

# POWERFUL CAREERS DAY CAMP

## OBJECTIVE

To encourage young women to consider operations careers within the co-op power industry by providing them a one-day camp with hands-on experience under the supervision of training instructors at the VMD Electric Cooperatives Training Center. Additionally, to showcase the recruitment and training efforts of the VMD electric co-ops, along with the commitment to safety.

## CONCEPT

Each VMD distribution co-op will be invited to host one female high school junior or senior interested in considering an operations career in the power industry. Some may have to assist with transportation and lodging. Perhaps scholarships could be arranged with partners and/or associate members who could also be on site to promote themselves. Students will participate in a brief classroom introduction, perhaps a video, and hear from a few co-op leaders.

The majority of the day will be spent in the training yard, where they will learn how to properly climb a pole, ascend in a bucket and do some other line crew tasks. Depending on numbers, students may be split into groups. Other segments will include substation work and advanced metering.

Each student will leave with a long-sleeve tee and a hardhat. Associate members and other vendors may also provide giveaways.

Southside Virginia Community College will be invited to provide an informational table and close the day with a presentation about the school's Line Worker Training Program. Parents are invited to attend this portion of the day.

As an added bonus to VMDAEC's public relations efforts, a local female TV reporter will be invited to document, interview students and staff, and participate in some tasks.

## BENEFITS

A dozen or more female high school students will either have stronger or new interest in an operations career with an electric cooperative. Some may find a new direction. SVCC will have the attention of a dozen or more potential new students following an exciting and unique day of learning. Associate Members will also have new contacts with potential future employees who may not have been aware of their companies previously. Relationships among VMDAEC, its member co-ops and its associate members and co-op members will only be enhanced.