



## **NSRP WORKFORCE DEVELOPMENT PANEL MEETING**

June 26, 2020

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NATIONAL MARITIME EDUCATION COUNCIL and PROJECT LEAD

# Build Your Future

Shipbuilding and Ship Repair Works!



# Agenda

- About NMEC
- Why BYF Shipbuilding is Important
- Goals
- Deliverables
- Progress to Date
- Needs
- Discussion/Q & A

## ABOUT NMEC

- Established in 2012
- Member -based, industry -driven trade association
- Working with NCCER to develop a national workforce development system



## Challenges addressed

- Aging workforce
- Calls for a 355 -ship Navy
- Competition among industry sectors
- Outdated public perceptions
  - 89% - manufacturing sector growth stagnant
  - 66% - attributed perceptions to a lack of jobs
  - 70% - would not recommend a career in manufacturing to their kids

# PROJECT GOALS



- Investigate best practices and replicate/pilot successful models
  1. Recruiting survey/toolkit
  2. Branded image enhancement & career awareness platform
  3. Ambassador program/toolkit
- Investigate Develop, and Promote Regional Career Pathways

# Collaboration t e a m

- Austal
- Aerotek
- American Welding Society
- BAE Systems
- Bollinger Shipyards
- Continental Maritime
- Electric Boat
- Bath Iron Works
- NASSCO
- Ingalls Shipbuilding
- Mentoring Solutions
- Newport News Shipbuilding
- NCCER
- Newport News Shipbuilding
- Northeast Wisconsin Technical College
- San Diego Ship Repair Association
- Seaspan Shipyards
- Skagit Valley College (a Marine Manufacturing & Technology Center of Excellence)
- TransPorts
- University of Kentucky
- Vigor
- VT Halter Marine



# BYF Collaboration team . . .

- Input into content development for website/ collaterals
- Contributing photos and/or raw footage of shipyard workers/ environments
- Survey development related to recruiting best practices
- Input into regional career path development



[Shipbuilding.byf.org](http://Shipbuilding.byf.org)

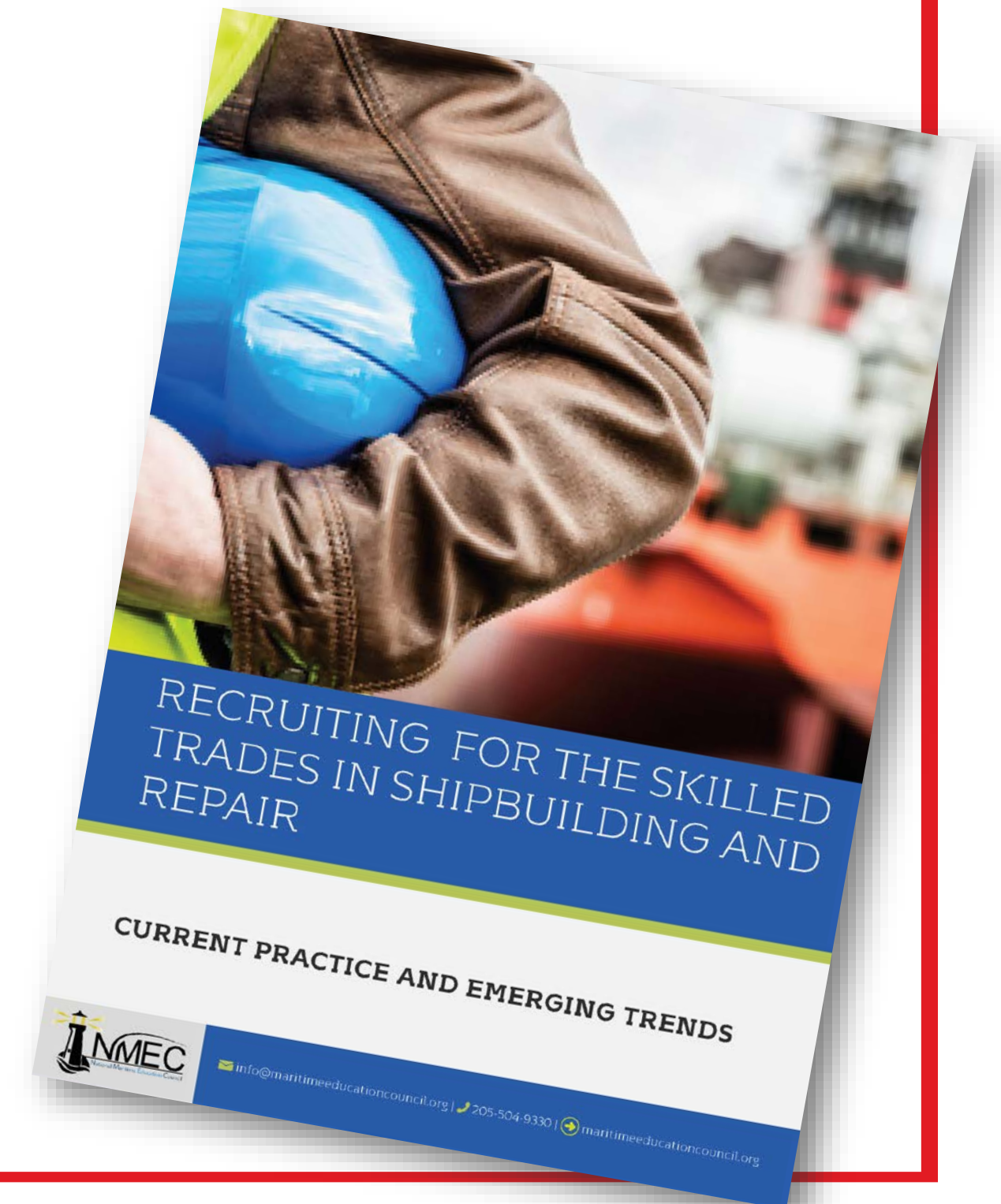
## Deliverables

- Recruiting Best Practice Toolkit
- Regional Career Pathways
- Branded, Career Awareness Initiative
  - Shipyard profiles with links
  - Training center listing
  - Downloadable resources
  - Career Day Loaner Kits
  - Videos targeting veterans and women - Delayed
  - Social media presence
- Formal Ambassador Program/Toolkit - Delayed



# Recruiting best practice toolkit

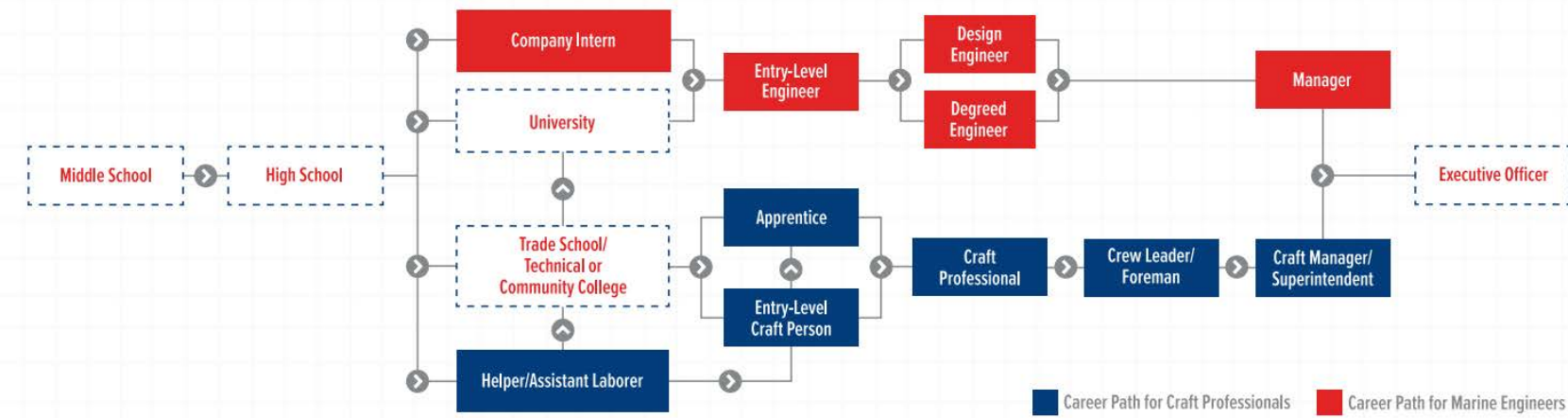
- Purpose
  - Identify current trends/best practices
  - Establish benchmarks for future study
  - Inform future practice
- Topics Explored
  - Driving factors behind shortages
  - Recruiting strategies utilized
  - Assessment metrics
  - Candidate sourcing
  - Communication methods
  - Retention and development practice



# Career pathways

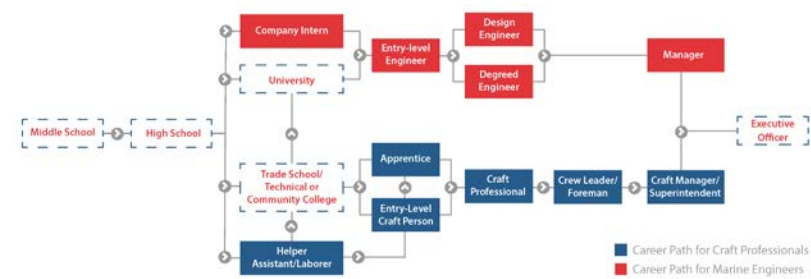
## SHIPBUILDING & SHIP REPAIR CAREER PATH

Shipbuilding and ship repair careers in today's market are all about high-tech, high stakes and huge earning potential. You'll have the opportunity to build and repair the most advanced and complex ships in the world — ships that protect our country and provide for our economic security. Wherever you are in your education or skill level, the basic career path below will get you on the right track for an exciting and rewarding career in shipbuilding and repair. Find more details about each step by visiting [shipbuilding.byf.org](http://shipbuilding.byf.org) and using our interactive career path. Start building your future now.



### SHIPBUILDING & SHIP REPAIR CAREER PATH EAST COAST REGION

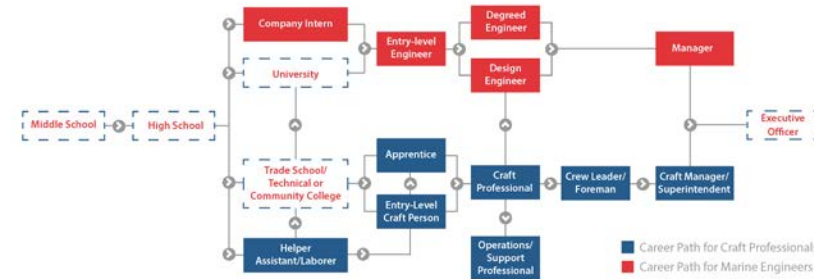
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The illustration above is representative of the shipbuilding and ship repair industry on the East Coast. Career pathways vary from shipyard to shipyard, including some pathways that may include pre-hire programs.

### SHIPBUILDING & SHIP REPAIR CAREER PATH GULF COAST REGION

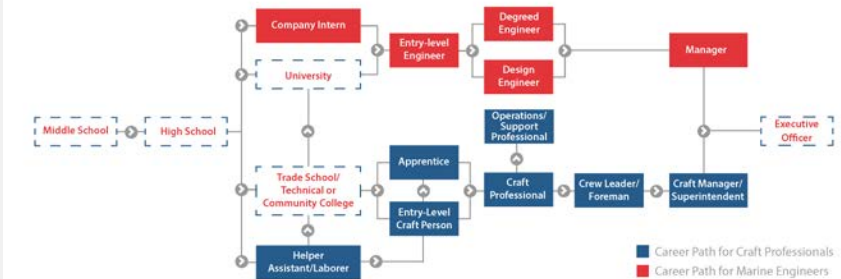
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The illustration above is representative of the shipbuilding and ship repair industry on the Gulf Coast. Career pathways vary from shipyard to shipyard, including some pathways that may include pre-hire programs.

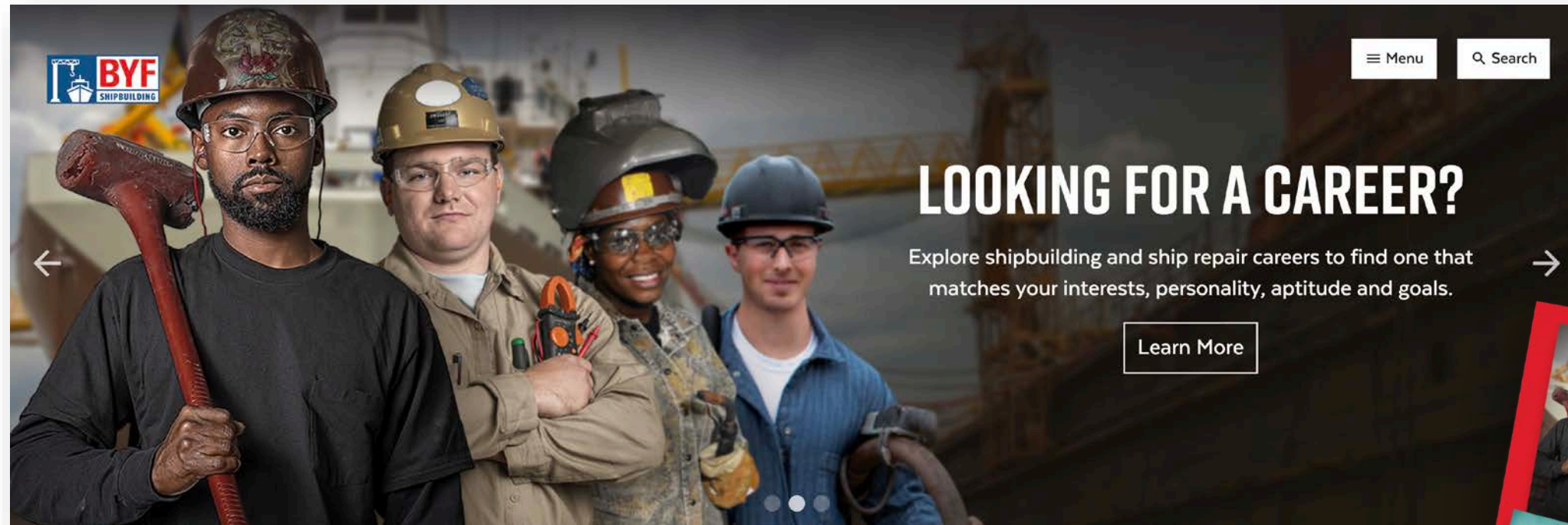
### SHIPBUILDING & SHIP REPAIR CAREER PATH WEST COAST REGION

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The illustration above is representative of the shipbuilding and ship repair industry on the West Coast. Career pathways vary from shipyard to shipyard, including some pathways that may include pre-hire programs.

# BRANDED CAREER AWARENESS INITIATIVE



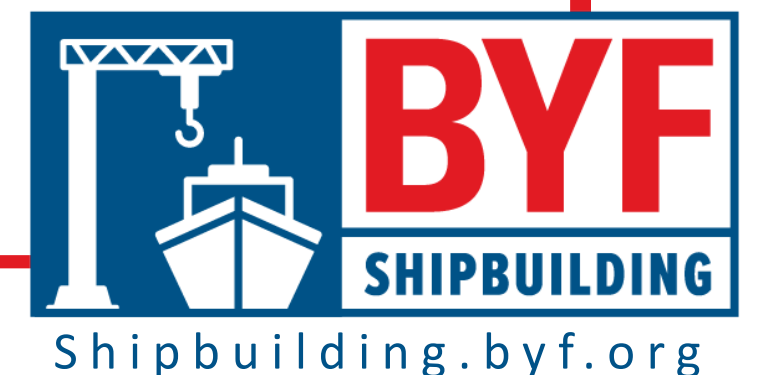
[Shipbuilding.byf.org](http://Shipbuilding.byf.org)

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## needs

- Career Awareness Initiative
  - Shipyard stories for social media
  - Images/videos for social media
  - Promotion
    - Local high schools/career day events
    - Women's groups
    - Veteran's groups
  - Follow BYF Shipbuilding on social media
  - Partner on the website
  - Provide training providers



DISCUSSION/QUESTIONS

Get in  
Touch

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