# 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?


THE URBAN ASSEMBLY · SCHOOL FOR GLOBAL COMMERCE

- 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
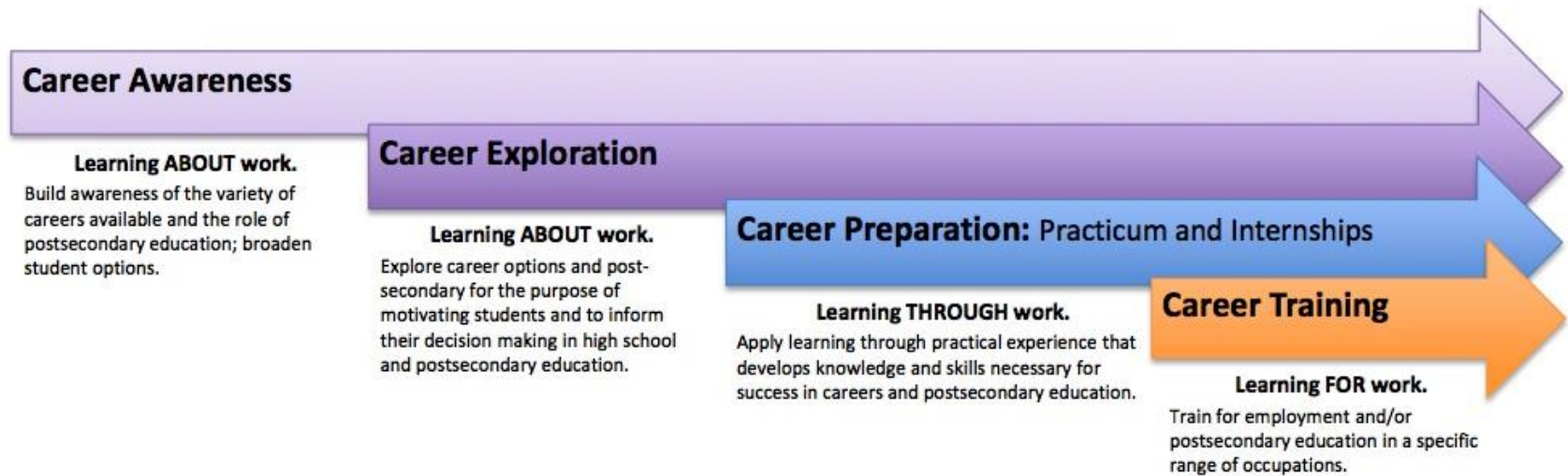
# CTE Advisory Board

# 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 post-secondary 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.**
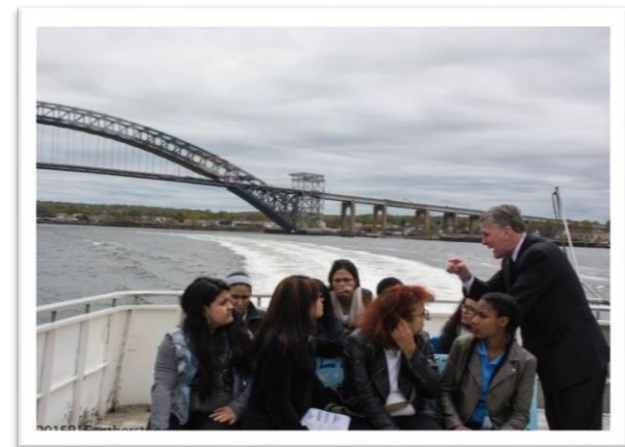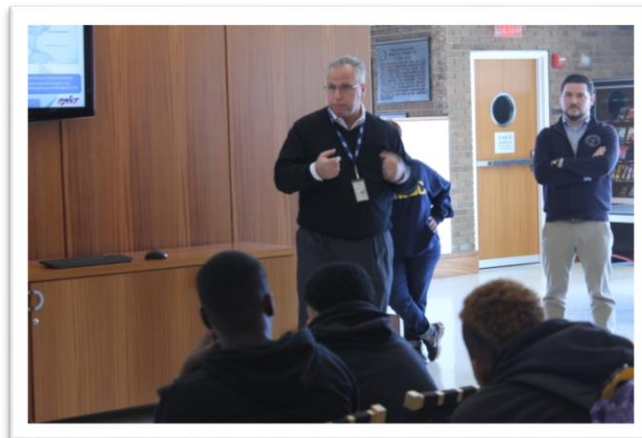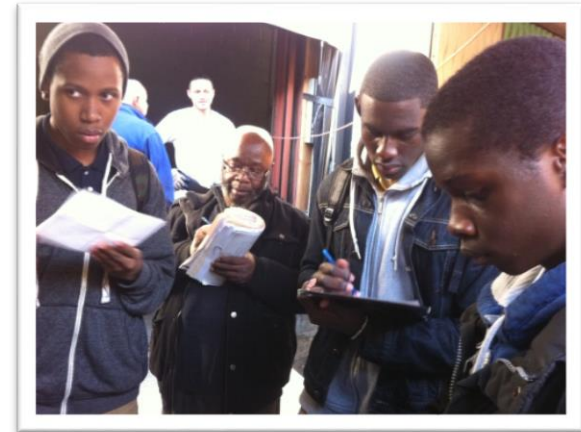Train for employment and/or postsecondary education in a specific range of occupations.

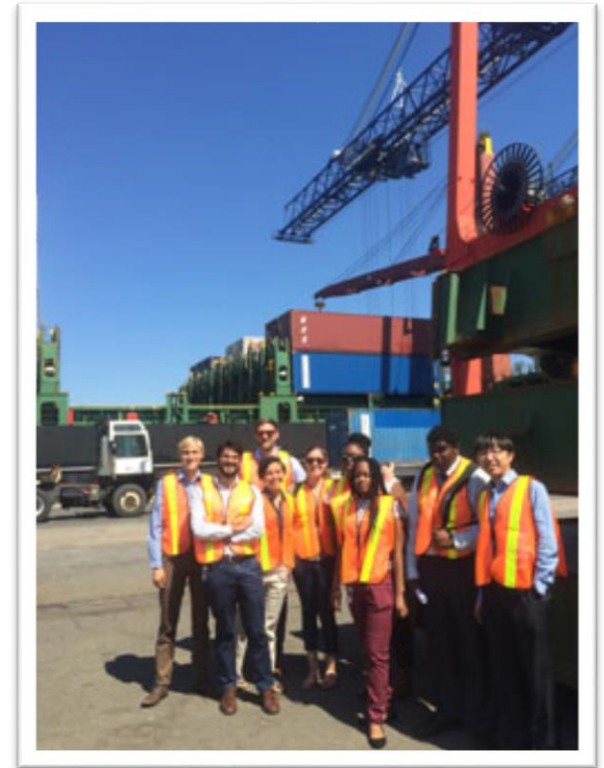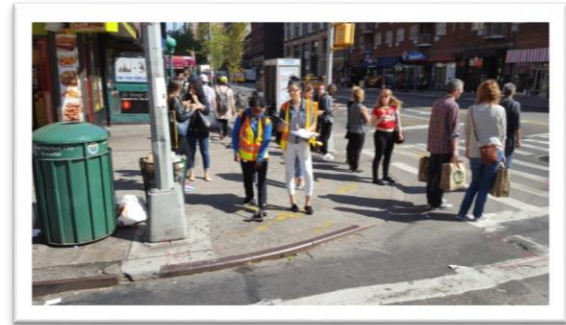*Source: College & Career Academy Support Network: University of California, Berkley*

# Speaker Series

# Worksite Visits

# Job Shadows

# Internships

# Project-Based Learning



*Source: Buck Institute for Education*

# Coat Drive



The Urban Assembly School for Global Commerce



## The UASGC Coat Drive

**Community Service** - *Services 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."*
—Mahatma 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 materials and warehousing space.

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 a 20% increase in coat donations this year** to prove to them that we are a well-established organization.
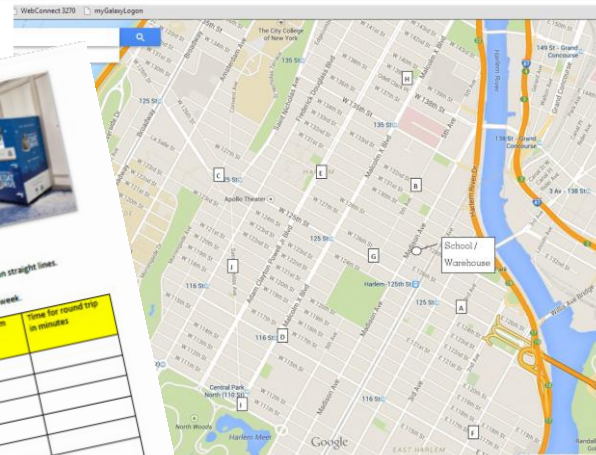
You and your group will create a plan to increase our number of donations this year that includes adding to the number of locations where people can donate coats, flyers that use different information to attract donations, and a presentation in which you explain why your plan is the best plan.

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

### The Three Challenges

1. Create a plan for where to place our three additional bins and how to dispatch our volunteers to collect them. **We need** that results in the most possible coats.

2. Design flyers that will **create publicity** for our coat drive increase the number of donations. Flyers a variety of different sources

3. Pre

## Donation Bin Plan

We need to increase the number of bins that we use to collect donations in order for our coat drive to increase our total received. The Coat Donation Board expects a well thought-out plan that includes an evaluation of several options and a recommendation for the plan for how to increase donations through more bins.

The Coat Donation Board has approved the funds for three additional bins. You must evaluate the potential sites that the city has approved for a donation bin, determine which locations would be optimal for additional sites, and create a plan for how you will dispatch your volunteers to collect the coats.

Here's what we already know:

- We can expect 1 coat donation for every 50 pedestrians who pass one of our donation boxes.
- Donation bins are considered trash cans on Sundays and are completely emptied by the Dept. of Sanitation
- On the map, one centimeter equals 300 feet.
- It takes about 1 minute for our volunteers to travel 250 feet.
- We have 5 volunteers for collecting donations and each donor can only work on Tuesday and Friday for a total of 2 hours a week.

| Prospective Location | Pedestrians per hour | Coats per 24 hours | Distance of round trip from warehouse in cm | Distance of roundtrip from warehouse in feet | Time for round trip in minutes |
|---|---|---|---|---|---|
| A | 35 | | | | |
| B | 20 | | | | |
| C | 80 | | | | |
| D | 75 | | | | |
| E | 60 | | | | |
| F | 80 | | | | |
| G | 50 | | | | |
| H | 60 | | | | |

# 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