



# Virginia Ship Repair Foundation

**Purpose:** To assist Virginia Ship Repair **member** companies, both locally and nationally, in their efforts to produce the highest quality ship repair services by convening and deploying efficient training and employee recruitment strategies.



# Virginia Ship Repair Foundation

VSRF is **the 501(c)(3) educational** arm of the Virginia Ship Repair Association. This status positions the Foundation well by enabling it to **secure grants**, fundraise and enter into unique partnerships that support its purpose.



# Branding Ship Repair as a Career Industry

## Strategy:

Brand ship repair as an industry with diverse occupations and solid career opportunities to fill the emerging workforce gap.



# Branding Ship Repair as a Career Industry

Initial Objective:

Establish linkage to the emerging  
workforce at the K-12<sup>th</sup> grade levels



# Branding Ship Repair as a Career Industry

Tactic #1:

Promote the industry through Career Days and Job Fairs at elementary, middle and high schools in the region.



## Branding Ship Repair as a Career Industry

### Implementing Tactic #1:

- Created a Career Days Activity Guide for Volunteers to use when participating in a school event
- Guide is specific to school age and includes a “Ship Repair Sam” story, boat making origami, coloring activities and a career outlook discussion guide.
- Purchased branding products (dog tags, temporary tattoos, pencils) that volunteers give away at events



# Branding Ship Repair as a Career Industry

## Anticipated Outcomes of Tactic #1:

- Company member volunteers are provided the tools they need to consistently promote the industry
- Volunteers also get the opportunity to promote their company
- By leveraging the time and fiscal resources of members, we are projected to reach 30 schools, more than 10,000 students in 4 cities. This greatly exceeds the ability of one company to conduct its own outreach program



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## Tactic #2:

Provide a competitive environment for middle school students to learn about ship repair occupations and get excited about ships



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## Implementing Tactic #2:

- Start a pilot competition using the LEGO 3-d design studio software
- Two teams from Blair Middle School are the pilot competition teams. They will design a portion of a ship in 3-d and compile a written report on five occupations in ship repair that maintain that portion of the ship
- The competition will be held in April 2007 with a visual presentation of the design, oral presentation of the occupations, and submission of the written report



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## Tactic #3:

Promote employment to graduates of trade programs such as welding, electrical, carpentry, and plumbing



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## Implementing Tactic #3:

- Work with existing trade and maritime specific trade programs to create ship repair specific inclusions into curriculum
- Provide graduates from the Norfolk Technical Center who enter a ship repair occupation (and meet career planning criteria) with equipment grants to help them get started with a member company in a trade



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Q & A