

Gulf States Shipbuilders Consortium (GSSC)

Update – June 2008



GSSC Background

- ▶ Discussions started in 2005
- ▶ ATN awarded Katrina Grant in June 06
 - ▶ Critical workforce shortages post Katrina
 - ▶ Shipbuilding industry one of the hardest hit
- ▶ Regional Approach – Industry–Wide Model
 - ▶ Alabama, Louisiana, & Mississippi
- ▶ GSSC Established Dec 06
 - ▶ Provides direction/input for all initiatives
 - ▶ Charter members – 8
 - ▶ Current membership – 28



GSSC Membership

▶ Ship Yards

- ▶ Atlantic Marine
- ▶ Bender Shipbuilding & Repair
- ▶ Bollinger Shipyards
- ▶ C & G Boat Works
- ▶ Harrison Brothers Dry Dock & Repair
- ▶ Master Boat Builders

- ▶ Northrop Grumman Shipbuilding
- ▶ Quality Shipyards
- ▶ Signal International
- ▶ Trinity Yachts
- ▶ VT Halter Marine

▶ Manufacturing Extension Partnerships (MEP)

- ▶ Alabama Technology Network
- ▶ MEPOL
- ▶ MEP of Mississippi



GSSC Membership

▶ Vendors

- ▶ Action Specialties
- ▶ Beerman Precision
- ▶ Boland Marine & Industrial
- ▶ Bourne Group
- ▶ DCL Mooring & Rigging
- ▶ Fincantieri Marine Systems
- ▶ Louis Allis
- ▶ SK Watermakers
- ▶ Tecnico Corporation
- ▶ WESCO Gas & Welding Supply

▶ Economic Development Organizations

- ▶ Greater New Orleans, Inc.
- ▶ Jackson County Economic Development Foundation
- ▶ Harrison County Economic Development Foundation

▶ Colleges

- ▶ Bishop State Community College



Alabama



Master Boat Builders Inc.



Mississippi

NORTHROP GRUMMAN

Ship Systems

SIGNAL



INTERNATIONAL

A Marine & Fabrication Company

TRINITY
YACHTS



Louisiana



QUALITY SHIPYARDS, LLC.



Initiatives

▶ Deploying Strategic Plan

▶ Goals

- ▶ Raise public awareness
- ▶ Establish steady stream of trained workers
- ▶ Establish a foundation for sustaining/GSSC.

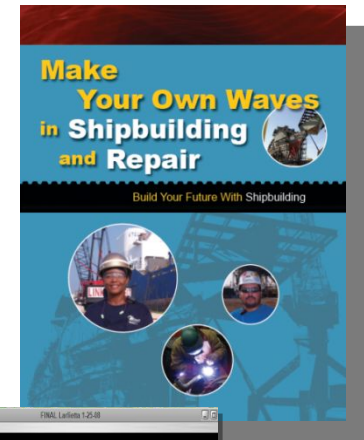
▶ Driven by committees

- ▶ Annual and Quarterly Meetings
- ▶ Communications
- ▶ Funding
- ▶ Legislative
- ▶ Membership and Recruiting
- ▶ Policy
- ▶ Workforce Development



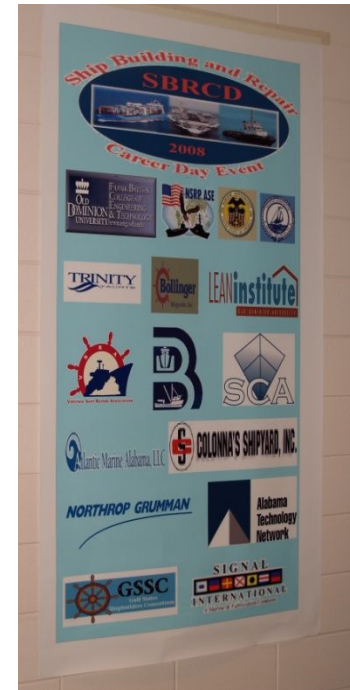
Initiatives – Raising Awareness

- ▶ Developing marketing materials to recruit workers to the industry
 - ▶ Print Ads
 - ▶ Posters
 - ▶ Viewbook
 - ▶ Videos
 - ▶ Expansion of goships.com
- ▶ Participating in Local Career Fairs
 - ▶ Prospect data posted on GSSC site



Initiatives – Raising Awareness

- ▶ Partnered with Old Dominion University
 - ▶ Delivered Career Day Activity
 - ▶ Delivered Teacher/Counselor Workshop
- ▶ Replicating event in Fall of 2008 in Alabama, Louisiana, and Mississippi



Initiatives – Raising Awareness

- ▶ Launching PR campaign–July 2008
 - ▶ Presence at local events
 - ▶ Aggressive high school campaign
 - ▶ Media blitz—TV, Radio, Print
- ▶ Developed Process to Handle Prospects
 - ▶ Directed to call center
 - ▶ Referred to community college/WIN partners
 - ▶ Prospects prequalified for training and/or employment
 - ▶ Posted on password protected **GSSC** website



Initiatives – Recruiting Workers

- ▶ Developing Standardized Curriculum
 - ▶ Surveyed membership
 - ▶ Profiled shipfitter position
 - ▶ Developed boot camp model that includes
 - ▶ Prequalification
 - ▶ Soft-skill Training
 - ▶ Technical Training
 - ▶ Industry Co-ops



Initiatives – Recruiting Workers

- ▶ Still to Come...
 - ▶ Standardized, regional certified shipfitter curriculum
 - ▶ Validated, industry-recognized certification
 - ▶ Training delivered to 30 students
 - ▶ Skills-gap training delivered to 50 incumbent workers
 - ▶ Identification of additional funding sources to replicate and expand



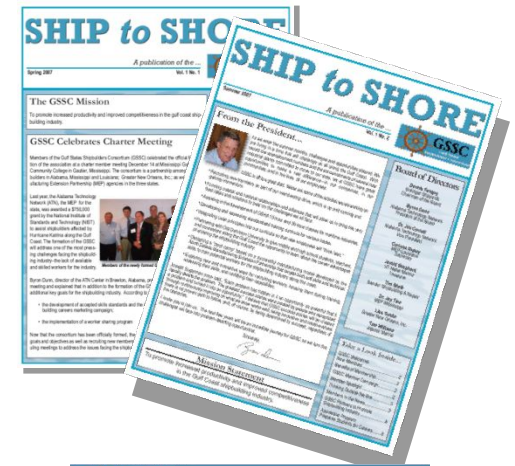
Initiatives – Sustaining GSSC

- ▶ Promoting the Organization
 - ▶ Hosted First Annual GSSC Conference
 - ▶ 80 in attendance
 - ▶ 25 exhibitors
 - ▶ Activities Included
 - ▶ Vendor Expo
 - ▶ Breakout Sessions
 - ▶ Keynote Speakers



Initiatives – Sustaining GSSC

- ▶ Promoting the Organization
 - ▶ Exhibited at 2007 Workboat Show
 - ▶ Publishing Quarterly Newsletter
 - ▶ Collaborating with local, state, regional, and national groups
 - ▶ Visiting shipbuilders/suppliers in each state
 - ▶ Redesigning GSSC website



Questions?