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
Delayed Deliverables
Extension Granted
- Women/Veterans Videos
- Ambassador Program
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 social media from your company’s social media accounts.

@shipbuildingbyf  @shipbuildingbyf  @shipbuilding_byf
• 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!

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