

6 THINGS TO KNOW!

About FREE Recruitment Brochures

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As water and energy industry professionals brace for a wave of impending retirements, the Water Energy Education Alliance (WEEA) continues to offer valuable resources to help recruit the next generation of skilled, prepared, and invested workers. Led and administered by the Municipal Water District of Orange County (MWDOC), WEEA has utilized the award-winning talent of the MWDOC Public Affairs team to create two (2) electronic recruitment brochures for the water and energy sector.

In the last few years, water and energy providers have examined their workforce needs to better prepare for the dreaded “Silver Tsunami,” a projected mass exodus of industry workers who are now eligible for retirement. Scores of valued employees have spent their entire careers mastering their craft and will be taking decades of skill, knowledge, and certifications with them.

Here's what you should know about the recruitment brochures:

1

A WAVE OF INDUSTRY RETIREMENTS IS COMING.

It is currently estimated that 30-50% of water and energy industry positions will be left vacant, and some agencies are already experiencing losses.

2

WRITTEN FOR MIDDLE SCHOOL TO ENTRY-LEVEL COLLEGE STUDENTS.

The two (2) electronic brochures include language that has been thoroughly researched to attract middle school to entry-level college students, emphasizing the workplace benefits that motivate them.

3

BROCHURES OFFER EQUITABLE ACCESS TO VALUABLE RECRUITMENT RESOURCES.

All California water and energy providers, educators, school counselors, regional occupation program providers, and many others can use the brochures free of charge to support their recruitment efforts regardless of where they reside.

4

THERE ARE MULTIPLE WAYS TO USE AND DISTRIBUTE THEM.

In addition to providing the brochures directly to students, they can be shared on recruitment webpages and across social media channels, with school counselors, educators, and community partners, at special events and career fairs, and alongside job listings to emphasize industry benefits.

5

BROCHURES CAN BE PERSONALIZED WITH AN AGENCY LOGO.

Brochures are offered with an empty space next to the WEEA logo. Organizations that use them can also add their own logo, creating a personalized recruitment experience.

6

DOWNLOAD YOURS TODAY!

The ability to attract new talent to high-quality, mission-driven careers in water and energy will be critical to overcoming looming workforce challenges. Visit mwdoc.com/weea to access these FREE recruitment tools today!

A GREAT LIFE BEGINS WITH A CAREER YOU LOVE.

Water workers are on the front line of public health and environmental protection. They are dedicated to providing clean, safe, reliable water to homes, businesses, manufacturing, food production, and more.

1 An Essential Service

Water is life. A career in water contributes to the health of people, the environment, and the economy.

2 A United Team

Water workers are a unified group of professionals who are committed to a meaningful purpose.

3 A Sustainable Future

Join a workforce that preserves and protects our planet's most precious natural resource every day.

CHOOSE WATER.

IT'S MORE THAN JUST A JOB.



Visit workforwater.org to learn more!

YOUR SEARCH FOR A
REWARDING CAREER ENDS TODAY!