



Georgia Power Career Exposure Day

Powering Careers: How Georgia's Largest Utility Company Finds New Talent

Georgia Power builds its pipeline for entry-level, skilled labor during Career Exploration Days, an on-site program started in 2019 that engages 600+ students annually. On average, 70% of students who apply for a Georgia Power summer internship have attended a Career Exploration Day event.

Student engagement allows Georgia Power to:

- **Build awareness** of energy and infrastructure careers.
- **Expose students to** experiential learning and hands-on engagement with a range of skill sets.
- **Identify high-interest, high-aptitude students** for internship and apprenticeship opportunities.

Getting Started

Begin by identifying key stakeholders and establishing relationships with those contacts. Georgia Power builds its network of CTAE directors, College & Career Academy staff, counselors and other school administrators to promote Career Exploration Days through in-school presentations, marketing flyers and promotional videos.

To build student interest, teachers distribute event information and show promotional videos. Aptitude assessments, such as YouScience, also can be used to identify specific students who have desired skill sets and interest in skilled trades.

Advance Preparation

At least two weeks prior to the event, school contacts should receive details on logistics and what to expect at the event and post-event. Schools arrange their own bus transportation. Consider factors including on-site safety, attire, internal team training, and talking points for your event hosts.

Program Execution

Georgia Power's program structure is two sessions in a single day, scheduled one hour apart with 150 to 200 students per session.

- **QR Code at check-in:** Upon arrival, students check-in by scanning a QR code which directs them to an online form. Students then attend a welcome and safety briefing.
- **Subgroups of 25:** The larger group is separated into subgroups of no more than 25 students, each led by two Georgia Power employees who serve as hosts.
- **15-minute interactive demos:** The smaller groups rotate through stations, each lasting 15 minutes and showcasing different operating departments with tools, hands-on activities and interactive demonstrations.
- **Box lunch at departure:** After students complete station rotations, box lunches are provided as they board school buses.

A detailed planning document is used to outline group rotation. A timer notifies group hosts via text when it is time to rotate their student group to the next station. Additionally, group hosts have a QR code that links them to a form where they can enter names of students who show interest in a specific job or need additional information on Georgia Power careers. This information is captured in a database, so event organizers know which students have high interest in career opportunities with Georgia Power.

Post Event Communication

After the event, Georgia Power thanks the school for attending and communicates timelines for applications and interviews for interested students. Students who indicate interest in Georgia Power careers are interviewed for paid, eight-week internships. Successful completion of an internship qualifies students for apprenticeships and additional technical school certification programs. Finally, debrief with your internal team to continuously improve the program.

Keys to success:

- Host a mock event with your employees before you bring students in
- Develop engaging, interactive demos that give hands-on experiences
- Follow up with high-interest students and thank schools for participating