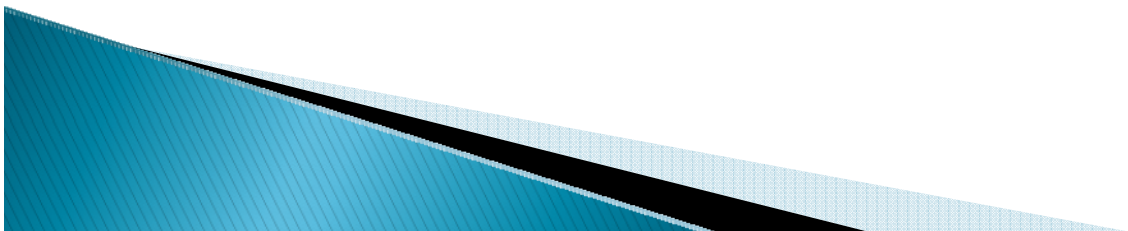


# Gulf States Shipbuilders Consortium (GSSC)



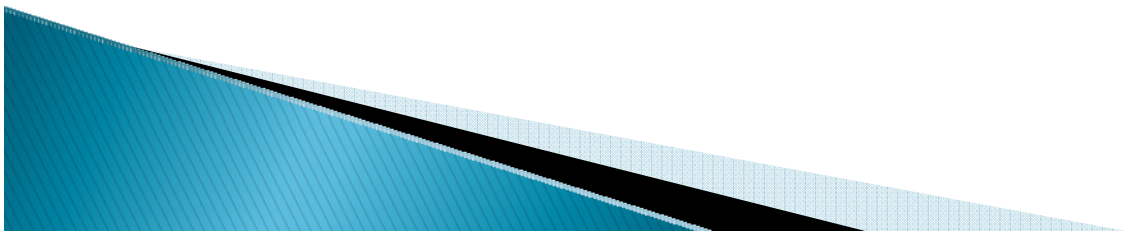
# GSSC Background

- ▶ 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
  - Members can include
    - Shipyards
    - Shipyard Suppliers
    - Middle and High Schools
    - Colleges and Universities
    - Economic Development Agencies



# Grant Goals

- ▶ Increase awareness of shipbuilding industry
- ▶ Enhance the industry image
- ▶ Increase the number of skilled workers available to the industry



# GSSC Goals

- ▶ Provide strategic direction for workforce development with emphasis on recruiting, training, and retaining technically skilled workers.
- ▶ Encourage continuous improvements in all facets of shipbuilding.
- ▶ Conduct programs to share knowledge on issues impacting the shipbuilding industry.



# GSSC Membership

- ▶ 12 shipyards in Alabama, Louisiana, and Mississippi
- ▶ WESCO Gas & Welding Supply
- ▶ Manufacturing Extension Partnerships (MEPs)
  - Alabama Technology Network
  - MEPOL
  - Mississippi MEP
- ▶ Greater New Orleans, Inc.



Alabama



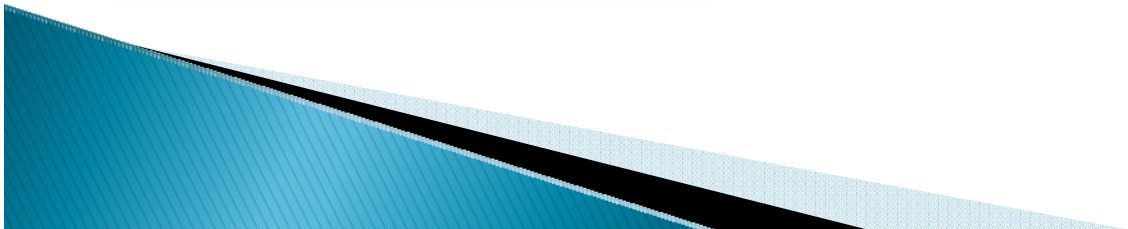
Harrison Brothers Dry Dock

Master Boat Builders

Mississippi

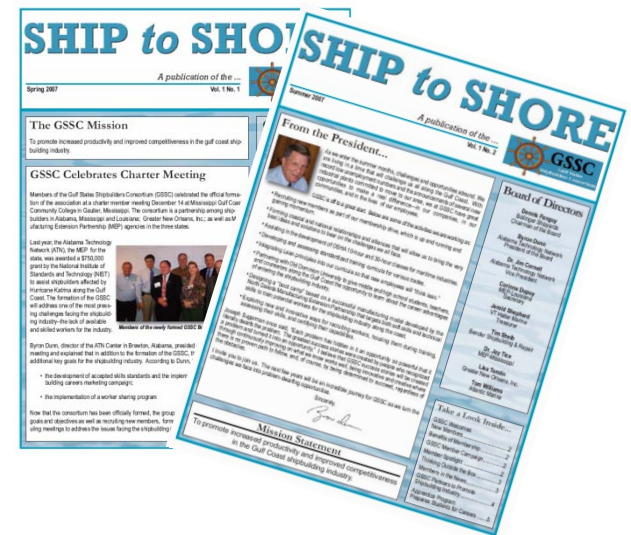


Louisiana



# Initiatives

- ▶ Continuing to Promote GSSC
  - ▶ Hosting First Annual GSSC Conference
  - ▶ Exhibiting at WorkBoat Show
  - ▶ Visiting shipbuilding and repair companies/supply chains in each state
  - ▶ Sending out information packets to prospects
  - ▶ Publishing quarterly newsletter



# Initiatives

- ▶ Addressing Most Critical Workforce Need
  - ▶ Surveyed membership
  - ▶ Profiling shipfitter position – in progress
  - ▶ Develop curriculum
  - ▶ Developed boot camp model that includes soft skill and technical training, industry co-ops
  - ▶ Develop industry recognized certification for craft
  - ▶ Deliver training to 30 students
  - ▶ Deliver skills gap training to 50 incumbent workers
  - ▶ Identify additional funding sources to replicate if successful



# Initiatives

- ▶ Developing Marketing Campaign – Kick off Planned Jan/Feb 08
  - ▶ Print Ads, Radio Spots, Commercials, Posters, Viewbook
  - ▶ Expansion of goships.com website
- ▶ Developing Process to Handle Prospects
  - ▶ Directed to call center
  - ▶ Referred to appropriate community college partner
  - ▶ Prequalified for employment and/or training
  - ▶ Posted on password protected GSSC website



# Initiatives

- ▶ Partnered with Old Dominion University to Deliver Teacher/Counselor Workshop
  - ▶ Approximately 45 participated
  - ▶ Plan to replicate in each state
- ▶ Partnering with Old Dominion University to Deliver Career Day Event
  - ▶ Targeting 400 middle/high school students
  - ▶ Plan to replicate in each state
- ▶ Working with participating schools to market industry/set up tours at member yards upon request



Questions?

