Utility Management Certificate

FALL 2020 SESSION

→ willamette.edu/mba

Willamette University
Atkinson Graduate School of Management
Executive Development Center
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UTILITY MANAGEMENT CERTIFICATE
Willamette University’s Utility Management Certificate (UMC) is designed for directors, managers, supervisors and individual contributors who want to expand their industry knowledge and prepare for future utility leadership roles. Participants will engage with industry leaders on emerging industry trends in areas impacting utility operations and utility customers while working with professors and professional trainers to hone leadership skills.

“If you plan to be in the utility business, you should take this class.”
— Educational Program Specialist Electric utility

THE CURRICULUM ALLOWS YOU TO:
• Integrate strategy, utility finance, rates and regulation, customer experience, public policy and stakeholder relations
• Explore content presented by industry leaders
• 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.

FALL 2020 SESSION
WEEK 1: OCT. 5-9, WEEK 2: NOV. 2-6
Attendees
Utility professionals from customer-owned and investor-owned electric and gas utilities

Tuition
$5,900 per participant, or $5,375 per participant for groups of 4 or more from an organization

Apply
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

willamette.edu/go/utility-management
Program Curriculum

**WEEK 1**

**Emerging Trends and Utility Strategy**
Review challenges and opportunities utilities face in today’s environment. Understand how strategy is developed and how companies implement their strategy. Explore how operational issues, financial considerations, customer issues and regulation shape a utility’s strategic plan.

**The Utility by the Numbers**
Understand the utility’s 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 decisional 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 how to make effective written and verbal presentations. Gain ideas to make impactful executive presentations as company leaders. The training will help in preparation for the final assignment.

**Customer Engagement**
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 that 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**
Refine your negotiation skills. Learn specific skills that will help you negotiate effectively on behalf of your organization.

**Networking and Stakeholder Relations**
Think differently about your network and understand the value of strong stakeholder relations. Use your skills to work effectively with people within 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 effective in an increasingly complex and diverse workplace.

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

“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

Visit the UMC website for information and application materials 
willamette.edu/go/utility-management-app