

CASESTUDY

ALYESKA PIPELINE'S COMMITMENT TO HR CERTIFICATION REINFORCES ITS STRATEGIC DIRECTION AND SUCCESS.

COMPANY PROFILE

Alyeska Pipeline Service Company was created to design, build, operate and maintain the 800-mile Trans Alaska Pipeline System. The pipeline provides about 16 percent of the nation's domestic oil supply. Alyeska employs some 1,800 employees and contractors.



"ALYESKA'S CERTIFIED HR PROFESSIONALS ARE ARMED WITH THE LATEST KNOWLEDGE AND PREPARED TO MEET ALYESKA'S SPECIALIZED STAFFING NEEDS DURING THE NEXT 30 YEARS."

Kristi Acuff, SPHR, Senior Vice President,
Employee and External Relations

CHALLENGE

POSITION HR TO MEET GOALS SET IN ALYESKA'S 30-YEAR STAFFING PLAN.

The oil industry faces special challenges when it comes to recruiting and retaining employees. There is competition to fill many specialized positions that call for highly qualified and technically trained candidates. The challenge of filling these positions cannot be ignored or avoided: With today's demands for petroleum products, leaving a position unfilled presents resource challenges. And the potential risk to employee safety and to the environment escalates if jobs are not properly staffed.

Alyeska values the role that its HR team plays in addressing these staffing challenges. HR is charged with assembling and overseeing a staffing plan addressing the next 30 years. This task requires forward-thinking from HR, as well as a strong knowledge base and motivated professionals.

SOLUTION

PROMOTE HR CERTIFICATION TO SUPPORT SUCCESSFUL DELIVERY OF ALYESKA'S 30-YEAR STAFFING PLAN.

Alyeska recently marked 30 years of safe, successful and historic operations in Alaska. Looking ahead, the HR team developed a 30-year staffing plan to meet future workforce needs. Developing and implementing this plan required an HR team prepared to work across the organization to perform skills capability reviews and assess and anticipate talent needs. The team then needed to work globally to implement successful recruitment tactics.

For this important job, employees with certification were critical to success. Alyeska values the HR certification as evidence of an employee's mastery of HR knowledge and an ability to take a strategic, informed and broad-minded approach.

RESULTS

INCREASED HR MASTERY PREPARES ALYESKA FOR THE NEXT 30 YEARS.

Nearly all of the professionals working in Employee Relations and Compensation have HR certification or are on a path toward securing it. Those who have gone through the certification process have found the challenge relevant to their everyday work and have moved forward from the experience feeling professionally confident and credible, with the tools necessary to take on projects like the 30-year staffing plan.

"Preparing for the PHR gave me a great opportunity to expand my knowledge," said Jessica Anderson, PHR, an HR generalist for Alyeska. "We all have some areas that we are stronger and weaker in, but because the PHR requires a comprehensive HR knowledge base, my understanding is now more balanced. I feel confident that I have the technical skills required to address any staffing issues or challenges facing my organization."

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