



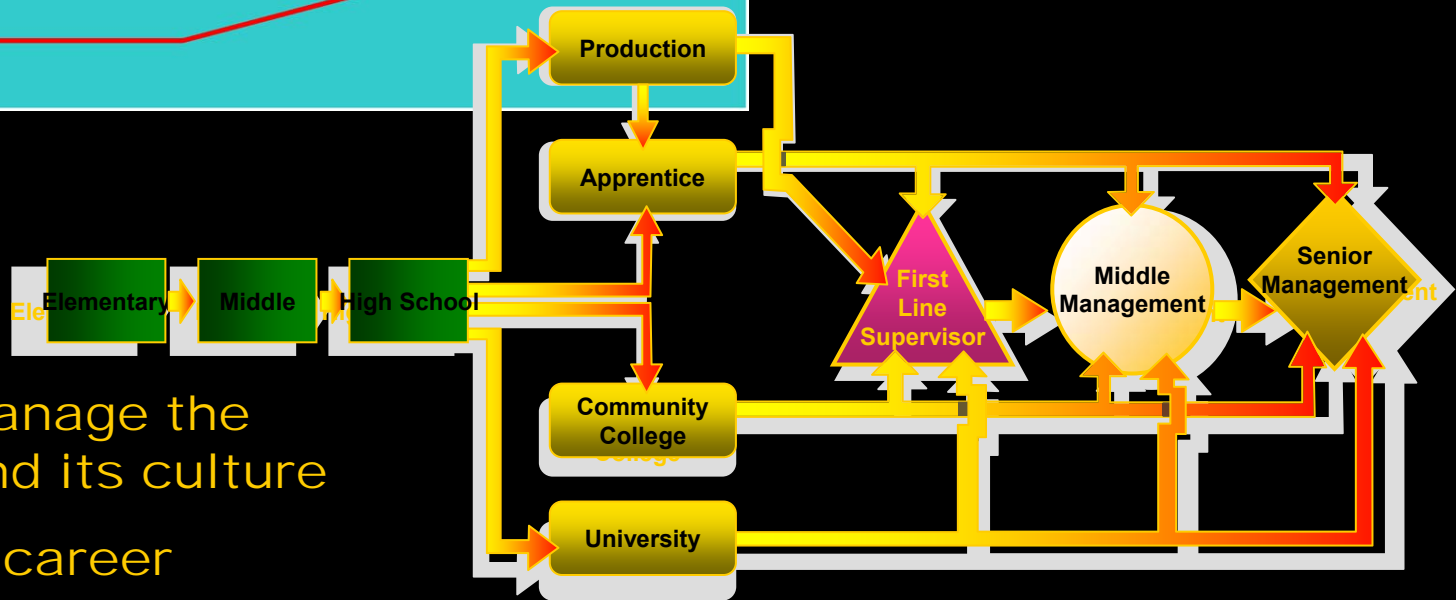
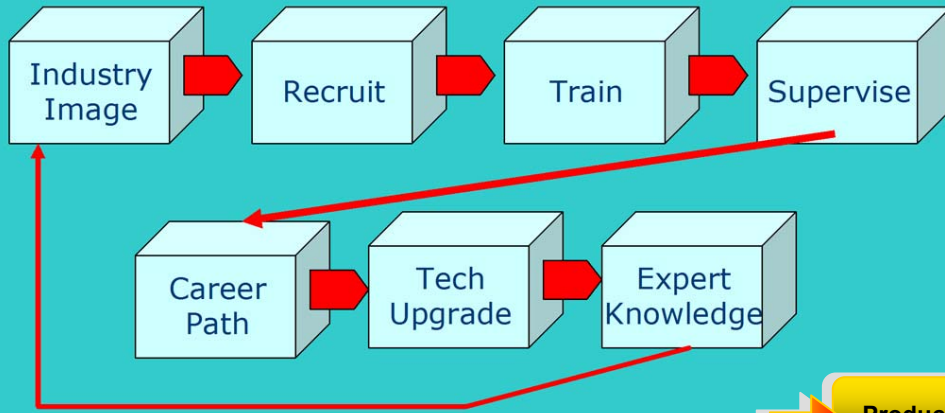
Industry Image

Attracting and Retaining
For a Competent Workforce

Industry Image Impact



Organization Culture: quality, speed, cost delivered by competent people



- Ability to manage the workforce and its culture
- Individual's career choice

Requirements



- Based on 10 percent turnover, steel-hull shipyards & key suppliers must recruit about 25,000 people annually, nationwide
- Shipyard growth, expansion, and retirements opens thousands of jobs
- Our industry competes with construction, heavy manufacturing and others for reliable people with eye-hand coordination

Crosscut Survey Work



- Major labor demographic shifts
 - Immigrants, women, age, in-migration
 - Shift from manufacturing to service
- Cyclic and ambiguous contracting
 - Layoffs possible; careers uncertain
- No clear portability between Navy, defense, and commercial shipyards
- Unprepared entry level folk

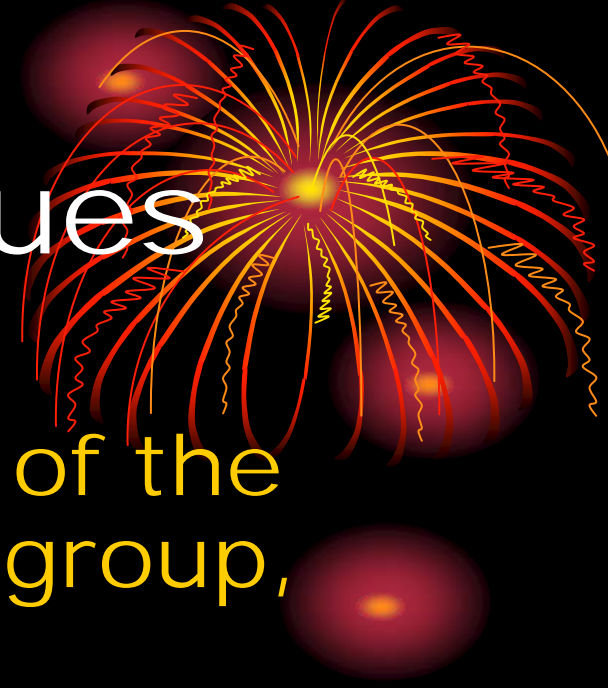
Crosscut Survey Work cont'd



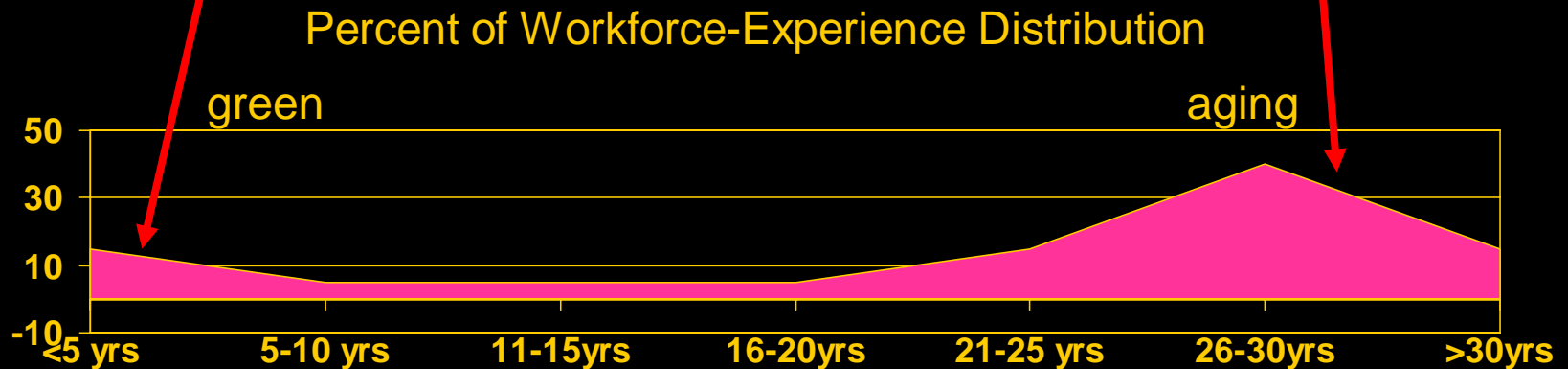
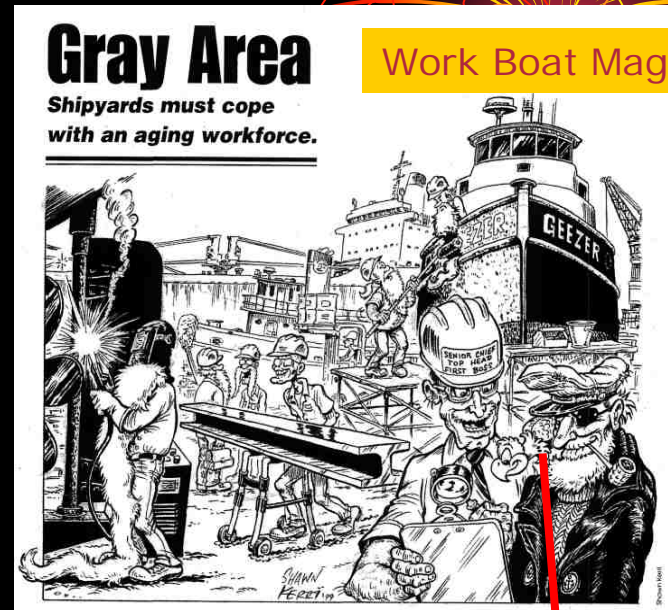
- Two trade associations – ASA & SCA – but no common voice on workforce needs
- Lease labor firms running out of people to fill shipyard employment gaps
- About half shipyard execs would not recommend the industry to their children
- Nearly 90% of hiring is connected to referrals by shipyard employees

18-28 year old issues

- President's 2005 State of the Union flagged this age group, mostly men
- Too many idle – not in school, not at work
- Statistically high in crime, drugs, alcohol, sex and other risky behavior



Who will build and repair our ships?



Workforce demographics issues are challenging!

Google Search



- "shipbuilding careers" 32 hits
- "shipyard careers" 75 hits
- "automotive careers" 48,800 hits
- "manufacturing careers" 52,900
- "construction careers" 75,500

Is this OK?

Past Crosscut Work



- Crosscut Resource Center
 - Started 2002; stopped in 2005 by funding, restarted early 2007
- Industry Image Resources
 - Poster & flyers
 - Video clip samples

2007 Initiatives



- Shipbuilding and Repair Industry Career Day – middle school
- Shipyard-College Collaboration – job seekers & changers
- Regional Consortia – better word of mouth
- Media-marketing R&D – social networks and industry friends

Fresh Ideas



- Compare shipbuilding and repair jobs to “Dilbert” or low-wage jobs
- Tell “My Story”
 - Uniqueness and variety of shipbuilding & repair jobs
- Make a connection between:
 - “extreme” sports and “extreme” jobs
 - Video-games and design-for-production

Web-Ad Concept



Ad Drafts

- [Bored at home](#)
- [Bored at the office](#)
- The Diner
- My Story



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Audience for ads?



- K-12 youth considering career options
- 18-28 year old men
- Women & minorities alternate careers
- Shipyard incumbents considering advising friends and family about careers

Consider at Panel Meeting



- Next steps:
 - Get support from NSRP ECB, ASA and SCA
 - Develop an industry-funded collaborative
 - Go for NSRP RA or US DOL funding of major media-marketing campaign
 - Team with construction (AGC) and/or manufacturing (NAM Dream It-Do It) or others



For More Information

(and so I don't overload my ass)

National Shipbuilding
Research Program
www.nsrp.org

Crosscut Initiatives Panel
strategy and projects
www.crosscutprojects.com

New resources web site
under construction
www.goships.com

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Good organization, good teams, basic skills of job instruction, job method improvement, and job relations enable lean, affordable production.