

Preparing the Workforce of the Future

AAPA Shifting Trade 2020 | Tampa, FL | January 29-30

Speakers:

Rod Pickens, Wallenius Wilhelmsen Logistics

Lauren Brand, National Association of Waterfront Employers

Moderator:

Dr. Noel Hacegaba, Port of Long Beach




Economic Impact to National Economy

- **30.8 million** jobs supported by cargo moving through America's deep-draft ports
- **\$5.4 trillion** in total economic value (26% of the nation's economy)
- **\$378 billion** in tax revenues

KEEP IT MOVING

Why workforce development?

- The impact of any disruption in the goods movement industry can be huge
- As jobs change, training is necessary to “re-skill” and “up-skill” the incumbent workforce
- Skilled worker retirements and turnover

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*

Jobs are changing



- Globalization
- Technology
- The New Economy
- Political Change
- Demographic Shifts

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



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Systems upgrade

New operating paradigms and emerging technologies

The background image shows a port area at dusk. In the upper half, there is a large container yard with many red and white stacked containers. In the lower half, the dark blue water of the sea is visible, with a dolphin's dorsal fin and tail visible above the surface. The overall lighting is dim, suggesting twilight.

WHAT IS WORKFORCE DEVELOPMENT?

Initiatives that educate and train individuals to meet the needs of current and future business and industry in order to maintain a sustainable competitive economic environment.

KEY QUESTIONS FOR PORT AUTHORITIES

- 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?

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



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PORT AUTHORITY WORKFORCE SURVEY

Empowering the New Mobility Workforce *Educating, Training and Inspiring Future Transportation Professionals*

Edited by Tyler Reeb, Ph.D.
Director of Research and Workforce Development
CSULB, Center for International Trade and Transportation

PORT AUTHORITY WORKFORCE SURVEY



Port of
LONG BEACH
The Green Port

- *Question 2: Please let us know what you currently observe to be the **greatest skills gaps**?
(Administrative, labor, communication, technical, etc.)*
- Responses:
 - Advanced technology for skilled labor such as zero and near zero technologies
 - Rapid changes in technology with low adaptability to baby-boomers
 - Advanced vocational skills at the entry level and knowledge of supply chain economics

PORT AUTHORITY WORKFORCE SURVEY



Port of
LONG BEACH
The Green Port

- *Question 3: When you consider the jobs of the future and where our industry is headed, what are some of the **most important workforce skill-sets** that you are looking for in your growing organization?*
- Responses:
 - Specializations in artificial intelligence, block chain, internet of things and cyber security
 - Computerized skills are going to be the norm as we move more functions towards an automated structure
 - Vessel transportation logistics, grant writing and project management

PORT AUTHORITY WORKFORCE SURVEY



Port of
LONG BEACH
The Green Port

- *Question 4: Do you believe that the future workforce benefits from being involved in **training programs (apprenticeships, internships, certification programs, etc.)** while they're still in high school or enrolled in a college/university?*
- Response:
 - 100% of the respondents answered with an overwhelming "Yes"

PORT AUTHORITY WORKFORCE SURVEY



Port of
LONG BEACH
The Green Port

- *Question 5: How soon do you believe we need to be training the future workforce? (High school, college/university, etc.)*
- Response:
 - We need to begin the process in high school by making skills training available
 - Our high schools should be working directly with public utilities, ports, and public works departments to update/revamp curriculum to prepare students for new technologies
 - High school programs that lead to certifications will be key as they produce certified professionals



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

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

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

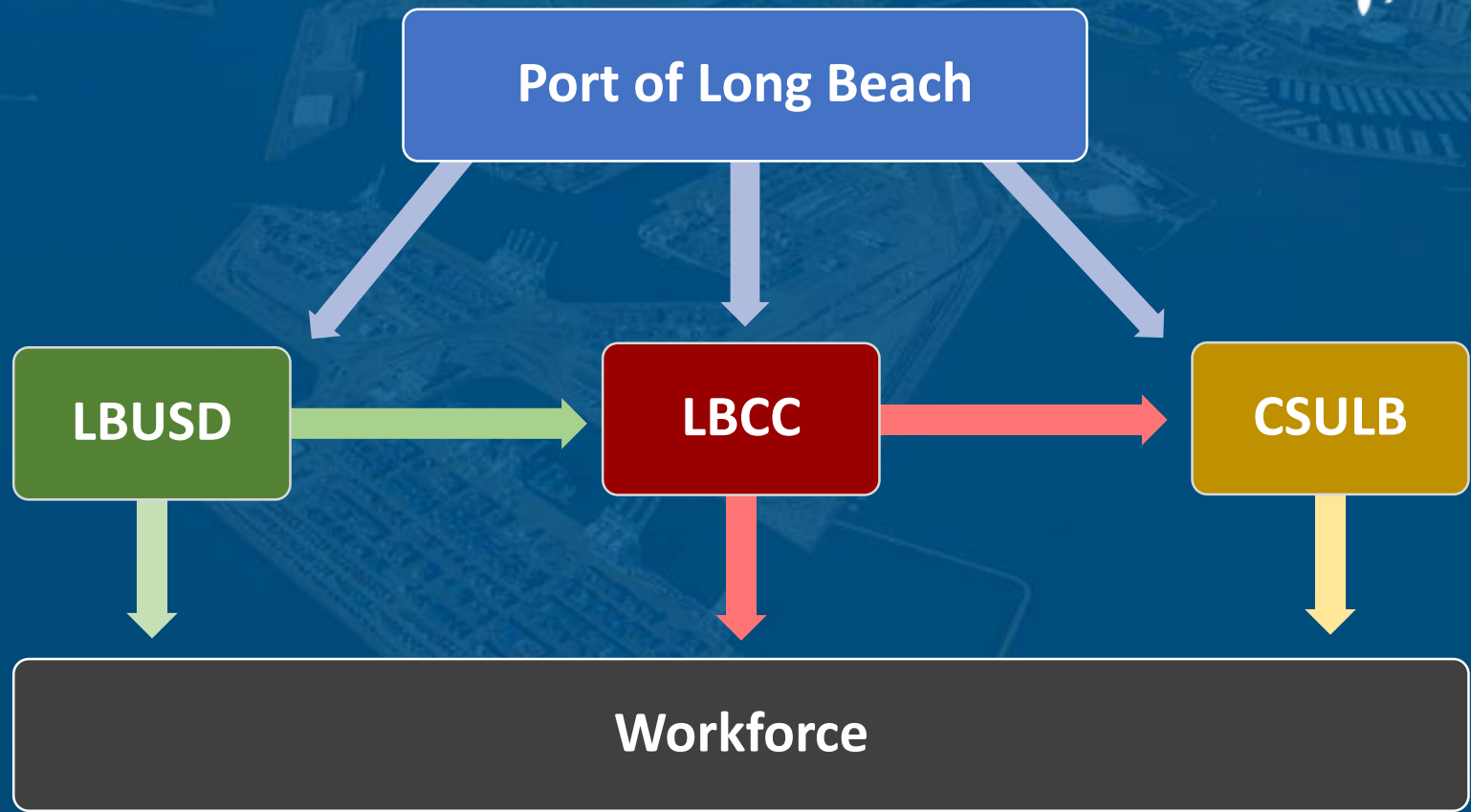
Domestic applications are due by August 12th. International Applications are due by July 1st.

*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

COMPREHENSIVE WORKFORCE DEVELOPMENT STRATEGY



Workforce Development Pipeline





ACADEMY OF GLOBAL LOGISTICS

Computer
Aid



Electrician



Environmental
Specialist



Freight
Forwarder



Port of
LONG BEACH



Academy
of Global Logistics
at Cabrillo High School



Part of Long Beach
MARITIME CENTER OF EXCELLENCE
at City College



MARITIME CENTER OF EXCELLENCE



Celebrating Education

Port of LONG BEACH
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Celebrating Education

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INTERNSHIPS, APPRENTICESHIPS, AND SCHOLARSHIPS



TRAINING TOMORROW'S WORKFORCE

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