

# "Perceptions of Energy: The Power of Messaging"

Presented by Sachs Media Group  
to Wisdom in Energy  
November 2018

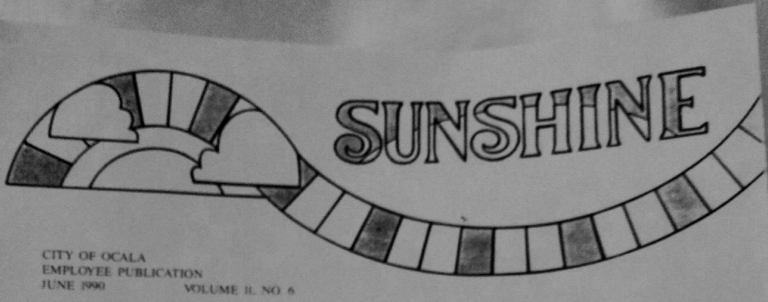
## Mary Hosea

Florida's first female  
registered substation  
electrician in 1990

Completed  
apprenticeship with a  
95% overall average -  
the highest in the  
history of the program

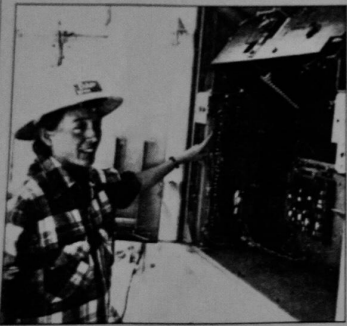
People took notice ...





CITY OF OCALA  
EMPLOYEE PUBLICATION  
JUNE 1980 VOLUME II, NO. 6

### MARY HOSEA STATE'S FIRST FEMALE SUBSTATION ELECTRICIAN



Ocala's newest substation electrician is a little bit different. When Mary Hosea was eight years old, she decided to fix her mother's broken blender. She took it apart, made some adjustments and put it back together. It was the wrong blender. Her mother then had two blenders that didn't work. But that inquisitive beginning sparked a life-long interest in "tinkering" that ultimately led to Mary's becoming the state's first female registered substation electrician. Mary received her certificate May 8 after completing 8,000 hours of apprenticeship and 48 units of technical studies. "Very technical studies," Mary emphasizes. Mary came to work for the City of Ocala 11 years ago at the age of 17. She did drafting work in the Electric Engineering Division and eventually was promoted to an engineering technician. She then transferred to the Substation Division to take a temporary drafting position. "I used to watch the guys work over at the substation and it just looked like an interesting job," Mary recalls. Four years ago, she entered the apprenticeship program. When she completed it, her 95-percent overall average was among the highest ever compiled in the program. "At first the guys were very protective and wanted to do everything for me," said Mary, who stands just under 5 feet tall. "I finally had to tell them, 'look, if I'm going to keep this job, I'm going to have to do the work.'" The "work" includes pulling maintenance on breakers, transformers and other substation equipment. "I've always liked tinkering with things," she says. In her free time she "tinkers" with her house, located on five acres on the Ocklawaha River. She built her five-room house herself. Don't misunderstand. She didn't contract to build the house herself, she actually built it. She's even a nonconformist in her house building. She couldn't decide where to connect the bathroom, so she built an outhouse - complete with running water - until she made up her mind. "It looked like a regular outhouse. People would come back and say 'It flushes!' It really freaked them out." In addition to being the state's first registered woman substation electrician, she's also the first to become pregnant. But at 28, Mary doesn't think much about breaking barriers. She's more into things like learning her job, protecting the environment, and, of course, becoming a new mother. Yes, Ocala's newest substation electrician is different. But it's a difference that has led to a remarkable achievement and one that promises to make life interesting for all of those around her.

“

Ocala's newest substation electrician is a little bit different.

*“At first the guys were very protective and wanted to do everything for me. I finally had to tell them, look, if I'm going to keep this job, I'm going to have to do the work.”*

In addition to being the state's first registered woman substation electrician, she's also the first to become pregnant.

Tinkered with broken blenders

Worked as drafter in Electrical Engineering

Promoted to Engineering Technician

Built her own 5-room house in forest

Became Substation Electrician

Became a mother

Subcontracted with Nuclear power plants

Currently works in IT and with hardware

# Coming to Energy

Mary's path to and through the Energy Industry is unique and inspiring.

But, as it turns out, most of those who currently work in Energy came to it through unexpected channels.



# How do we know this?

**We surveyed two populations in September/October 2018:**

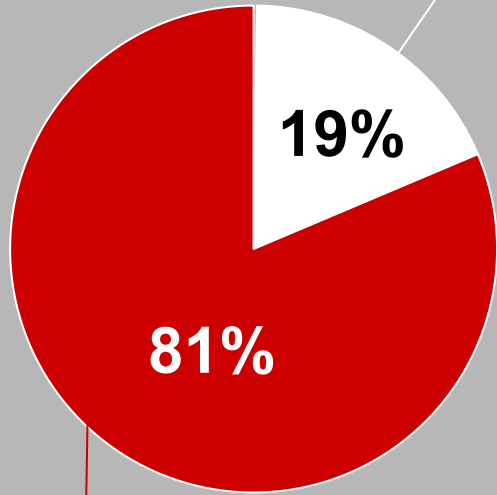
1. **This community** - representing those who currently work within the Energy Industry
2. **The general public** - 1,000 Florida voters representing all industries within the state



# Within this community ...

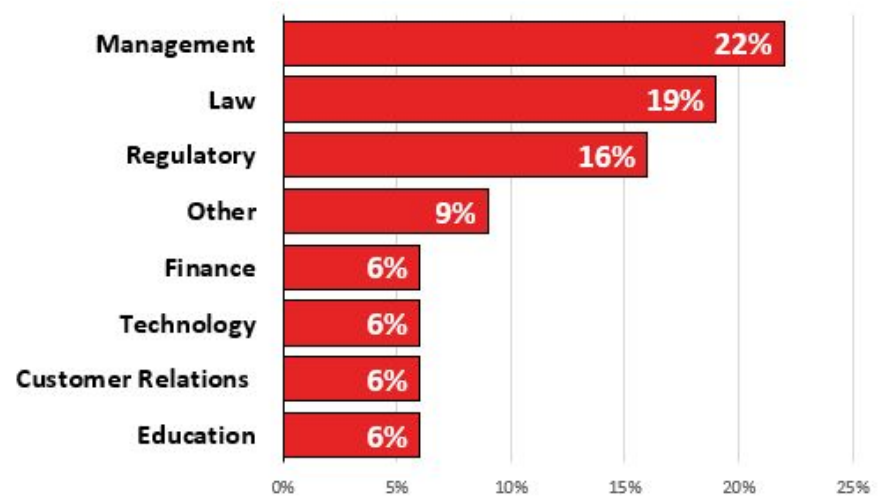
Most joined the industry after studying something not directly related to energy:

Primary area of study related to the energy industry itself



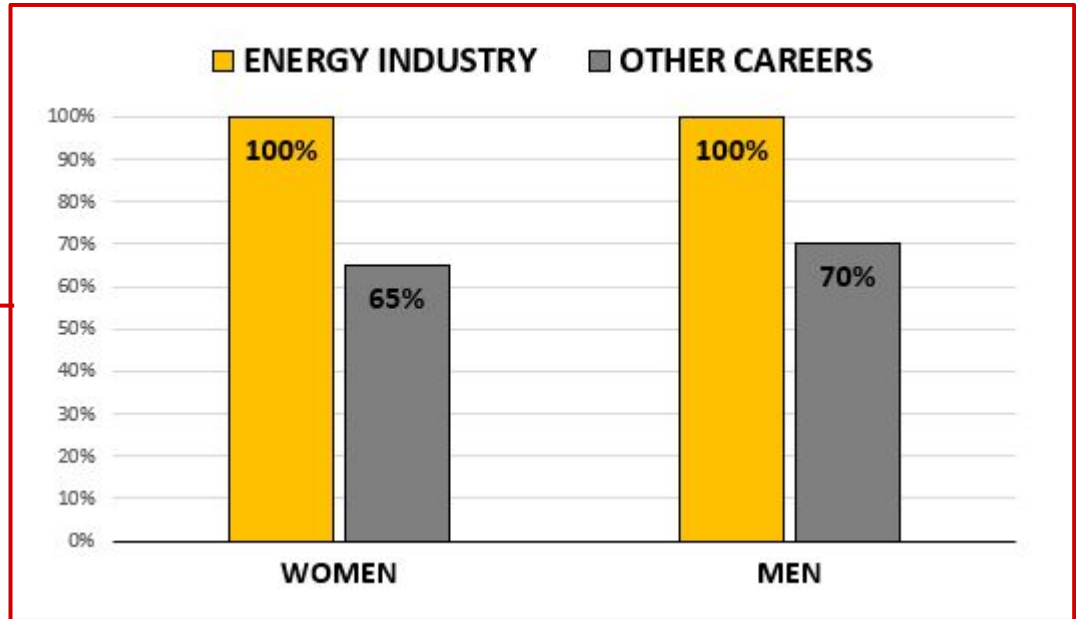
Primary area of study related to something else that I applied to the energy industry

## Energy Careers Represented Here ...



# How do people feel about their careers?

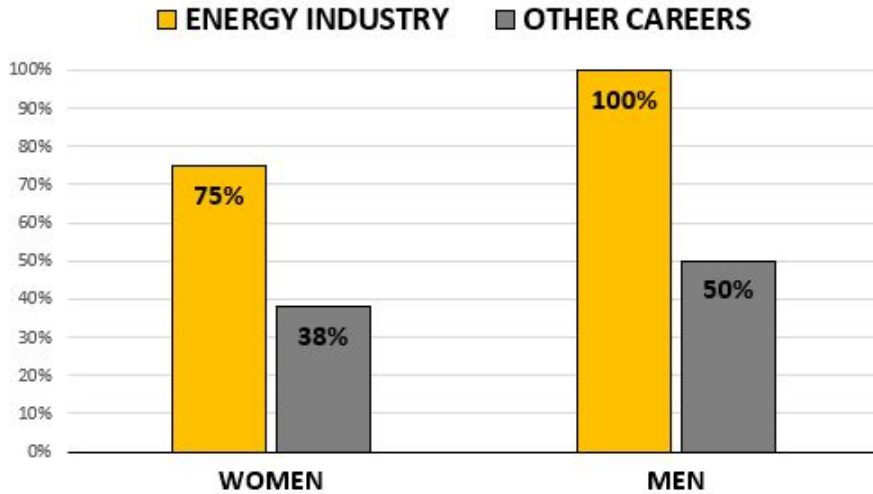
We asked people: If you had to do it all over again, would you choose the same career? Those working in Energy are far more satisfied with their career choice:



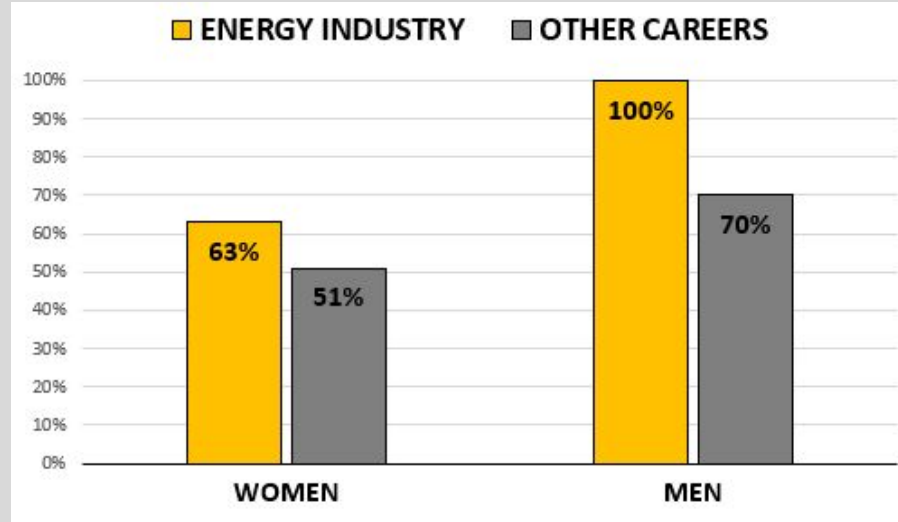
# And then we learned a bit more about why ...

Those who work in Energy feel overall more inspired and respected:

Portion who feel “inspired” in career...



Respected ...





From these findings, you would think that careers in Energy would be among the most sought out ...

But when the public was asked if they had considered it, just **17%** said “yes”

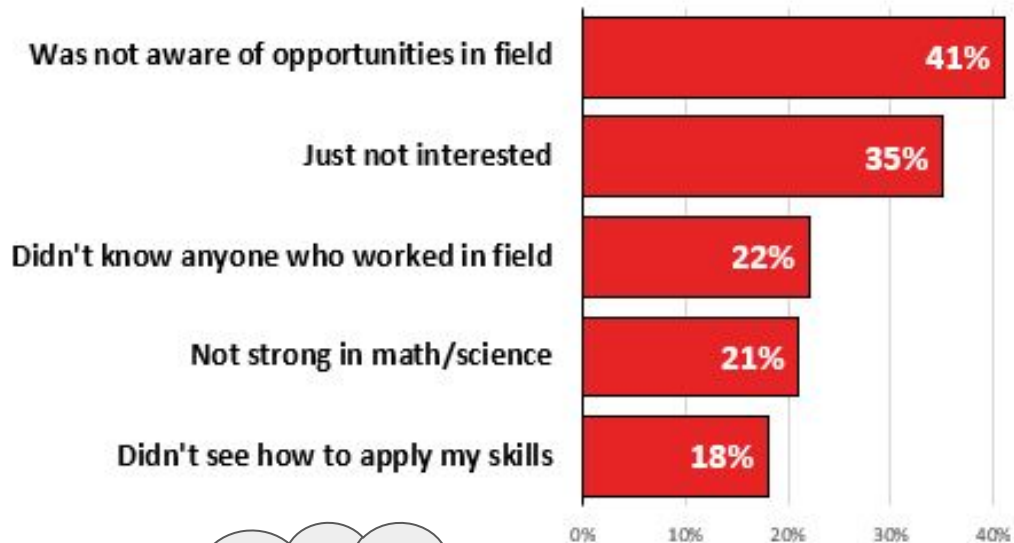


MEN  
EXPRESS

**2X**

THE RATE  
OF INTEREST

# Why not?



35% of respondents say they were “just not interested” in a career in energy. This suggests that at least 65% could be influenced ...

Further, many never considered a career in energy due to unawareness of:

- Opportunities in field
- Knowing others in field
- How their skills could be applied to the field

“Too male dominated”  
**10%**



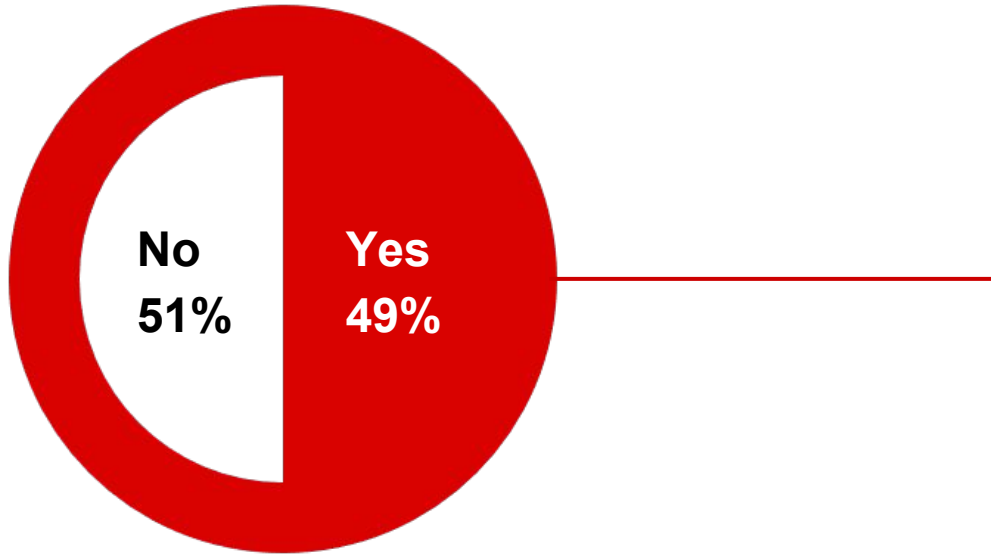
Additionally, 10% of women say they didn't consider a career in energy because it is **“too male dominated”**





## Is that really so?

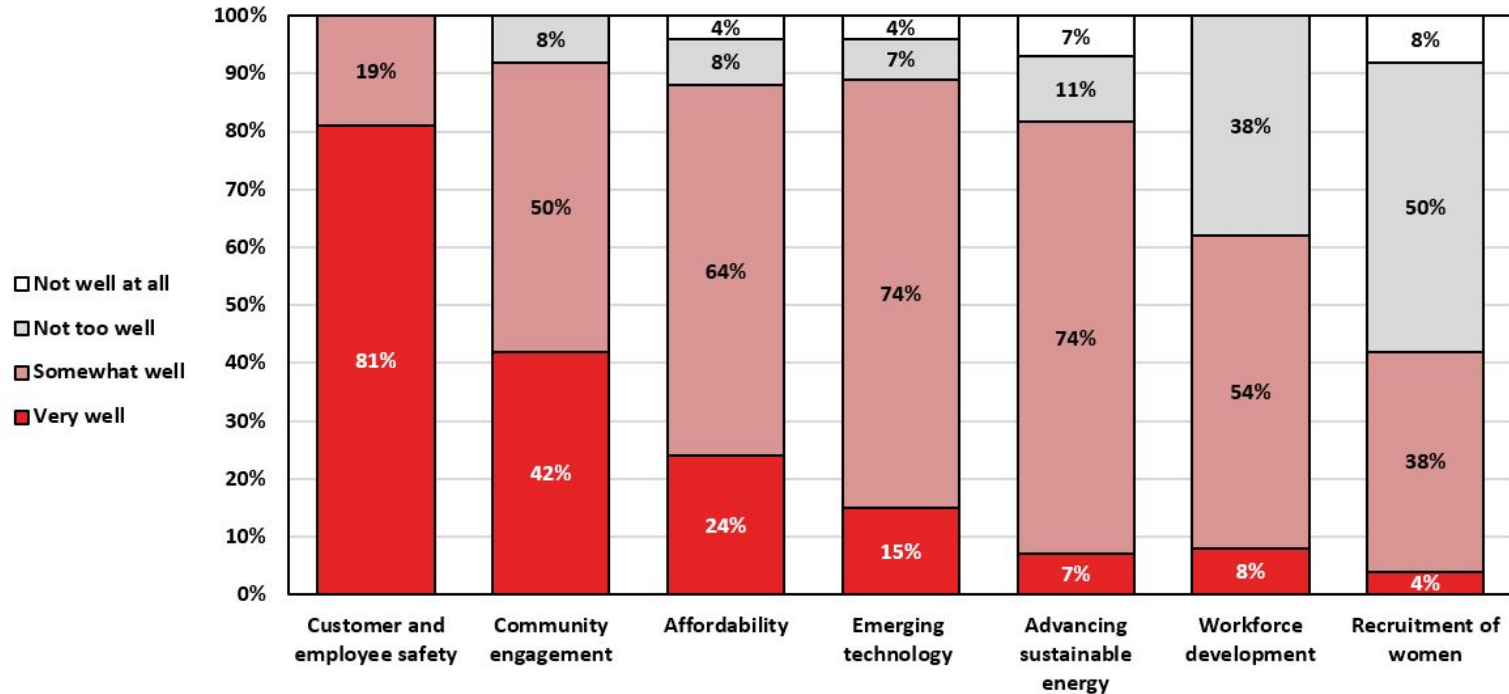
Within Energy, women and men are equally divided on whether the industry has strong opportunities for women, with about half saying it does, and half saying it does not.



But among the public,  
just  $\frac{1}{4}$  think so ...

# Further, recruitment of women is not seen as strong

When asked how well the Energy Industry fulfills certain goals, the recruitment of women is rated lowest by men and women alike, with just 42% feeling it does so “very” (4%) or “somewhat” (38%) well:



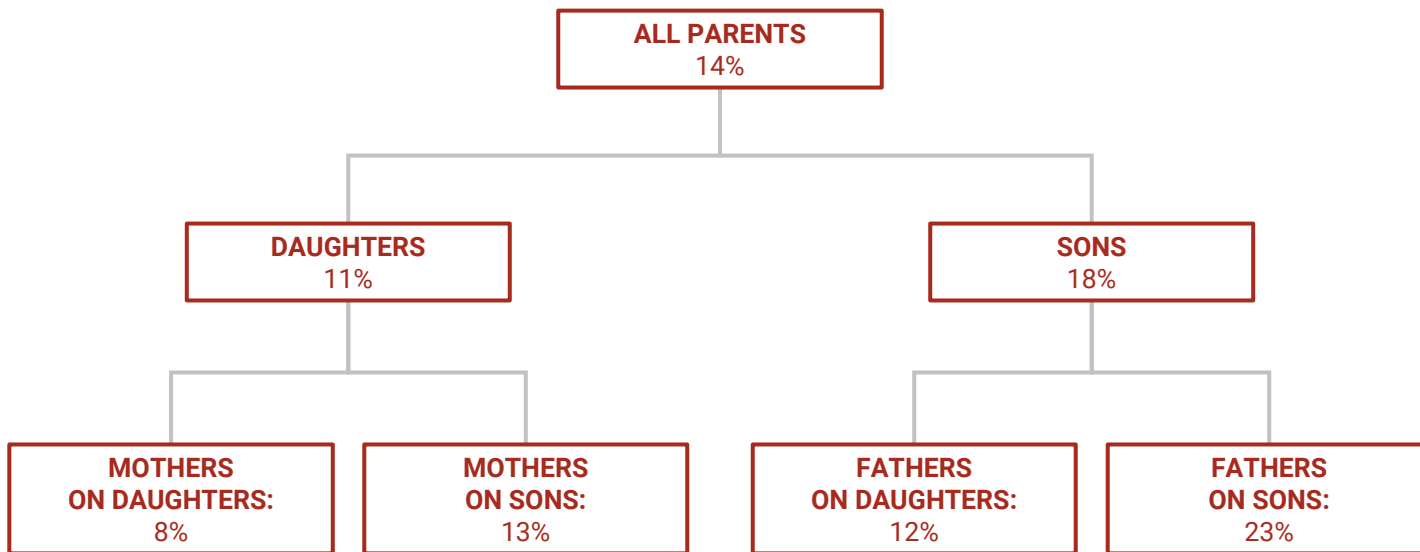
Women may not be recruited into Energy careers as strongly as they could be, but there's more to the story ...



# Gender bias against Energy careers by parents?

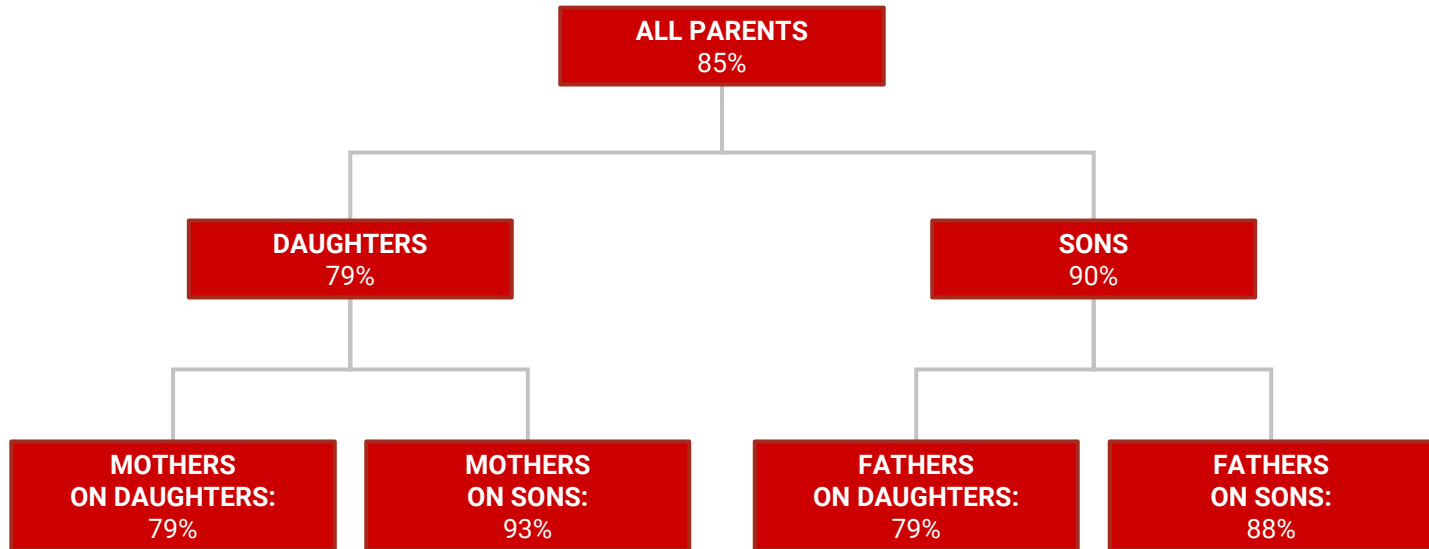
We wanted to better understand how people think of careers in energy based on whether they would recommend it to their own child.

½ of respondents were asked which careers they would recommend to a **daughter**, and ½ were asked which they would recommend to a **son**.



# Energy vs. Other STEM Careers

While only **1 in 7** would recommend a career in energy to a son or daughter, **6 in 7** would recommend a career within the STEM family (Science, Technology, Engineering, Math...)



Why does Energy sector lag in terms of public interest? Maybe it is an issue of how the industry is framed

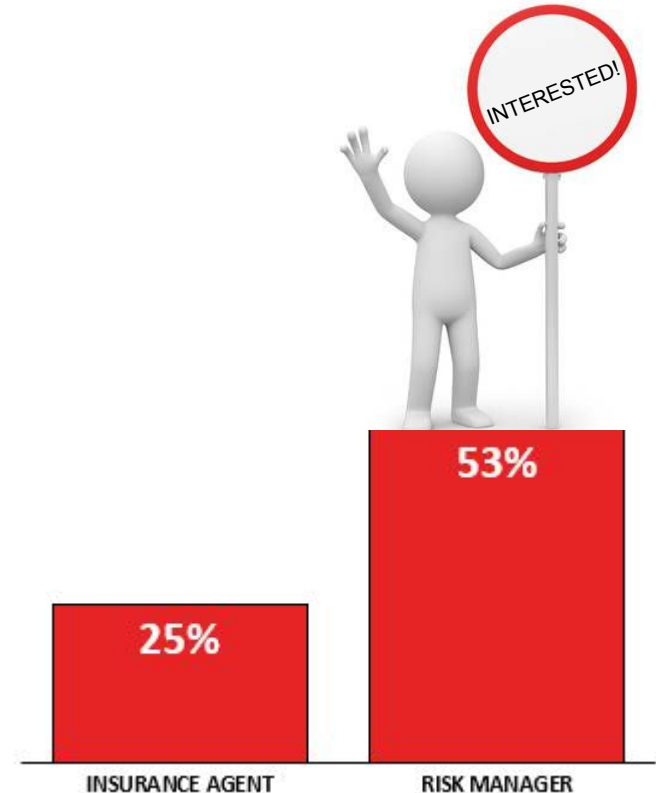




# Case Study: Risk Management vs. Insurance

## The Power of What you Call Something

- Two years ago, we ran a campaign for FAIA to boost interest among students in the insurance field. The industry had a shortage of workers and was experiencing aging of its trained workforce. There are new educational programs at state colleges around Florida but limited interest.
- Message testing uncovered that young people had negative views about careers in “insurance” but much favorable views when the same job was described as “risk management.”
  - 53% would consider a career as a risk manager while only 25% would consider a career as an insurance agent.
  - 32% would definitely NOT consider a career as an insurance agent compared to 9% for a risk manager.
- Why?
  - “Risk management” careers are seen as having significantly greater earning potential, more rewarding work, and a more flexible work life compared with careers in “insurance”.



# Importance of focusing on the “why” of a career

We learned from the FAIA study that young people are drawn to the **feeling** of careers as much as the **content** of them ...

Making a difference

Earning a good living

Being creative

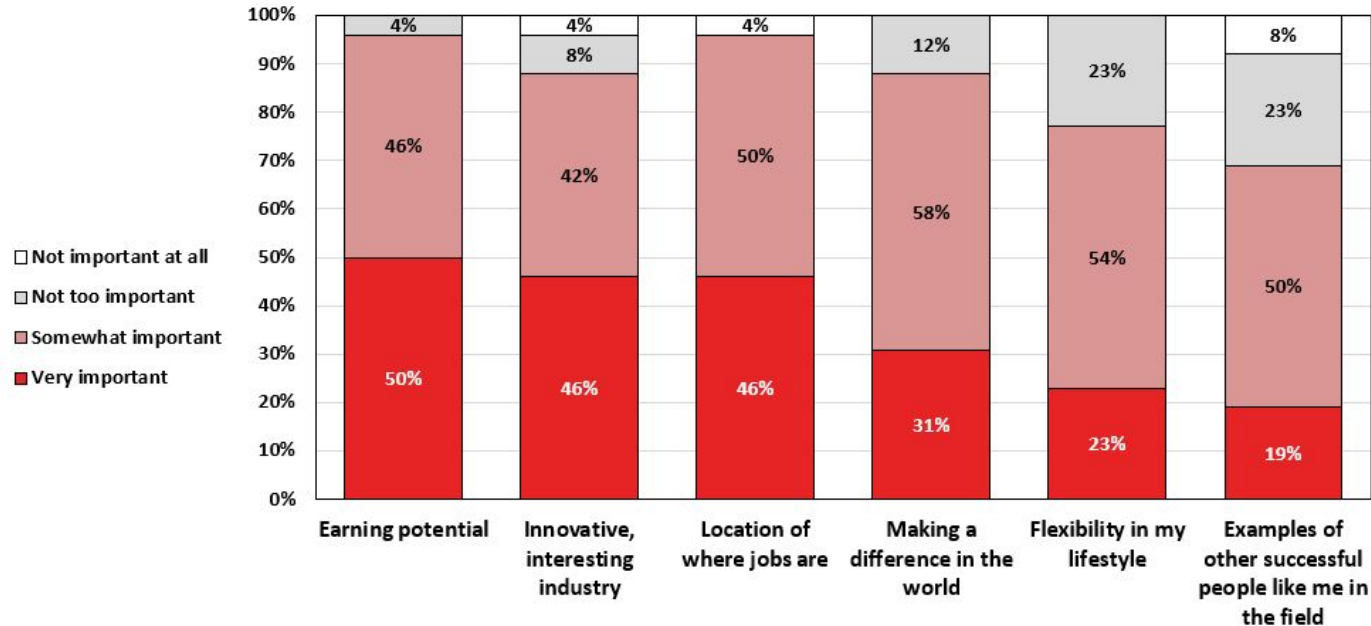
Working in a field that has various advancement options



# Those working in energy agree...

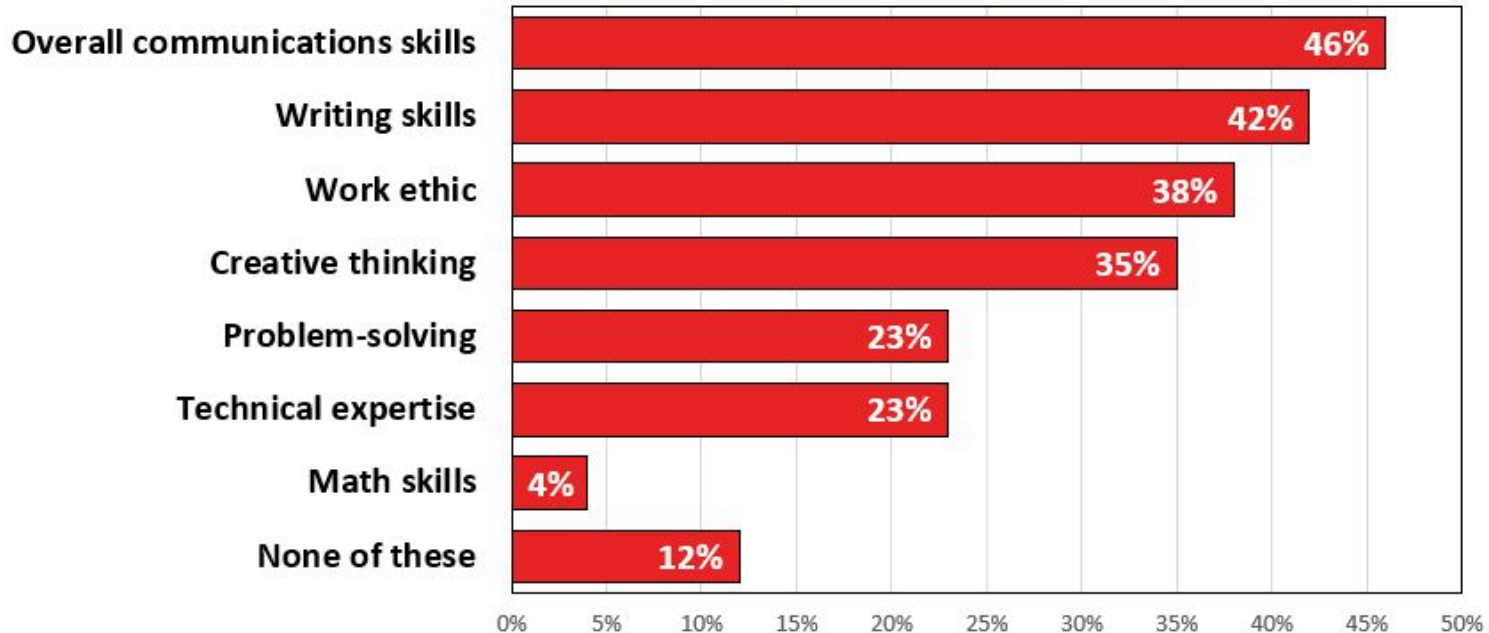
Take a look at what led individuals in this industry to their own career ... not in terms of schooling but in terms of goals and priorities:

It is important to note that in NONE of these responses was there any difference by gender



# What's next for the industry?

100% of respondents in energy say they would recommend a career in the industry to today's students. But today's students may not be getting all the training they need to succeed in the field. Deficiencies in new hires as seen by those in Energy:



# Words of Advice

From those working in  
Energy to young people  
starting careers ...



# Words of Advice



**“The energy industry offers a wonderful variety of job opportunities.”**

**“There are a lot more opportunities outside of the technical components, and it is an important social good.”**

**“Look for an industry you can stay with for a career.”**

# Key Takeaways

**Market the “why” of a career in energy sector**

**Show the diversity of career options within it**

**Highlight opportunities for women and the high degree of career satisfaction among those in the field**

**Illustrate the various career paths into and through the industry**

**Showcase the “Mary Hoseas” who forge new paths**

