

# 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

# Pathways To the Port

*Building Our Capacity*



PORT OF \_\_\_\_\_  
**GULFPORT**  
\_\_\_\_\_ MISSISSIPPI

June, 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*



**Sue Haley**

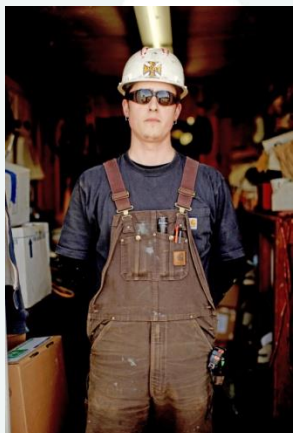
Executive VP of Human Resources  
and Admin.

**Vigor Marine**, Portland Oregon

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[Vigor.net](http://Vigor.net)

**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

Vigor Workforce  
Development

## *Career Pathways*

Direct Hire  
Apprenticeships  
Internships  
Technical schools  
Unions

## *Technical Training*

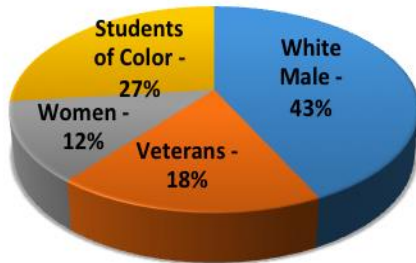
Weld schools  
CC technical programs  
Project management  
OJT

# Vigor Marine: Community College Case Study

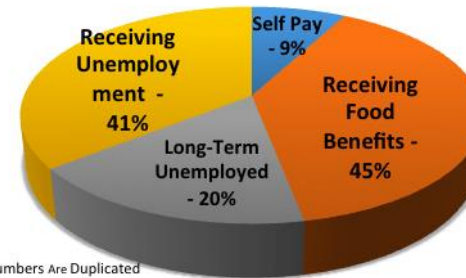
## Maritime welding programs

- 6 month certificate; Welding, math, print reading, OSHA 10, other...

### Enrollment Demographics



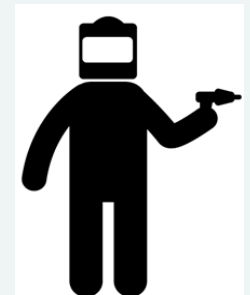
### Enrollment Benefits Profile



Note-Numbers Are Duplicated

### 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



# Creating a Workforce Pipeline

## **Mario Gonzalez**

*Manager Of Community Relations*

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90815*

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# HELPING TO PROSPER AND THRIVE

## HISTORY. PROMISE. STRATEGY.



# PARTNERSHIPS



**LONG BEACH CaLL**  
Long Beach Career-Linked Learning

California State University  
Long Beach



**Long Beach  
Container  
Terminal**



**Matson**



Seaports  
Deliver  
**Prosperity**

# 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**



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YOUR  
CAREER

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# TOMORROW'S LEADERS

LINKED LEARNING. CAREER EXPLORATION.  
WORKFORCE PIPELINE.

Part of  
**LONG BEACH**  
**Academy**  
of Global Logistics  
at Cabrillo High School



# Center For Advances In Port Management Lamar University

***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 And Contact Information

## **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!*