

# 6 THINGS TO KNOW!

## About FREE Recruitment Brochures

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This past fall, the Water Energy Education Alliance (WEEA or Alliance), led and administered by the Municipal Water District of Orange County (MWDOC), developed and published two (2) recruitment brochures to introduce California's youngest water users to high-quality, in-demand careers in water and energy.

Since WEEA first promoted the brochures last October, water and energy providers, educators, school counselors, regional occupation program providers, and many others have used the tri-fold brochures to promote job openings, illuminate career options, and support workforce development programs statewide.

Today, the Alliance is excited to share that the brochures which have helped inspire and recruit the next generation of skilled workers in English have now been translated into eight (8) additional languages. The language assortment will help ensure inclusive and equitable access to industry opportunities for all California students interested in pursuing a career in water or energy. Additionally, utility providers can confidently recruit a broad range of talented, skilled employees to fill the gaps left by a wave of industry retirements.

Here's what to know about these multi-language recruitment brochures:

**1**

### THE FUTURE IS NOW.

Water and energy providers have been bracing for a mass exodus of industry workers who will be eligible for retirement over the next decade. However, many are discovering the need to replace as much as 20% of their workforce NOW.

**2**

### DEVELOPED TO INCREASE PUBLIC AWARENESS.

While utility providers pride themselves on public education and outreach, this is the first time active recruitment has been necessary at this critical level. Because of this, many Californians don't know these exciting career opportunities exist.

**3**

### DIVERSITY IS A TOP PRIORITY.

Water and energy sector employers understand that attracting talented people from various backgrounds is essential to ensure the future workforce is strong and resilient, reflecting the diverse communities we serve.

**4**

### NOW AVAILABLE IN NINE (9) LANGUAGES.

Water and energy recruitment brochures were introduced in English this past fall and have been translated into Spanish, Chinese, Vietnamese, Korean, Armenian, Tagalog, Farsi, and Russian.

**5**

### CUSTOMIZABLE WITH YOUR LOGO.

Brochures are FREE to use and were designed with space to add an additional company logo to help industry and educational institutions create a personalized recruitment experience for the communities they serve.

**6**

### EXPAND YOUR TALENT PIPELINE!

Brochures can be shared alongside job postings, offered at recruitment and community events, across social media channels, with school counselors, educators, community partners, and directly with students. Download yours today at [mwdoc.com/weea](http://mwdoc.com/weea).

#### UNA GRAN VIDA COMIENZA CON UNA PROFESIÓN QUE AMAS.

Los trabajadores del agua están al frente de la salud pública y la protección del medio ambiente. Se dedican a proporcionar agua limpia, segura y confiable a hogares, empresas, manufactura, producción de alimentos y más.

**1**

#### Un Servicio Esencial

El agua es vida. Una trayectoria en el sector de agua contribuye a la salud de las personas, el medio ambiente y la economía.

**2**

#### Un Equipo Unido

Los trabajadores del sector de agua son un grupo unificado de profesionales que están comprometidos con un propósito significativo.

**3**

#### Un Futuro Sostenible

Únase a una fuerza laboral que todos los días preserva y protege el recurso natural más preciado de nuestro planeta.



¡Visite [workforwater.org](http://workforwater.org) para obtener más información!

¡SU BÚSQUEDA DE UNA CARRERA PROFESIONAL GRATIFICANTE TERMINA HOY!