

Discover the power of an energy career.

The California Energy & Utility Workforce Consortium presents

Careers in Energy Contest

We need your help to recruit students to pursue careers in energy!

About the Contest:

Create a social media advertisement designed to attract students to a fictional program or major to train for a career in energy. Energy and utility companies hire people from high school, trade school, community college and 4-year university programs. Some jobs may only require skills from a skilled craft or trade program. Other jobs require a bachelor's or master's degree. Many trade schools and universities offer training programs for these careers.

Contest Guidelines:

Choose between using a video or text/photo advertisement to entice future students to sign up for a fictional program and to pursue a career in energy. Any form of social media may be used including creating or using a hashtag (think : #ilooklikeanengineer).

Contest will be judged on: How well the ad/video kept to the focus of the prompt, how organized and convincing the advertisement is, and the level of creativity and innovation.

California high school and college students are invited to participate.

Prizes:

College Video:
1st place: \$1,500
2nd place: \$1,000

College Photo Ad
1st place: \$1,000
2nd place: \$500

High School Video
1st place: \$1,000
2nd place: \$500

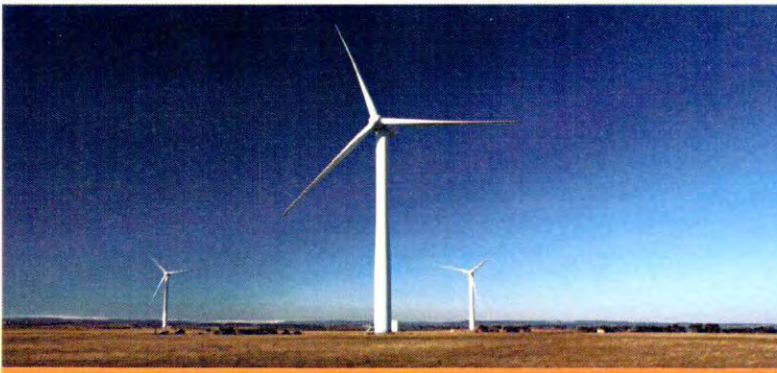
High School Photo Ad
1st place: \$500
2nd place: \$250

For full guidelines and how to submit, visit:

www.getintoenergyca.com

Submissions are due February 8, 2016





Discover the **POWER** of a career in energy!

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You could win up to \$1500!

DETAILS

You'll need to create an advertisement for a fictional program or major related to a career in energy.

Many students aren't aware of the diversity of jobs available in this field (such as photography or law), so promoting awareness of this diversity is our main goal!

These advertisements should show students the many opportunities available and attract them to this field.

GUIDELINES

Choose between creating a short video (about 3 minutes long) or a print advertisement.

The contest will be judged on:

- How well the ad keeps focus on the prompt;
- How organized and convincing the ad is;
- The ad's level of creativity and innovation.

The contest is open to all California high school and college students.

For more information on prizes and how to enter, please visit:

www.getintoenergyca.com

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