



# Attracting Human Energy by Highlighting Concern for the Environment

Eve Sprunt  
March 24, 2009

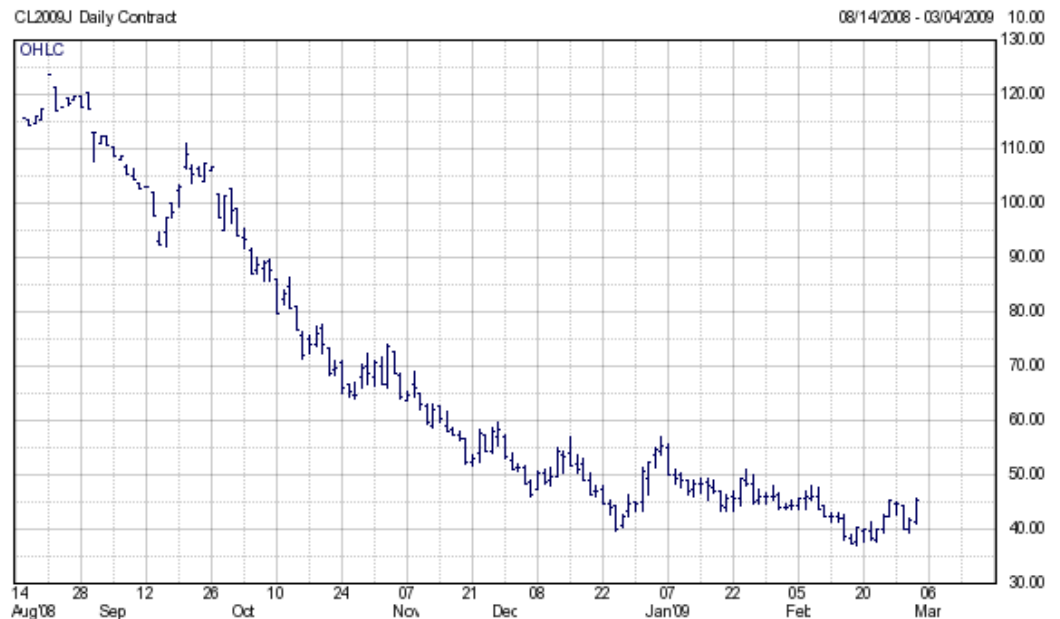


# Dow Jones Index and Crude Oil Price Sept 08 - March 09



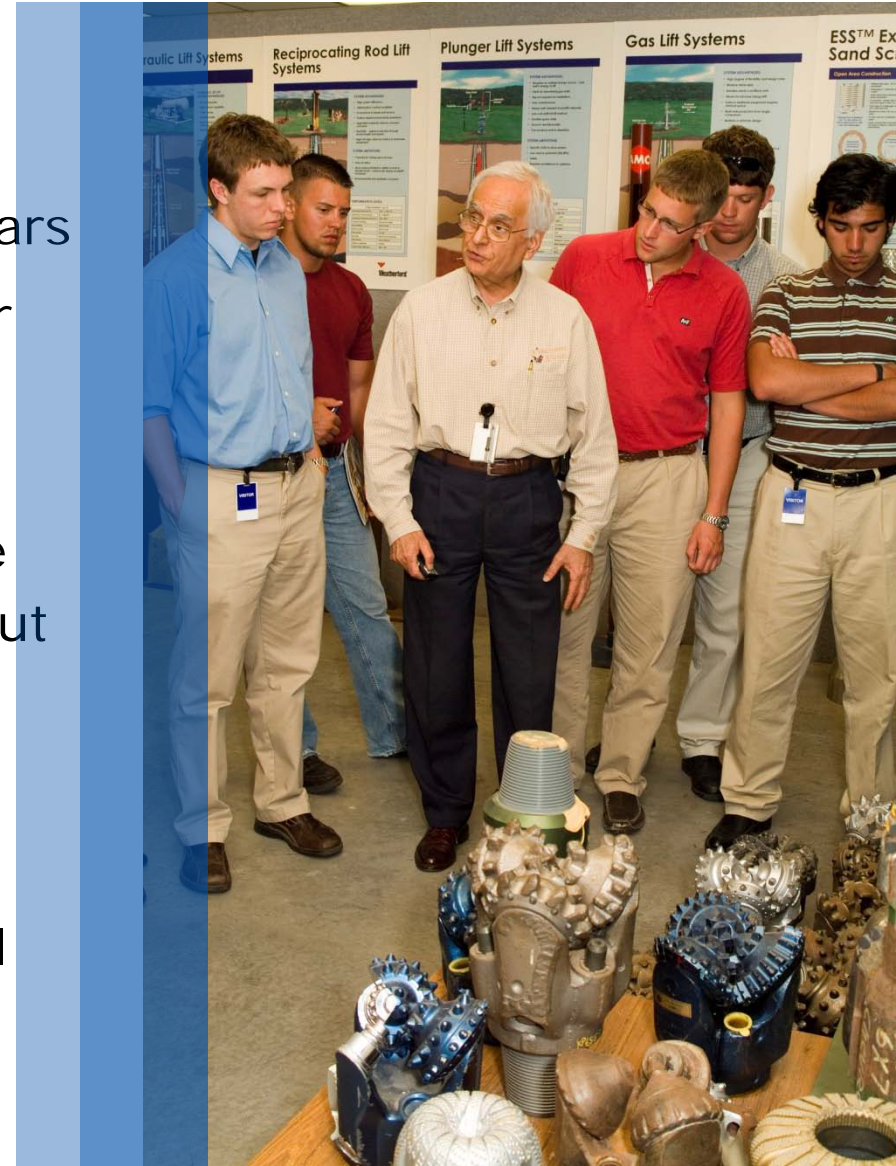
Dow Jones  
Index

Crude Oil  
Prices

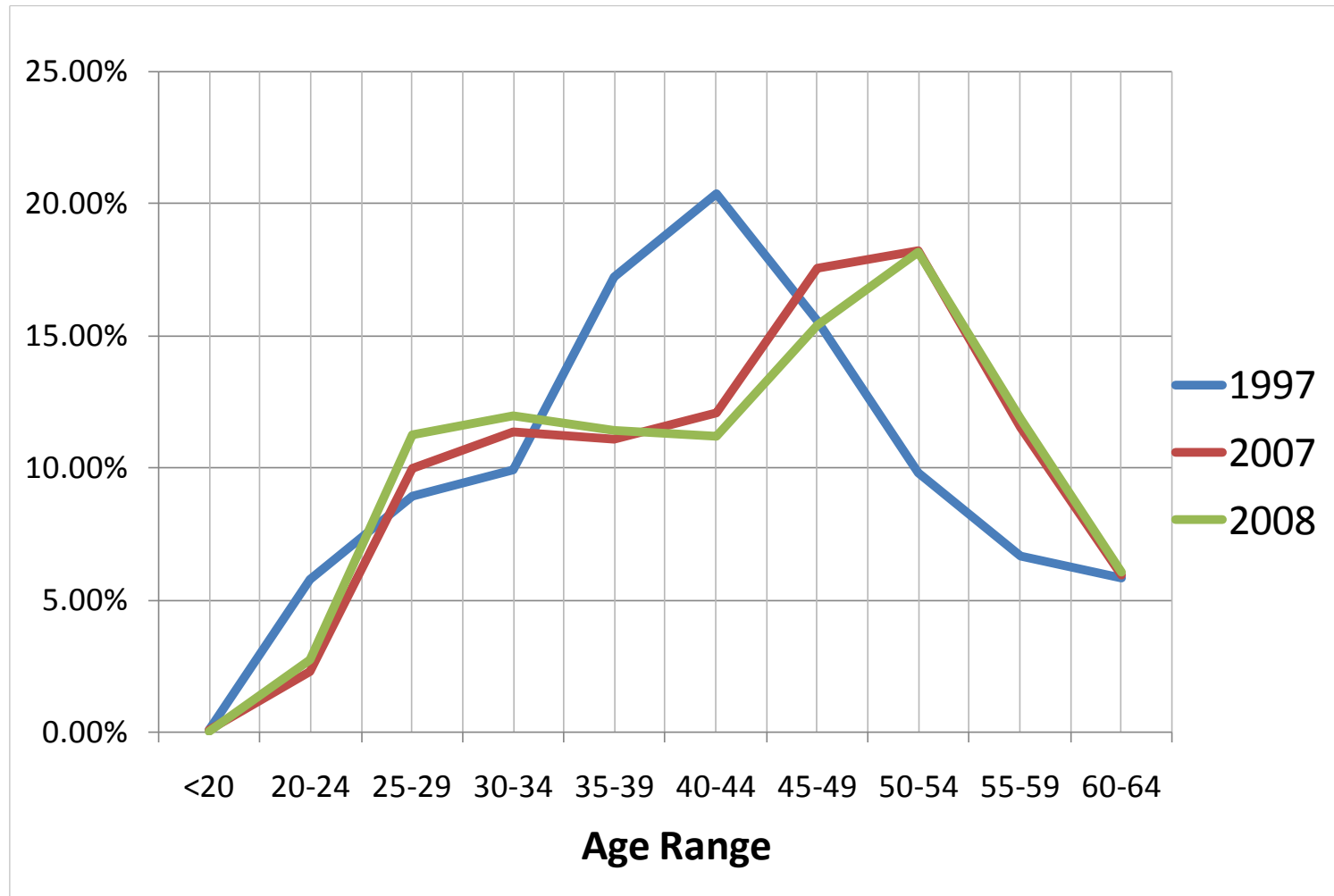


# Current Industry Situation

- Still have a large fraction of the workforce that will be reaching retirement age in the next ten years
- People may be retiring at an older age, because of losses in their retirement savings.
- New graduates will continue to be hired to address demographics, but at a lower rate.
- Experienced hiring will be greatly reduced.
- Long “apprenticeship” period until someone is a fully qualified professional



# SPE Membership





# Students' World

Economy means that finding a job in almost all disciplines will be very difficult.

Cleantech jobs are highly desirable

Oil industry still suffers from image issues

- Climate change & other environmental
- Social responsibility
- Sunset industry

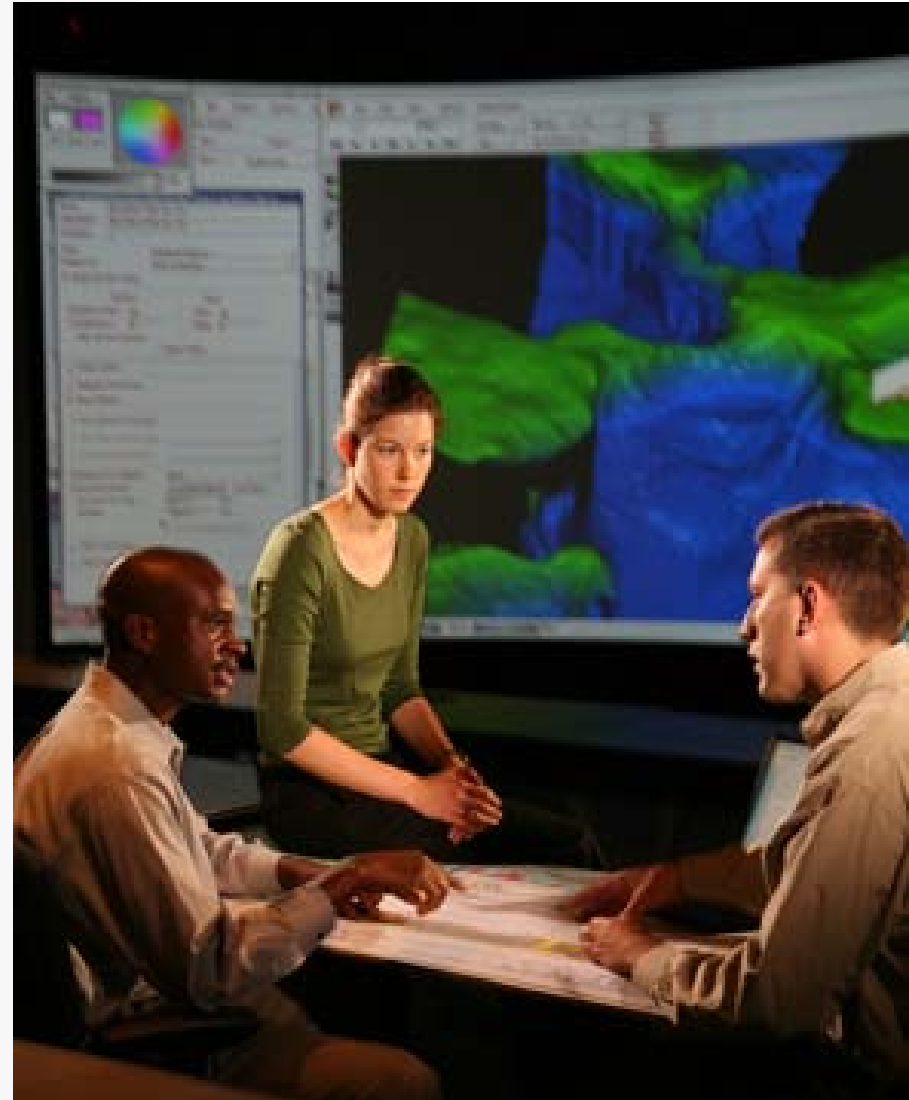


# Petrotech Hires

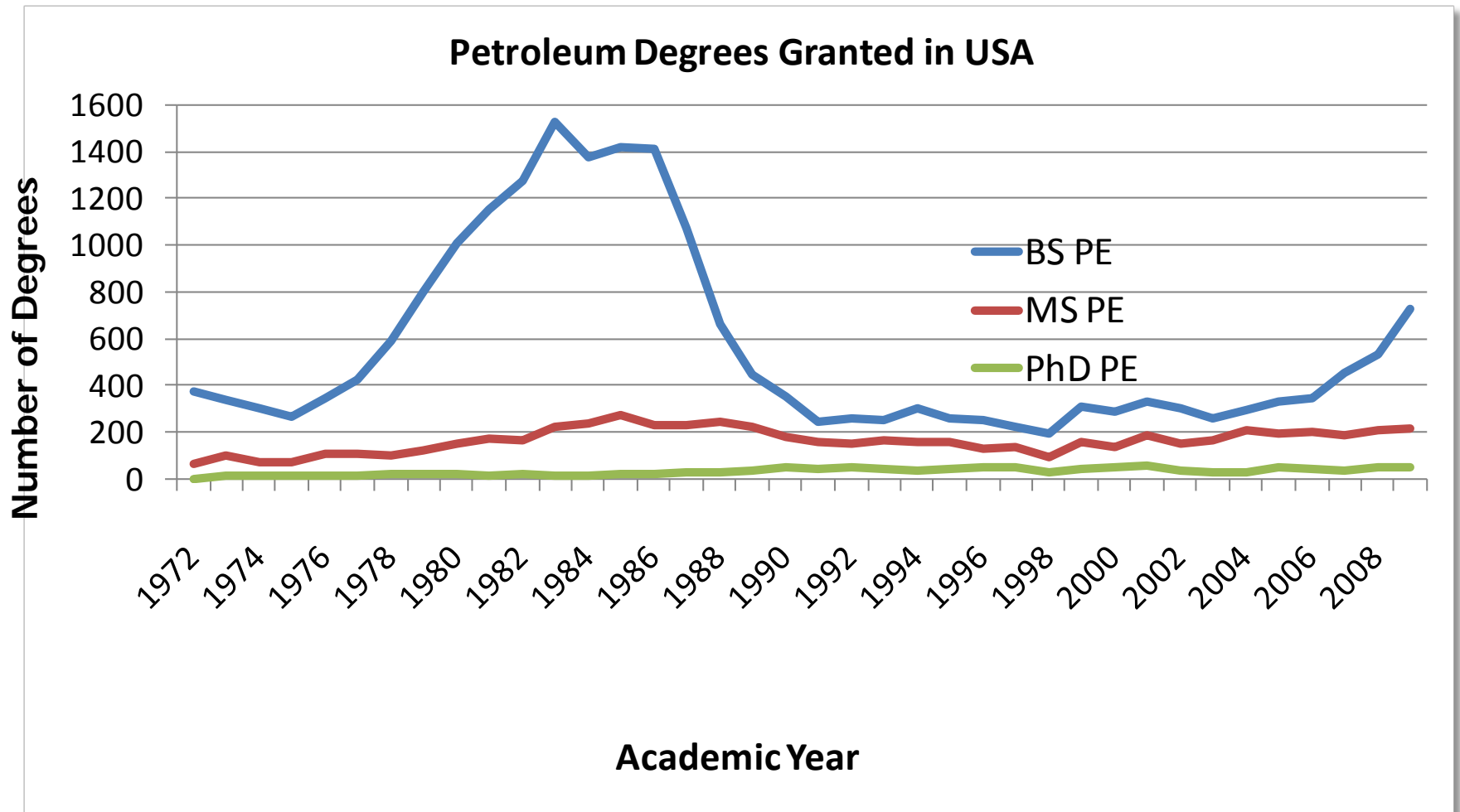
Petroleum Engineers decide on an industry when they pick their major  
Enrollments responded to increased hiring, but not as dramatically as in the last boom

Geology enrollments are flat yet still able to meet demand

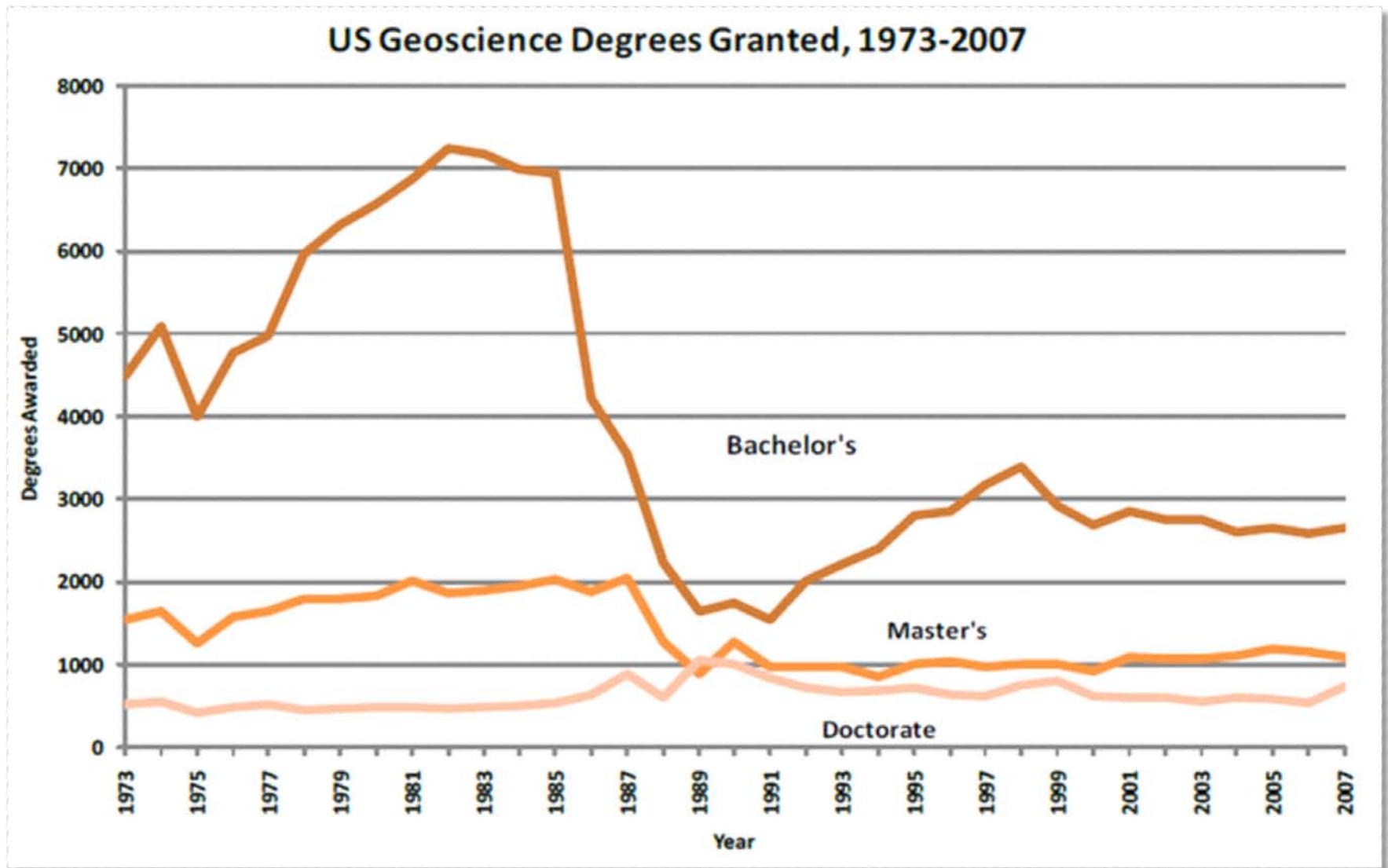
- Geologists have other alternatives besides the oil industry
- Geology departments are broadening the discipline to Earth and Environmental and/or Earth Systems
- Need to ensure continued training in traditional petroleum geology



# Petroleum Engineering Enrollment



# Geology Enrollment Data

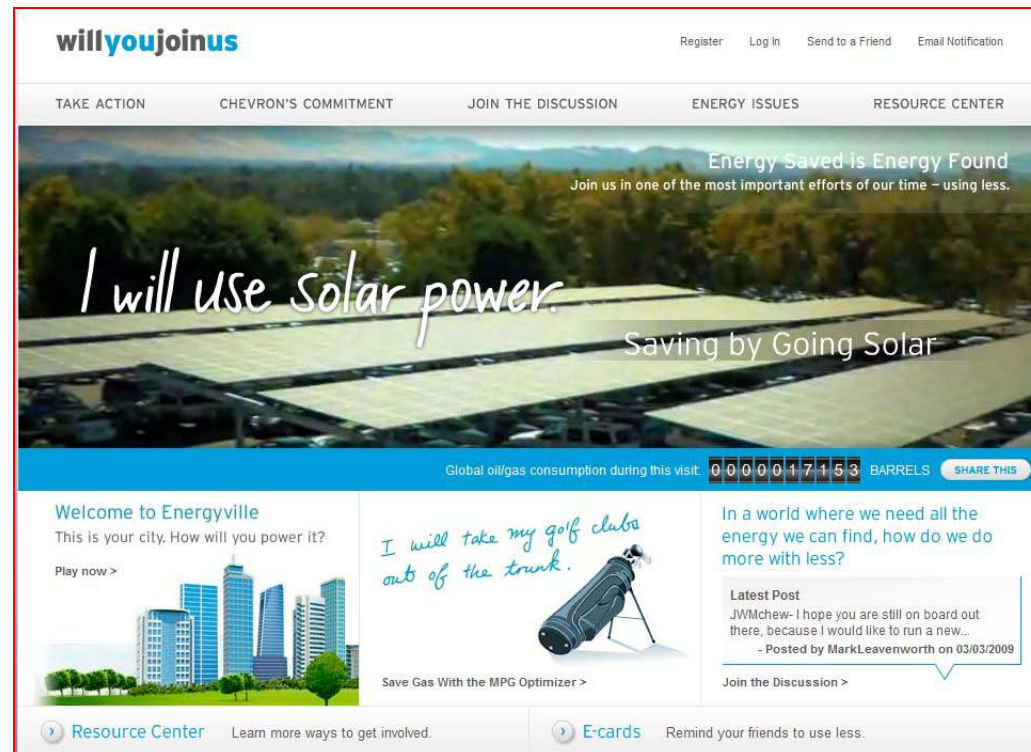




# Selling a Petroleum Industry Career to Students

Company and industry image ad themes – Vital energy supply and challenges of replacement

- More than 3.5 million visitors to the “Will You Join Us” Web site
- More than 1 million since “I will” campaign was launched
- Keywords driving to willyoujoinus.com from search:
  - natural resources
  - wind power
  - hybrid cars & recycle
  - global warming
- 12,500 joined the discussion; 74% asked to receive more communications
- Energyville game – almost 600,000 visits to the program to date



# Selling a Petroleum Industry Career to Students

- We incorporate environmental concerns into everything we do
- Our corporate conservation and alternative energy efforts
  - In California alone over 4000 employees commute in car pools, van pools riding bicycles, using public transit, etc.- not individually
  - At Chevron's largest US office in Houston, more than 60% of employees use van pools, ride bikes and find other ways to get to and from work more efficiently.
- Chevron Energy Solutions helps others to be more energy efficient and to implement renewable energy solutions
- LEED certification (Leadership in Energy and Environmental Design) – New HQ for Gulf of Mexico business unit is first LEED gold certified building in Louisiana.
- Company culture and work-life balance
- Multiple career paths



# SPE Survey

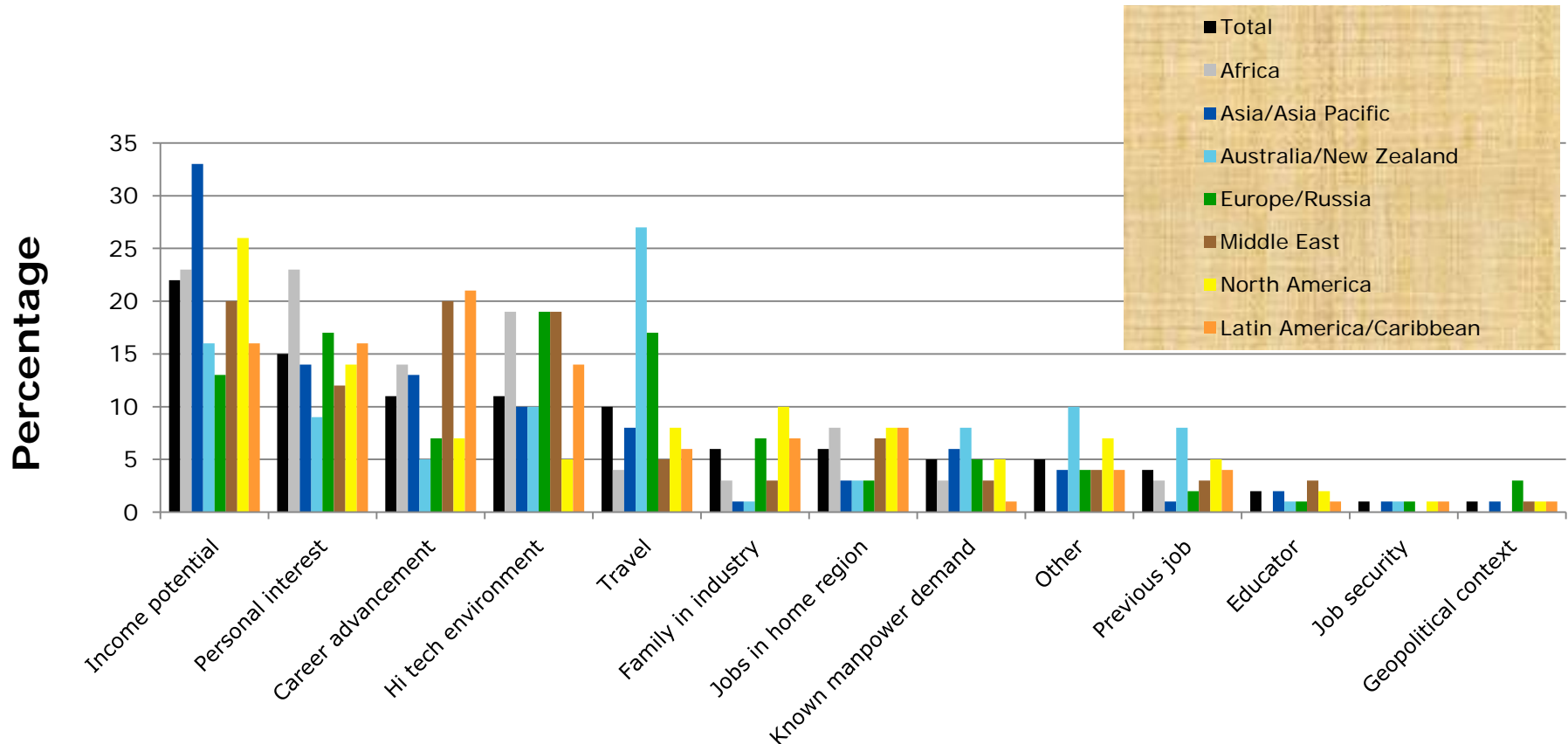
- Feb – March 2008
- Members less than 35 years old
- Not students
- 19.3% responded – 1711 people
- Published January 2009 JPT



# SPE Talent Council

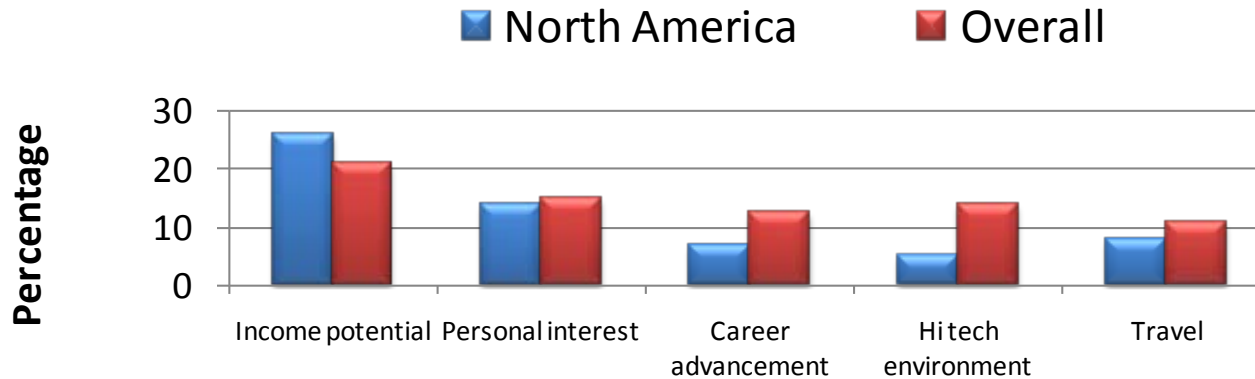
## Why People Joined the Industry

### Attraction Factors

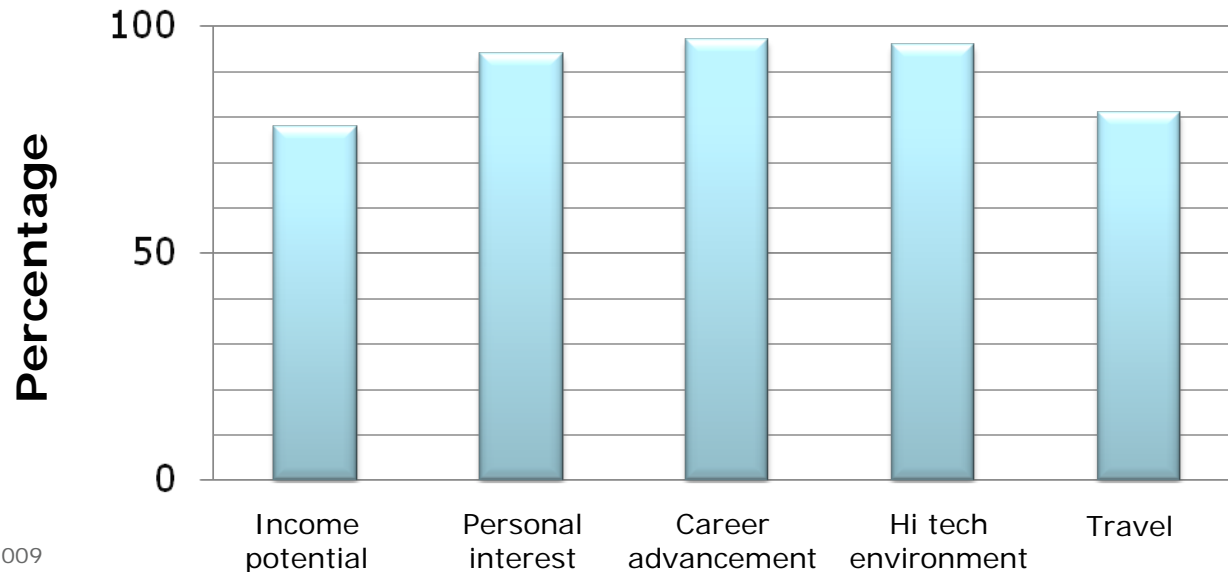


From: Sprunt, Eve S., Monique Simon, Steve Thorness and Paul Musson, "Increasing and Enhancing the Supply of Petroleum Industry Talent," **Journal of Petroleum Technology**, v. 61, No. 1, pp78 – 79, January 2009.

# Satisfaction



What  
attracted  
them?



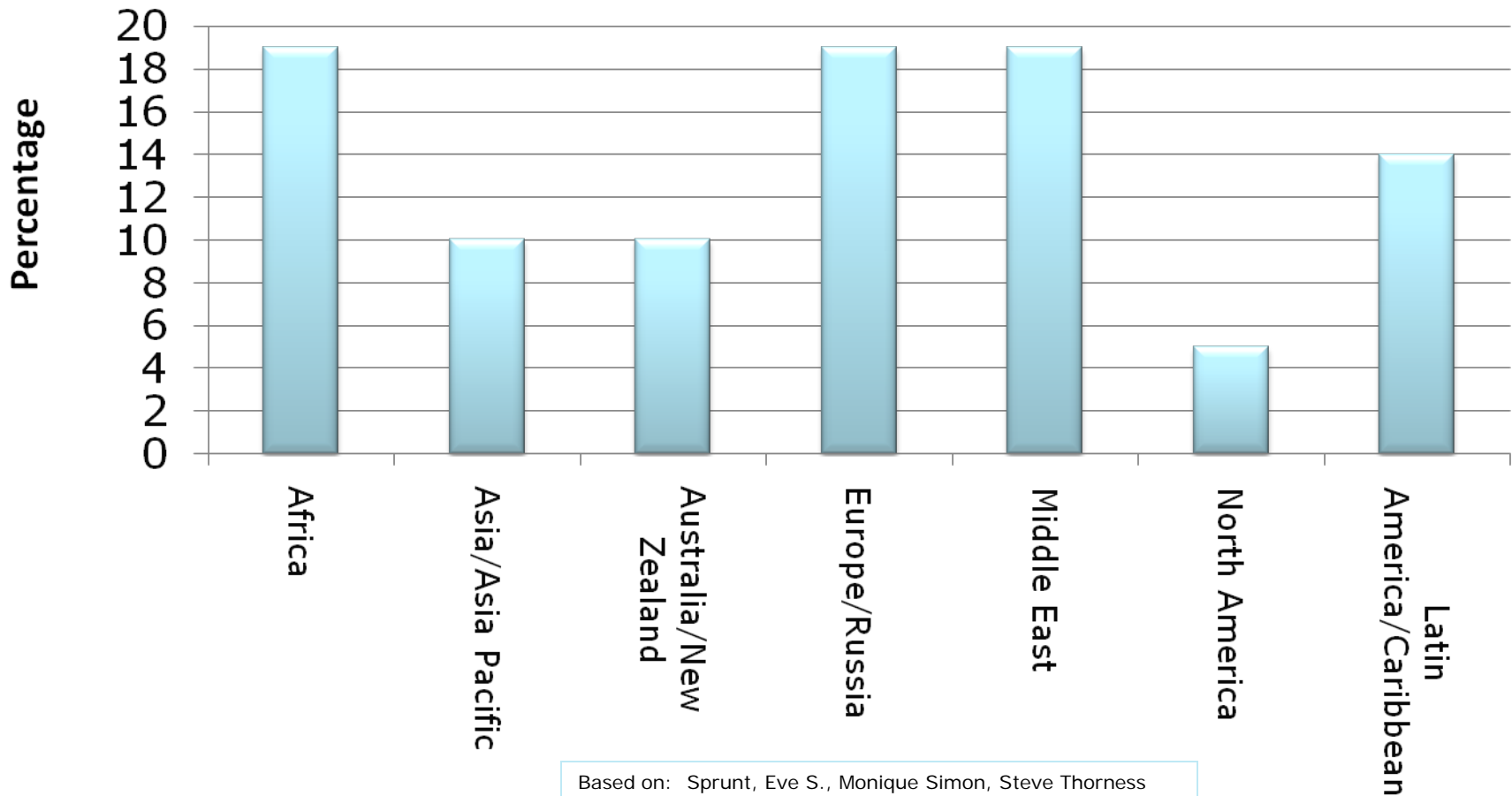
How  
satisfied  
they are  
now with  
their choice?

Based on: Sprunt, Eve S.,  
Monique Simon, Steve  
Thorness and Paul Musson,  
"Increasing and Enhancing the  
Supply of Petroleum Industry  
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# High Tech Environment

## Hi tech environment



Based on: Sprunt, Eve S., Monique Simon, Steve Thorness and Paul Musson, "Increasing and Enhancing the Supply of Petroleum Industry Talent," **Journal of Petroleum Technology**, v. 61, No. 1, pp78 – 79, January 2009.

# Conclusions

Promote aspects of petroleum industry that remain fixed through business cycles – hi tech industry

In a highly competitive hiring market, we can meet hiring targets with

- A good corporate reputation
- Environmental and social responsibility



# Backups

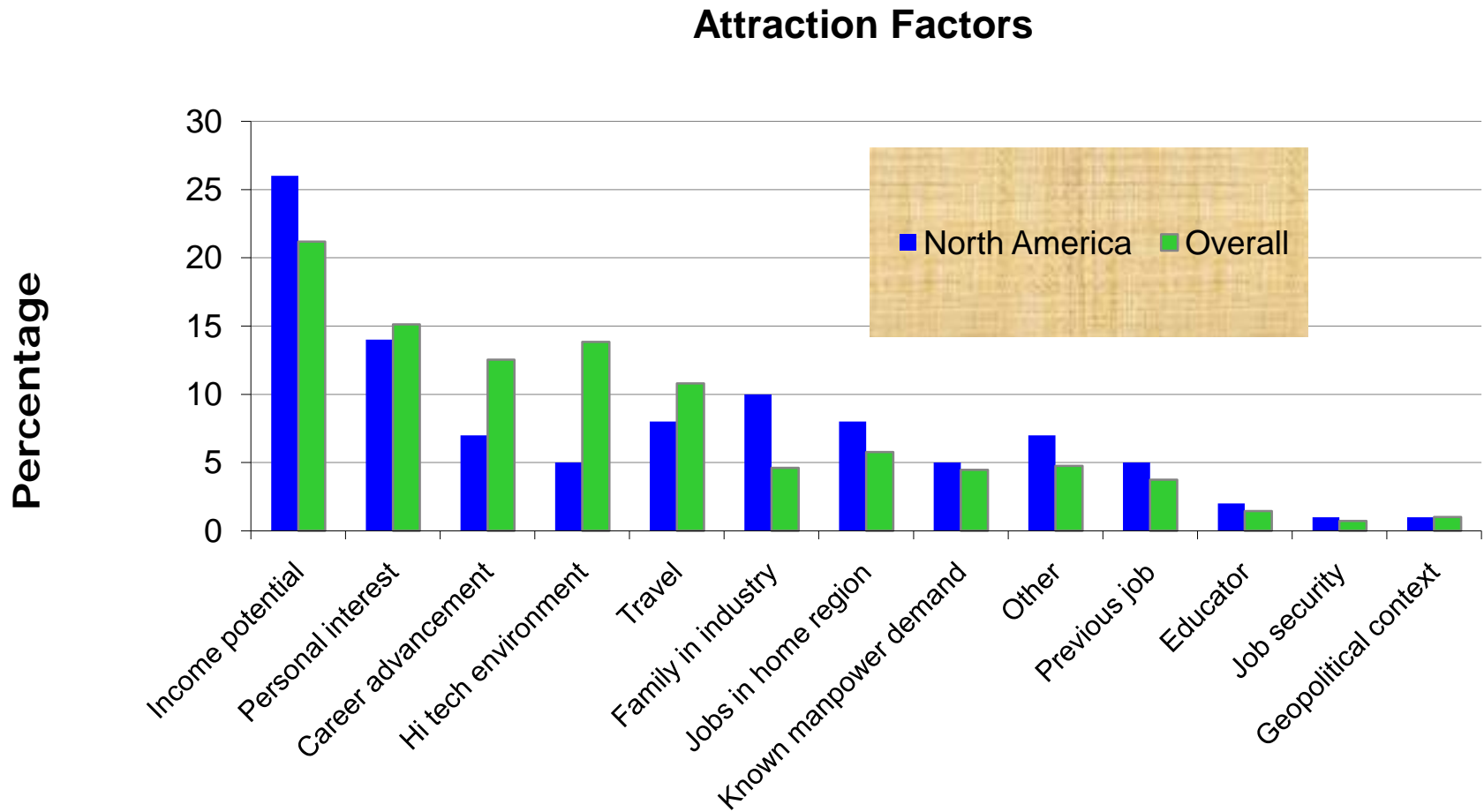
# SPE Study - Why people joined industry

Was the reason attracted still valid?

- Overall 84% yes
- Earning potential 78%
- **Personal interest in field 94%** (robust in downturn)
- Opportunity for career advancement 97% (satisfaction factor will probably drop in downturn)
- **Opportunity to work in hi tech environment 96%** (robust in downturn)
- Opportunity to travel 81%



# Attracted to Industry



Based on: Sprunt, Eve S., Monique Simon, Steve Thorness and Paul Musson, "Increasing and Enhancing the Supply of Petroleum Industry Talent," **Journal of Petroleum Technology**, v. 61, No. 1, pp78 – 79, January 2009.



# SPE Membership

