Communications & Economic Development Seminar:
“Success Through Industry & Community Partnerships”

Developing a Workforce Education Program

Discussion Leader:
Erik Stromberg, Center for Advances in Port Management, Lamar University

Speakers:
Mel Arsenault, Director of External Affairs, MS State Port Authority
Sue Haley, Executive VP of Human Resources and Admin, Vigor
Mario Gonzalez, Manager of Community Relations, Port of Long Beach
Erik Stromberg

Portland Oregon
June 14, 2017
Port of Gulfport: Restoration & Expansion
• **The Challenge:**
  Create and fill 1,300 new jobs

• **The Opportunity:**
  Restore the port, our reputation, and the community
How We Are Meeting the Challenges

• Meeting or exceeding the HUD requirements
• Investing in our community
• Educating and engaging the community on what’s to come
• Linking and leveraging private and public resources
• Partnerships, Partnerships, Partnerships
Workforce Education

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VIGOR

INDUSTRIAL EVOLUTION
TRUTH
We actively seek the truth; we actively speak the truth.

RESPONSIBILITY
We act on what we know is right.

EVOLUTION
We seek mastery; we adapt to a changing world.

LOVE
We care about the people we work with and the world we live in.
Workforce Development Objectives

• Attract and retain a diverse and skilled workforce consistent with company values and culture
• Ensure continuous supply of skilled workers to meet project demands
• Help internal employees develop technical skills to meet present and future needs
• Develop strong leaders at all levels
• Support career development and succession
Vigor’s Workforce Development Partners/Programs

**Workforce Partners**
- Recruiters
- Career Fairs
- Job Boards
- Maritime Academies
- Social Networks
- Trade/High Schools
- Diversity Partners
- Gov. Agencies

**Leadership Programs**
- Evolution in Leadership
- Surge/Crest Supervisor Development

**Career Pathways**
- Direct Hire
- Apprenticeships
- Internships
- Technical schools
- Unions

**Technical Training**
- Weld schools
- CC technical programs
- Project management
- OJT
Vigor Marine: Community College Case Study

Maritime welding programs
• 6 month certificate; Welding, math, print reading, OSHA 10, other…

Programs Benefits:
• Provides a pipeline for unskilled/dislocated workers
• Generates greater diversity of applicants
• Approximately 200 workers a year graduating; WA, OR, AK
• 92% graduation rate, 88% of students employed at graduation
• 40% hired by Vigor, others by area employers
HELPING TO PROSPER AND THRIVE
HISTORY. PROMISE. STRATEGY.
EDUCATION PROGRAMS

• Port Tours
• Speakers Bureau
• Career Fairs and Workshops
• Scholarships
• Industry/Student Events
• Internships
• Board/Committee Representation
• Academy Website
• Port’s Academy of Global Logistics
TOMORROW’S LEADERS
LINKED LEARNING. CAREER EXPLORATION.
WORKFORCE PIPELINE.
**Mission**: To better prepare the port and marine terminal operating industry for the challenges and opportunities that lie ahead through advanced education integrating theory and practice, and industry relevant research.

**Timeline and Description:**
- Established Fall 2015; Stromberg hired May 2016; Fully online masters degree program delivery **Fall 2017**;
- Business and Engineering college faculty supported by industry experts serving as adjunct faculty and guest lecturers.
Lamar University and Community Outreach

• “New models are needed to more closely link community involvement with the educational mission of the university.” (The University and its Community, Dr. Sheldon Hackney)

• LU’s history of community outreach augmented by President Ken Evans who realized the management training needs of the ports and terminals along the Sabine-Neches Waterway

• Remote learning platforms extend the reach of the university’s advanced educational services to the global port community
Meeting Advanced Educational Requirements in Port Management in 12 Courses???

• Partnership with Industry
  • MOUs with Industry – Highlighted by AAPA /LU MOU Linking Curriculum Committee/PPM with CAPM
  • CAPM Advisory Board
• Evolving Curriculum—Special Certifications
• Industry Experts Serving as Adjunct Faculty and Guest Lecturers
• Digital Learning Platform
• Recognition of Value of Experience
• Relevant Research Connects Faculty to Port and Maritime Industry
**CAPM Curriculum**

- Introduction to Port and Marine Terminal Management
- Strategic and Master Facility Planning
- Economics of Trade and Ports
- Freight Transportation Logistics
- Decision Making and Critical Thinking
- Legal Framework for Ports and Marine Terminals
- Marine Terminal Operations
- Capital Planning and Project Development
- Security and Resilience Planning
- Leadership and Team Building
- Communication and Negotiating Skills
- Port Property and Asset Management
APPLICATION REQUIREMENTS
1) ApplyTexas
2) Bachelor’s degree from an accredited university
3) Official transcripts from all colleges and universities
4) Graduate Record Examination (GRE)
a. Waived if the student has more than one year relevant industry experience.
b. Waived if undergraduate GPA is 3.0 or higher.

E-TUITION: $12188/year

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Questions/Comments

• *Share your thoughts and ask questions!*