How can education be an outreach tool for ports?
What is the Urban Assembly School for Global Commerce?

- Public, Title I School
- Career & Technical Education High School
- Prepares students for careers in Freight Logistics, Supply Chain Management, & Engineering
- Based in Harlem, NY
- Opened in September 2013
The “Hidden” Supply Chain

New York 1924

New York 2012

Source: www.nyc.gov
The “Hidden” Supply Chain

Source: Flickr, Maersk Line
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Snowflake Model of Organizing

Source: State Dept./Doug Thompson
How can education be an outreach tool for ports?

- Use work-based learning to build community understanding of value of ports, both through students and their families
- Encourage local schools to use examples from ports for project-based learning where students apply classroom concepts in real-world scenarios
Work-Based Learning

Work-Based Learning Continuum

**Career Awareness**
- Learning *ABOUT* work.
  - Build awareness of the variety of careers available and the role of postsecondary education; broaden student options.

**Career Exploration**
- Learning *ABOUT* work.
  - Explore career options and postsecondary for the purpose of motivating students and to inform their decision making in high school and postsecondary education.

**Career Preparation: Practicum and Internships**
- Learning *THROUGH* work.
  - Apply learning through practical experience that develops knowledge and skills necessary for success in careers and postsecondary education.

**Career Training**
- Learning *FOR* work.
  - Train for employment and/or postsecondary education in a specific range of occupations.

Source: College & Career Academy Support Network: University of California, Berkley
Speaker Series
Worksite Visits
Job Shadows
Internships
Project-Based Learning

Source: Buck Institute for Education
Coat Drive

The UASGC Coat Drive

Community Service - Service volunteered by individuals or an organization to benefit a community or its institutions.

"The best way to find yourself is to lose yourself in the service of others."
—Mohandas K Gandhi

Scenario

Every year, the students at The Urban Assembly School for Global Commerce organize a coat drive to help the less fortunate through the cold winter. We have been collecting coats at our school and then donating them through a local charitable organization.

The program has been so successful that we want to start increasing the number of people that we serve. However, to do this, we need more money to purchase more coats and winterizing supplies.

Luckily, a local philanthropic group whose goal is to help fund already existing charitable organizations, is interested in donating money to our cause.

Before the foundation commits to our program, they would like to see an increase in coat donations this year to prove that we are a well-established organization.

You and your group will create a plan to increase the number of donations this year. Your proposal will include adding to the number of locations where people can donate coats, flyers that use different information to attract donations, and a presentation in which you explain why your plan is the best plan.

This is a competition. The team whose presentation is chosen on the best plan for increasing our donations will receive a grand prize.

The Three Challenges

1. Create a plan for where to place the new additional bins and how to deposits our volunteers to collect them. We can that results in the most possible coats.

2. Design flyers that will create publicity for our coat drive— the number of donations. Flyers can be a variety of different colors.

3. Develop a bin plan that will make the coat drive an enjoyable experience for both students and donors. We need a plan for how to

Decision Tree Plan

We need to identify the number of bins that our community members can contribute coats. We can gather this information from our school community members or from other local businesses or organizations.

The next step is to determine where these bins will be placed. We will need to choose locations where people are likely to donate. We can experiment with different locations to find the best location.

We will also need to decide how to publicize the coat drive. Flyers can be placed in local schools, community centers, and other organizations.

Finally, we need to develop a plan for collecting the donated coats. We can work with local non-profits or charities to distribute the coats to those in need.

We will need to track the number of coats collected and the number of people who donate. This information will help us to evaluate the success of the coat drive and make improvements for next year.

We must also consider the impact of our coat drive on the community. We want to make sure that our efforts are helping those who need it the most.

Overall, the goal of our coat drive is to provide warm clothing to those who need it while also promoting community service and giving back to those in need.
Arizona State, MIT, APICS & Intel
Cell Phone Game & Paper Airplane Operations Challenge
Fresh Direct
How can education be an outreach tool for ports?

- Nominate a representative from your Port Authority to sit on the Advisory Board for a local school
- Find a CTE school in your area and talk to their work-based learning coordinator about opportunities for students
- Identify a school, or educator, in your area who is invested in project-based learning and explore opportunities to collaborate
- Partner with local colleges interested in building project-based learning models and provide real-world challenges