Creating a Workforce Pipeline

Mario E. Gonzalez
Manager of Community Relations

AAPA Workforce Summit 2019 – Long Beach, CA
City of Long Beach
Major Economic Engine

$Billions in Trade, Thousands of Jobs
Limited Education Outreach
Comprehensive Education
And Workforce Development Strategy
LBUSD/HIGH SCHOOL

- In-classroom presentations
- Guest speakers
- Harbor tours
- Access to industry events
- Scholarships
- Summer internships

AGL Career Pathway
- Industry advised curricula
- Career-based learning
- Experiential learning
- Integrated student supports

STEM Outreach
- Engineering Externships
Scholarships (For Credit):
• International business
• Engineering
• Environmental Sciences
• Advance Transportation Technology: Alternative Fuels and Electronic Vehicles
• HVAC

Maritime Center of Excellence (Non Credit):
• Seven in-demand middle-skills training
• Industry advisory committee
• AGL boot camp
• Internships
CSU, LONG BEACH

Scholarships (For Credit):
• International business
• Engineering
• Environmental Sciences

Internships*

Center for International Trade & Transportation:
• Curriculum development
• Technical assistance
• Industry involvement
academy.polb.com

Choose Your Career

- Truck Driver
- Commercial Diver
- Cement Finisher
- Security
- Civil Engineer
- Computer Analyst
- Electrician
Scholarships and Internships
LONG BEACH UNIFIED
SCHOOL DISTRICT

Cynthia Bater
LONG BEACH UNIFIED SCHOOL DISTRICT:

72,000 students K-12
22,390 grades 9-12

65% Socioeconomically Disadvantaged

- 57.1% Hispanic
- 11.6% African American
- 12.1% White
- 6.7% Asian
- 4.2% Multiple Races
- 2.7% Filipino
- 1.2% Pacific Islander

16 high schools
- 6 large comprehensive
- 5 small thematic
- 4 alternative
- 1 K-12 school

Wall-to-Wall Pathways-38 pathways
LONG BEACH COLLEGE PROMISE

Every Student College and Career Ready
Long Beach College Promise
COLLEGE AND CAREER READY

STUDENT OUTCOMES

Secondary Completion
Postsecondary Completion
Industry Credential Completion
Entry into Viable Employment

Integrated K-14/16 Career Pathways aligned with Workforce Needs of 15 Industry Sectors

APPROACH TO ACHIEVING STUDENT OUTCOMES: LINKED LEARNING

Rigorous Academics
Technical Skills
Work-based Learning
Comprehensive Support Services
Entry into Viable Employment
## Linked Learning Approach

### Four Pillars of Linked Learning

<table>
<thead>
<tr>
<th>Pillar</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rigorous Academics</td>
<td>Students are prepared for college with challenging coursework made relevant through pathways.</td>
</tr>
<tr>
<td>Technical Skills</td>
<td>Students receive hands-on training for high-skills, high-wage employment.</td>
</tr>
<tr>
<td>Work-Based Learning</td>
<td>Students participate in internships and job shadows to work in a professional environment.</td>
</tr>
<tr>
<td>Personalized Support</td>
<td>Students receive career counseling and supplemental instruction to help ensure success.</td>
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</tbody>
</table>
Organizing Principles

- Student Interest
- Improve student achievement
- Connect academics to real-world applications
- Prepare students for both college and career
- Lead to the full range of postsecondary options
The share of teens with any paid employment dropped from 55% in 2000 to 28% in 2011. In other words, year-round teen joblessness increased from 45 to 72%.
### Employment Ratio/Population of Teens in Top 100 Metropolitan Areas with the ten highest and ten lowest employment 2011

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Employment rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top 10</strong></td>
<td></td>
</tr>
<tr>
<td>Ogden-Clearfield, UT</td>
<td>43.2</td>
</tr>
<tr>
<td>Omaha-Council Bluffs, NE-IA</td>
<td>42.3</td>
</tr>
<tr>
<td>Des Moines-West Des Moines, IA</td>
<td>42.2</td>
</tr>
<tr>
<td>Salt Lake City, UT</td>
<td>39.9</td>
</tr>
<tr>
<td>Wichita, KS</td>
<td>38.3</td>
</tr>
<tr>
<td>Harrisburg-Carlisle, PA</td>
<td>38.2</td>
</tr>
<tr>
<td>Portland-South Portland-Biddeford, ME</td>
<td>36.7</td>
</tr>
<tr>
<td>Minneapolis-St. Paul-Bloomington, MN-WI</td>
<td>36.3</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>35.8</td>
</tr>
<tr>
<td>Provo-Orem, UT</td>
<td>35.3</td>
</tr>
<tr>
<td><strong>Bottom 10</strong></td>
<td></td>
</tr>
<tr>
<td>Atlanta-Sandy Springs-Marietta, GA</td>
<td>19.8</td>
</tr>
<tr>
<td>Miami-Fort Lauderdale-Pompano Beach, FL</td>
<td>19.6</td>
</tr>
<tr>
<td>Las Vegas-Paradise, NV</td>
<td>19.5</td>
</tr>
<tr>
<td>San Francisco-Oakland-Fremont, CA</td>
<td>19.4</td>
</tr>
<tr>
<td>San Jose-Sunnyvale-Santa Clara, CA</td>
<td>19.2</td>
</tr>
<tr>
<td>Fresno, CA</td>
<td>18.3</td>
</tr>
<tr>
<td>Riverside-San Bernardino-Ontario, CA</td>
<td>17.7</td>
</tr>
<tr>
<td>Modesto, CA</td>
<td>17.4</td>
</tr>
<tr>
<td>Los Angeles-Long Beach-Santa Ana, CA</td>
<td><strong>16.9</strong></td>
</tr>
</tbody>
</table>
Why Employers Don’t Hire Young People

Figure 4: Reasons employers give for not employing young people

- Lack of experience: 29%
- Lack of skills: 18%
- Poor attitude: 15%
- Lack of qualifications: 13%
- Poor quality application: 13%
- Other: 2%
Engaged employers: work-based learning opps. & curricula support

Intermediary links between education & employers

Early, sustained information, awareness, & exposure

Commited state leaders & favorable policy environment

Rigorous Academic & Career Grades 9-14+ Pathways
Applied Global Logistics Externship Experience

Sponsored by the Port of Long Beach
What Does the Current AGL Data Tell Us?

In the last three years AGL:

- 10% increase in the number of 8th grade students choosing AGL
- Decrease in the number of D’s and F’s earned
- Increase AP course enrollment from 6% in 2016 to 16% in 2020
- Number of chronically absent students has fallen from 24% to 10%
Preparing Today’s Students for Tomorrow’s Workforce

Melissa Infusino
Director Workforce Development
Long Beach City College
About Us
Total Enrollment is 35,498

Student Race/Ethnicity

- Hispanic: 19,421 (55%)
- White: 5,806 (16%)
- Black/African-American: 4,933 (14%)
- Asian: 4,047 (11%)
- American Indian/Alaska Native: 178 (1%)
- Other: 534 (2%)
- Unknown: 487 (1%)
Student Demographics - Gender
Total Enrollment is 35,498
Student Demographics
Age
Total Enrollment is 35,498
Economic Challenges

• 67% of our students receive Financial Aid
• 2017 survey of 33K Community College students in 24 states found that...
  • 67% of students identified as food insecure
  • 33% experienced the very lowest levels of food security
  • 50% of all students identified as housing insecure
  • 14% were homeless
• For LBCC it means...
  • 23,784 students identified as food insecure
  • 11,714 experienced the very lowest levels of food security
  • 17,749 had identified as housing insecure
  • 4,970 were homeless
Workforce Opportunities in Supply Chain and Logistics Industries

• Nearly One Million Jobs in the Five County Area tied to international trade

• Many of the jobs require only an AA degree or some college

• Most people are unaware of the industry and the opportunities
Developing the Maritime Center of Excellence

- Commissioned Middle Skills Supply Chain Career Pathways Report
- Created Industry Advisory Committee
- Integrated Council for Supply Chain Management Professionals Certifications
- Designed for people not on a liner path from high school to a four year college
- Accessible to everyone interested in working in the sector, regardless of previous education, training or work experience
Launching The Maritime Center of Excellence

- Developed six short term training for in-demand middle-skills occupations:
  - Logistics Manager
  - Transportation Supervisor
  - Logistics Specialist
  - Customer Service Representative
  - Dispatcher
  - Warehouse and Distribution Supervisor
- Almost 100 people trained since February 2019
- Additional High School Boot Camp
Zero Emission Port Equipment Workforce Assessment

• Technology adoption projections
• Identify workforce skills to manufacture, operate and maintain electrification equipment and infrastructure
• Identify gaps in workforce skills and education and training programs to address these gaps
• Make recommendations for future training
Future Work with the Port

- **Maritime Center of Excellence Year 2**
  - Creating new and refining existing classes
  - Converting classes to free noncredit programs
  - Creating industry engagement and networking events
  - Providing job readiness workshops

- **Creating Zero Emissions Training**

- **Creating Cybersecurity Training**
From Career Explorer to Lifelong Learner

Angeli Logan
Director, Trade & Transportation Programs
CSU, Long Beach – Center for International Trade & Transportation
CITT
CENTER FOR INTERNATIONAL TRADE AND TRANSPORTATION
LBSU

Sales Boot Camp for Logistics Professionals

CALIFORNIA STATE UNIVERSITY LONG BEACH

Working and Living in a Port City

CALIFORNIA STATE UNIVERSITY LONG BEACH

MARINE TERMINAL OPERATIONS PROFESSIONAL

CALIFORNIA STATE UNIVERSITY LONG BEACH
Introduction to Logistics and Supply Chain Management
Online Certificate Program

CALIFORNIA STATE UNIVERSITY LONG BEACH

MASTER OF SCIENCE IN
SUPPLY CHAIN MANAGEMENT

Global Logistics Specialist

CITT Offers

- Sales Boot Camp for Logistics Professionals
- Working and Living in a Port City
- Marine Terminal Operations Professional
- Introduction to Logistics and Supply Chain Management
- Master of Science in Supply Chain Management
Goals for AGL

• Provide a foundation to ensure long-term success of the academy
• Link academic curriculum with real-work knowledge to prepare students for college OR career
Engage Our Community Partners

• Industry Engagement
• Education and Training Partners
• Workforce Development Board
Big League Dreams

Make learning fun, relevant & attainable
Make Learning Fun

- Site visits & Tours
- Engage teachers in the process
Make Learning Relevant

• It’s personal
• They can relate to what they may already know
Make Learning Attainable

• Industry Mixer & Mentoring
• Mock Interviews
• Internships & Career Exploration Activities
• Participating in industry Events
• Scholarships
Mentor Program & Mock Interviews
Experience Industry through Internships
Industry Events
Which Path is Right for Me?
Multiple Entry Points for Lifelong Learning

Lifelong Learning for Lifetime Success!
VIDEO
Questions?