



AAPA Workforce Development Summit

Continuing Education: The Road to Success is
Paved with Professional Development

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American Association of Port Authorities

AAPA was established in 1912

- Since that time AAPA has been providing a space for collaboration and exchange of best practices among members
- Voice of the Port Industry
 - Advocacy & Outreach
influence policies that shape our future
- Fostering partnerships with allied groups





The Impact of Ports:

- Nearly **31 million** jobs generated by Port activity (Direct, Indirect and Induced)
- **\$5.4 trillion** of total economic value or more than a quarter of the U.S. GDP
- **\$1.4 trillion** in total personal income and local consumption
- **\$378.1 billion**

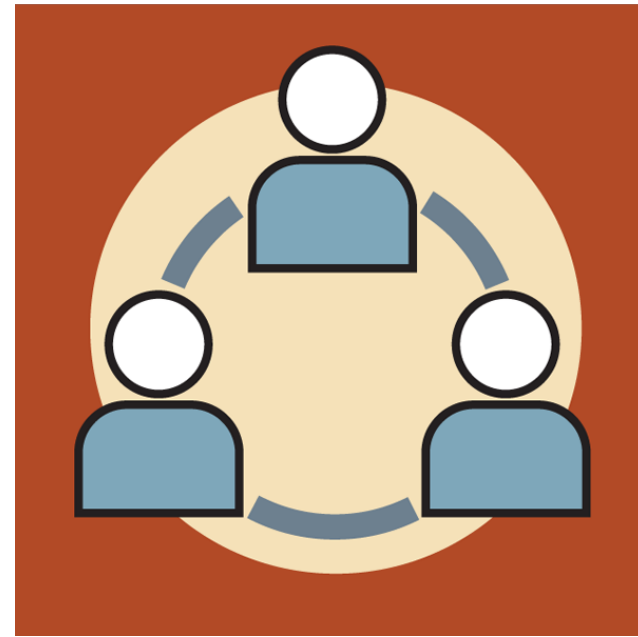
THE ECONOMIC IMPACT OF U.S. SEAPORTS



Ports are the gateway to our regional and national economies, connecting farmers, manufacturers, retailers and consumers to the world marketplace. Landside and waterside connections to seaports are a critical piece of our national freight transportation system. A projected **\$43 billion investment gap by 2040** threatens the industry's ability to deliver prosperity. Now is the time to invest in vital infrastructure to keep America moving.

Workforce Development: What are the Challenges for Ports?

- Filling jobs
- Technology is driving change
- The future will require an upskilling and reskilling of the workforce
- Greying of the workforce – with retirements our industry will need to replace 7 million jobs in the next two decades
- There is not a direct pathway for port management





The Career Pathway is Not always direct...

“While my background and education has served me well, I have learned much of what I know about the port industry from working in the industry.”

-Kurt Nagle, AAPA President

Why is Professional Development a Critical Workforce Development Tool?

It Builds human capital...

- Ensures you keep pace with changes in your field
- Improves Performance/Builds confidence
- Critical component of succession planning
- Reenergizes staff/increases morale
- Enhances efficiency and productivity
- Strengthens and builds skills, minimizes weaknesses
- Increases retention for staff
- Makes you more marketable and enhances your company/organization profile.

The Road to
Success can be
Paved by
Professional
Development...



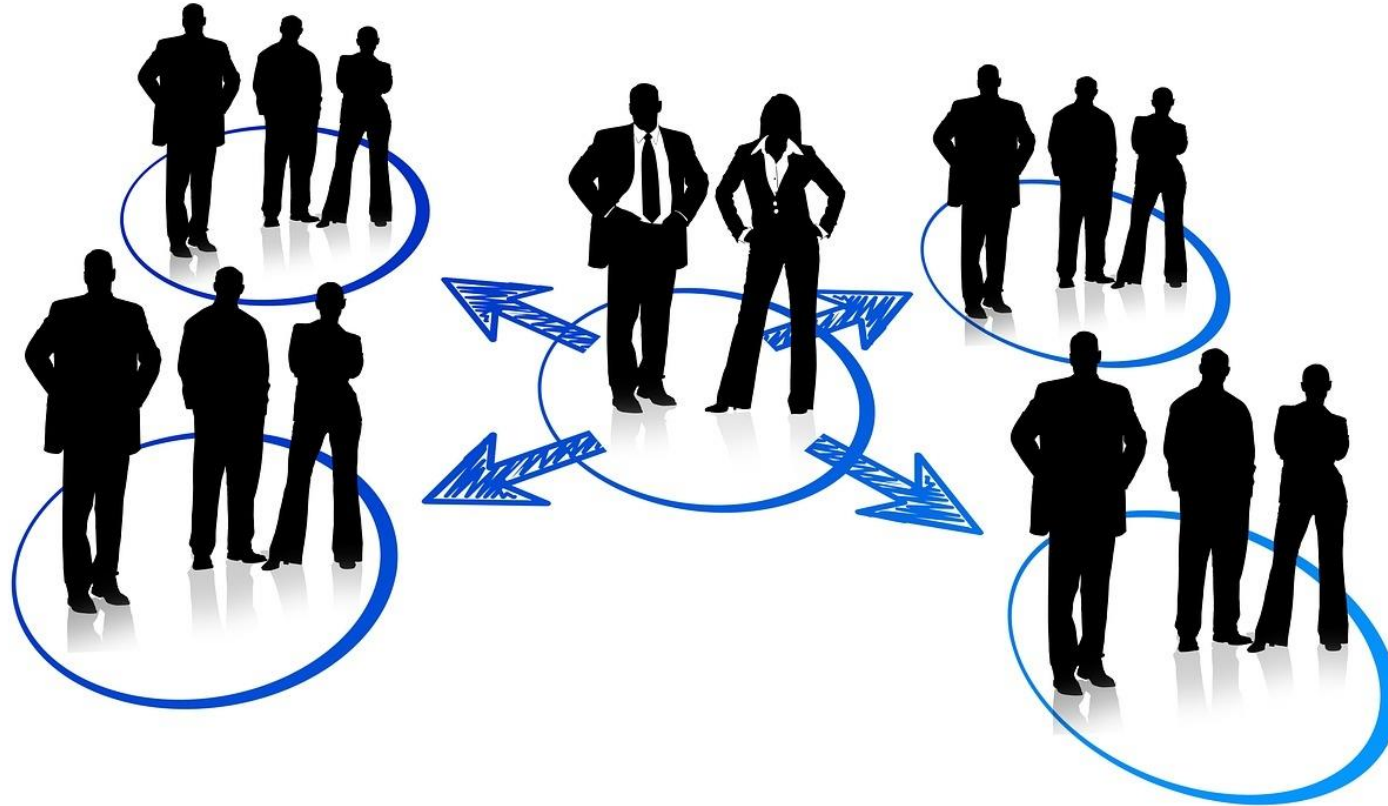
Credentials and Certifications

Credentials are more formal. Issued by a third party authority and is proof of a person's qualifications or competence in a particular area

Certifications are a form of validating someone's educational or professional achievement. Usually offered by a trade or non-profit association. Not as formal as a credential. Given upon completion of an educational course.

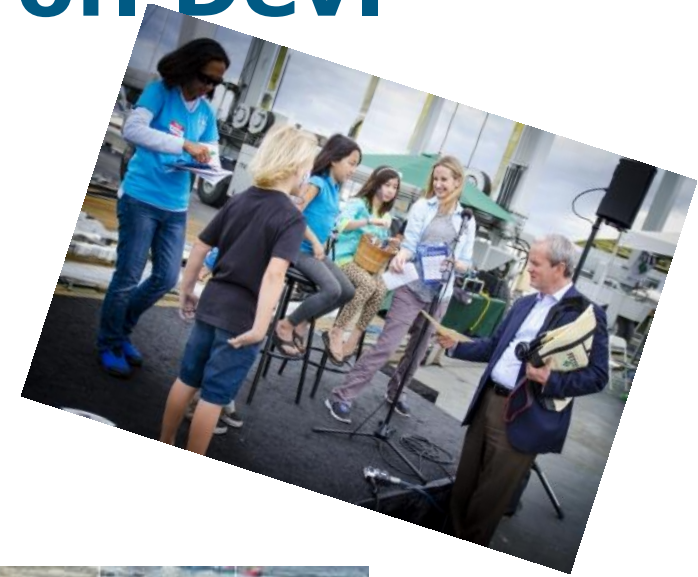


Professional Associations and Networking



The Role Associations Play in Prof. Dev.

- Networking
- Technical Committees
- Training – All Facets
- Best Practices – SHARE
- Seaports Magazine



**Workforce
Development**

PPM[®] The Professional Port Manager

The PPM[®] is the flagship program of the AAPA and seeks to be a recognized as the premiere certification program in the port industry

Unparalleled industry certification designed to shape **the future of port leadership.**



AAPA Professional Port Manager Program[®]

AAAPA

IRPC

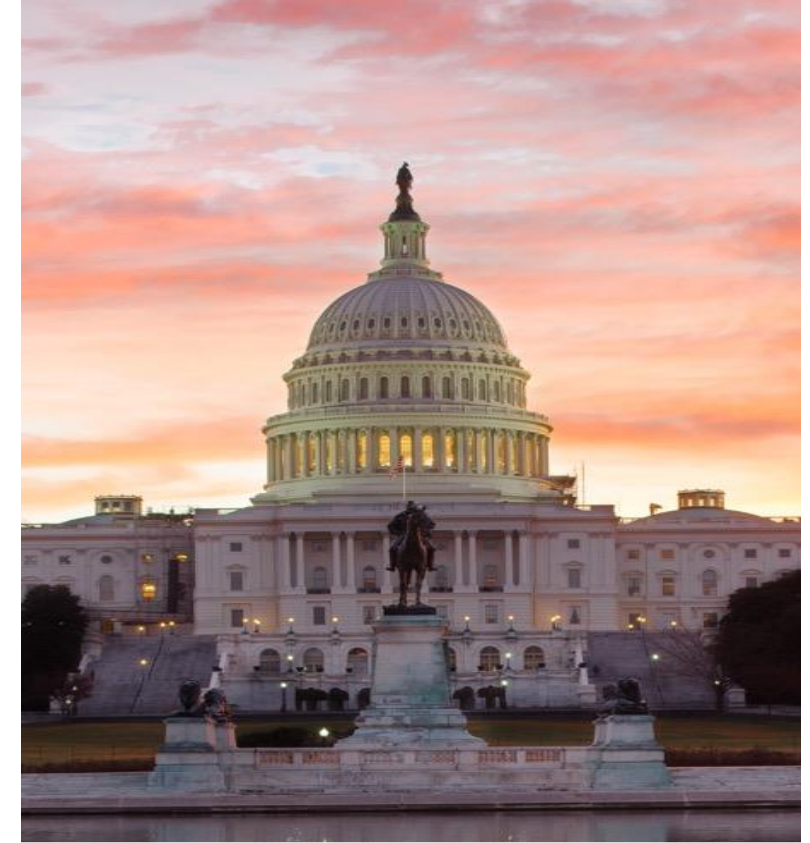
Industry Recognized Port Certificate

SETTING THE COURSE FOR FUTURE PORT LEADERS



Recommendations:

- Fund state maritime academies and centers of excellence
- Develop a strategy to coordinate e-commerce supply chain workforce training programs
- Adapt and retool education strategies to address technology and innovation needs of the maritime industry
- Encourage the use of apprenticeship programs/models for training
- Ask GAO to conduct a study every 5 years to determine the workforce needs of the maritime industry and supply chain



Policy Issues

Professional Development Pays Dividends in the Long Term...





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Thank you!

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