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**XVI**

# ENERGY IN MOTION

# Talent Acquisition: Finding the Right People

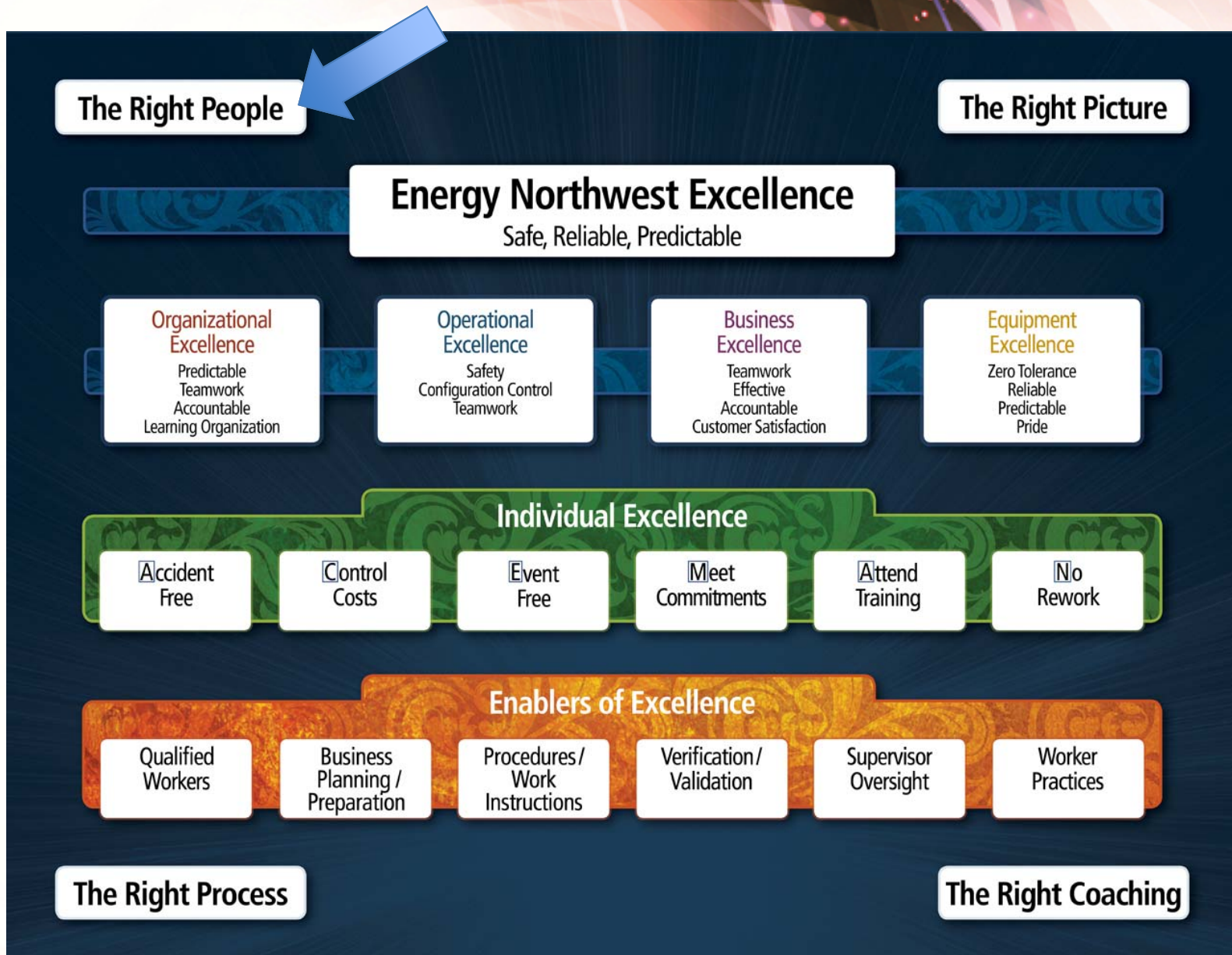
Steve Lorence – HR Manager

Marvin Clark – HR Supervisor

John Dobken – Senior Public Affairs Analyst

## Energy Northwest's Excellence Model

- Introduced in 2011
- Goal is to change and sustain workforce behaviors to improve performance
- Contains four principles
  - Selecting and retaining the right people
  - Communicating and reinforcing the right picture
  - Having the right processes
  - Providing the right workforce coaching



## The Right People

The key is to place the right people in the right jobs. The initial conversation with the hiring manager is the starting point. If the best candidate is not found, then our path to excellence is challenged.

So, how do we find the best candidates?

## Energy Northwest Statistics

- Average age is 47 years old
- Attrition averages 9% annually
- 162 positions were filled in the last year
- Every two years we have a refueling outage and hire ~300 temporary employees

# Demo of EN Careers Website

Marvin Clark – HR Supervisor

## Networking and relationship building is taking the place of “post and hope”

- In general, roughly 50% of the people who apply for jobs don't meet minimum qualifications. This adds to our screening workload.
- Of those who do meet minimum qualifications, many don't have the necessary experience and are not selected for that reason.
- Networking sites like LinkedIn offer recruiters huge databases of professionals (225 million at last count) who are considered “passive” in that they may not be actively looking for a job but may be open to a new opportunity.
- LinkedIn makes it easy to network with industry professionals.



Using networking sites is one of the recruitment strategies used at Energy Northwest

- We have an in-house recruiter who focuses primarily on the external marketplace
- We've decided to limit our use of search firms (contingent and retained) as they are costly (sometimes more than 30% of candidates annual compensation).
- The cost of one retained search can be more than the combined annual costs of networking sites like LinkedIn, Dice or ZipRecruiter.
- Social recruiting (Facebook, Twitter) will allow very targeted job advertising moving forward.

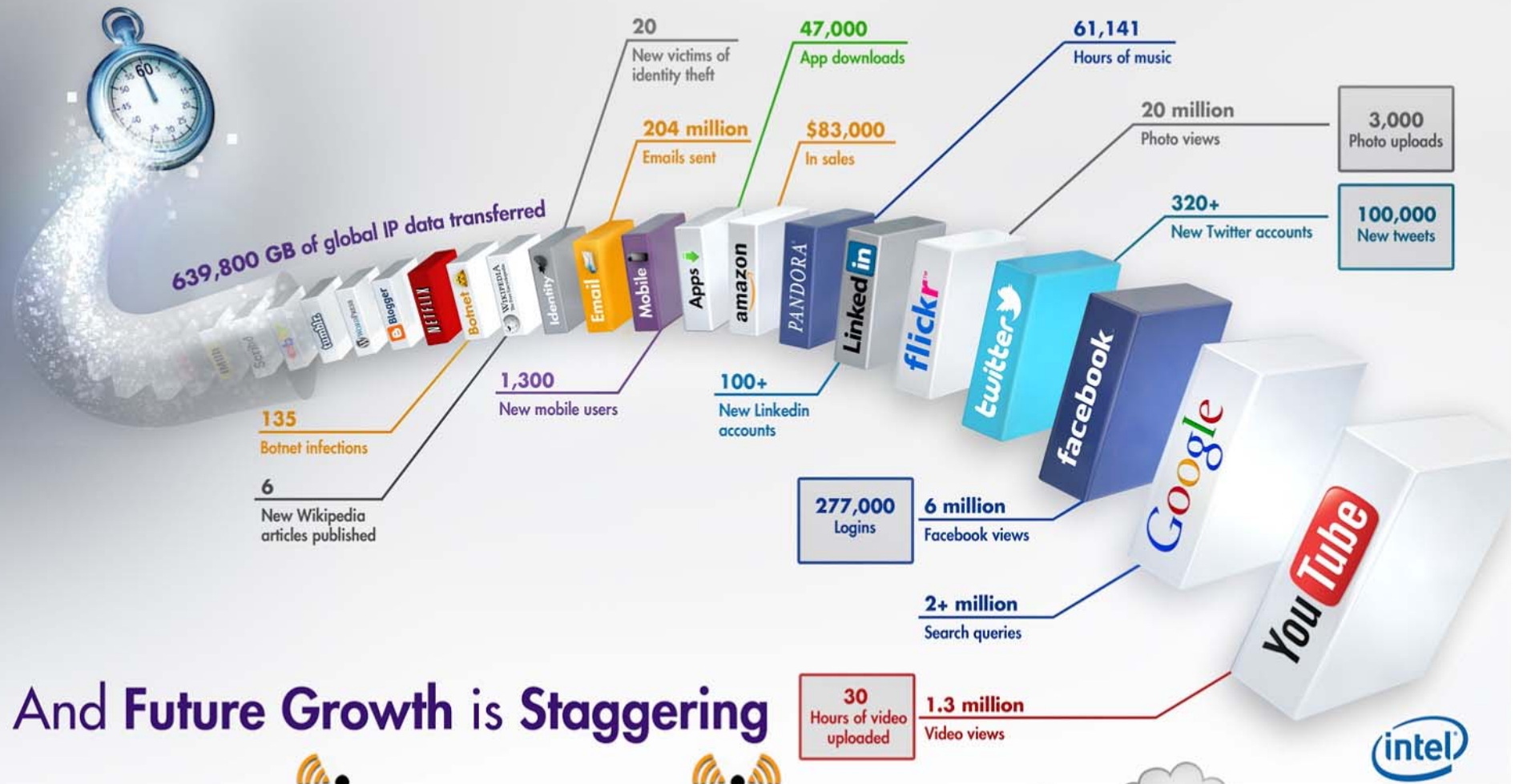
## HR & Social Media

**John Dobken**

Sr. Public Affairs Analyst

Energy Northwest

# What Happens in an Internet Minute?

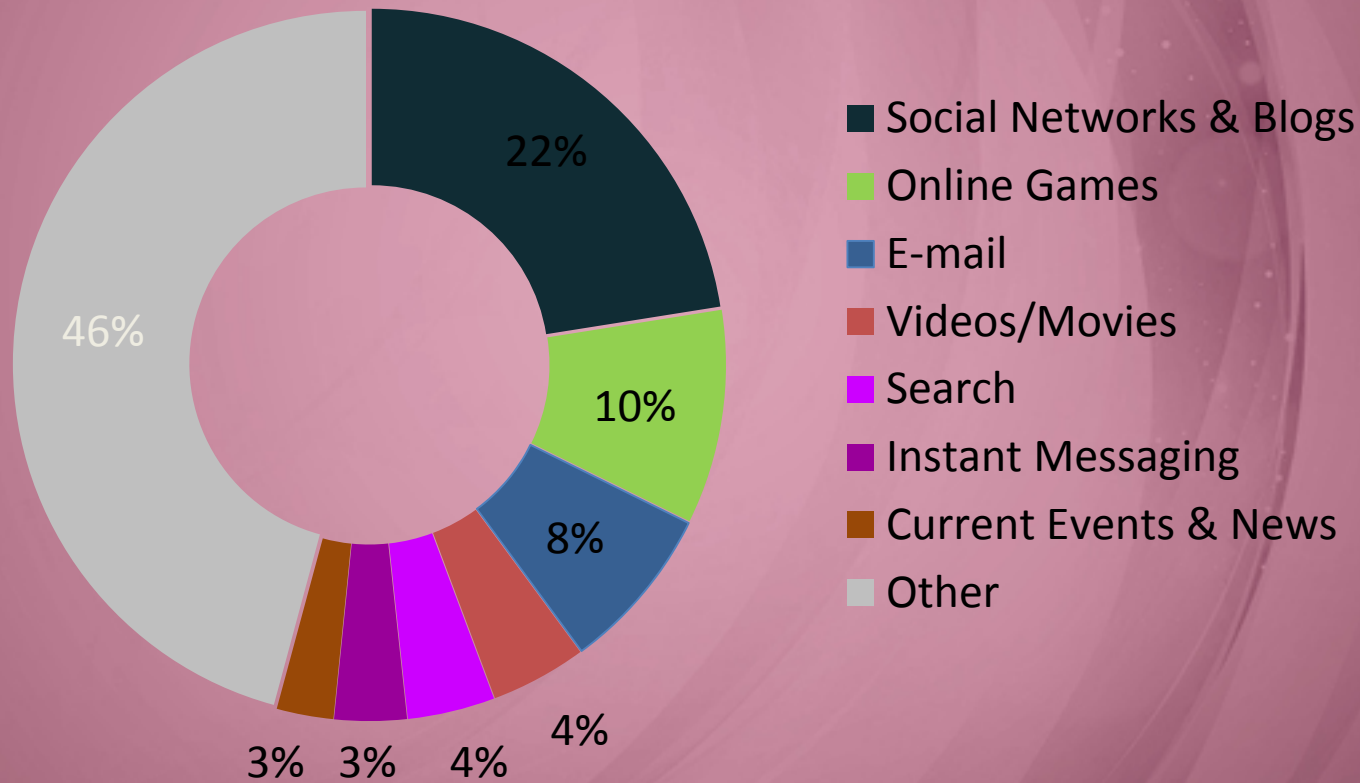


## And Future Growth is Staggering



# Why Social Media Matters

## Social Networks and Blogs: Still the Top Internet Destination



## The Other Toolkit



Our **toolkit...so far.**



 **glassdoor**™



Home base.

Board Meetings News & Information Emergency Information

**ENERGY NORTHWEST**

Search the site...

WHO WE ARE OUR ENERGY PROJECTS DOING BUSINESS WITH US ENERGY 101

Serving public power since **1957**

CAREERS EDUCATORS POLICY MAKERS BUSINESS SOLUTIONS MEMBER UTILITIES Packwood Lake Hydroelectric Project

### EN Social

- September net generation at our Nine Canyon Wind Project was 22,190 megawatt-hours... 3 days
- Did you know you can find us on LinkedIn? Connect with Energy Northwest! 4 days

[View more news & information](#)

### Agency News

- NR 13-15 Governor Re-appoints Remington to Energy Northwest Executive Board August 09, 2013
- MA 13-02 Energy Northwest launches new energy education destination website July 17, 2013
- NR 13-14 Energy Northwest Joins Small Modular Reactor Initiative July 01, 2013

# Facebook

**Energy Northwest** Timeline Recent

Status Photo / Video Event, Milestone +

**Columbia Generating Station**

**White Bluffs Solar Station**

**Change Cover**  
Packwood Lake Hydroelectric Project

**Energy Northwest**  
1,904 likes · 119 talking about this

Update Page Info

Energy/Utility  
Providing reliable, affordable, environmentally responsible power for more than 50 years. [www.energy-northwest.com](http://www.energy-northwest.com)

About Photos Likes YouTube Join Our Team!



# Facebook

The screenshot shows the top portion of a Facebook page for Energy Northwest. At the top, the Facebook logo is on the left, followed by a search bar containing the text "Search for people, places and things". To the right of the search bar are the page name "Energy Northwest" and navigation links for "Like Pages" and "Home". Below this is a secondary navigation bar with the Energy Northwest logo, the text "Energy Northwest", a "Join Our Team!" button with a dropdown arrow, and a "Promote Page" button on the far right.

The main content area features a large heading "Join Our Team" above a collage of images. The collage includes a large photo of two workers in hard hats reviewing a clipboard, a photo of workers in a large industrial tunnel, and a row of five smaller portrait photos of diverse employees. Below the images is a text block and a link.

**Whether you are an experienced professional or a graduating senior, Energy Northwest has great opportunities covering a broad range of experiences and skills. Take some time and explore our available openings. Together we can energize your career.**

Click [here](#) to find out more about our career opportunities.

# Twitter

**ENERGY NORTHWEST**

Reliable, affordable, environmentally responsible power for more than 50 years.  
Tri-Cities, Washington · energy-northwest.com

345 TWEETS   272 FOLLOWING   437 FOLLOWERS   Edit profile

**Tweets**

**Energy Northwest** @EnergyNorthwest 10 Oct  
Sept. net gen at 9 Canyon Wind Project was 22,190 MWhrs, busting projections. We had some windy days! pic.twitter.com/Cx5MJ9t1x9  
View photo

**Todd A. Terrell** @taterrel 9 Oct  
Nuclear Street article: #Vogtle Reactors 50 Percent Complete #newnuclear #southerncompany #cbiworld #westinghouse nuclearstreet.com/nuclear\_power\_...  
Retweeted by Energy Northwest  
Expand

**Energy Northwest** @EnergyNorthwest 9 Oct  
Energy Northwest administrative assistants visit Nine Canyon Wind Project to learn more about wind energy. pic.twitter.com/SZVGmwsFDp  
View photo

**Who to follow** · Refresh

- NextEra Energy** @nextera\_energy  
Followed by Yes Vermont Yankee ...  
Follow
- Entergy Texas** @EntergyTX  
Followed by American Nuclear So...  
Follow
- Entergy Arkansas** @EntergyArk  
Followed by Clean Air Energy and ...  
Follow

Popular accounts · Find friends

More suggestions

# LinkedIn

## Recent Updates

**Energy Northwest** At Energy Northwest, safety is our number one priority. This week, we passed Delete the three year mark without a lost time injury. Between EN team members and supplemental employees, that's more than 9.5 million hours of work. We're proud of our team members for taking that commitment to safety to heart – each and every day. To them, we say thank you. less

**9,500,000** Hours  
Committed to safety.



**Organic** Targeted to: All Followers

1,144 impressions    12 clicks    5 interactions    1.49% engagement

Sponsor update

Like (6) • Comment • Pin to top • 6 days ago

Jennifer Kuklinski, Branden Ellsworth, John Dobken, Robert Millward, Tom Moore, and Jim Schildknecht show less...

**Energy Northwest** Have you seen our careers page on the new Energy Northwest website? Check it out... <http://lnkd.in/ZBTjdk>



## Energy Northwest

energy-northwest.com • Whether you are an experienced professional or a graduating senior, Energy Northwest has great opportunities covering a broad range of experiences and skills. Take some time and explore our available openings. Together we can energize your...

**Organic** Targeted to: All Followers

693 impressions    20 clicks    3 interactions    3.32% engagement

Sponsor update

Like (3) • Comment • Pin to top • 16 days ago

Jeremy Dourley, Kayla Sidwell, and Robert Millward

Add a comment...

# LinkedIn

 Company Updates

**Updates** 

Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
<a href="#">[Image] At Energy Northwest, safety ...</a>	9/06/2013	All followers	-	1,146	13	5	-	1.57%
<a href="#">Have you seen our careers page on...</a>	8/26/2013	All followers	-	694	20	3	-	3.31%

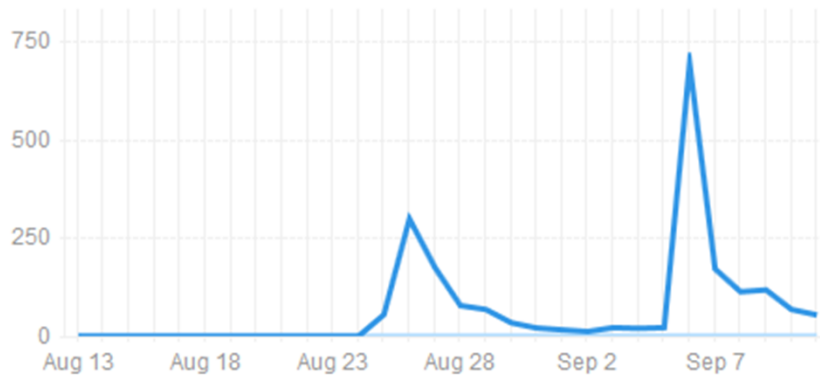
## LinkedIn

Date Range: Last 30 days

### Reach ?

Sponsored Organic

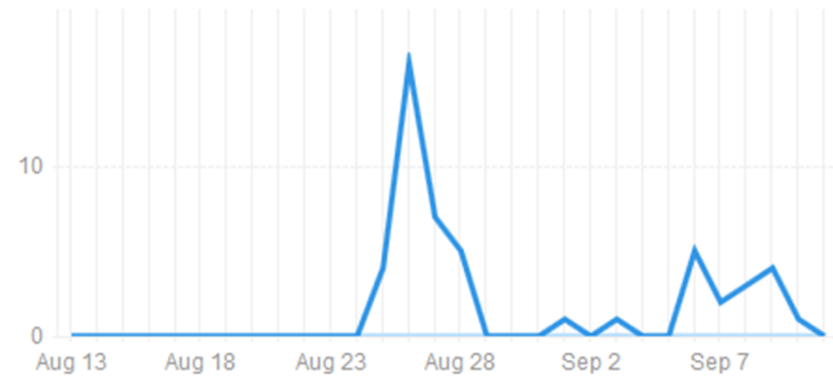
Impressions Uniques



### Engagement ?

Sponsored Organic

Clicks Likes Comments Shares Followers Acquired Engagement %



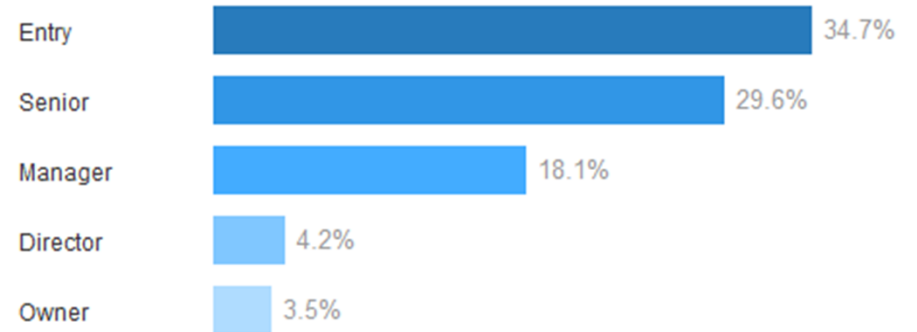
# LinkedIn

## Followers

Total   
1,550



### Follower Demographics


Seniority 



Date Range: Last 30 days 

### Follower Trends

 Acquired  Organic




## Energy Northwest

2.5 of 5 - 4 reviews  
www.energy-northwest.com | Richland, WA | 1000 to 5000 Employees

[Write a Review](#)  
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[Go to Employer Center](#) | [Overview](#) | [Salaries](#) | [Reviews](#) | [Interviews](#) | [Jobs](#) | [More](#)



<b>Founded</b>	1957
<b>Type</b>	Government
<b>Industry</b>	Oil, Gas, Energy & Utilities
<b>Revenue</b>	Unknown / Non-Applicable
<b>Competitors</b>	Unknown

Energy Northwest produces reliable, affordable, environmentally responsible electric power and delivers it to Northwest public power utilities at the cost of production.


Formed as a Joint operating agency in 1957, the organization was created to serve the needs of public power by producing reliable, low-cost electricity while promoting public power activities in the region...[More](#)

**Mission:** The agency's mission is to provide our public power members and regional ratepayers with safe, reliable and cost-effective power.

To best serve Northwest ratepayers...[More](#)

### Working at Energy Northwest

[Company Reviews](#) | [Salaries](#) | [Interviews](#) | Posted by employees



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Fresenius Medical Care - North America - Kennewick, WA
-  **Software Engineer Asc**  
Lockheed Martin - Richland, WA
-  **Dentist - Endodontist - new**



# First Steps

- Become a user
- Develop a strategy
  - Develop a social media policy
  - Staff/Budget
- Establish a social media presence



# First Steps

- Find the right mix: Traditional + Social
- Five Step Process:
  - Listen
  - Prepare value (Content)
  - Engage
  - Analyze
  - Rinse and repeat

# Discussion

## What are you doing?