% of directors of the companies responding as compared to 16% of the population.
- African Americans comprise 8.77% of directors as compared to 13% of the population.
- Although the Asian/Pacific Islander percentage of 1.99% of Directors is not a large number, this number is about half of the overall proportion of the API population.
- The diversity of corporate boards has remained relatively unchanged in the last ten years. Recent analysis and surveys have indicated a reduction in the numbers of minority directors.
- With one exception, companies in the CUDC Survey participated in the Menendez Corporate Diversity Report.

In what is considered to be by many one of the most successful and definitive queries of its type, Senator Menendez stated that he initiated the survey out of his concern of unacceptable levels of minority and women representation at the highest levels of corporate governance. He goes on to say, **“If you have people on your corporate board who understand the community – the combination of language, customs, and the essence of doing**

business in the community – you are going to improve the bottom line for the company.”

The report summarizes, **“Given the importance of these communities to corporate profits, it is imperative that they be represented at the decision-making table of these corporations.”**

The Fortune 500 survey is reported in percentages only. The 2011 CUDC Governance Survey reports

the statistics of the participating companies in the aggregate. The value of reporting the data on an individual basis going forward has been considered.

Participating corporations in the 2011 CUDC Governance Survey include AT&T, PG&E, Sempra Energy, Southern California Edison, Verizon, the California Water Association, Comcast, Sprint/Nextel, and Time-Warner.

**CUDC 2011 CORPORATE SURVEY
CPUC REGULATED UTILITIES, CA WATER ASSOCIATION & CABLE
COMPANIES**

CORPORATE DIVERSITY 2011	TOTALS			
	13	14	Total	%
BOARD OF DIRECTORS	Male	Female		
Male	125		125	81.58%
Female		28	28	18.42%
Total	125	28	153	100.00%
Race/Ethnicity:				
White	98	19	117	76.47%
African American	12	5	17	11.11%
Latino	5	3	8	5.23%
Asian / Pacific Islander	4	1	5	3.27%
Native American	0	0	0	0.00%
Other Origin	0	0	0	0.00%
Foreign National	6	0	6	3.92%
Total	125	28	153	100.00%

**2009-2010 MENENDEZ SENATE SURVEY
FORTUNE 500 CORPORATIONS**

CORPORATE DIVERSITY 2010	TOTAL 219 CORPORATIONS*			
	16	17	Total	%
BOARD OF DIRECTORS	Male	Female		
Male	N/A	N/A	N/A	78.41%
Female	N/A	N/A	N/A	21.59%
Total				100.00%
Race/Ethnicity:				
White	N/A	N/A	N/A	85.55%
African American	N/A	N/A	N/A	8.77%
Latino	N/A	N/A	N/A	3.28%
Asian / Pacific Islander	N/A	N/A	N/A	1.99%
Native American	N/A	N/A	N/A	0.04%
Other Origin	N/A	N/A	N/A	0.04%
Foreign National	N/A	N/A	N/A	0.00%
Total				100.00%

*219 of 537 Corporations responded. Statistics reported in percentages; number breakdowns are not available and Foreign Nationals were not counted.

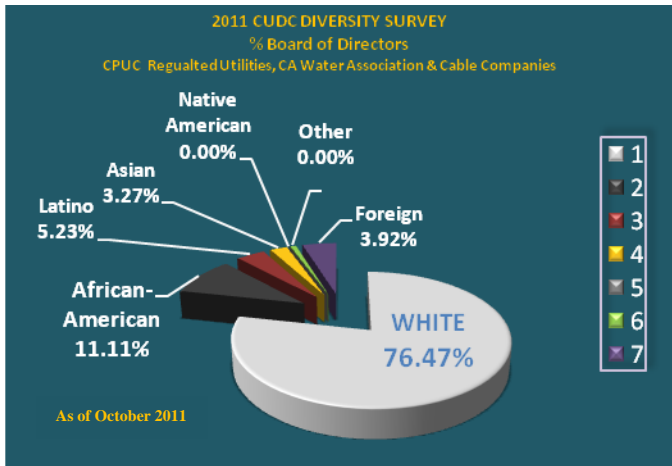
Much of what has been revealed by this recent inquiry into the Fortune 500 has been discussed within the Governance Committee and before the CPUC since the Committee’s inception. Diversity remains an essential goal for the boardroom and executive chambers. While the arguments may remain the same, the data, the actual reality of multiplicity not only underscores the practical need of diversity, it is now a barometer by which corporations will measure its readiness for success down the line.

The discrepancy between population diversification and current corporate practices permitting access to women and ethnic and racial groups to executive chambers and governing bodies is obvious. The numbers found in the CDUC survey and reflected in that of the Fortune 500 Senate Survey show a polarization.

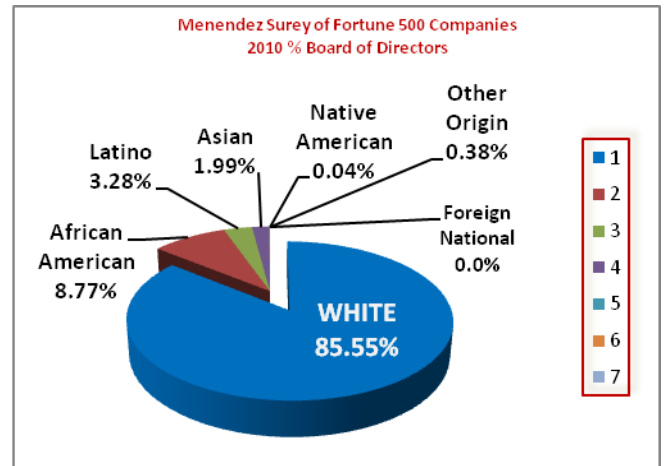
The rise in numbers of ethnic and racial minorities in the boardroom has been relatively non-existent with exception for some individual companies. The same, while not shown here, can be said for that of women. The numbers indicate a flatlining. Women account for 18.42% of the companies in the CDUC Survey while 21.59% comprise those of the Fortune 500 respondents.

A disturbing reality is that Native Americans continue to have no presence in corporate boardrooms.

2009-2010 MENENDEZ SENATE SURVEY
% Boards of Directors
FORTUNE 500 CORPORATIONS



CUDC 2011 CORPORATE DIVERSITY
% Boards of Directors
CPUC REGULATED UTILITIES, CA WATER ASSOCIATION
& CABLE COMPANIES



Executive Recruiter Victor Arias, Senior Partner of Korn/Ferry International in Dallas commented, “**If the study included the top 1,000 companies and the nearly 10,500 directors serving on their boards, Hispanics do not reach 1.5% of the total.**” The percentages graphically negate any true definitive gains for the full spectrum within governance in either the Fortune 500 or in the participating CPUC regulated corporations.

In the past, the affirmation that the CUDC’s diversity numbers were in par with the apex of corporate America became the standard of excellence by which we measured progress. Clearly, it is not the standard by which we should judge our progress today.

CUDC, and certainly the Governance Committee, is aware that companies with global interests do include foreign nationals on their boards and will do so in the future. What is at dispute is how to distinguish these board members. It is understood that those directors are crucial to emergent business needs, but excluding these individuals, from domestic diversity counts is appropriate and in no manner affects any business model. Such appointments, however, do underscore a primary message regarding inclusion. Applying the same concepts when considering corporate interests in a foreign country, corporate strategy should affix the same lens when taking into account the US market. Perspective must be broadened by expanding its corporate boards to include in larger numbers persons of *intrinsic native* experience: racial, ethnic and women directors.

California’s future is a diverse one, indisputably. Due to our own self examinations, the CPUC regulated companies have a unique opportunity to harness California’s market place for the greater good. Leading the country, as a group and individually, in a serious concerted effort to bring about significant

evolution -- top to bottom -- by asserting garnered insights and accelerating diverse governance inclusion will only serve the companies, their industries . . . and the people of California, duly and effectively.

The realization of effective inclusion requires modified but driven principles engaged at the Board level and which transform the dynamics in how recruitment and outreach is applied throughout the organization. To paraphrase Senator Menendez, the usual pretext “. . . There are *no qualified minority* candidates . . .” is a mantra that is obliged to retirement.

Recommendations

Below is a list of recommendations that many of the member companies of the CUDC are already embracing and should continue to focus on.

- A. Corporations should define diversity as inclusion without exception. Diversity includes the employee workforce, executive management team, and board of directors.
- B. Recruit potential directors that will present a non-traditional perspective on the director’s role and individuals who bring a understanding of populations that are crucial to the success of the enterprise.
- C. Establish policies that diverse candidates will be considered when vacancies arise. Proceed with belief that talent and expertise will be found when it is openly, actively and seriously pursued.
- D. While hiring Chief Diversity Officers from diverse communities is crucial, setting in place committed serious polices to accomplish diversity goals is essential.

- E. Hire executive search firms with knowledge in the ethnic and racial minority communities; firms that *know* where the viable candidates are. Numerous firms have this capacity.
- F. Board candidate search efforts should include the extensive leadership network of minority and women national and state chambers of commerce, professional organizations as well as individuals who have excelled at the top echelon of private and public enterprise.
- G. Accept director recommendations from community members and advisory groups with which companies have had in many instances long standing trusted relationships.
- H. Prepare senior executives for future leadership positions and eventual director responsibility.

The various sources which have been researched provide for an even greater number of recommendations and possibilities to institutionalize inclusion of minorities and women on US boards of directors.

Perhaps the most critical aspect of this report is that corporate directors have to make the decision that inclusion, and inclusionary practices, begins at the top among the directors themselves. The mindset of corporate leadership when it comes to diversifying its own populations, top to bottom, requires a critical adjustment in viewpoint that is unambiguous and open to the valuable contributions diversity brings to critical corporate strategy and success.

Indeed, there has to be a knowledge and acceptance that accomplished Native Americans, African Americans, Asian Pacific Islanders, Latinos, and women exist.

Sources:

CPUC Regulated Corporations Websites
 Corporate Board Member Magazine
 Corporate Diversity Report – August 2010
 Senator Robert Menendez
 Corporate Governance
 Friends Fiduciary
 HispanicBusiness.com
 Huffington Post

NBC.com
 Orrick
 Partnership for Progress
 Politico
 “The New CEO”, Richard Zweigenhaft and G.William Domhoff
 2010 United States Census

Philanthropy Committee Report

Committee Members; Frank Quevedo (Chair), Kimberly Freeman (Vice Chair), Ezra Garrett, Rob Howard, Felicia Hudson, Pat Fong Kushida, Jose L. Perez, Tammy Tumbling, Ileana Winterhalter, Nancy Zarenda

2010 Update

Collectively in 2010, the six energy and telecommunications utilities reported approximately \$82.7 million as total cash philanthropy. This includes data from the California Water Utilities for the first time. In 2009, the total cash philanthropy reported was \$78.95 million. 2010 cash philanthropy (excluding the water utilities) showed a slight increase of 3% over 2010.

In 2010, four of the six CUDC energy and telecommunications utility companies reported pre-tax operating income totaling \$5.09 billion. These same companies reported 2009 pre-tax operating income of \$4.18 billion. All four companies showed an increase in pretax income for 2010. Philanthropy as a percent of pre-tax operating income for the four companies reporting both cash philanthropy and pre-tax operating income in 2010 was 1.12%, down slightly from 1.30% in 2009.

Giving in Underserved Communities: Utilities reported their overall giving to underserved remained at 79% of total giving, the same as 2009. This category includes seniors, low income, the disabled, women & girls, and LGBT communities, as well as giving to the Latino, African American, Native American, and Asian Pacific Islander communities. It should be noted that each company has its own definition of “other underserved”, which was added to the targeted communities to provide a total focus on the underserved.

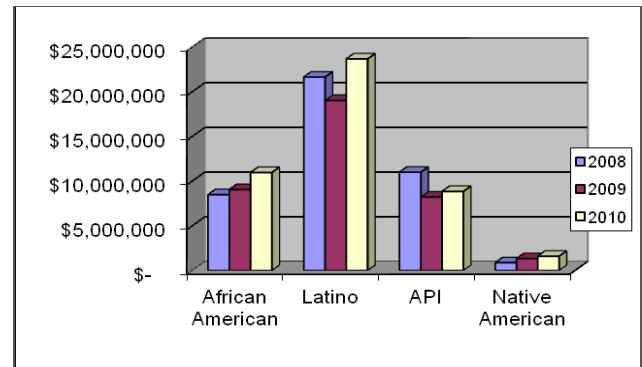
	Total giving to all underserved	Total Philanthropy	% of Total Philanthropy
2010	\$ 65,275,219	\$ 82,738,051	79%
2009	\$ 63,144,479	\$ 80,098,672	79%
2008	\$ 52,669,694	\$ 68,063,329	77%

Giving in Targeted Communities: The utilities continued to show their commitment to giving in four targeted communities: Latino, African American, Native American, and Asian Pacific Islander. In 2010, five energy and telecommunications utility companies reported that 79% of all cash philanthropy was spent in these targeted communities. Overall 2010 spending in each of these communities showed an increase over the 2009 totals. The largest increase in spending over 2009 was in the Latino community, showing an increase of 24%. The African American and Native American communities each showed an increase of 21% in spending over 2009 totals, with a smaller increase (8%) in the Asian Pacific Islander community. The overall increase in spending in targeted communities exceeded the overall increase in cash philanthropy for 2010, which only showed an increase of 3%.

Table 1. 2010 Cash Philanthropy in Targeted Communities

Category	Amount
Latino	\$ 23,675,501
African American	\$ 10,965,888
Native American	\$ 1,596,534
Asian Pacific Islander	\$ 8,843,380

Table 2. 2008 – 2010 Charitable Giving in Communities of Color



CUDC Utilities Compared to Other U.S. Utilities

Information from the Committee Encouraging Corporate Philanthropy's (CECP) 2009 and 2010 Benchmarking reports, *Giving in Numbers*, were used to provide a national perspective on CUDC utility philanthropy. Drawn from the Corporate Giving Standard (CGS) which contains over \$70 billion in comparative corporate philanthropy data from leading multi-national companies since 2001, the *Giving in Numbers* report provides thorough analysis and comprehensive benchmarking data for corporate philanthropy. The data included 170 major

companies, and had a breakdown for certain industries, including utilities. There were a total of 15 utilities from across the country participating in the 2009 survey and 14 in 2010. The utility data was used to provide a perspective on the CUDC's corporate philanthropy.

California utilities reported higher median philanthropic giving and higher median cash giving as a percent of pretax income for both 2010 and 2009.

Table 3. CUDC Utilities Compared to other U.S. Utilities

	2010		2009	
	Median total Giving	Median total giving as % of Pre-Tax Income	Median total Giving	Median total giving as % of Pre-Tax Income
CECP utilities (N=14 in 2010; 15 in 2009)	\$ 9,910,000	0.66%	\$ 9,670,000	0.75%
State CUDC utilities (N=5)	\$ 17,560,060	1.14%	\$ 16,605,641	1.18%

Trends in Philanthropy

1. Slight Increase in Philanthropy: Nationally, corporate philanthropy showed modest increases over 2009, based on the Corporate Philanthropy Report published September 1, 2011. This showed that overall, contributions increased at about 2.3% over 2009. CUDC utilities showed a modest increase of about 3% over 2009 giving.
2. Focus on Education: Consistent with findings by the Boston College Center for Corporate Citizenship, the Committee Encouraging Corporate Philanthropy, and the Corporate Philanthropy Report (September 1, 2011), many companies have a focus on education as a funding priority and in particular on STEM (science, technology, engineering, and math). The utilities participating in the CUDC report also have education as a priority, although it is not their only focus. A concern for bolstering education is not only a local and statewide concern, but a national focus as well. (Corporate Philanthropy Report).
3. Philanthropy as a Percent of Pretax Income: Four of the six California utilities reporting cash philanthropy as a percent of pretax income had a median of 1.14% in 2010. This is higher than what was reported by the CECP, based on a survey of 14 participating utilities in 2010. Nationally, these 14 utilities median total giving as a percent of pretax income was .66%.

Other Philanthropic Highlights

- In 2010, AT&T provided over \$24 million in grants and support to organizations across California--over 93% is targeted to the underserved, including low income communities. More than \$32 million is given to communities when employee contributions for 2010 are added. AT&T's primary philanthropic focus is on investing in a well-educated to help America remain a leader in a digital and global economy. In 2010, AT&T employees logged over 600,000 volunteer hours in California, with an economic value of over \$14M.
- Annually, the California Water Utilities provide nearly 30,000 turkeys to needy families throughout their service territories under a special program that is an ongoing tradition of helping their communities. This program is known as Operation Gobble, and it involves volunteer work by water utility employees to distribute the turkeys locally in advance of the Thanksgiving holiday. The water utilities also support local educational and youth development programs, one of which is through the Parent Institute for Quality Education (PIQE).
- In 2010, Edison International invested over \$15.8 million in California, with nearly 74% targeting key underserved communities. Its Green Jobs Education Initiative granted \$2 million over a two-

year period as financial assistance to low income community college students, focused on building a middle skills green jobs workforce. It also developed a \$500K Diversity Initiative to support four selected high schools in neighborhoods highly affected by economic hardship. Employees and retirees volunteered 325,426 hours in the local communities, at an estimated dollar value of nearly \$6.8M.

- Pacific Gas and Electric Company makes community investments in the areas of education, environmental stewardship and community vitality. In 2010, PG&E contributed \$19.3 million to charitable organizations, volunteered 27,500 hours to company-supported events and provided more than 1,300 grants to qualified non-profit groups.
- In 2010, Sempra Energy Foundation launched a \$1 million Environmental Champions Awards that distributed \$892,000 in Southern California. In

response to the economic downturn in California, it distributed \$750,000 to support programs throughout Southern California that focused on serving people in need. The Sempra Energy Foundation also provided \$250,000 in support of Green Jobs at ten community colleges. This will provide scholarships to low income students in selected majors.

- Verizon employees in California volunteered more than 46,000 hours with nonprofit organizations – the equivalent of 27 employees working full-time for one year. Verizon continued to focus on the use of technology in education and domestic violence prevention. Through Thinkfinity.org, it helps educators and families put students of all ages on track for achievement and success. Through the Verizon HopeLine® program and Foundation grants, it supports programs and initiatives that provide relief and recovery for domestic violence victims.

Procurement Committee Report

Committee Members: Joan Kerr (Chair), Joe Alderete (Co-chair), Betsy Berkhemer-Credaire, Charmaine Jackson, Ileana Winterhalter, Douglas Phason, Dennis Huang, Monica Heredia, Felicia Hudson, Pat Fong Kushida, Emma Maxey, Gwen Moore, José L. Pérez, Peter Ramirez, Tracy Stanhoff, Betty Jo Toccoli, Ken Macias, Ruben Guerra, A.J. Wilson

For the last several years the CUDC Procurement Committee has reported an overall increase in supplier diversity results among the utilities. We are again pleased to report that the major California Utilities (AT&T, SCE, PG&E, SDG&E, SoCalGas, Verizon) increased supplier diversity spending year over year by 30.1% percent. In 2010 these utilities spent \$3.9 billion with minority, women and disabled veteran owned businesses (charts attached).

The CUDC Procurement Committee continued to coalesce the resources of the CUDC members to focus on our long term strategy of tackling common spend areas with low supplier diversity performance. Again in 2010, we continued to share best practices and support the training and outreach initiatives launched by each utility. We also actively participated in the CPUC's supplier diversity outreach events.

The committee focused on the following areas:

- I. Supporting the CPUC in continuing to produce statewide Forums for small businesses seeking to do business with the California Utilities and;
- II. Supporting CPUC, CBO and utility- produced seminars and initiatives that targeted the Professional Services Arena;
- III. Supporting the increase of opportunities for diversity firms to participate in the Professional Services procurement category, where utility procurement results show low diversity participation. Advertising, Legal, Financial and Consulting Services have been the initial areas of focus.

I. Statewide Small Business Expos

This CPUC initiative began in 2006 with the mission to: help connect small businesses to CA utilities' contract opportunities; provide education on the benefits of becoming certified as a diversity owned business; inform small businesses of utilities' best business practices and "how to get in the door" with utility companies and provide networking with other small business owners. The CUDC Procurement

Committee ensured utility representatives fully participated in these Expos around the State. The Expo events joined with other supplier diversity organizations with common missions. These outreach events included "Doing Business with the Utilities" panel presentations and one-on-one meetings and networking with diversity small businesses. The utilities also recruited prime suppliers to join CUDC members in this effort. In 2011 the Small Business Expos were featured as part of the:

2011 CPUC Small Business Program Calendar

February 24, 2011

35th Annual Minority Business Opportunity Day - Southern California Minority Supplier Development Council
City of Industry, CA

April 27, 2011

CPUC Burbank Small Business Expo and Matchmaking Fair - California Public Utilities Commission (CPUC)
Burbank, CA

May 6, 2011

A Return to Your Business and Green Contract Opportunities – Sacramento Asian Chamber of Commerce
Sacramento, CA

May 23-24, 2011

2011 Keeping the Promise Expo - California DVBE Alliance
Los Angeles, CA

June 6, 2011

California Small Business Day™ 2011
Sacramento, CA

June 22, 2011

Matchmaking101: The Basics – California Hispanic Chamber of Commerce
Webinar

June 23, 2011

6th Annual Urban Economic Conference "Bridging the Economic Gap" - Black Economic Council
Oakland, CA

June 30, 2011

Electric Procurement Reporting Workshop – California Public Utilities Commission
San Francisco, CA

July 14, 2011

CPUC Legal Symposium – California Public Utilities Commission
San Francisco, CA

July 15, 2011
Secrets to Doing Business with the Utilities -
California Hispanic Chamber of Commerce
San Jose, CA

July 22, 2011
A Joint Informational Hearing on the Senate Select
Committee on Procurement and the California Public
Utilities Commission to Examine Barriers to
Procurement Opportunities for Emerging Diverse
Firms in California's Public Utility Companies and
Public Pension Funds – California Public Utilities
Commission
Los Angeles, CA

July 24-26, 2011
EXPO '11 Annual Conference - American Indian
Chamber of Commerce of California
Rancho Mirage, CA

July 28, 2011
Secrets to Doing Business with the Utilities -
California Hispanic Chamber of Commerce
Stockton, CA

July 29, 2011
Small Business Exchange - Asian Business
Association
Los Angeles, CA

July 29, 2011
Diverse Advertising and Media Outreach Forum -
California Utilities Diversity Council
San Francisco, CA

August 2, 2011
2011 Minority Business Expo - Northern California
Minority Supplier Development Council
Santa Clara

August 4, 2011
Small Business Summit - K-Biz Consulting Group
(KBCG) Minority Business Development Agency,
National Minority Supplier Development Council Small
Business Development Center of Northern California
Stockton, CA

August 10-12, 2011
32nd Annual Convention: Advocacy, Empowerment &
Education for California's Emerging Businesses -
California Hispanic Chamber of Commerce
San Jose, CA

August 18-20, 2011
Ron Brown Commerce Summit & Gala
California Black Chamber of Commerce Foundation
Sacramento, CA

September 15, 2011
Business Success Strategies Workshop - Black
Economic Council
Sacramento, CA

October 27, 2011
CPUC Stockton Small Business Expo
Stockton, CA

II. Targeted Seminars

All California utilities continue to have significant challenges in meeting their supplier diversity goals for professional services procurement as documented in utility members' Annual CPUC Utility Supplier Diversity Reports. Diversity owned businesses and diversity business associations have requested the utilities to focus on improving procurement results in all professional services arenas.

The CUDC Procurement Committee has continued to produce or actively participate in a variety of outreach forums focused on specific professional services sectors. Each forum includes the participation of utility executives and supply chain managers along with their prime supplier companies. The forum presenters explain the supplier diversity programs of these companies and how diverse professional service suppliers can compete for utility business—whether first or second tier. “Matchmaker” meetings are held between the diverse businesses, the utilities and their prime suppliers.

III. Professional Services Procurement Categories

In support of the Commission's focus on Legal Services, the CUDC Procurement Committee continued to support the outreach forums hosted by the utilities' General Counsels and major law firms.

This year, the Procurement Committees' planning meetings on Advertising and Marketing evolved into the establishment of a focused and new ADVERTISING AND MARKETING COMMITTEE to directly tackle this very large area of professional services spend. Most members of the Procurement Committee joined the new Committee and were integral participants in the successful launch of the CUDC initiative to increase opportunities for diverse suppliers in the many dimensions of Advertising and Marketing, whether creative development of campaigns, direct marketing, print, graphic design, media placement etc.

The Committee supported Commissioner Simon's focus on Pension and Consulting Services including his participation at the Joint CPUC/Senate Procurement Hearing on IOU and Public Pension Funds on October 21, 2010 and subsequent follow-up vis-à-vis the Joint Informational Hearing on July 22, 2011. These meetings have helped to facilitate a better understanding between the utilities, primes and potential diverse suppliers of the utility opportunities and diversity firm capabilities in the financial service arena.

Additional 2011 Initiatives:

DVBE Focus: In 2011, the CUDC Procurement Committee continued to give special attention to increasing contract opportunities for disabled veteran business enterprises (DVBEs). The Joint Utility group continued its work with representatives from the California DVB Alliance, Elite SDVOB Network, and CPUC staff members on efforts to increase the utilization of DVBE suppliers. The Joint Utilities Diversity Council (JUDC) has continued to meet quarterly in 2011. Several meetings were held to discuss more effective ways to identify DVBE suppliers whose product/service area was in alignment with the utilities current and future needs. On August 22nd, 2011 the utilities jointly held a DVBE matchmaking event with over 100 suppliers in San Francisco, CA. The Elite SDVOB also held its 8th Annual Elite SDVOB Network National Convention of Service Disabled Veteran Owned Businesses on July 20-22, 2011 in Chicago, IL.

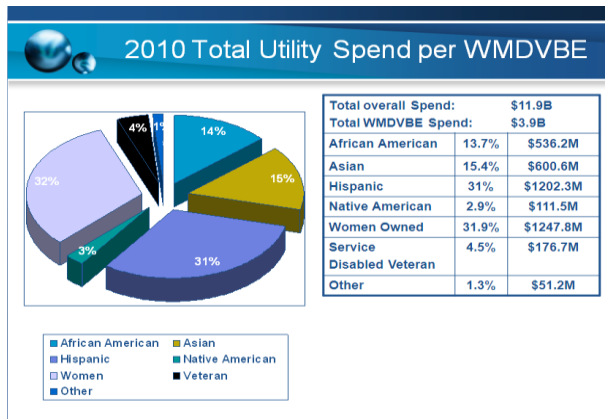
To support the above initiatives, the State of California Department of General Services' database of certified SDVOBEs is now available in the CPUC Supplier Clearinghouse database. The Elite SDVOB has demonstrated leadership in developing detailed business profiles for DVBEs for the California Department of General Services to promote access of DVBE businesses.

This year members of the Procurement Committee were pleased to support hearings on Supplier Diversity Procurement that were called by Senator Curren Price and Assembly Member Stephen Bradford. Both supported Joint Hearings related to the CPUC's focus on IOU and Pension Funds in 2010 and 2011. In addition, Assembly Member Bradford held an Oversight Hearing on the topic of "Technology Diversity Meets Supplier Diversity" on June 17, 2011.

Best Practice Sharing: Procurement Committee members are called upon to share the best practice supplier diversity procurement programs of the California utilities. On April 7, 2011 the Chair and Co-Chair were honored to present to the Insurance Industry on the benefits of a GO 156-like program. At the request of Assembly member Solario, they presented a very positive view of the value that the utilities have found in implementing cutting edge supplier diversity initiatives. They also offered to share with the insurance companies the methods and procedures for success that have been developed by the utilities since the inception of GO 156.

2012 Initiatives:

In 2012 we will continue to focus on Professional Services and our work with the Legal, Financial, Advertising and Consulting Services sectors. We will also continue to collaborate in the deployment of the three tier model for Technical Assistance recently adopted by the Commission in OIR 09-07-02.



Total Utility Spend for 2010

Company	Total Spend Billions	Total Diversity Spend Billions	African American Millions	Asian American Millions	Latino/Hispanic Millions	Native American Millions	Woman Owned Millions	SDVBE Millions	Other
SCE	4.1	1.1	134.6	214.0	292.7	19.1	419.9	20.6	3,866,213
PGE	3.5	1.1	203.4	165.2	256.4	56.4	393.7	58.6	None
SDGE	1.1	0.4	27.5	35.5	190.6	19.9	80.0	31.7	266,665
SOCAL GAS	0.6	0.2	33.3	25.4	81.8	3.8	70.9	13.6	1,197,671
AT&T	2.4	0.9	119.3	132.9	347.2	7.5	244.0	51.8	45,910,696
Verizon	0.3	0.1	18.0	27.1	33.5	4.8	39.4	0.4	None
TOTALS	11.9	3.9	536.2	600.1	1202.3	111.5	1247.8	176.7	51,241,245
		100%	13.7%	15.0%	31.0%	2.9%	31.9%	4.5%	1.0%

Employment Committee Report

Committee Members: Nancy Smith-Taylor (Chair), Jess Haro, Rob Howard, Felicia Hudson, Joyce Ibarrolasa, Pat Fong Kushida, Emma Maxey, José L. Pérez, Douglas Phason, Frank Quevedo, Ileana Winterhalter

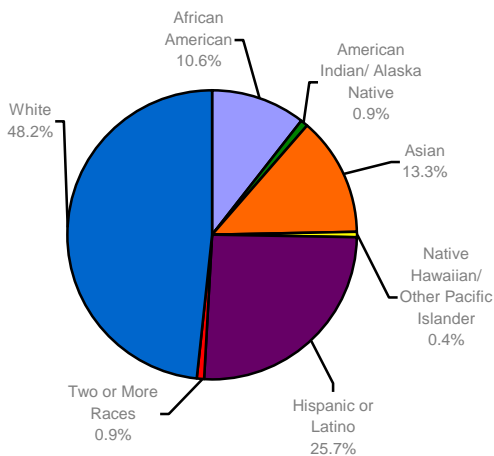
Committee Overview

The CUDC Employment Committee is a resource to and works collaboratively with the California Public Utilities Commission (CPUC), and policymakers to promote employee diversity in the regulated utility industry. From leadership to rank and file, employment opportunities should be provided on an equal basis without preference to any group. Employee diversity should reflect the rich mixture of California's demographics.

Employee Diversity Survey

The CUDC Employment Committee conducted its annual survey of member utilities about the diversity of their respective workforces. Participating utilities included AT&T, California American Water, Comcast, Golden State Water, Pacific Gas & Electric Company, Park Water, San Diego Gas & Electric and Southern California Gas Company, San Gabriel Valley Water, San Jose Water, Southern California Edison, and Verizon.

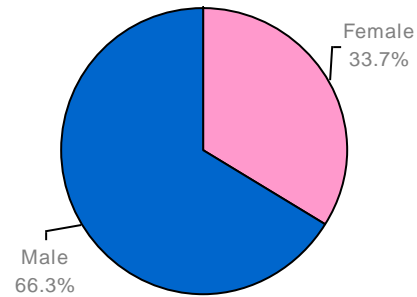
CUDC Utilities – Workforce by Ethnicity*



A comparison among utilities participating in the CUDC and utilities nationwide shows that minorities in California occupy a greater percentage of the utility workforce.

- The total workforce of utilities participating in the CUDC consists of 52% minority versus 23% minority nationwide (as reported in the EEOC 2008 data).
- Total minority representation increased by almost four percentage points from 47.9% in 2006 to 51.8% in 2011.

CUDC Utilities – Workforce by Gender*



A comparison among utilities participating in the CUDC and utilities nationwide shows that females in California occupy a greater percentage of the utility workforce.

- The total workforce of utilities participating in the CUDC consists of 34% female versus 25% minority nationwide (as reported in the EEOC 2008 data).
- However within our survey, total female representation decreased by 3.5 percentage points from 37.2% in 2006 to 33.7% in 2011.

Note: New members have joined the CUDC and participated in this survey, which impacts any trend information.

CUDC Utilities – Ethnicity Workforce by Employee Classifications*

Employee Category	Black or African American	Asian	Native Hawaiian/ Other Pacific Islander	Hispanic or Latino	American Indian/ Alaska Native	Two or More Races	White	Total Minority	Total Female
Officer	5.6%	10.7%	0.0%	6.8%	0.6%	0.6%	75.7%	24.3%	23.2%
Director	6.3%	12.7%	0.1%	8.6%	0.5%	0.5%	71.4%	28.6%	34.0%
Manager	9.1%	15.9%	0.4%	16.9%	0.6%	0.8%	56.4%	43.6%	37.7%
All Other Exempt	7.6%	21.4%	0.3%	17.3%	0.8%	1.1%	51.6%	48.4%	36.7%
Bargaining Unit	11.3%	10.0%	0.3%	30.7%	1.1%	0.7%	45.8%	54.2%	28.8%
Non-Exempt	14.8%	12.6%	0.7%	31.1%	0.8%	1.6%	38.4%	61.6%	46.1%
Total Workforce	10.6%	13.3%	0.4%	25.7%	0.9%	0.9%	48.3%	51.8%	33.7%

*Source: 2011 CUDC Employment Survey of Member Utilities (data as of April 30, 2011)

A comparison of data since 2006 shows a slight increase in minority representation in each classification.

- The exception to this is the Manager category. There was a substantial increase of nine percentage points in the minority representation from 34.5% in 2006 to 43.6% in 2011.
- Officer and director classifications remained relatively flat over the last five years.
- Female representation has decreased in each classification except in the Managers group in which it increased by almost eight percentage points from 30% in 2006 to 37.7% in 2011.

Women in Trade Jobs

As a result of many CUDC members having a common challenge regarding the employment of women in trade jobs, the Committee hosted a roundtable discussion with utility representatives, educators, labor and community subject matter experts to share their thoughts, best practices and knowledge regarding how to better engage and support women in the skilled craft workforces.

On September 8th CUDC Employment Committee members, PG&E and SDG&E hosted a “Women in Trade Jobs” roundtable to examine and discuss issues that have provided a challenge for women progressing in skilled craft or trade jobs. The meeting began with a brainstorming session to highlight four key areas retention, recruiting, training, and partnership.

The outcome of the day provided knowledge sharing, capturing best practices, and networking. Amongst the key takeaways from the day were:

- A shared interest in collaboration on projects
- The need to connect educators to apprentice programs and labor to companies doing the hiring in an effort to create community around the candidates
- The need for paid apprenticeships in an effort to encourage single parents to apply
- Using existing women in the trades to attend recruiting events because they can give a better representation of the job
- The need to be thoughtful in job postings. A great point was made to stop calling out “Women and minorities strongly encouraged to apply” it implies there are none and that can be discouraging to potential applicants.

There were many great ideas and best practices to execute, develop, and/or acknowledge. The participants shared positive responses about the event and are anticipating the opportunity to implement many of the ideas into their ongoing strategies to increase the hiring, pipeline, and retention of women in the trades.

Participating organizations included; AT&T, Associated General Contractors Apprenticeship and Training Trust, Los Angeles Trade Technical College, North County Trade Tech High School, Pacific Gas & Electric Company, Sacramento Asian Pacific Chamber of Commerce, Southern California Edison, Southern California Gas, San Diego Gas and Electric, Time Warner, Tradeswomen Inc., Utility Works Union of America, Women in Non Traditional Employment Roles (WINTER).

Diversity and Inclusion Best Practices

One of the CUDC's original objectives is to utilize its member's network to learn from each other's successes. For example, if a member has developed or is aware of a program which results in a positive impact to diversifying workforce or employment, sharing this information with others for implementation is a goal for the Employment Committee.

With this objective in mind, the Employment Committee revisited the best practice catalog that was compiled in 2008 as an effort to explore additional ways to positively impact availability in the labor market to build a diverse pipeline of future skilled workers, and took on the initiative of updating it. Each CUDC utility member reviewed their programs and assessed which one had the most positive impact and included their top programs in the catalog. Additionally, the CUDC Community members were also invited to provide input around their programs. For best practices results, see the Appendix in the back of this report.

Next steps for this project include each utility and community member providing an overview to the

Employment Committee, as well as discussing and facilitating where partnerships could be aligned for implementation.

Summary and Next Steps

The Employment Committee is interested in seeing the number of female and minority employees' increase, specifically in the top levels of the companies. The officer and director levels are of concern in that they may not have the appropriate minority and female representation which in turn could impact the decision making on programs in the company. We recognize that as companies grow and succeed, diversity at all levels of management is critical in serving ever-growing diverse markets.

A project for consideration is to evaluate and review the data classifications of the Employment Survey and consider a more meaningful way to capture and reflect the data; which includes exploring the possibility of capturing veteran information.

Best Practice Programs for Recruitment, Workforce Development, and Outreach

A Collaboration of the
California Utilities Diversity Council
Members

Prepared by the CUDC Employment Committee, August 2011

--- San Diego Gas & Electric ---

Building on Strengths

Mission/ Objective

To develop leaders within the company who exhibit leadership skills and have the potential to rise to director and officer positions. Our focus is to ensure development opportunities for high potential employees of diverse backgrounds.

- Develop leadership and business competencies through teamwork designed to problem solve a key business issue within the utilities
- Increase participants' business knowledge through bimonthly briefings of business strategy and exposure to key organizational issues
- Increase participants' leadership and management skills through targeted leadership coursework
- Give SEU senior management team exposure to the organization's future Leaders

Target Audience

Employees below the director level from across SEU who have the potential to hold director positions in the future.

Number of People Impacted

Two sessions are offered each year with 18 employees in each session.

Program Sponsors/Owner

Organizational Effectiveness/Human Resources owns the program with Executive Sponsorship for the project team work.

Program Funding

The program is funded through the Human Resources department.

Return Rate

- Immediate: Employees receive targeted training and feedback to develop their leadership and management skills, strengthening their effectiveness in their current positions.
- Future: Sempra Energy Utilities has a strong pool of director candidates for open positions in the future.

Entrance Requirements:

- Must be considered a high potential employee
- Must be nominated by Vice President
- Must have demonstrated leadership skills

--- San Diego Gas & Electric --- Building on Strengths (cont.)

Description of Program and Results

Developing employees to lead Sempra Energy Utilities into the future is a high priority. We believe that even the best leaders continue to grow their skills when provided the opportunity. The BOS program is based on that belief. As part of the nine month program participants will:

- Take part in Executive Learning opportunities
- Further develop leadership and business competencies through teamwork designed to problem solve a key business issue within the utilities
- Provide Sempra Energy Utilities Senior Management Team an opportunity to meet and learn about their career goals and ideas for the future
- Have opportunities to discuss business issues with senior management
- Receive coaching on personal leadership styles and team interaction

Program Components

The BOS program is comprised of four core components; cross-functional project teams/projects, targeted leadership training programs, exposure to senior management, and personal coaching.

--- San Diego Gas & Electric ---

Summer Engineering Experience for Kids (SEEK) Camp

Mission/ Objective

To build a pipeline to careers in science, technology, engineering and math (STEM) for African American and other under-represented minority children.

Target Audience

3rd through 8th grade African American or other minority students in underserved areas.

Program Sponsors/Owner

National Society of Black Engineers, San Diego Gas & Electric, San Diego State University, NRG Energy, Southern California Edison, Calpine, and the Urban League of San Diego.

Program Funding

The camp is funded by a coalition of employers, academia, and community organizations. Funding covers the cost of mentor/teacher stipends, lodging, travel, meals (for mentors and students), curriculum development, material training costs, facility rental, material for student projects, advertising, publication, promotional material, and a thorough screening process for each mentor.

Entrance Requirements

- Students must be in grades 3rd through 8th.
- Mentors must pass a thorough screening process.

Description of Program and Results

SDG&E pulled together a coalition of employers, community, and academia and in partnership with NSBE and hosted the first Summer Engineering Experience for Kids (SEEK) camp in California. These partners included San Diego Gas & Electric, San Diego State University, NRG Energy, Southern California Edison, Calpine, and the Urban League of San Diego County.

SEEK is a free 3-week camp for 180 3rd - 5th grade students. Its mission is to increase students' aptitude in math and science as well as their interest in pursuing science, technology, engineering, and math (STEM) career fields, by having them engage in interactive, team-based engineering projects. The camp ran from June 20th - July 8th, 8:30 a.m. – 3:30 p.m. and was located at SDSU.

A fundamental aspect of the SEEK program is that NSBE collegiate member serve as mentors the students. Thirty college students from a number of schools across the nation, traveled to San Diego to serve as mentors to the 180 3rd-5th grade students and facilitate the camp. They acquire or build upon their leadership skills. In addition, they receive a stipend, like an internship.

Curriculum

The program utilizes hands-on design curriculum designed by the Society of Automotive Engineer (SAE International). Students work in teams using their knowledge to solve problems and create products while discovering the underlying math and science principles involved in these processes. Students activities include building a steel can rover, a skimmer (a sailboat), and a jet toy (a balloon powered car) as well as providing an oral presentation on the activity. Each Friday, the students demonstrate what they've learned by taking part in competition to show off to family and friends what they've learned and /or built that week.

--- San Diego Gas & Electric --- Summer Engineering Experience for Kids (SEEK) Camp (cont.)

VIP Receptions

SDG&E and SDSU coordinated VIP receptions prior to the Friday competitions on June 24th and July 8th as an effort to invite folks to see the camp in action and hopefully get their interest in helping sponsor the program in upcoming years to sustain the camp in California. We extended over 85 invitations that included local employers, legislators, academia and community representatives.

Mentor Activities

Several activities were coordinated by some of the sponsoring companies for the camp mentors. These activities exposed the mentors to the companies industry as well as provided them with the opportunity to meet additional NSBE alumni.

- SDG&E hosted the mentor's first day of training at their Skills Training Center and provided a tour of the Grid Operations area.
- NRG Energy hosted a barbeque and coordinated a tour of their Encina Power Plant.
- The Southern California Gas Company coordinated a trip to Hollywood for the mentors and hosted a luncheon.

--- San Diego Gas & Electric ---

SDG&E's Annual Engineering and Technology Expo

Mission/ Objective

Provide students and working professionals in the engineering and IT field the opportunity to network with industry professionals and learn about career opportunities at San Diego Gas & Electric (SDG&E) and how to best prepare for them.

Target Audience

- High School students intending to major in engineering, science or information technology. Please note that several of these students are from underserved communities.
- College students currently majoring in engineering, science or information technology. Most of the college students are from our local target schools to include SDSU and UCSD.
- Mid-career professionals currently working in the engineering or an IT-related field.
- Members from target organizations to include Society of Women Engineers (SWE), the National Society of Black Engineers (NSBE) and the Society of Hispanic Professional Engineers (SHPE) and MESA (Mathematics Engineering Science Achievement).
- College professors and administrators and high school teachers and administrators.

Number of People Impacted

- 350 for 2011
- 175 for 2010
- 225 for 2009

Program Sponsors/Owner

HR Staffing owns the program/event. However, funding was made possible by the following departments:

- Human Resources
- Customer Programs
- Electric Operations
- Smart Grid

Return Rate

- While the expo is not viewed as a traditional career fair, we've hired approximately seven (7) employees as a direct result of these events. This includes two employees into our engineering rotation program, one employee into the Mapping department and one employee into Billing Operations.
- Building of our future pipeline of diverse candidates. This "future" return is a result of our Workforce Readiness efforts.
- The majority of the attendees were likely customers, which provides them with the opportunity to receive information about SDG&E's energy efficiency and rebate programs when they visit the exhibitor booths.

--- San Diego Gas & Electric ---

SDG&E's Annual Engineering and Technology Expo (cont.)

Program Funding

Funding was made possible by the following departments:

- Human Resources
- Customer Programs
- Electric Operations
- Smart Grid

Entrance Requirements

Pre-registration is required through sdge.com web site. There is no cost to attend this event. Most attendees will complete their own registration. However, high school teachers/administrators generally register on behalf of their students.

Description of Program and Results

The event typically runs from 4:00 to 7:30 PM. For the past two years the event has taken place off-site because SDG&E does not have a facility to accommodate all of the attendees. However, with the recent opening of the Energy Information Center (EIC) in Clairemont, it is very likely we will hold the 2012 and future events at this facility. The 2011 event was officially "kicked off" by Maurice Mouton of Southern California Gas Company's Organizational Effectiveness department.

CEO Jessie Knight, along with President and COO, Mike Niggli attended the expo to speak to the attendees about SDG&E's major initiatives and potential career paths with the Company.

The attendees then had the opportunity to visit 25 exhibitor booths which were mostly SDG&E managers from various departments. Other exhibitor booths included staff from the San Diego Robotics Club and MESA organization.

--- AT&T ---

Talent Attraction Diversity Strategy

Mission/ Objective

To ensure that all recruiting strategies produce a diverse slate of job seekers, thereby increasing the probability of diverse hires across the company. Build diverse candidate pipelines through online advertising and Search Engine Marketing (SEM) which includes automatic Job Postings to 300+ diversity job boards and online communities.

Target Audience

Job Seekers who are members of diverse communities including transitioning military service members, veterans, members from the disabled and aging communities and women.

Program Sponsor/Owner

AT&T Human Resources and Staffing.

Program Funding

The Human Resources Talent Attraction/Staffing Organization allocates funding for the external recruitment strategy.

Entrance Requirements

- Requirements vary depending on the knowledge, skills and abilities outlined in each job description.
- As mentioned above some of our recruitment strategies are geared towards entry level or represented job seekers and others attract a more professional, collegiate or niche industry audience.

Description of Program and Results

Our diversity strategy includes job board partnerships and online communities that reach external job seekers. Some are career oriented and attract active job seekers and in many cases we promote our employment brand towards a passive candidate audience within online diversity networks. Some are geared towards entry level or represented job seekers and others attract a more professional, collegiate or niche industry audience.

AT&T Career Portal

- Our att.jobs career portal has been certified by EARN (Employment Assistance & Recruiting Network) to be compatible with assistive technology and is programmed in a way that it can be read with a screen reader by someone who is visually impaired.
- All videos are closed captioned in English and Spanish.
- A link is available to allow job seekers to request accommodations when completing the online application. Job Seekers may also request accommodations throughout the employment process.

Partnerships

We participate on internal and external advisory boards on policies, best practices, and accessibility such as:

- AT&T Panel on Access & Aging: This panel consists of external experts who provide advice and counsel on AT&T's policies, practices, products and services. AT&T Expert Panel on Access & Aging brings together business segments that drive accessibility initiatives within the company.

--- AT&T ---

Talent Attraction Diversity Strategy (cont.)

- disAbilityLink: Located in Atlanta, GA, this panel consists of local business leaders representing a cross-section of national and local organizations and agencies whose goal is to promote stronger partnerships between people with disabilities and the business community.
- MentorNet - An e-mentoring nonprofit organization that works to help students – particularly women and underrepresented minorities – achieve their career goals in STEM (Science, Technology, Engineering and Mathematics) fields by matching them with mentors in the industry.

AT&T logo & links to our att.jobs career portal are featured on many partner websites including:

- WITI (Women in Technology International)
- WIT (Women in Technology)
- Career Opportunities for Student with Disabilities
- Hire Heroes USA
- Army PaYs (Partnership for Youth Success)
- Wounded Warrior Project
- Army Career Alumni Program (ACAP)
- Military Spouse Employment Partnership (MSEP)
- Military Spouse Corporate Career Network (MSCCN)
- United States Army Reserve (USAR)
- Employer Support of the Guard (ESGR)
- Ticket To Work - provides employment opportunities for civilians and vets receiving Social Security Income (SSI) & Social Security Disability Income (SSDI) who desire to return to work.
- Disabilities At Work (DAW)
- AARP
- BPWF (Business Professional Women's Foundation) - Works with businesses on issues that impact women in the workplace and assists military females in transitioning into civilian life.

We partner with government agencies on disability issues, accessibility, and public policy.

- JAN (Jobs Accommodations Network)
- ODEP (Office of Disability Employment Policy)
- WID (World Institute on Disability)
- EARN (Employment Assistance & Recruiting)
- US Business Leadership Network (USBLN)

--- Verizon California Inc. ---

Advancing Education and Workforce Improvements

Mission/ Objective

The L.A. Area Chamber's Education & Workforce Development (EWD) staff helps school leaders and business employees work collaboratively on specific efforts to improve student success at individual small schools. The Chamber and the Los Angeles Unified School District support a joint effort to build partnerships between businesses and schools to strengthen education and develop our future workforce. Together, the coordinators from both organizations sustain the operation of several key activities, including Principal for a Day, theme-based Small Learning Community (SLC) symposia/events for educators, networking opportunities for educators and businesses, and support for partnerships between industry professionals and compatible SLCs.

The L.A. Area Chamber works closely with education, business and labor leaders to implement leadership development and partnership strategies that result in significant progress towards three goals:

1. all students graduate from high school;
2. all students have access to and are prepared for success in college; and
3. all students have access to pathways to sustainable jobs and careers.

Target Audience

Los Angeles business and labor leaders, and LAUSD administrators and teachers who are working together to support education reform and workforce development.

Number of People Impacted

400 business-education partnerships initiated with LAUSD high school complexes and small schools.

Program Sponsors/Owner

Los Angeles Area Chamber of Commerce Foundation

Return Rate

- Increase the number of business-education partnerships initiated with LAUSD high school complexes and small schools by 10% from the number documented in the previous year.
- Increase the number of employee volunteers who participate in the Chamber's programs that focus on education reform, workforce development, and college access by 15% from the previous year.

Program Funding

Verizon Foundation grant

Entrance Requirements

Los Angeles business and labor leaders, and LAUSD administrators and teachers who are working together to support education reform and workforce development

--- Verizon California Inc. ---

Advancing Education and Workforce Improvements (cont.)

Description of Program and Results

Without an effective public school system, Los Angeles will not be able to meet the economic, social and cultural challenges of the coming decades. Increasing diversity and multi-culturalism, globalism, the changing job market, technological advancements -- these are just some of the issues that must be addressed if students in Los Angeles are to be adequately prepared for college, sustainable jobs and careers in a 21st century global economy. The Los Angeles public education system faces a daunting task to keep pace with these challenges, especially in light of unprecedented economic uncertainty and budget cuts. The L.A. Area Chamber plans to work collaboratively with education leaders to prioritize problems and develop solutions to effect positive and lasting improvements in the area's public school system.

The Chamber's EWD staff will coordinate the involvement of the employees of Chamber member companies, public agencies and community-based organizations in the Chamber's signature education and workforce development events, including the College & Career Convention, Job Skills Workshops, Work Readiness Certification sessions, and Cash for College Workshops.

- Increased rigor and relevance of the thematic, personalized learning environments, including small schools, in Los Angeles.
- Increased number of students who graduate from Los Angeles public high schools with at least one part-time, work-based employment opportunity.
- Decrease in the number of "disconnected" youth and young adults (those 16-24 years of age who are neither in school nor in the workforce) in Los Angeles.

--- Pacific Gas & Electric Company --- PowerPathway™

Mission/ Objective

To build California's capacity to produce the skilled workers needed by PG&E and the energy and utility industry.

- Forge partnerships with educational and workforce investment systems, industry employers and labor, and deploy programs for PG&E employees and the community at large that cultivate the career pathways and promote access to the new energy jobs of the future.
- Develop local talent that reflects California's diverse demographics.
- Design replicable models that optimize the success of cohorts including rigorous pre-screening, relevant, hands-on experiential learning, job readiness/soft skills training, physical training, and case management.
- Strengthen capacity of local community colleges to deliver training by providing funding, technical assistance, faculty train-trainer programs, curriculum, and equipment donations.

Target Audience

Diverse men and women within PG&E service territory with targeted outreach to Military Veterans, Underemployed, and Dislocated Workers.

Number of People Impacted

Training has been completed for approximately 225 graduates of Bridge to Utility Worker cohorts, 300 graduates of endorsed programs, and 400 incumbent equipment mechanics on clean tech vehicle maintenance, and 200 recent or soon to be displaced incumbent meter readers since 2008.

Program Sponsors/Owner

Pacific Gas & Electric Company – Workforce Sustainability

Return Rate

For graduates of the Bridge to Utility Worker program, there has been approximately:

- 65% hiring/placement rate within PG&E or an industry related employer.
- 90+% pass rate on PG&E pre-employment tests compared to at-large average pass rate of 45%.
- 58+% ethnic and gender diversity among PowerPathway cohorts

Program Funding

PowerPathway is funded through a collaborative public/private partnership. This includes operational funds and in-kind support from PG&E's Human Resources Department and Corporate Affairs Department, charitable contributions, in-kind donations and support from other energy & utility employers, grants, Workforce Investment Boards, community colleges and universities.

--- Pacific Gas & Electric Company ---

PowerPathway™ (cont.)

Entrance Requirements

Open enrollment at endorsed college programs. For Bridge to Utility Worker programs, minimum qualifications include:

- 18 years of age or older
- CA Driver's License
- Drug Test
- Work keys scores of 4 or better on math, reading, locating information + behavioral
- Background Check
- Personal Interview

Description of Program and Results

The PowerPathway Training Network cultivates career pathways in anticipation of industry retirement projections and workforce trends in four areas: 1) Clean Tech Vehicles; 2) Energy Efficiency and Renewables; 3) Engineering and Smart Grid; and 4) Skilled Crafts.

2010 Summary Highlights/Results:

- Recognized by the White House for leadership in workforce development: One of five corporate leaders invited to the White House Summit on Community College; invited to join White House Initiative: Skills for America's Future.
- In collaboration with 7 community colleges, retrained 225 PG&E's mechanics on the skills needed to maintain and repair PG&E's fleet of hybrid vehicles in order to retain employees, uphold service warranties and reduce costs.
- Piloted the Bridge to Utility Equipment Mechanic program at Sacramento's American River College. Military veterans and others were trained on how to maintain and repair hybrid vehicles and prepare for hard-to-fill equipment mechanic positions.
- Piloted intensive Solar Water Heating program in Diablo Valley College to train 28 contractors and small business owners leading to a career as a solar thermal system installer.
- Trained faculty at six community colleges on weatherization curriculum developed by PG&E's Energy Training Center and supported by the CPUC's Long Term Efficiency Strategic Plan.
- Graduated more than 100 military veterans from the Bridge to Utility Worker and Bridge to Utility Equipment Mechanic programs.
- Completed four-course Certificate in Power Engineering at California State University East Bay.
- Launched a one-year Certificate in Electrical and Power Systems at College of San Mateo to source hard-to-fill apprentice electrical technician positions.

--- Pacific Gas & Electric Company ---

Diversity & Inclusion Workforce Diversity Champion Network

Mission/ Objective

Empower management and drive accountability to making workforce diversity and inclusion progress in each line of business.

Target Audience

Enterprise-wide

Number of People Impacted

20,000

Program Sponsors/Owner

Pacific Gas & Electric Company – Vice President, Chief Diversity Officer

Return Rate

Goals tailored to the Line of Business and achievable through line of business management.

Program Funding

Each line of business manages their budget. Coordination of the champion network is funded by the D&I Program Management office with minimal expense.

Entrance Requirements

Leadership team commitment. Central coordination.

Description of Program and Results

Each line of business Officer designates a representative and/or team to lead D&I workforce efforts. The Diversity and Inclusion Program Management office designs a basic template with both fixed and flexible “menu” options. The champion is responsible for setting goals and ensuring accountability for recruiting/representation as well as learning and inclusive culture elements.

--- Pacific Gas & Electric Company --- Everyday Inclusion Campaign

Mission/ Objective

To bring real-life examples of inclusion to life via a communications campaign.

- To develop an understanding for practicing everyday inclusion, employee recognition, and guidance for the performance management process (diversity and inclusion competency).

Target Audience

20,000 employees of PG&E

Number of People Impacted

As the campaign has been broadcast to all 166 PG&E work locations, most employees should have come in contact with the campaign's physical materials over the course of the 7 week campaign.

Program Sponsors/Owner

Pacific Gas & Electric Company – Vice President, Chief Diversity Officer

Return Rate

Greater understanding for how to individually contribute toward a culture of inclusion, impact on employee engagement through recognition and a deeper awareness of inclusive behavioral examples.

Program Funding

The Office of Diversity & Inclusion. Vice President, Chief Diversity Officer

Entrance Requirements

A small printing budget of ~\$1500.

Description of Program and Results

Examples of "everyday inclusion" were solicited and highlighted in a series of seven posters; small posters with representative examples were distributed in a series over a seven week period to each PG&E work location (166 locations in total). At the close of the campaign the examples became part of a communications deck to support midyear performance management conversations between supervisors and subordinates.

--- Southern California Edison --- Nuclear Uniform Curriculum Program (NUCP) aka Mira Costa College Program

Mission/ Objective

Provide students with a two year accredited Energy Technology Associate in Science degree, which meets the new Uniform Curriculum requirements of the Institute of Nuclear Power Operations (INPO). Establish a partnership between Mira Costa College and Southern California Edison (SCE)/San Onofre Nuclear Generating Station (SONGS) which includes providing three SONGS employees as adjunct professors to teach the courses. Provide students the educational foundation necessary to pursue multiple career opportunities in the nuclear industry.

The NUCP anticipates in becoming one of the leading programs in the US for nuclear plant workforce development. The NUCP was designed to provide students a 2-year transferable degree accepted at utilities across the country and to support the industry's forecasted need to replace the aging workforce. Provide courses in the program that provide both the academic and practical experience that prepares students for entry level positions that can lead to careers in Nuclear Power Generation.

Target Audience

167 applications were received for 2010. Outreach and recruitment was conducted at high schools throughout North County San Diego and Orange Counties to attract a diverse pool of younger workforce candidates. Career information sessions were also conducted at various community service organizations helping to attract a diverse population of student candidates.

Number of People Impacted

For 2010, approximately 90 students are enrolled representing a diverse population. A total of 68 students entered the program in the fall of 2010 with NRC fully funded scholarships for books and tuition. In addition, there were 20 self-paying students.

Program Sponsors/Owner

SCE/SONGS in partnership with Mira Costa College in Oceanside

Return Rate

Since this is a relatively new program which has not had any graduates to date, it is anticipated that these students will make for better candidates in the future due to their work experience gained from summer internships and the core fundamentals that they are learning. All hiring will be based on the available funding at that time.

Program Funding

Late in 2009, Mira Costa College applied for and received a \$150K grant from the Nuclear Regulatory Commission (NRC). The NRC Grant was for books and tuition for students entering the program.

Today, the program is primarily funded by the NRC Grant, with additional scholarships awarded by SCE and from tuition paid by students.

Entrance Requirements

- Satisfactory math placement score (College algebra)
- Completed Tuition Assistance Application and
- Signed Statement of Acknowledgement

--- Southern California Edison ---
Nuclear Uniform Curriculum Program (NUCP) aka Mira Costa
College Program (cont.)

Description of Program and Results

Since 2008, SCE/SONGS and Mira Costa College have partnered together in developing initial certificate programs to recruit and prepare students for careers in health physics, maintenance and operations by providing curriculum that teaches core competencies.

2008 and 2009 Cohorts completed summer internship programs and greatly assisted SCE/SONGS in the outage. Summer internships are recommended as part of the program, enabling students to attain new skills.

SCE/SONGS has built synergies with education and community partners to address business needs through partnerships like the Mira Costa College Energy Technology Degree program.

In May, 2010, the certificate program (36 units) changed to become an associate degree program (68 units).

In 2011, beginning July 5th 12 students will begin a summer internship for 6-8 weeks at SONGS and next summer another 12 students will do their internship. Due to budget constraints, the interns were split over two summers.

--- Southern California Edison ---

Job Skills Partnership (JSP) and Connected! Programs

Mission/ Objective

SCE, in partnership with local high schools, tap into a reliable source of applicants for future entry-level positions. The partnership provides for nurturing promising candidates and the build of a highly skilled work force critical to the future success of the business. Through these programs, SCE encourages the development of curriculum that better meets the utilities industry's needs. At the same time, participating schools achieve lower dropout rates, increased student motivation, and higher student learning expectations.

To develop students' interests in the utilities industry and skills crafts through career exploration and applied learning. Students who participate in the program attend regular classes in the morning, and gain valuable work experience in the field and in the office in the afternoon. Realize the connection between the classroom and the workplace. Build technical, personal, and social skills to secure employment in entry-level positions. Increase self-esteem, motivation, and initiative. Receive encouragement to remain in school to advance their career and educational goals. Build self-confidence through successful experiences.

Target Audience

Targeting High school students ages 16 -18.

Number of People Impacted

Approximately 90 High School Students hired each year.

Program Sponsors/Owner

SCE's Power Production Department is the sponsor of the Job Skills Partnership (JSP) and Connected! mentoring programs.

Return Rate

Convert high school seniors accepted into colleges/universities into SCE's College Intern Program is designed to give undergraduates and post- graduates an opportunity to prepare for a career with on-the-job training in their field of study. Convert High school graduates into entry-level positions. Upon completion of the JSP program, students successfully compete for vacancies in the skills craft areas while CONNECTED students compete for administrative type vacancies.

Program Funding

- JSP & CONNECTED hires are funded by hiring department's labor budget.
- 2010 salary: \$8.50 per hour with an increase of \$0.50 for every 150 hours worked for a maximum of \$10.50.
- Students work a maximum of 20 hours per week during the academic year.

Entrance Requirements

- Programs are open to any high school students within the SCE service territory.
- Minimum of 16 years of age.
- If enrolled in a Work Experience Program, students can earn up to 10 semester credits or a grade while working.
- Students must maintain sufficient academic standing to hold a work permit and must have sufficient units to graduate on schedule.

--- Southern California Edison ---

Job Skills Partnership (JSP) and Connected! Programs (cont.)

Description of Program and Results

The Job Skills Partnership/CONNECTED Programs operate in various locations that include service centers, the general office and other company facilities throughout the SCE service territory, allowing students maximum exposure to various fields while gaining real-life work experience. Students in the Job Skills Partnership program are mentored by representatives from the IBEW while students in the CONNECTED program are mentored by non-represented employees. The paid mentored opportunities provide students with exposure in areas such service planning, garage operations, power plant operations, IT support and administrative support. Program Managers work with graduates to create a job resume detailing the students hands-on work experience with the company.

--- Southern California Edison --- Los Angeles Trade Tech College (LATTC)

Mission/ Objective:

Provide students who are interested in a career in the Electrical Utility Trade with an academic and skill-based performance training program that prepares them for employment in a powerline and/or climbing trade. This is a pre-apprenticeship program which prepares new workers for entry level employment and apprenticeship in the clean energy field, including transmission and distribution infrastructure through a one-year Electrical Lineworker Program. Provide Southern California utility companies with a culturally diverse pipeline of highly skilled and motivated employees who are interested in a career in the Electrical Utility Trade.

Target Audience:

Diverse pool of Inner-city students and/or young adults (age range 16-26) who have completed high school or a GED certificate. Students interested in a career in the power line trades.

Number of People Impacted:

Approximately 100 students complete the program each year.

Program Sponsors/Owner:

Los Angeles Trade Tech College (LATTC)

Return Rate

Approximately 10-15 students have been hired each year by SCE.

Program Funding:

Primarily funded thru LATTC, tuition paid by students and for 2010/2011 some students are also assisted with scholarships provided by SCE (Green Jobs Education Training Initiative).

Entrance Requirements:

- Each student is responsible for the \$20/unit tuition (40 units total).
- Program involvement subject to availability. The classes fill up quickly.

Description of Program and Results:

A (600 hour) pre-apprenticeship program which prepares new workers for entry level employment and apprenticeship in the clean energy field, including transmission and distribution infrastructure through their one-year Electrical Lineworker Program. The program also provides hands-on 175 hour pole climbing experience. The program prepares individuals to understand what it takes to work in a powerline trade and to work effectively in a utility and union work environment.

As a result, students hired generally are knowledgeable regarding powerline trades, have the capacity to safely climb power poles, are eager to work in a climbing trade, and have a propensity to learn and perfect their trade which increases operational efficiency. This results in lower turnover rates among the powerline trades, providing less training, time and expense.

--- Asian Business Association --- Activities and Events

- **Member Orientation Mixer**
- **12th Annual Golf Tournament** *presented by US Bank*
- **Does Going Green Make Cents?** *Sponsored by PG&E, Citi, & Verizon*
- **Los Angeles Asian Pacific Film Festival** - Community Co-presenter
- **How to Survive and Thrive in Challenging Economic Times** *Sponsored by PG&E, Citi, & Verizon*
- **Lunch Briefing with Banking Industry Executives** *Sponsored by Wells Fargo*
- **Los Angeles Business Journal's 2010 Asian Business Awards**
- **34th Annual Awards Luncheon & Business Expo** *Brought to you by Wells Fargo*
- **"Delivering Happiness" with Tony Hsieh, CEO of Zappos.com** - Cooperating organization
- **Annual Christmas Party & Membership Appreciation Night**

CALIFORNIA UTILITIES DIVERSITY COUNCIL

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