

A photograph of a modern, multi-story building with a glass facade, surrounded by lush green trees and a rooftop garden area. The building is the central focus, with other buildings visible in the background under a clear blue sky.

Utility Management Certificate

UTILITY MANAGEMENT CERTIFICATE

Willamette University's **Utility Management Certificate (UMC)** is specifically designed for aspiring managers and managers like you to expand your industry knowledge and prepare for future utility leadership roles. You will engage with industry experts and university professors in emerging industry trends impacting utility operations and utility customers. You will also work with professional trainers to hone your leadership skills.

willamette.edu/go/utility-management



IN THIS CERTIFICATE PROGRAM YOU WILL

- Explore key issues and emerging trends facing the industry
- Learn from and network with industry experts
- Learn with peers from different business lines at customer-owned and investor-owned utilities
- Learn how to develop long-term utility strategy
- Learn how to integrate strategy, utility finance, rates and regulation, customer experience, and stakeholder relations
- Apply classroom learning to work settings
- Apply to receive 4 hours of graduate school credit

LOCATION

WILLAMETTE UNIVERSITY PORTLAND CENTER
200 SW Market Street, Suite 101, Portland, OR 97201

JULIE RYAN

Program Director
utility-mgmt@willamette.edu
206-329-0424

KRISTEN ISERI

Director, Executive Development Center
edc@willamette.edu
503-370-6791

FALL 2023 SESSION

WEEK 1: OCTOBER 16 - 20, 2023

WEEK 2: NOVEMBER 13 -17, 2023

TUITION - \$ 5,975

for the program includes:

- Registration fees
- Books and materials
- Welcome reception
- Catered breakfast, lunch, and snacks daily

Note: Tuition for Fall 2023 is \$5,975 per participant or \$5,475 per participant for a company sending four or more employees.

**REGISTER
TODAY!**



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

MORE INFO AT willamette.edu/go/utility-management



PROGRAM CURRICULUM

WEEK 1

Emerging Trends and Utility Strategy

- Examine challenges and opportunities utilities face in today's environment.
- Understand how strategy is developed and implemented.
- Explore how operational issues, financial considerations, customer issues and regulations shape strategic plans.

Utility by the Numbers - Understanding Financial Drivers

- Review the financial issues driving budgeting, cost recovery, cash flow and investing in capital projects.
- Understand what financial metrics and analysis are used to compare and contrast investment opportunities.
- Review the financial drivers to rate design.
- Learn what investors consider when making debt and equity investments in utilities.

Energy Resources in Transition

- Learn about the planning and decision criteria for resource planning for both conventional and renewable energy resources.
- Review new market and technology trends impacting natural gas and power supply.

Executive Presentation Skills

- Receive coaching on making effective written and verbal presentations.
- Learn how to make impactful executive presentations as company leaders.

Customer Engagement

- Review the relationship between a utility and its customers with focus on customer contact channels as well as changing customer needs.



PROGRAM CURRICULUM

WEEK 2

Fundamentals of Rate Regulation

- Learn about the regulatory process that shapes policy around cost recovery, cost allocation, rate design and cost capital.
- Participate in a role-playing exercise in a mock rate hearing.

Negotiations and Stakeholder Relations

- Refine your negotiation skills.
- Gain specific skills that will help you negotiate effectively on behalf of your organization.
- Use your skills to work effectively with people in your network and with stakeholders.

Effective Leadership

- The utility industry is rapidly changing, learn to lead your organization through change in an evolving environment.
- Understand your leadership style and how to be an effective leader in an increasingly complex and diverse workplace.

Strategic Plan Presentations

- Present a 5-year strategic plan.



“Everyone learned a lot in the program again this year and bonded as a cohort. Thank you for all you do to grow leaders for our industry and our region.”

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