

# 2021

## CASE STUDY

American Electric Power: Veteran's Day Event



**AMERICAN  
ELECTRIC  
POWER**



Veterans **in Energy**

## THE SITUATION



American Electric Power had **over 500 employees** attend the first virtual Veterans Day event

The area of focus is hosting the first virtual Veterans Day event, considering the COVID-19 guidelines. Prior to the COVID pandemic, we had separate OPCOs and even more locations that may or may not celebrate Vets Day. In addition, we have four distinct business units (Transmission, Generation, Distribution and Supply Chain). As a result, there was no consistency or sense of appreciation for our Vets. Teams were decentralized, met infrequently and the AEP MVERG recognized this and took on the task to solve.

The significance of the event required some creativity, with multiple options. There were several options tabled for discussion:

1. Do Nothing
2. Continue as is
3. Let each OPCO do their own celebration
4. Paradigm shift, embrace the current situation and make it virtual.

## THE SOLUTION



- No outside speaker as in years past
- Allowing individuals to have key speaking roles and speaking from the heart
- Hit head on some of the civil and social unrest by underscoring the role military vets can play in an organization
- Sought volunteers for assistance in preparation and planning of the event
- Accommodated schedules and put placeholder date in early
- Executive buy-in and support right from the jump across the organization not just C-Suite
- Engaged Corporate Communications
- Sought support from HR and D&I
- Required 4-month advance planning
- Tech support from IT to ensure virtual event did not have any issues
- ERG Leads were engaged and invited
- Outline format, time-boxed and created a template for future celebrations
- Provided recognition pins/CEO letters for Vets
- Missing Soldier Recognition



**AEP chose collectively to go with option 4:**

**Paradigm shift, embrace the current situation and make it virtual**

## RESULTS & BENEFITS

**500+**

Employee's attend event

**Increased**

Retention and Outreach

**Technology**

Enhanced capabilities to  
host multiple employees



### **Virtual Event was a hit!**

The overall results and benefits sought after for the event was to be more inclusive and advertise participation across AEP system. We had over 500 employees attend the first virtual Veterans Day event. The executive sponsorship provided the leadership and guidance that ushered in a successful experience. AEP Military Veterans Employee Resource Group (MVERG) invited other ERGs and continually seek a collaborative platform that produces high payoff achievements. Technology certainly enhanced MVERG's capability to host multiple employees in a virtual setting. We have increased our military outreach, recruitment, and retention.

# COMPANY PROFILE



Merging military backgrounds, leadership experience, and a commitment to veterans helping veterans, VIE has identified three areas of focus:



**Veterans in Energy**

Veterans in Energy (VIE) provides transition, retention and professional development support to military veterans. The energy industry has a long history of employing military veterans because they have training and skills that match those required for technical, engineering, support and leadership positions in energy companies.

Through education and networking, VIE is focused on working with energy companies to improve the working environment, career development, and quality of life for military veterans and spouses working in the energy industry.



**Networking:** Understanding the support of one veteran to another, VIE works to connect military veteran employees for the purpose of leadership growth and professional development.



**Leadership:** Providing leadership training and opportunities at state, regional, and national levels.



**Corporate support:** Working with energy companies nationwide to create and implement Employee Resource Groups (ERGs) and professional development opportunities for their employees.



**Partnerships**

