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, 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 2018 Session   Week 1: Oct. 1-5   Week 2: Nov. 5-9

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

Program Application: $5,500 per participant, or $5,000 per participant in a group of four or more from one organization.
willamette.edu/go/utility-management-app

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

Contact:
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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. Review new market and technology trends impacting power supply costs.

Emerging Trends — Engage with industry leaders in a discussion of emerging industry trends in areas impacting utility operations and utility customers.

Executive Presentation Skills — Receive coaching on how to make effective written and verbal presentations. Gain ideas for executives to make 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 shapes policy around cost recovery, cost allocation, rate design and cost of capital. Participate in a role-playing exercise in a mock rate hearing.

Negotiations and Stakeholder Relations — Refine your negotiation skills and broaden understanding of utility stakeholders. Learn specific skills that will help you in negotiations and working with stakeholders.

Smart Cities — Explore innovative concepts that are being considered by cities to enhance quality of life, increase safety and reduce carbon footprint in urban areas. Consider how utilities can fit within this broader scope and can be active participants in the process.

Effective Leadership — Prepare to lead your organization through change. Focus on ethical leadership challenges. Discuss different leadership styles and increase your 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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