As part of our work to promote workforce development in the fuel and petrochemical industries, AFPM has teamed up with EdVenture Partners to stage a student-based recruitment challenge and highlight the amazing opportunities our industries can provide to graduates at all levels - and this year's AFPM Recruitment Challenge winner is Texas A&M University!

The Aggies took first place after giving their presentation, *Refine Your Career*, to our judging panel of industry experts at the Recruitment Challenge final in Houston on May 1st, beating out strong competition from runners-up The University of New Mexico and third-placed Lone Star College - Kingwood, who won last year's event.

As part of this year's competition, each team also had to produce a short video highlighting the career opportunities within the fuel and petrochemical industries. The Texas A&M team's entry is below, which showed that from a GED to a PhD, there's a place for you:

AFPM Vice President of Petrochemicals Melissa Hockstad said that Millennials are critical to the future of these industries, adding that "we have learned directly from this group on how to reach them, what they're interested in, and more."

She further added, "But this competition wasn't just a learning experience for the students, everyone involved, including the team mentors, walked away from this exercise with a greater knowledge on how to effectively communicate with what is now our nation's largest generation and an important part of our industries' future."

The goal of the competition is to provide college students with real world experience in creating, implementing and presenting a comprehensive outreach campaign to positively improve the perception of the fuel and petrochemical industries and to educate their communities of career opportunities within the industries.

College students from ten campuses around the country originally competed in the challenge to develop and implement an outreach and marketing campaign designed to focus on two primary goals: positively improve the perception of the fuel and petrochemical industries by promoting the benefits our products provide; and increase awareness and interest in our industries and the range of career opportunities offered. Each campaign highlighted the benefits available through a career in the industries and the rising need for skilled craft professionals. An important change in the program this year from last was that each team that competed was paired with an industry mentor to consult with throughout the project.

This competition is just one way AFPM is working to promote careers within the fuel and petrochemical industries. Aside from educating Millennials on the benefits of our industries, AFPM has also launched an interactive workforce development website, engaged in state outreach activities, and partnered with several veterans-based organizations specific to workforce development.

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