

AAPA Workforce Development Summit

June 25, 2019

The Challenges in the Maritime Transportation Workforce: *Why can't we find skilled workers, what are the training gaps and what are the opportunities?*



Port of
LONG BEACH

The Green Port

Dr. Noel Hacegaba
Deputy Executive Director

**Chairman, AAPA
Professional Development Board**

attraction
information
health
rate
general
job
idea
area
research
skills
related
base


positive
growth
individual
activities
value
training
life
diversity
society

production
economy
financial
competence
assessment
social
generation
rewarding
men
profit

workers
organization
world
education
role
assets
gain
investment
leadership
work
culture
knowledge

concept
analysis
time
rate
development
human
management
capital
resources
workforce

selection
risk
labor
employees
high
promotion
business
people
talent
success

A man in a dark suit stands on a wooden pier, looking out over the ocean under a cloudy sky. He has his right hand on his hip and his left hand raised to his eye as if looking through binoculars. The pier is made of wooden planks that recede into the distance. The ocean is calm and blue, meeting a sky filled with soft, white clouds.

What got you here won't get you there

*Leading the next
generation in the workplace*

Top 10 Global Ports

	2017		
1	Shanghai, China		
2	Singapore, Singapore		
3	Shenzhen, China		
4	Ningbo, China		
5	Hong Kong, China		
6	Busan, South Korea		
7	Guangzhou, China		
8	Qingdao, China		
9	LB (21)/LA (17), USA		
10	Dubai, UAE		



Port of
LONG BEACH
The Green Port

trade = jobs = economic growth

CHOOSE YOUR CAREER



Truck Driver



Commercial Diver



Cement Finisher



Security



Civil Engineer



Computer Analyst




Electrician

The workforce is **changing**...

Today's workforce is...

- More diverse than ever before
- Expects greater choice and control over their physical space
- Tech-driven
- More discerning

Jobs are **changing**...

- Innovation
 - Artificial intelligence
 - IoT
 - Globalization
- 
- The background of the slide features a teal-tinted image of a port or shipping yard. Several large gantry cranes are visible, positioned over stacks of shipping containers. The scene is captured from a low angle, emphasizing the scale of the industrial infrastructure.















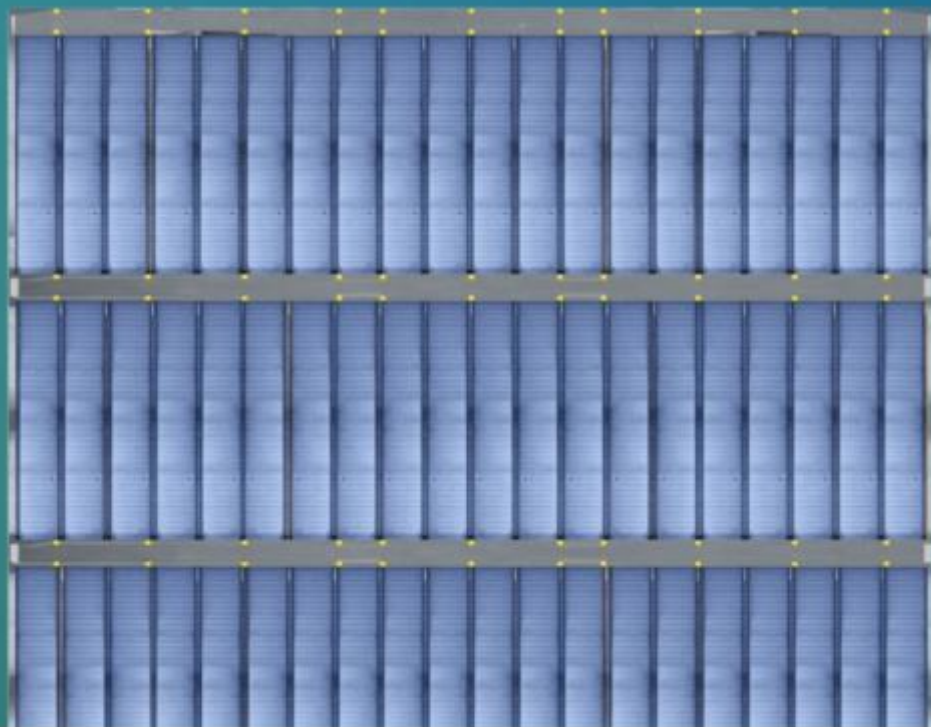
**The CMA CGM
BENJAMIN FRANKLIN is...**



20 STORIES TALL

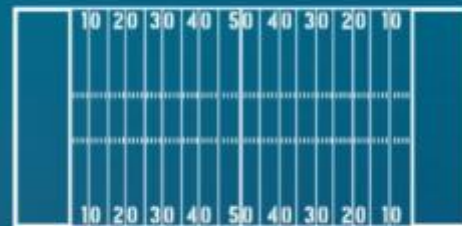
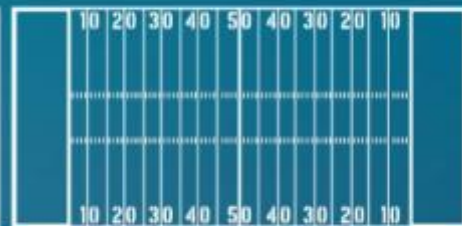


as **WIDE** as



a **12-LANE**
FREEWAY

LONGER than



FOUR Football Fields

ROOMY ENOUGH for



90

MILLION

pairs of shoes



amazon
amazon
amazon
amazon
amazon



Systems upgrade

New operating paradigms and emerging technologies

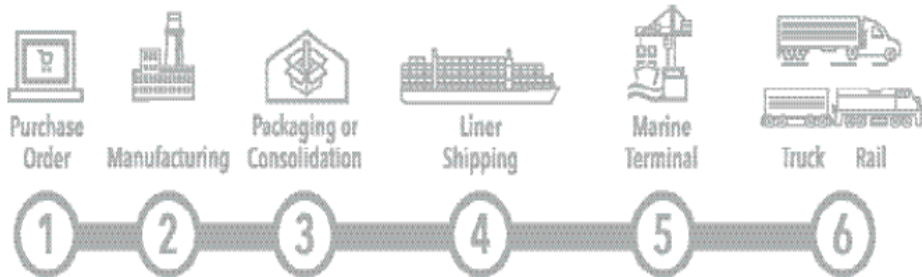


GE Transportation's Digital Solutions

Port Optimizer



Optimizing the Global Supply Chain



Port Optimizer		
Inbound Visibility	Vessel Status	Peel Piles
<ul style="list-style-type: none"> Shipping Line Vessel Terminal BCO Destination Container Size Container Type Date 	<ul style="list-style-type: none"> Inbound Outbound Docked ETA/ETD Unload Status 	<ul style="list-style-type: none"> Container Tracking Container Forecast ↑ Dual Transactions
	Chassis Positioning	
	Container Status	
	<ul style="list-style-type: none"> Terminal Discharged Status Destination Days after Dchrg 	
	Empty Cont. Mgt	



ITS: Predictive Availability



Reservation System (Appointments)

THE 'TRICK' TO TRAINING A **COMPETENT WORKFORCE**

*Defining Where Worker Training And
Development Should Start And Where
It Should End May Be The Answer.*



Key Questions

- What skills are in high demand today, and what skills will be in high demand in the future?
- How does industry collaborate with academia to bridge the growing gap?
- How do we start introducing youth to the goods movement industry?

Apprenticeships & Internships

- Help bridge the gap between availability of quality jobs and the degree requirements to fill them
- Help align the needs of employers with those of prospective employees
- Lay a foundation for retraining workers whose jobs have been or will be disrupted by technology



Join the U.S. Department of Labor and TransPORTs at the

Port Employer Apprenticeship Workshop

Thursday, June 27

Contact

Dave Matsuda
TransPORTs
(202) 681-8406

Dave.matsuda@transportsapprenticeship.com

Upcoming Propeller Club LA-LB Events

[Harbor Cruise - August 22, 2019 \(Save the Date\)](#)

[PMSA - September 18, 2019 \(Save the Date\)](#)

[Port Government Update - October 16, 2019 \(Save the Date\)](#)

TransPORTs

Transportation, Distribution & Logistics Registered Apprenticeships

INVITES YOU TO PARTICIPATE IN THE

PORT EMPLOYER APPRENTICESHIP WORKSHOP

Thursday, June 27

TransPORTs, a U.S. Department of Labor industry partner, is conducting a free 1/2-day workshop on how to set up or grow an apprenticeship program. TransPORTs is focused on working with ports, supply chain, and transportation, distribution and logistics (TDL) industry employers, educators, and workforce development stakeholders to

Professional Development Programs

To help you navigate your way toward a more rewarding career in the port industry, AAPA has developed several tools to guide your professional development. AAPA is the premier trade association for port professionals looking to advance their career. With two programs focused on developing the skills of industry professionals, come discover how AAPA can help you make the next step in your professional career.

The AAPA Professional Port Manager Program (PPM®) is an unparalleled industry credential designed to shape the future of port leadership and enhance port management professionalism. The Industry Recognized Port Certificate (IRPC) will help enhance the careers of low to mid level port employees/maritime professionals as well as those new to the industry.

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



AAPA Professional Port Manager Program®

Professional Port Manager (PPM®) Certification Program

The AAPA Professional Port Manager Program (PPM®) is an unparalleled industry credential designed to shape the future of port leadership and enhance port management professionalism. The online application for the PPM class of 2023 has closed. There will be another opportunity to apply for the class of 2025 in the fall of 2020.

If you are an active candidate in the PPM® in need help/support or If you are interested in learning more about the program, please contact Andrew Cameron at acameron@AAPA-ports.org.

PPM Brochure



Industry Recognized Port Certificate (IRPC)

The Industry Recognized Port Certificate (IRPC) is a professional development certificate program focused on enhancing the participant’s fundamental knowledge of the port industry and to introduce them to AAPA and the greater port professional community. AAPA has partnered with Lamar University’s [Center for Advances in Port Management](#) to develop relevant curriculum for the modern port professional’s needs.

To receive the IRPC, participants must complete the following:

1. Lamar University’s Master’s Class “Ports Introduction to Port and Marine Terminal Management” (INEN-5302)
2. Attend one of the following AAPA Training Programs and participate in a special session with other IRPC candidates
 - Planning for Shifting Trade Routes (Tampa Bay, Florida - January 2020)
 - Spring Conference (Washington D.C. - March 2020)
 - Security Seminar (San Diego, California – July 2020)
3. Write and submit a career plan/reflection of the program, including the role the IRPC has played in the execution of your plan

How to Apply

To apply to the IRPC, you must

1. Register and pay for the IRPC on the AAPA website (**Registration will open on Monday, June 10th**);
2. [Apply to the Lamar University Master's of Science in Port and Terminal Management \(MPTM\)*](#); and
3. Submit your resume to AAPA by emailing a PDF version to Andrew Cameron, acameron@aapa-ports.org

Domestic applications are due by August 12th. International Applications are due by July 1st.

*By applying to the MPTM program you will be enrolled into the required online course (INEN-5302), but you are not required to complete the full Master’s program. There is a \$25 application fee on the applytexas.org website. This fee is not included in the AAPA

AAPA Workforce Development Summit

June 25, 2019

Port of LONG BEACH

The Challenges in the Maritime Transportation Workforce: *Why can't we find skilled workers, what are the training gaps and what are the opportunities?*



Port of
LONG BEACH

The Green Port

Dr. Noel Hacegaba
Deputy Executive Director

**Chairman, AAPA
Professional Development Board**

APPRENTICESHIP MODELS FOR FREIGHT SECTOR

- **Kuehne + Nagel Apprenticeship Program**
 - 22 month rotational program targeting juniors/seniors in universities or community college
 - 3 months are spent in various KN departments including airfreight (import/export), sea freight (import/export), key accounts, road + rail, sales, finance, customs brokerage, etc.
 - Benefits:
 - Positions are paid and tuition reimbursement is offered
 - Flexible hours during academic semesters
 - Enrollment in international Freight Forwarding certification program

Kuehne Logistics University (KLU)

Career & Professional Development Program

- 11 Workshop Module:
 - Personality Assessment: Who am I?
 - Skills and Interests Assessment: What are my skills and most favorite interests
 - Options Identification: What are my career options?
 - Application Tactics: How to become a successful internship-/job hunter
 - Application Tactics: Research & Application Channels
 - CV Training: How to boost your CV
 - Cover Letter Training: How to turn you cover letter into a real door opener
 - Networking: Effectively expanding your networks
 - Interview Training: mastering you next job interview
 - Career Fair preparation (optional)
 - Business Etiquette (optional)
 - Personal branding (optional)