If you plan to be in the utility business, you should take this class.

— Educational Program Specialist
Electric utility

willamette.edu/go/utility-management
UTILITY MANAGEMENT CERTIFICATE

Willamette University’s Utility Management Certificate is designed for directors, managers, supervisors and individual contributors who want to expand their industry knowledge and prepare for future utility leadership roles.

The curriculum allows you to:

• Integrate strategy, utility finance, rates and regulation, risk management, customer experience, public policy, and stakeholder relations
• Explore context presented by industry executives
• Learn with peers from different business lines at customer-owned and investor-owned utilities
• Balance classroom learning with real world application
• Explore key issues and emerging trends facing the industry
• Develop long-term utility strategy

All who successfully complete the 10-day program and have at least a bachelor’s degree can earn 4 semester hours of academic credit.

Dates:
Fall 2017 Session  Week 1: Oct. 2-6   Week 2: Nov. 6-10

Attendees: Utility managers and individual contributors from customer-owned and investor-owned electric and gas utilities

Program Application: $5,300 per participant willamette.edu/go/utility-management-app

Location:
Willamette University Portland Center
905 NW 12th Avenue, Suite 110, Portland, Oregon

Contact:
Julie Ryan, 206-329-0424  •  206-299-9405 (fax) utility-mgmt@willamette.edu
PROGRAM CURRICULUM

WEEK 1

Strategy in Today’s Environment — Review challenges and opportunities utilities face in today’s environment. Understand how strategy is developed and how companies implement their strategy. Discuss how operations, financial considerations, customer issues and regulation shape a utility’s strategic plan.

The Utility by the Numbers — Learn about important financial tools for utility managers. Understand the utility’s financial picture: cash flow statement, balance sheet, income statement and capital budget decision-making. Understand how the utility accesses capital markets.

Resource Planning — Learn about the planning and decisional criteria for resource planning, for both conventional and renewable energy resources.

Emerging Trends — Engage with industry leaders in a discussion of emerging industry trends in areas such as renewable energy, energy efficiency, technology and changing workforce.

Executive Presentation Skills — Receive coaching on how to make effective written and verbal presentations. Gain ideas for executive presentation skills, aimed at making impactful presentations as company leaders. The training will help in preparation for the final assignment.

Customer Experience — Review the relationship between a utility and its customers. Focus on customer contact channels as well as changing customer needs.

WEEK 2

Fundamentals of Rate Regulation — Learn about the regulatory process, which differs across regulatory bodies but nonetheless pervades decisions about cost recovery, cost allocation and rate design. Understand long-term integrated resource planning. Participate in a rate-setting exercise in a mock hearing.

Public Policy — Learn how different regulatory processes affect decisions about policy and its impact on the utility. Review how public policy is set, how it affects the utility, and how the utility can influence public policy.

Stakeholder Relations — Broaden understanding of utility stakeholders and learn specific skills to address the challenges facing managers in today’s world.

Effective Leadership — Prepare to lead your organization through change. Focus on internal leadership challenges. Understand personal leadership styles and increase personal effectiveness.

Strategic Plan Presentations — Present a ten-year strategic plan for the utility of the future.

Visit the UMC website for information and application materials willamette.edu/go/utility-management-app
“As leaders we have to keep abreast of trends and understand all aspects of the utility industry. The Utility Management Certificate program effectively trains our leaders through the classroom environment, generating enthusiasm as colleagues talk about the business and gain new perspectives.”

— Career Development Consultant
Natural gas company

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