



# MDAP: POWERED BY DIVERSITY

## PY2022 MARKET DEVELOPMENT ACTION PLAN TEAM MISSION

For the last 4 years, Leidos, Ameren Illinois, and Leidos' channel partners ("MDAP Team") have diligently worked at fully integrating the Market Development Initiative concepts into every facet of the Implementation Portfolio by utilizing the strategies and tactics outlined in the PY2018 – PY2021 Market Development Action Plan Document. This Market Development Action Plan document was originally comprised in PY2018 by Leidos and our channel partners and contained several innovative concepts and out-of-the box approaches for every Program, Initiative, and effort throughout the Implementation Portfolio.

In PY2022, Leidos will begin this process again with a "melding of the minds" and will once again call together Leidos and our channel partners in the first quarter of 2022 to brainstorm innovative ground-breaking ideas to be implemented into the Implementation Portfolio. To go a step further, Leidos and our channel partners will meet on a quarterly basis to review these approaches and report on progress utilizing the template provided below. Once these concept templates are submitted to Leidos, Leidos will schedule this meeting to discuss the submitted concepts, and the MDAP Team will collectively decide on what approaches are details within the PY2022 Ameren Illinois EE Implementation Portfolio Market Development Action Plan Document.

Furthermore, in the last cycle, several new efforts were implemented in the areas of diverse procurement, diverse workforce and diverse spend reporting, that have been further detailed within this guide along with Leidos' expectations of our channel partners in assisting not only Leidos but Ameren Illinois with achieving all goals set for the Ameren Illinois Energy Efficiency Portfolio.

## DIVERSE PROCUREMENT & SPEND

One of the goals of the Market Development Initiative is to develop best-in-class models to engage diverse and economically challenged communities, businesses and individuals through energy efficiency (EE) investments. It's imperative that both Leidos and our partners adopt this same mentality.

Leidos fully embraces these goals and is committed to emphasizing this to all of our channel partners throughout the Implementation Portfolio. In addition, Leidos understands the importance of selecting diverse subcontractors to assist them in the implementation of the Portfolio and requests all Leidos channel partners adopt this mindset.

To assist with this effort, Ameren Illinois has contracted a Diverse Procurement contractor that will assist Leidos and all of our channel partners in locating Diverse Business Enterprises to maximize opportunities for DBE's, and in return contributing to the Ameren Illinois Energy Efficiency Diverse Spend Goal.

A DBE refers to a business that is majority owned by a "disadvantaged" member of the population, (i.e., women, minority (Black, Hispanic, Native American, and Asian-Pacific), veteran, disabled, and/or LGBTQ).

It is imperative that all Leidos channel partners understand the importance of utilizing diverse suppliers for any efforts they subcontract along with reporting their T&M Diverse Spend monthly utilizing Salesforce Chatter to the Ameren Illinois Diverse Procurement contractor. In addition, all Leidos partners understand the importance of complying with all requests from the Diverse Procurement contractor and commits to being timely in their communication responses surrounding any questions or requests the Ameren Illinois Procurement contractor may ask.

To fully solidify Leidos' full embracement with these efforts, the following will be mandatory diverse reporting requirements that Leidos will implement with all of our channel partners in PY2022:

- ✚ Channel partner monthly diverse spend submitted in Salesforce Chatter to track all diverse spend
- ✚ Bi-Yearly procurements logs submitted in Salesforce Chatter to identify any non-diverse spend opportunities to shift to diverse suppliers
- ✚ Communication requirements surrounding quarterly one-on-one channel partner meetings with Ameren Illinois Diverse Procurement contractor
- ✚ Quarterly MDAP Concept progress reporting and meeting attendance
- ✚ Quarterly Talent Sharing and Workforce Diversity reporting

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## TALENT SHARING PROGRAM

In PY2021, Leidos in partnership with Walker-Miller (Current Ameren Illinois Diverse Procurement contractor) implemented the EE Portfolio Talent Sharing Program. The objective of this program was to develop and leverage a diverse and inclusive talent pool for Leidos and our channel partners to utilize. Since its inception, this program has supported the entire portfolio's hiring strategies in support by Ameren Illinois. Due to several of the human resource factors that attribute to participation in this program, involvement has been optional and not a mandatory requirement with an elect in feature. To start this effort, the team started with one question, "What are the top 3 steps the Portfolio can take to improve and diversify the energy efficient talent pool?" After several discussions, the team came up with three main areas for the Portfolio to target and implemented the following solutions:

- ✚ Improve Accessibility by centralizing job postings
- ✚ Increase awareness by educating applicants on the energy efficiency field
- ✚ Create systems and accountability by providing resources for both applicants and hiring managers

### **Implemented Solutions**

- ✚ Weekly, Portfolio partners send all open job postings to Leidos.
  - Once all job postings are received, Leidos compiles a spreadsheet and distributes to Ameren Illinois point of contact
  - Once received, Ameren Illinois sends all open positions are sent to the Springfield Urban League Job Board
- ✚ Recommendations to post job openings to centralized websites like AABE
- ✚ Share qualified talent that could fit elsewhere across the Portfolio

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- A Salesforce Chatter group was created for any Portfolio partner that has elected into this program, the ability to upload qualified candidates and/or download resumes for open positions
  - Partners must include in writing the candidates' consent to share their resume with other Portfolio partners

***In PY2022, the Talent Sharing Program will expand its mission and capabilities to include the following:***

- ✚ Establishment of a hiring baseline to track all efforts and outcomes surrounding the effort
- ✚ Standardization of all job descriptions and job postings to be more inclusive to EE Portfolio candidates
- ✚ Best practice sharing with Leidos channel partners in posting equitable job descriptions
- ✚ Implement the utilization of a cross Portfolio standardized document that will be completed for each candidate that is awarded the position, and if not diverse, identify what skills, competencies, etc. we're lacking to help the Portfolio better tailor trainings, seminars, educational requirements, etc.
- ✚ Recommend the addition of a diversity & inclusion statement on channel partner company websites
- ✚ Evaluate hiring requirements for all position levels, and remove any that are unnecessary based on the roles and responsibilities of the job positing
- ✚ Schedule quarterly meetings with Portfolio channel partners to identify any barriers they may be experiencing, and discuss as a group how to overcome them
- ✚ Recommend specific strategies for engaging and drawing in diverse candidates to apply for open positions
- ✚ Glean recommendations from experts in this area

*To opt-in to the Portfolio Talent Sharing Program, please send an email to Katie Miller ([kmiller5@ameren.com](mailto:kmiller5@ameren.com)) and Marcia King ([mking3@ameren.com](mailto:mking3@ameren.com)) and Leidos will reach out regarding the next steps.*

## PY2022 MDAP CONCEPT SUBMISSION TEMPLATE

Channel Partner Name: \_\_\_\_\_

Channel Partner Main Initiative(s): \_\_\_\_\_

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Initiative Concept Applies to: \_\_\_\_\_

Details Surrounding Concept: \_\_\_\_\_

Estimated Implementation Time: \_\_\_\_\_

Associated Budget: \_\_\_\_\_

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Details Surrounding Concept: \_\_\_\_\_

Estimated Implementation Time: \_\_\_\_\_

Associated Budget: \_\_\_\_\_