



National Electrical Manufacturers Association Vids for Grids: New Media for the New Energy Workforce

Project Description

National Electrical Manufacturers Association (NEMA), in partnership with George Mason University and Northern Virginia Community College, is producing videos that target senior high school or first-year college students. Each video covers a fundamental electromagnetic concept integral to the deployment of Smart Grid or a particular piece of grid equipment. The videos incorporate a short interview with a subject matter expert, equipment demonstration, and may include scenes from equipment assembly, installation, and use. The subject matter experts will also serve as virtual mentors. The videos will be integrated into basic electrical engineering curriculum and posted electronically for use by colleges, training centers, and the general public. Filming will be done on-site at the facilities of leading power equipment manufacturers, such as A123, Beacon Power, Cooper Power Systems, Eaton Corporation, Itron, Leviton, Nexans/The Valley Group, Rockwell Automation, Southwire, and Thomas & Betts. Podcasts will be produced that incorporate open-ended questions with student-selected experts on their experiences in the power sector.

Goals/Objectives

- Produce 12 ten-minute videos and three 30-minute podcasts
- Increase student understanding of electrical engineering concepts, awareness of power system careers, interest in pursuing power system careers, and enrollment in classes leading to power system careers
- Place newly trained workers into the workforce using NEMA member resources and NEMA's career search engine
- Mentorships that link students with experts

Benefits

- Job placement and growth
- Industrial participation in power energy education
- Increased knowledge about the power sector through wide distribution of training materials



CONTACTS

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PARTNERS

George Mason University
Northern Virginia Community College

PROJECT DURATION

7/16/2010–12/115/2011

COST

Total Project Value
\$317,800

DOE/Non-DOE Share
\$247,360/\$70,440

PROJECT LOCATION

Virginia

CID: OE0000463

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