



## **NSRP WORKFORCE DEVELOPMENT PANEL MEETING**

March 25, 2021

AUDREY KENNEDY, PROJECT MANAGER  
NATIONAL MARITIME EDUCATION COUNCIL and PROJECT LEAD

# Build Your Future

Shipbuilding and Ship Repair Works!



# 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
- Develop Regional Career Pathways

# BYF Collaboration team . . .

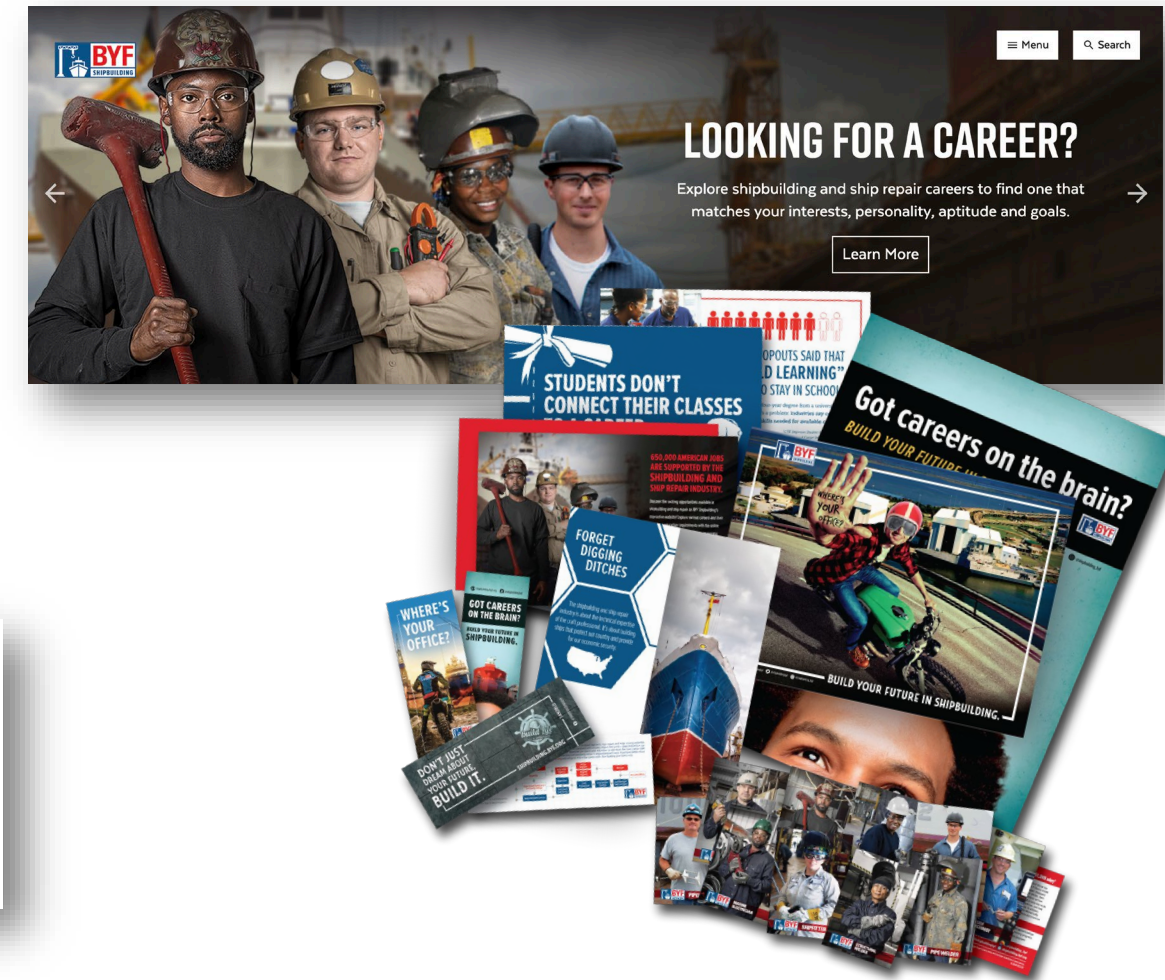
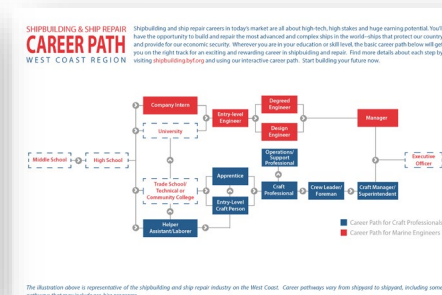
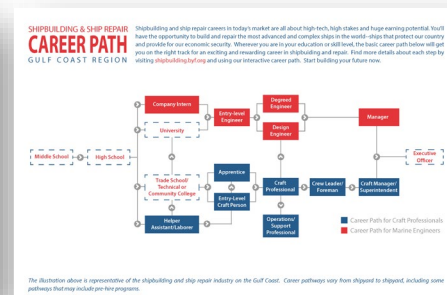
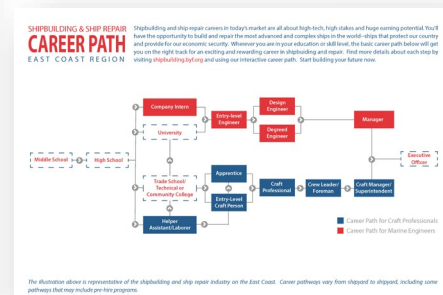
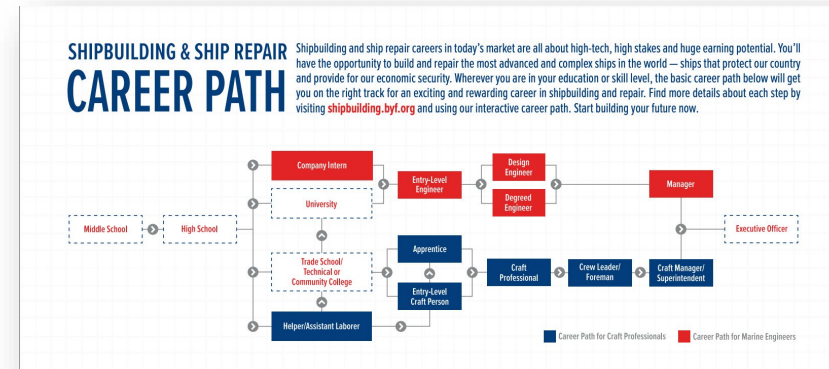
- Input into content development for website/ collaterals
- Contributing photos and/or raw footage of shipyard workers/ environments
- Survey development related to recruiting best practices
- Input into regional career path development



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



# DELIVERABLES



- ## Delayed Deliverables Extension Granted
- Women/Veterans Videos
  - Ambassador Program



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

- @shipbuildingbyf
- @shipbuildingbyf
- @shipbuilding\_byf



## delayed deliverables

- Videos Women and Veterans
  - Filming complete
  - In production
  - Anticipated release – Early May
- Ambassador Program
  - Release Toolkit – March 31
    - Launching an Effective Ambassador Program
    - Selecting the Right Champions
    - Tools to Ensure Success
  - Run Pilots – Mid-April/Early May
- Project Closeout – May 20, 2021

# IMMEDIATE NEEDS

- Share Images and Videos - Immediate Need!
  - Help us tell your story and keep our social media content fresh.
- Complete the Employer Profile Form
  - Make sure your company is represented on the [Partnering Employer](#) page.
- Introduce BYF Shipbuilding to Your High School Partners
  - Share the BYF Shipbuilding platform with your high school partners.
- Complete the Training Center Profile Form
  - Complete the [Training Center Profile](#) form and/or encourage your education partners to complete the form.
- Introduce BYF Shipbuilding to Women and Veteran Groups in Your Area
- Follow Us on Our Social Media Accounts
  - Follow on on social media from your company's social media accounts.



@shipbuildingbyf



@shipbuildingbyf



@shipbuilding\_byf



# PATH FORWARD

- Explore/Establish Investor Program
  - Fund program enhancements/expansion, staffing, and marketing.
    - Videos
    - Additional Collaterals
    - Formal Marketing Campaign
- Add Career Day Event Page to Shipbuilding BYF
  - Feature upcoming career day events.
    - High schools
    - Community colleges
    - Community events
- Add Regional Resource Pages to Shipbuilding BYF
  - Feature WFD programs.
  - Best practices

DISCUSSION/QUESTIONS



# Get in Touch AND GET INVOLVED!

Audrey Kennedy, Project Manager  
National Maritime Education Council (NMEC)

**Phone**

205.504.9330

**Email**

[audrey.kennedy@thetjcgroup.com](mailto:audrey.kennedy@thetjcgroup.com)



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