



Industry Image Project

Attracting and Retaining
For a Competent Workforce

Requirements



- Based on 10 percent turnover, steel-hull shipbuilders must recruit about 25,000 people annually, nationwide
- Some shipyards such as Bender and Halter plan near-term expansions for thousands of jobs
- Our industry competes with construction, heavy manufacturing and others for 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

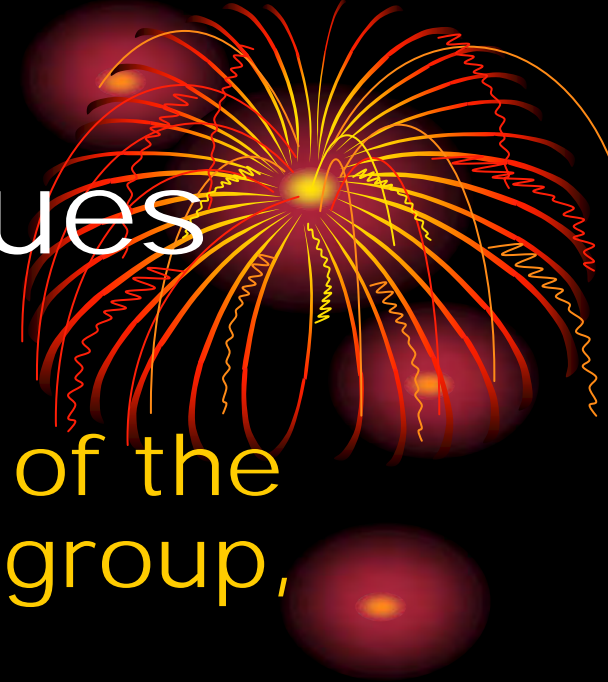
Crosscut Survey Work cont'd



- 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



Past Crosscut Work



- Crosscut Resource Center
 - Started 2002; stopped in 2005 by funding
- Industry Image Resources
 - Poster & flyers
 - Video clip samples - [#1](#), [#2](#), [#3](#)
- Considered as 2006 Panel Project – other votes higher

Fresh Ideas



- Compare shipbuilding and repair jobs to “Dilbert” jobs
- Make a connection between
 - “extreme” sports and “extreme” jobs
 - Video-games and design-for-production
 - Uniqueness and variety of shipbuilding & repair and cookie-cutter, repetitive office or retail work
 - Samples [#1](#), [#2](#)

Audience for ads?



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

Budget Factors



- One 15 second spot, done with action and high-quality costs about \$__K
- TV (broadcast, cable) airing is about \$__ per spot
- Web pop-ups are about \$___

Consider at Panel Meeting



- To go ahead:
 - \$25K Panel Project to build several good drafts, test drive at shipyards
- Next steps:
 - Get support from ASA and SCA
 - Develop an industry-funded collaborative
 - Go for NSRP RA funding
 - Team with construction (AGC) and/or heavy manufacturing (Caterpillar) or others
 - Seek Laura Bush support (18-28 year old)